

DALLAS MERCHANTS ENCOURAGED BY ACME'S LEADERSHIP

New Produce Department At Dallas Acme

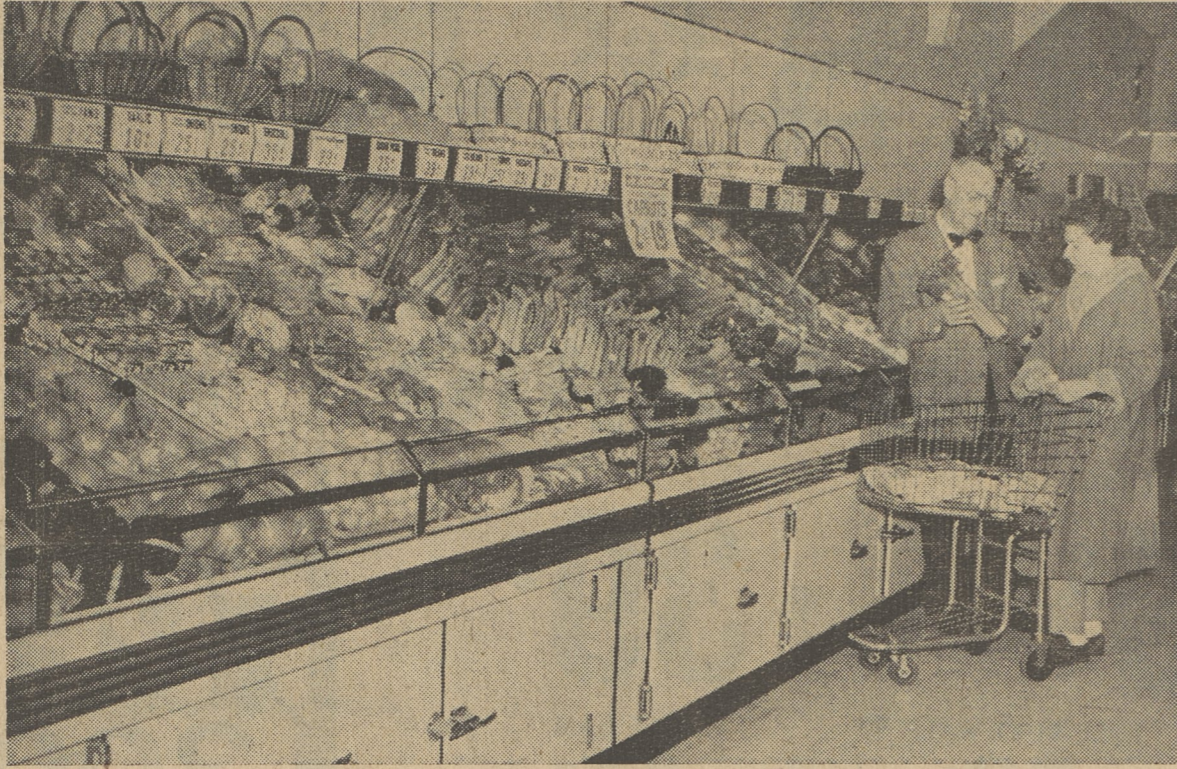
Mary Ann Swire Heads Loyalville Ladies

Mary Ann Swire was chosen president and Cora Dougal, vice president, at the meeting of Loyalville W. S. C. S. held at the home of Mrs. Thomas Swire recently. Other officers: secretary, Shirley Denmon, assistant secretary, Mildred Darnell, treasurer, Josie Hummel, historian, Bess Klinetob, spiritual adviser, Nancy Harris.

A Mother and Daughter banquet is being planned for May, a chicken dinner for April. Next meeting will be held at the home of Mrs. Luther Hummel.

Present, in addition to the above were Thelma Leach, Minnie Wesley, Eleanor Cragle, Pearl Ide, Melvina Scott, Diana Wegner, Emily Lord, Martha Steinruck, Jane Dougal, Sharon Dougal, Adie Payne, Della Steinruck, Linda Lord and Paulette Lord.

The triangular section of north-western Pennsylvania bordering on Lake Erie was sold to Pennsylvania for 75 cents an acre. When Pennsylvania bought the Indian rights to the triangle, the treaty was signed by numerous Indian chiefs including Twenty Canoes, Broken Twig, Dancing Feather, Big Bale on the Kettle, Tearing Asunder and Bandy Legs.



Standing in front of the immaculate new produce department at Dallas Acme Market is Herbert A. Ward, manager, explaining to Mrs. William McClelland the fine points of selecting

good produce. The remodeled produce department is one of the outstanding new features in the completely renovated market.

