

THE DALLAS POST

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ESTABLISHED 1889

Member Pennsylvania Newspaper Publishers' Association

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When requesting a change of address subscribers are asked to give their old as well as new address.

Allow two weeks for changes of address or new subscription to be placed on mailing list.

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Preference will in all instances be given to editorial matter which has not previously appeared in publication.

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Barnyard Notes

Speaking of the situation found in Washington by the Republicans, and the difficulty of the Eisenhower administration to change it after twenty years of Democratic control—Congressman Charles A. Halleck of Indiana, drew a humorous parallel at the Fortieth Annual Dinner of Luzerne County Manufacturers' Association a week ago Monday night at Irem Temple Country Club.

"It reminded me," said Halleck, "of the major league coach who was trying out a young rookie in left field. As the coach batted out flies to him, the nervous youngster flubbed the easy ones, dropping one ball after another. At last the coach yelled to him 'Come on in and bat some, out to me, I'll show you how to play that position.' The youngster batted out a hot one. The coach dropped it. That could happen once, but he dropped a second and a third. Finally he threw down his glove and in a voice, borne of despair, yelled to the lad: 'You've got left field so screwed up nobody can play it.'"

BIG CHANGES AHEAD — IN JUST 5 OR 10 YEARS

The world you live in today will be an exciting and wonderful one in just five or ten years, predict the editors of *Changing Times*, The Kiplinger Magazine. Here are a few things that are within the realm of probability.

- By 1965, the average family can expect \$1,400 more income, in terms of 1955 dollars. Reasons for the trend are lower taxes and higher productivity.
- In the 1960's, most young couples will be ready to buy a home even before they think of raising a family.
- Expect fewer canned and frozen foods. Instead, many foods will be irradiated, will need no refrigeration and will last indefinitely.
- Sometime in the 60's or 70's millions of workers will go to the factory or office four days a week and have three days of play.
- Photographers will use magnetic tape film that will be used for either color or black-and-white pictures. No developing or printing will be necessary. You'll be able to re-use the tape and project pictures on your TV screen.
- The turbocar will be sold within ten years. A jet-powered turbine will make the wheels go round. Only one-fifth the present number of moving parts will be needed and the car won't have a transmission or clutch.
- Guided missiles for such peacetime uses as carrying freight and delivering transcontinental mail may be tried out within the next decade.
- The atom will do everything from providing energy for power, to preserving food and purifying medicines.
- Last, but not least,
- Long-term weather forecasting will be more reliable. On a Monday you'll be told what the weather will be like on Saturday and be able to count on it.

"THE HISTORY OF MY LIFE"

In every far-flung reach of this country, millions of people look forward each week to the appearance of their local small-town papers. These papers are the running histories of the communities and regions they serve, and there is nothing that can take their place.

Now and then some old-time reader troubles to tell the editor just how he feels about the local paper. That pleasant experience happened the other day to the editor of the News, of Hemet, California. The correspondent was a woman who had lived in the Hemet area for more than half a century. She wrote: "I have many fond memories of your newspaper and the people who have been connected with it. Not long ago . . . it occurred to me that in the files of your paper is the history of my life.

"Your paper recorded my birth, my childhood parties, my graduation from high school and later from college, my marriage, the arrival of each of my four children and the death of one of them—and now, in more recent years your columns have been recording the arrival, one by one, of my grandchildren . . . Is it any wonder that your paper means so much in our home and that we look forward eagerly to receiving it each week?"

The country paper is an intensely personal thing, close to the lives and work and thoughts and aspirations of all who read it. And it's a certainty that no medium of communication and opinion has so large a proportion of loyal, beginning-to-end readers.

Autumn Fire

Across the Lake, there burns a steady blaze;
 The flame of Maple, Poplar's smoke and haze
 Of Pepperidge; with here and there a flash,
 A sudden burst of burning, yellow Ash—

The Dogwood's ruddy glow, the deep brown smoke
 Full shouldering its way, of giant Oak,
 And kindling underneath, like molten brass,
 There leaps wild tongues of flame the Sassafras—

But calmly looking on the holocaust,
 Speaking God's promises, "Not all is lost;
 Your woods will rise again. Do not repine."
 Green stand the mighty Hemlock and the Pine.

J. E. P.
 Bard of Harveys Lake
 October 10, 1955

Bob Tales

We are becoming a society so dependent upon mechanical and electrical supply that when something goes wrong we are lost. As an example take the case of Mr. William Simms of Lehman. He was late for his class last Monday when the storm caused the power to go off. He had his auto on the electric hoist at Denmon's Service Station and couldn't get it down for an hour until the power finally came back on.

