

In a recent study of people who had purchased homes within a 90 day period, 60% said that newspaper ads were their principal source of information about homes for sale. Real estate advertisers know that people shop newspapers—that's why, on a typical Sunday this spring they placed 2,700,000 lines of advertising in U. S. newspapers.

To better inform the public of the many benefits to be derived from owning insurance of all sorts, insurance companies last year invested \$12,925,000 in national newspaper advertising.

Daring's Formal Opening Starts Today, Continues Rest Of Week

Opening of the new Daring Market, Memorial Highway, Dallas, is another mark of progress for a young merchant in the Back Mountain.

Four years ago, when need for greater parking facilities and demand for homemade meat products increased, Ray Daring decided to open a Sausage Kitchen on Memorial Highway. During the past

four years a steady increase in business convinced Ray that the time was right to open a modern Grocery Market adjoining the Sausage Kitchen.

Thursday, Friday and Saturday of this week will mark the formal opening of "Darings" . . . a truly modern market. There will be free prizes, refreshments and a special feature showing of the latest Rood's Pyrofax Gas Range with a Micro Burner, the Grand Prize of the Store Opening. Two other specials are a Picnic Thermos Kit and a G. E. Waxer. Twelve large grocery baskets are to be given away during the three day celebration.

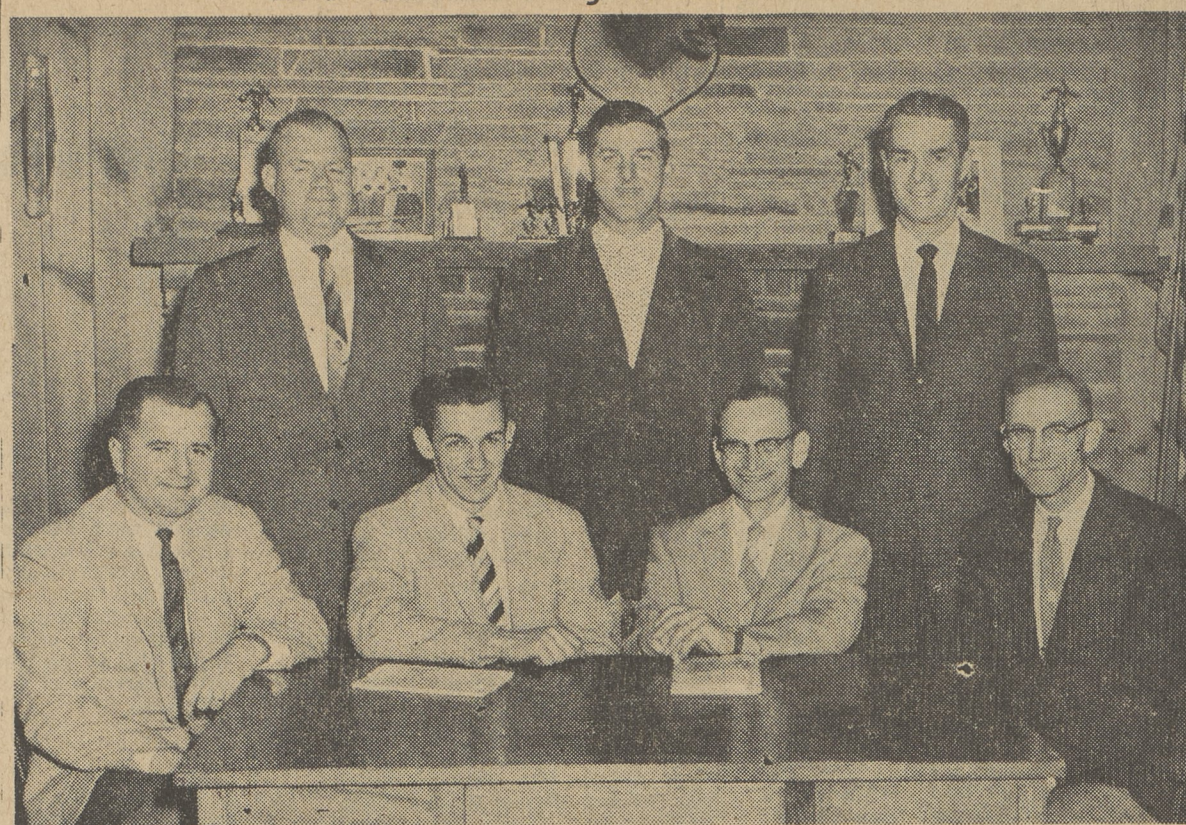
Ray Daring's first connection with the grocery and meat business was when he became associated with John Hislop, owner of Hislop's Market in Dallas over twelve years ago. After his marriage to Nancy Hislop, eleven years ago, he became an active partner in the business and continued to push for growth and more modern accommodations.