Housewives Excited With Bright Appearance Of New Dallas Acme

Store Has Been Completely Renovated From Top To Bottom, And New Equipment Installed

A completely renovated store with all the earmarks of a brand new market, reopened yesterday when the Dallas Acme Store threw open its doors after being closed for several days while painters, carpenters and equipment men transformed the store and installed new fixtures.

Burgess Thomas Morgan cut the ribbon in brief opening day ceremonies and the whole area took on a festive appearance with a herd of ponies in the big parking area to give children free rides.

This was all a part of Dallas merchants' co-operative effort to express their appreciation to the American Stores management for its leadership, and to welcome Back Mountain shoppers to Dallas where every store was offering special inducements on fresh new lines of Easter merchandise. The ponies will also be in Dallas today.

Housewives were enthusiastic in their comments on the revamped Acme Market which was so bright and sparkling that it was almost unfamiliar.

They found the store completely air-conditioned, with soft music playing as they inspected the big displays of merchandise stacked on new shelving called gondolas in the trade.

From the shining new floor to the ceiling, everything was fresh and attractive. Produce, meats, dairy, every department, was spic and span with new fixtures.

Courteous Service

There was a cheerful and courteous spirit everywhere as manager Herbert A. Ward, Idetown, a veteran of forty-three years with the company, beamed over his charges which include five courteous young women, Betty Shook, James Dougal, Ruth Weed, Rosemary Russo, Joan Smith, and young men, Joseph Cebula, Luther Rozells, and Fred Gribble. John Steck heads the meat department and Carl Coates has charge of the produce department. Also present for opening day and night, proud of their accomplishments at the Dallas Acme, were William Eck-

rote, Goss Manor, Acme grocery supervisor for this district and Oscar Kroll, district meat supervisor. Gordon Woolover of the meat department divides his time between the Dallas Market and the Acme market in Back Mountain Shopping Center.

One of the features of the Market that had a wide appeal with housewives were the wider aisles, permitting freer movement—and the cheerful, courteous spirit that pervaded everywhere.

William Lyons Heads Noxen Fire Company

William Lyons was elected president and Fred Womer, vice president, at the last meeting of Noxen Volunteer Fire Company. Other officers: secretary treasurer, Jacob Miner, trustees, Niles Sickler, Robert Teestel and Clark Oliver.

Next meeting will be held on Wednesday, April 5.

Easter Greetings

Davis Cleaners

MAIN HIGHWAY
TRUCKSVILLE

BACK MOUNTAIN

OPEN EVERY NIGHT



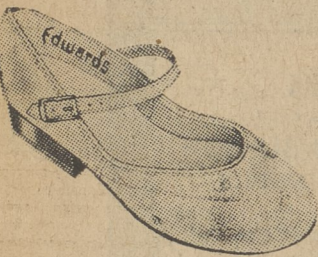
SHOPPING CENTER

PLENTY OF FREE PARKING



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Edwards
THE SHOE FOR CHILDREN



HUMPHREYS'
Children's Bootery

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WHILE YOU SHOP

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BACK MT. SHOPPING CENTER
SHAVERTOWN

OPEN 24 HRS. A DAY

Water - Soft as Rain Water!

Meet Your Friends Here—Get All The Latest Gossip!

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Boys' Sport Coats
Sizes 8 to 16
SAVE up to 1/2

FOR LAST MINUTE EASTER SHOPPERS
GROUP II Boys' Spring COATS
GROUP III Girls' Spring Coats
Sizes 3 to 4
IDEA: SAVE up to 1/2

HUMPHREYS'
CHILDREN'S APPAREL

GROUP IV
Girls' Spring Suits
Sizes 7 to 14
SAVE 1/3

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Gloves
Bags
Blouses
Jewelry
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Jamaicas



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JOIN OUR \$1. A Week Club

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Whip—Soft Collar
Radnor—Eyelet Collar
Devon—Button Down
Tab—Tab Collar

\$4.50 and \$5.00

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SIZES 9 - 15
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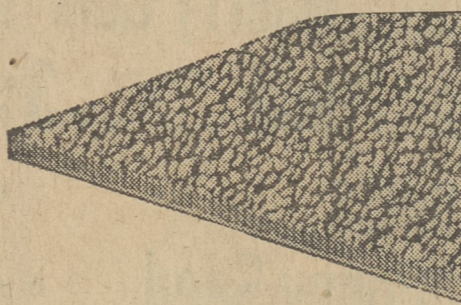
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COLORS: Brown and white, black and white, green, brown and white, brown, black and white.



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