Jeanette Lacey called after issue of last week's paper to say that the pointer I wrote about was her dog and that he was collecting for the Community Chest, not the Huane Society. Jeanette's just prejudice because she was one of the workers for the Chest this year.

The headline "Mildred Archer Bags First Deer" aroused the curiosity of Shel Evans so he went on to read it and find out who this girl was with a name that sounded like a movie star. To his surprise he learned it was a bow and arrow hunter from the town of Mildred, Pa., who had been successful in killing a deer.

A young mother was discussing with an older woman the arrangement worked out with her husband about feeding the baby in the wee small hours. The younger woman asked, "Who in your family got up to feed the baby at night?" The older woman replied, "Well, it certainly wasn't my husband. You see, young lady, we didn't have bottles then." (The Toastmaster)

The snowball is growing larger as it rolls on. I'm referring to the business about my Social Security card. It seems that the Pittsburgh Press got a look at Johnny Bush's story on my plight which he had written up in last week's Sunday Independent. They checked the story with the Pittsburgh Railways and found out there hadn't been anyone by the name of Bachman working for them for at least ten years (See, I knew that fellow was retired on my Social Security now!) Course I don't care how far back in the records they go . . . I know I never worked for the Pittsburgh Railways 'cause I didn't know a caboose wasn't what they carried coal in until I bought my son his first train two years ago and had to read the directions on Christmas Eve to get the darn thing together.

I must confess however that I'm a very forgetful man. While looking for her brother's birth certificate this week my wife came across a very mushy letter that I wrote to her way back in 1941 when I was just out of college and had landed my first job in Pittsburgh. The address on the letter was 710 Summerlea Street, (the same as on my Social Security card) but I had forgotten I lived there for a short time. It was a hole in the wall that cost me only \$20.00 a month rent and I got out as soon as I got my first raise to \$30.00 a week. No wonder I forgot it . . . I was so glad to get out of there. (Born in a fog that never lifted—Type Setter.)

In the letter that Bush got from the Pittsburgh Press they asked several other questions and, if there are further developments I'll let you know. In the meantime I'm waiting to hear from the Washington office of Social Security. Until I find out what the score is I'll continue to have that sinking feeling in my stomach each payday when Myra takes out my Social Security.

Mrs. Jack Richardson, who worries about these twins of hers getting injured in the local football games on weekends, found out that she was worrying about the wrong members of the family. Last Saturday when Bob took off for his long run his father got so excited trying from the bleachers that he forgot himself and lost his footing. He ended up under the stands wondering if Bob had scored or not. Dr. Borthwick examined Jack's skinned leg and told him to wear one of the new safety belts being put out by the automobile companies the next time he attends a game. The school would hate to lose a father.

With our eyes again being focused on politics it might be good for many of the candidates to heed the word of a biographer of Benjamin Franklin who wrote: "He was incorruptible as a statesman and always illustrated, by his own example, the doctrine he was so fond of preaching, that his country should be served for honour and not for profit."

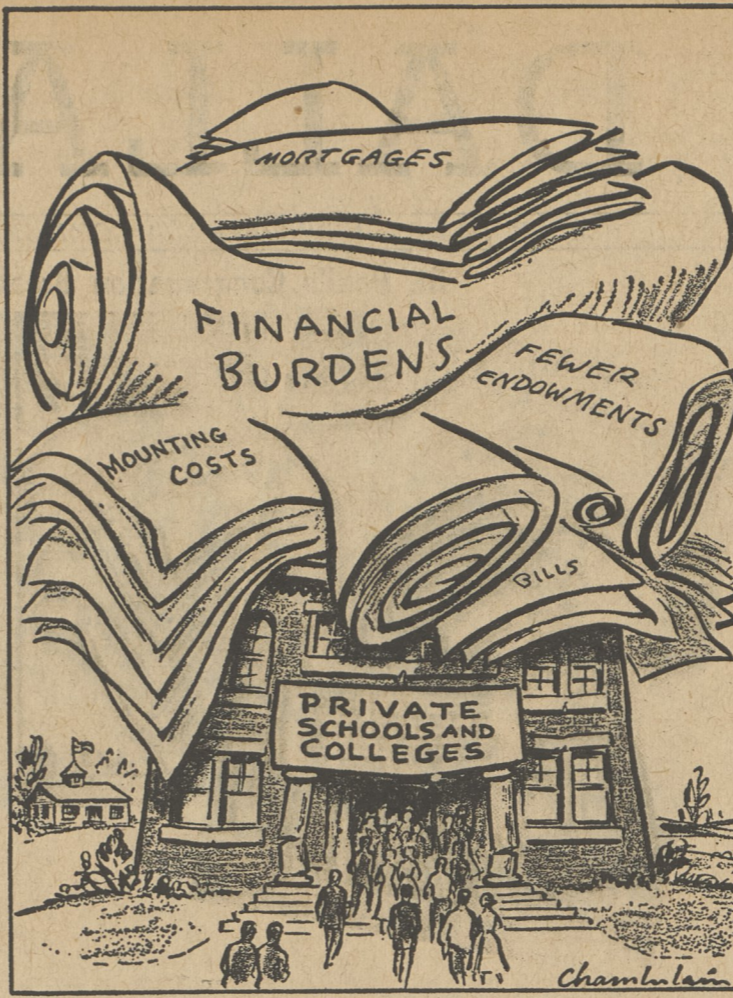
Winner this week of two free tickets to the Himmler Theatre is Kurt Schweiss of Huntsville Road, Dallas. Come into The Dallas Post for your tickets Kurt. Sorry Herb Smith, you may win yet.