Associated with Ray is his only partner, mother-in-law, Mrs. John Hislop; Tom Moore, Joe Hudak, Al Armitage, Ronald Everts and Dick Oliver.

Ray and Nancy are active in all affairs in the Back Mountain. They have two daughters, Lorene and Raelene, students in Dallas Borough School.

Editor & Publisher reports that newspapers in the U. S. and Canada reject each year advertising worth millions of dollars because it does not meet standards of "truthfulness and good taste." The newspaper puts its integrity ahead of all other considerations in preserving its standing as a truthful source of information for readers and a means of disseminating truthful messages through advertising.

Horse Show Planning Committee At Work



The seventeenth annual Lehman Horse Show will be held this year on July 3 and 4 at Lehman grounds according to Harold Coolbaugh and Edward Powell, co-chairmen of the event. Shown here are members of the Lehman Volunteer Fire Company at a recent planning for the show; seated, left to right: Ed Powell, Harold Coolbaugh, general show

co-chairmen; Russell Coolbaugh, chairman of program advertising; Joe Ellsworth, treasurer; standing: Gil Tough, show co-chairman with Myron Baker; Willis Ide; Chet Lamoreaux, ambulance committee. Chairman Coolbaugh announces that the July 4th parade, scheduled for 9 a.m., will be sponsored this year by the Back Mountain Horse-

mens Club. July 3 show will consist of western events starting late afternoon and continuing until dark; an outdoor square dance will follow.

All men of the community are asked to turn out to a special horse show meeting on Thursday evening, June 1, at 8 p.m. at the fire hall.

Photo by Paramount Studio

Grand Opening Of Cave's Store Is A Milestone In Area Progress

Cave's, the oldest store on Memorial Highway, will stage the grand opening of the largest independent store in the Back Mountain, Thursday, Friday and Saturday of this week.

In business on Memorial Highway at Idetown for over twenty-one years, Sheldon Cave and his son, Jack, have built a new modern food store to evidence their faith in the growing Back Mountain area.

The grand opening will feature many valuable prizes among which will be a Transistor Radio and Sterling Silver Tea Set, baskets of food and fruit, free samples and refreshments for all.

Three years ago, Jack Cave, after a stint in the Navy and training in a Management Training Course of McCrory's, at Chester, decided to open a Pet Shop close to his father's grocery store. The success of this venture, together with a desire on the part of his father for a future retirement have prompted the building of the large new market.

Sheldon Cave has lived in the Back Mountain over thirty years. He was the son of Mr. and Mrs. Nicholas Cave, active members of the Dallas community at one time. Both are now deceased. He is married to the former Lillian Hutchinson of Pottsville and has two children: Jane, a teacher of Vocal Music in Williamstown, N. J. and Jack, who is married to the former Betty Rinus daughter of Mr. and Mrs. Carpenter Rinus of Courtdale.

Both Sheldon and Jack are active in the Community and take a keen

Judy Williams; Nature—Susan Cheney; Immortality—Barbara Hopkins; Patriotism—Jo Carol Bernstock; Fidelity—Marlene Milne; Service—Mary Ann Johnson; Musician—Ellen Harris; Choir Director—Linda Tag; Confidential Observer—Marilyn Jackson; and Outer Observer—Gail Kelley.

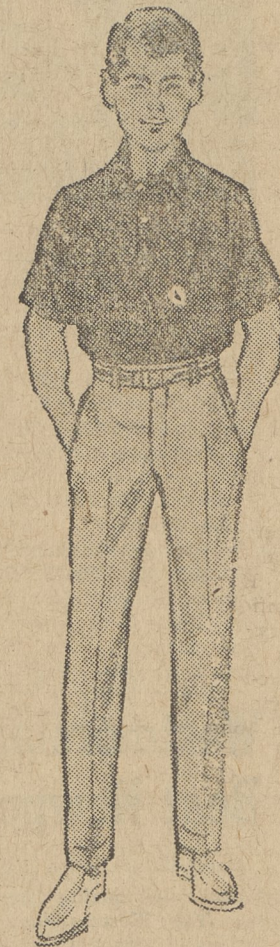
The Reporter will be Sharon Samuels.

