

# LUZERNE OFFERS WIDE SELECTIONS AT MODEST PRICES-

## Mrs. Daisy Crispell Hostess To Bible Class

Mrs. Daisy Crispell, Ruggles, entertained members of the Adult Bible Class at a Christmas party Saturday night. Gifts were exchanged. Present were Mesdames Beulah Bronson, Glenn Kocher,

Lawrence Sickler, D. Verne Kitchen, Jane Kocher, Ruth Long, Robert Traver, Allan Kitchen, George Dendler, Luther Hummel, Sr., Nadine Hoover; Mr. and Mrs. Orrison Kocher, Joyce and Allan Kocher, Jill Laurie, Elva Sickler, Theresa Ann Hoover and the hostess.

Read The Post Classified

## Spirit of Christmas Prevails Year Around In Luzerne Stores

The Christmas spirit prevails in Luzerne where friendly and well stocked stores retain a personal interest in shoppers by providing them with highest type merchandise at prices a little lower than elsewhere. For generations a popular trading center for Back of the Mountain residents, Luzerne and its merchants still retain an old fashioned hospitality and interest in their customers that appeals to a modern generation just as much as it did to their fathers and mothers.

You will note the friendliness just as soon as you enter one of Luzerne's modern well-lighted stores. Clerks and proprietors are eager to render service—not because it is the thing to do—but because it comes naturally to people who own their own stores and expect to remain in the same locations for generations to come.

There is an old fashioned courtesy and leisurely opportunity to greet old friends when you shop in Luzerne, and there is no question when you want to exchange a purchase for another size or another model.

Such attention goes a long way with people who want to make their money count especially at Christmas.

This same consideration for the customer is evidenced in the cooperative spirit of Luzerne merchants. Through their joint efforts they have provided one of the largest free parking areas in any community of equal size.

Being the closest shopping center to the Back Mountain region, Luzerne is not only the easiest to reach, it is also the easiest in which to park. The parking area extends almost the entire length of Main street and is conveniently located at the rear entrances to all of the stores.

With so much parking space at hand it is also easier to drive up to the front of any of the stores and look at the attractive window displays.

It would be hard to find more attractive windows in stores in any communities of equal size, and the variety of stores makes shopping a pleasure rather than a burden.

## Holiday Touch Added By Snow-Flaked Panes

Sparked by William Taylor, cashier of Luzerne National Bank, Luzerne merchants met early in November to decide upon a uniform theme for Christmas decoration.

It was the hope of the sponsors to encourage merchants to improve their store fronts, possibly on a permanent basis, by giving them a Colonial flavor.

The first step suggested was to divide all store front windows into small panes, and to flake them with snow and ice.

Not all merchants went along, but you can observe what the general effect might be if all merchants adopted the scheme, by observing what the Globe Store, Henry Johnson Hardware, Thrift Shoe Store and Greenwald's have done.

These stores are presenting unusually attractive windows with an appeal that adds a distinctive theme to the whole shopping district.

"If children didn't ask questions how could they find out that we know so little?"—Herbert V. Prochnow.

Classified Ads Get Quick Results

## LUZERNE THEATRE

THURSDAY

"Studs Lonagan"

FRIDAY & SATURDAY

Kirk Douglas  
Kim Novak

"Strangers When We Meet"

Cinemascope & Color

SUNDAY & MONDAY  
(Cont. Sun. 2-11)

Two Cinemascope & Color Hits

Alan Ladd

"One Foot in Hell"

Cohit

"For The Love Of Mike"

TUESDAY & WEDNESDAY

"Song Without End"

Cinemascope & Color

The Story of Frany Liszt

— Gift Nights —  
China & Crystal

## FORTY FORT THEATRE

THURS. — FRI. — SAT.

Doris Day  
Rex Harrison

in

"Midnight Lace"

SUNDAY & MONDAY  
(Cont. Sun. 3-11)

Gina Lollobrigida  
Yves Montand

"Where The Hot Wind Blows"

## Luzerne National Bank Has Attractive Christmas Window

You will travel a long way to find a more attractive Christmas atmosphere than that presented this season by Luzerne National Bank.

From the tip of the giant electric star that surmounts its building to its artistically decorated front windows, Luzerne National reflects the holiday spirit.

Most of the work was done by William Heidel, teller, assisted by Mrs. Clyde Boyer, who handles public relations for the bank.

They selected a delicate pink and gold motif for the interior appointments.

Large gold candelabra holding pink candles flank the interior.

In the center of the rear of the customer's lobby is a circular table surmounted with a most attractive pink Christmas tree bearing gold lights. This is indirectly lighted to be viewed through the front door at night.