Roberts Breaks Wrist

William Roberts, Westmoreland High School Senior who has been covering Westmoreland sports for The Post this autumn, fell and broke his wrist while playing touch football at Shavertown Grade School Friday afternoon.

It was a bad fracture requiring his remaining in Nesbitt Hospital overnight.

LITTLE (IN THE) RED SCHOOL HOUSE



Babson's Statement

Babson Discusses A New Profession

Babson Park, Mass.—Yes, it is the old misnamed "public relations" job which is fast being built up into a new and distinctive "human relations" profession. Furthermore, it is open to both men and women—yes, even to "shut-ins." I forecast it is headed for a brilliant future.

Why a New Profession?
 Many lawyers are being used as "public relations" men; but it is not a work for lawyers. You yourself know that a lawyer's letterhead scares you! It is indicative of force. A good human relations man or woman cannot use force or, directly or indirectly, threaten. I may be wrong, but in my opinion, to be most successful a human relations expert should not be a lawyer and should never have taken a case to court.

Unfortunately, human relations work has got mixed up with advertising. Although I am a great believer in wise advertising—yet it must be open and above-board. It must not be any part of secret propaganda. The human relations expert, whether man or woman, should frankly state he or she is in the employ, at the time, of certain corporations (one or more). But the terms "public" or "human" relations need not appear on his letterhead. If the corporation's letterhead is used, no reference should be made to a Public Relations Department or to such an office as "Vice President in charge of Public Relations." In fact, the terms should be avoided at all times in any public way.

Fundamental Rules For Success
 1. Always be honest. 2. Handle cases only in the community in which you live and are known to be a person of excellent character and in which, preferably, you are connected with some church. 3. Avoid threatening, bribing, or being party to ultimatums. In case of labor troubles, "keep the ball in the air," so to speak. Unless a fire is constantly fed with fuel, it ultimately goes out. 4. Avoid using the words "never" or "always." 5. To use a slang phrase, a good public relations person will not "attempt to tell a father how to raise his children." 6. Avoid writing letters, except to the corporation which you are serving. Keep all work very informal and personal, without a secretary or other go-between.

To succeed in this new profession, a person must be patient, starting with only one corporation as a client; but the person MUST know more about said corporation than anyone else in the community. Of course this takes time, patience, and prayer; but think of the time and money which one who is training to be a doctor must spend before he gets his first patient. On the other hand, such a public relations man needs no office, but can operate from his home; in fact, an office might be a handicap. The work should be done either by telephone or through personal talks. Every such person should be a careful reader and indexer of the local newspaper and get the friendship of all local merchants.

Work Should Be Informal
 It does not harm and perhaps may help such persons to do other things for a corporation client, also. I, however, cannot overemphasize the importance of absolute integrity and the recognition by the entire community — bankers, merchants, labor leaders and wageworkers—that you stand for such. As for income, your fee for each case must depend upon the time consumed and the results achieved. I should say that these fees might run from \$100 to \$5,000. But let the corporation determine the fee. Your task is to have every one connected with the problem satisfied with the outcome.

The public relations group have a monthly publication called "Public Relations Journal." Several text books are available to those desiring to read about this new profession. The Babson Institute has none of these books for sale; but it has a course of study which helps men prepare for such work. Unfortunately its classes for 1955-56 are full

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Only Yesterday . . .