The Room Set Up Committee will be Linda Tag, Barbara Hopkins, Barbara Hildebrandt, and Sharon Miles.

The Telephone Squad will be: Jean Ide, Sue Kelly, Karen Harvey, Nancy Sieber, Jeannine Hoover, Emma Parsons, Margie Davis, Sandra Yellitz, and Diane Transue.

Installation of choir members will follow officers installation. Affairs to be planned for Karen's term will be a Bake Sale; a covered dish picnic; a service project; a telephone project; a Rainbow-Domoly picnic; and Grand Assembly Convention at Pennsylvania State University.

Young Men's IVYS & DAKS



REG. \$4.95

Corded Fabrics
Black - Olive
Loden - Beige

BUDDIES
MAIN ST.
LUZERNE

We Give
S & H Stamps

PARAMOUNT ELECTRIC MOTOR SERVICE

ARMATURES
STARTERS
GENERATORS
LAWNMOWER

FIELD COILS
Rewound & Repaired
MACHINE SHOP
SERVICE

BUY & SELL USED
LAWNMOWERS
and MOTORS

Sharpening and Repairing
OR 4-9181
Stoneridge Main Road Fernbrook

Grand Opening

Tastee - Freez

Saturday 2 for 1 Sale

— May 27 — 1961 —

Cones — Shakes — Sundaes
— Banana Splits —

FREE GIFTS EVERYDAY
MAY 28 — JUNE 2

NOTE! — Quarts, Pints or Ice Cream Sandwiches are not included in sale.

Tastee - Freez
Main Highway
Fernbrook

Mt. Zion

On our way down to vote we went down Sutton Creek Road. Near the old Glen Echo location there's a place we've watched grow into beauty through the sheer thrift and hard work of Mr. and Mrs. Alex Glowgaski. Besides building a neat little house they have add-

Voters of Dallas Township

My Sincere thanks for your vote and support on May 16th.

Daniel Richards

Republican Nominee For Tax Collector

ed a garage. Then across the road where once was a tough stump lot between the road and the creek there is now a lovely vegetable garden. We first noticed it last year and stopped to comment on it. Stumps all dug out, land smoothed and tilled. The pair of them are young, strong and ambitious and as friendly as can be. Wonderful that there are such staunch people in our neighborhood.

Nettie Parrish is visiting Dr. Norman Clemens of Binghamton. The Clemens family is moving to Baltimore.

Mr. and Mrs. Thomas Lloyd and sons will move into their recently purchased home in Mt. Zion June 1. They purchased the former home of Mrs. Howard Lewis a couple of places down the hill from the Mt. Zion Church.

It has been announced that the Vacation Bible School at Mt. Zion will run the week of June 19.

Friday afternoon several of Catherine Gilbert's friends saw her on TV channel 16 from Scranton. She was giving a boost to the oratorio Elijah which was sung at St. Stephen's Church last Sunday.

On Saturday Mr. and Mrs. John Hall and Mr. and Mrs. Fred Hutter all of Kingston were visitors at the home of Edward Miles.

A fellow wouldn't mind loaning his lawn mower if the borrower wouldn't take it out of the yard.

MAY RECORD RIOT
AT THE JACOBS MUSIC CENTRE

- TOP 45 RECORD HITS... 85c
- NEW BACK DATE 45's... 5 For \$1.00
- 12" LONG PLAY... 99c
- \$1.98 HI-FI RECORDS... 1.48
- 2.98 HI-FI & STEREO... 2.48
- 3.98 HI-FI & STEREO... 3.18
- 4.98 HI-FI & STEREO... 3.98
- 5.98 STEREO RECORDS... 4.48

JACOBS MUSIC CENTRE
MAIN HIGHWAY & CENTER ST.
At The Traffic Light In
SHAVERTOWN — PHONE OR 5-1567
STORE HRS. - MON. Thru FRI. 9 To 9. TUES. WED. SAT. 9 To 6

AUCTION SALE

Having sold my home, I will sell my antiques and housefurnishings at the home located on Church Street, Meshoppen, Pa., on Sat. May 27 starting at 10:00 A. M.