The pale pink and gold motif complements the delicate green walls and carpeting of the lobby producing a warm and friendly atmosphere. Most impressive of all is the large front window depicting a Biblical

Christmas scene. The colorful stained glass effect, artfully lighted, was produced by John Huber, Sprague Avenue, Kingston, designer and artist for Baut Studios, manufacturers of church windows.

## Mrs. Eugene Lavelle Entertains At Cards

Mrs. Eugene Lavelle, Joseph Street, Dallas, entertained members of her card club Tuesday evening. Prizes were won by Mrs. Bob Pritchard, Mrs. Lester Fink and Mrs. Harold Lamoreaux. Others present were Mrs. Clint Cobleigh, Mrs. Jack Jones, Mrs. Wilson Honeywell, Ann Spencer and the hostess.

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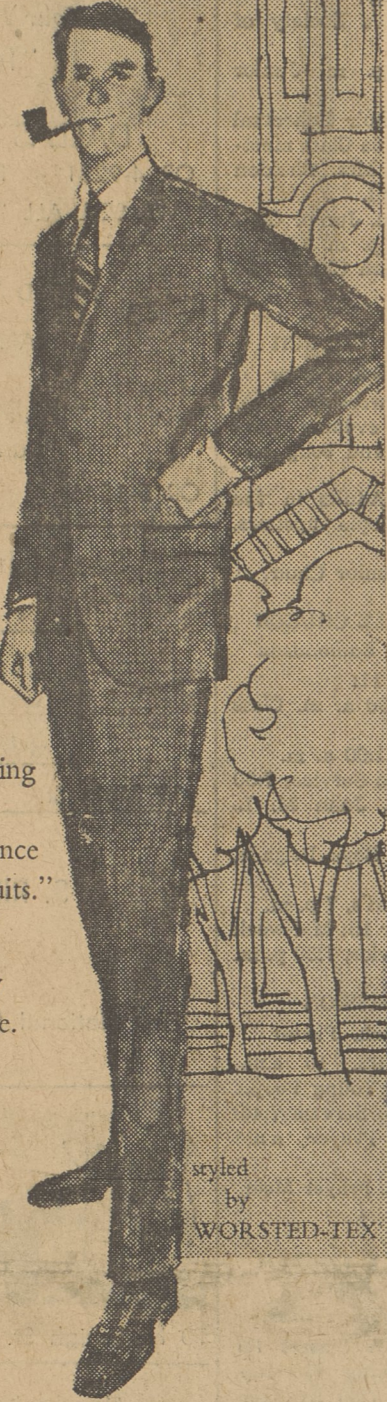
## Idetown Couples Make Plans For Holidays

Idetown Couples Club made plans for a Christmas party and family style Turkey dinner to be held at Beaumont, December 20, at the recent meeting held at the Church house.

New officers named were Alfre Swedyn, president, Albert Sweitzer, vice president, Lois Ide, secretary, Dick Stroud, treasurer.

Present at the meeting were Re and Mrs. William B. Howard, M and Mrs. Robert Wilson, Mr. and Mrs. Richard Stroud, Mr. and Mrs. Richard Ide, Mr. and Mrs. Alfre Swedyn, Mr. and Mrs. Albert Switzer, Mr. and Mrs. Marshall Harris and Mr. and Mrs. Merrel Burnett.

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JUST IN TIME FOR CHRISTMAS GIVING

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\$8.98 Value <b>BULKY SWEATERS</b>	<b>\$3.96</b>	BEACON CLOTH <b>BATH ROBES</b> \$6.98 Value	<b>\$3.96</b>
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Group Of <b>BETTER SPORT SHIRTS</b>	Famous Brands <b>\$1.98</b>	100% WOOL <b>DICKIE PANTS</b> \$9.95 Value	<b>\$6.98</b>
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<b>X-SPECIAL</b>	<b>X-MAS</b>	<b>100 GIFTS</b>
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BAN-LON <b>SOCKS</b> 1.50 Value	<b>2 PAIR \$1.00</b>	GIRLS & LADIES <b>TIGHTS</b> \$2.98 Value	<b>\$1.00</b>
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MEN'S & BOYS' <b>CREW SOCKS</b> REG. 79c	<b>4 PAIR \$1.00</b>	LEATHERETTE <b>GLOVES</b> \$2. Value	<b>\$1.00</b>
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BOYS' <b>KNIT SHIRTS AND BUTTON SWEATERS</b>	REG. \$1.98	<b>\$1.00</b>
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LUZERNE

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