Ten and Twenty Years Ago in The Dallas Post

From the Issue of November 2, 1945, Joseph Yanek's mother, Mrs. Margaret Yanek, of Lehman, receives a silver star awarded her son posthumously for gallantry in five battles. Pfc Yanek was machine-gunned and over-run by a German tank while defending American lines last December.

James Hutchison, county agent, states that 3,000 acres of tomatoes were grown in Luzerne County this year.

Mrs. Elizabeth MacEvoy, Shavertown, is knocked down by a car in front of the Honor Roll, sustaining brush burns and an injured elbow.

William Stoeckert, Peter Malckemes, and Clarence Naylor win at the horse show in Milton.

From the Outpost: Bob Hanson, France; Dave Evans, Staunton, Va.; Harry Martin, Fort Benning; William Rhodes, from a submarine; Charles Gordon, Japan.

Discharged from the service: John Joseph, Dallas; Alex Jacobs, Mount Pleasant; Louis Achuff, Fernbrook; Norman Rosnick, Dallas Post.

Married: Marion Kilburn, Maine, to Stewart Yorks. Mary E. Garrity,

Harveys Lake, to Robert E. Payne, Loyalville. Betty Yanek, Lehman, to Charles Neal, Nebraska.

Levi T. Pursell, Trucksville, dies aged 80.

From the Issue of November 1, 1935 Forest fires destroy large tracts of timber at Bunker Hill, Corby Mountain, and Maltby Mountain. Hunters are warned that forests are tinder-dry in spite of light rains.

Carl Fink, 6, is killed at Hunlocks Creek, when he trips on his Halloween costume and falls in front of a car on the highway.

Dr. Levi Sprague, president of Wyoming Seminary, is honored on his 91st birthday.

William C. Luksik, temporarily postmaster at Trucksville since May, is appointed regular postmaster.

Charles Nackiewicz, Trucksville, reported kidnapped a week ago, is found in Luzerne County prison, doing 115 days for a game violation in default of a \$110 fine.

Two imported highland cows, wandering at large through the woods for two weeks, have been returned to the Conyngham farm at Harveys Lake.

Looking at T-V
 With GEORGE A. and EDITH ANN BURKE

PEACE AND HARMONY — The post-Geneva spirit is being felt in the television industry as big business envisions easier world trade.

Pontiac of General Motors has cancelled its proposed sponsorship of a long-pending television documentary series entitled "Project 20," scheduled to start in November. The first program of the series was to have been titled "Nightmare in Red" and it was to treat of the meaning and means of Communism. It was not favorable to Communism.

Of immediate consideration as the cancellation became known was speculation on how other sponsors will act in regard to shows which happen to put on anti-Communist plays or panel shows. The potentialities seemed alarming.

THE \$64,000 QUESTIONS are selected by Dr. Bergen Evans. The 51-year-old Rhodes scholar says he thinks up the questions at his Northville, Illinois home. Questions up to the \$8,000 level are prepared in advance. After that, they are prepared only a week at a time and are more or less tailor-made for the individual contestant.

Dr. Evans types them out himself, checks with other sources to assure himself they are correct and then delivers them in New York. He flies to New York each Wednesday night to drop off the questions which are

and no more applicants can now be taken. Prof. Bertrand R. Canfield is at the head of the Department. Any reader may feel free to write him for a list of books on the subject, including one written by himself. Just address him at Babson Institute, Babson Park 57, Mass.

SILVERS into his fifth week of the series put on his best week to date. It was this skit about hiding a horse on the post that made all the critics give Silvers preshow raves.

GLEASON'S writers came up with a good one last week. They should have used this skit about hiring the maid for the opening show.

RED SKELTON who was something less than sensational on the rating tallies the past couple of seasons, appears to have rebounded and the Skelton fans seem to have "refound" him.

BOB SWEENEY who plays the part of Mr. Munsey on "Our Miss Brooks" is only 37. He was born in San Francisco, Oct. 19, 1918. Both his mother and father came to the Coast from Ireland via Boston, Mass.

After graduating from San Francisco State College he got a job at a local radio station. While an announcer there, in 1943, he met Hal March. They formed a writing-acting comedy team.

Bob married Beverly McCarthy in 1945. That same year the team decided to try their luck in New York and the three headed East. Outside of a two-week spot with Perry Como, they were unsuccessful.

Back to the Coast they had better luck. CBS gave them a contract. In 1950 the team again returned to New York with their own two shows a day besides spots on Frank Sinatra's and Jack Carson's program.

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