Two-2 drawer cherry stands, 1 drawer cherry stand, G.W.W. lamp, 3 complete dinner sets, cut glass, castor set, French Limoges china, fireplace set with brass andirons, 22 pcs. ribbed Bellflower and Ivy glassware (very old 1850), 4 drawer pine chest, Sterling and Community-plate silverware, 5 pc. silver set, hand blown miniature lamp, milk glass, marble-top stand mirrors, two-1 drawer pine stands, walnut frames, bone dishes, goblets, china tea set, clocks, Bavarian china, cherry bookcase, mahogany console table, cooper lustre pitchers, coverlets.

House Furnishings-2 Westinghouse T. V. sets (portable and console), china closet, dining table, chairs, rockers, Emerson combination Stereo Hi Fi and radio (like new), 5 pc. dinette set, 10 cu. ft. refrigerator, 20 cu. ft. chest-type freezer, piano, 4 pc. living room suit, elec. mixer, elec. frying pan, linens, blankets, quilts, 3 complete bedroom suites, walnut flat-top desk, cedar chest, dressers, 8 lawn chairs, cooking utensils, power lawn mower, garden tools and many other items.

Real Estate-6 room house and garage on large lot on Allen St. will be sold at 1:00 P.M. House is newly painted, has furnace, bathroom, and elec. hot water heater. Terms—\$500.00 down, balance on delivery of deed within 30 days. Mortgage can be arranged;

Personal Property: Cash Lunch will be Served

Floyd Crisman
Owner

Terms Cash

A. H. Heller, Auctioneer, Laceyville, Pa.

THANK YOU

I wish to thank those who supported me in the recent Primary Election.

Serving as Tax Collector of Dallas Township during the past nineteen years will remain one of my most pleasant memories.

Wilson H. Ryman

BUY NOW... SAVE OVER 20%

SPECIAL LOW PRICE
on famous PITTSBURGH

SUN-PROOF
America's Finest HOUSE PAINT

FOR LIMITED TIME ONLY!

\$5.98
PER GALLON

(Available in White, including mildew- and fume-resistant White, and fourteen ready-mixed body colors.)

You need only one coat for most repaint work when you use famous Pittsburgh SUN-PROOF House Paint. No primer is required. And you can paint right over chalky surfaces. SUN-PROOF also gives you the extra protection of fume-resistant pigments and special VITOLIZED OIL®.

BACK MT. LUMBER & COAL CO.
OR 4-13441
MAIN HIGHWAY SHAVERTOWN
PITTSBURGH PAINTS

100 EXTRA S & H Stamps Only at the **Globe IN LUZERNE**

With \$5.00 Purchase or More and Coupon Below

DECORATION DAY SPECIALS

ENTIRE STOCK

MENS' SPORT & DRESS SLACKS
Regular Weights
Summer Weights
Wash & Wear
25% OFF SALE PRICES START AT \$4.48 WITH CUFFS

RUBBER THONGS "ZORIS"
BEACH SLIPPERS REG. 59c 38c

FULL SLIPS COTTON \$1
Sanforized
\$1.49 Val. 34-44

CANNON DRYFAST DISH TOWELS
REG. 25c **16c**
FIRST QUALITY

PLASTIC DRAPES 69c
Solid Colors
White

BOYS' SHORT SLEEVE POLOS 84c Large Selection

BOYS' Perfect Quality T-Shirts & Briefs
REG. 55c Famous Make
3 for \$1.

COUPON GOOD FOR 100 S & H GREEN STAMPS
In Addition to Regular Stamps
On Cash Purchase of \$5.00 or More

NAME _____
OFFER GOOD THROUGH MONDAY, MAY 29

GOOD THROUGHOUT STORE

Everything For The Graduate!

- DRESSES
- ACCESSORIES
- SHOES

Gifts For GRADUATES WEDDINGS SHOWERS
Wrapped FREE

Headquarters
U. S. KEDS
P. F. FLYERS
For The Family

PARK FREE IN REAR

Globe IN LUZERNE