

"DO YOU KNOW YOUR BUSINESS COMMUNITY?"

Reader Ads Prepared By Universal Advertising Associates, Inc.

BELTONE HEARING AID SERVICE**John and Catherine Gialanella - Residents Of Harveys Lake**

If you're finding yourself continuously asking people to repeat themselves, it could be that you're becoming hearing impaired. With two locations to serve you at the Northeastern Bank Building, Suite 717 in Wilkes-Barre, phone 823-0089 or at the Connell Building, (18508 Washington Ave.) Suite 522 in Scranton, phone 348-1770, these professional hearing aid offices feature Beltone hearing aids, known by many audiologists as the standard of the industry.

Senior citizens, especially, will appreciate the considerate, expert service and advice on hearing problems. BELTONE HEARING AID SERVICE provides home testing and are licensed through the Board of Health for testing and fitting. They have a complete service department backed by a large stock of replacement parts for all hearing aids they sell. So, when your doctor or audiologist recommends or prescribes a hearing aid for you, call or visit BELTONE HEARING AID SERVICE.

A free offer of special interest to those who have trouble hearing has been announced by Beltone. A non-operating model of one of the smallest Beltone aids of its kind will be given absolutely free to anyone answering this advertisement.

Send for this non-operating model. Put it on and wear it in the privacy of your own home. While many people with a hearing loss will not receive any significant benefit from any hearing aid, this non-working model will show you how tiny hearing help can be. And... it's yours to keep free! The actual aid weighs less than a quarter of an ounce, and it's all at ear level in one unit. These models are free, so we suggest you write for yours now. Again, we repeat. There is no cost and certainly no obligation. Thousands have already been mailed. So write today to: Dept. 0671 - Beltone Electronics, 4201 W. Victoria St., Chicago, Ill. 60646.

FAMILY DENTISTRY**Dr. William E. Watkins And Leonard C. Medura**

It's a proven fact that good dental care is vital to your overall health, as well as your appearance. There is nothing worse than an aching tooth and nothing detracts from your appearance so much as a missing smile.

Brush your teeth after every meal and floss daily to maintain good dental health and visit your dentist every 6 months for a check up and cleaning. You can't guarantee against cavities or teeth problems, but you certainly can help prevent them.

Denture health care, partial dentures, denture repair and oral surgery can also be taken care of by your family dentist. For all dental work, general anesthesia is also available if desired. Insure the overall well-being of you and your family by regularly visiting your dentist.

This message has been brought to you through the courtesy of Drs. William E. Watkins and Leonard C. Medura, located at Rt. 309 in Dallas, phone 675-1138.

VALENTINE'S JEWELRY & ACCESSORIES**"Located In Antiques Etcetera"**

Of all the gifts, whatever the occasion, the most appreciated and long-lasting is the gift of jewelry. VALENTINE'S JEWELRY & ACCESSORIES carries a fine line of quality jewelry that is bought for a lifetime of use and beauty, then handed on to the future generations.

Our community is fortunate in having VALENTINE'S JEWELRY & ACCESSORIES because here the buyer can be assured of the best value and fairest price.

VALENTINE'S JEWELRY & ACCESSORIES, located in Antiques Etcetera at Rt. 309 in Dallas, phone 675-6945, specializes in hand crafted designer jewelry, unique one of a kind pieces at discounted prices, featuring 14k Gold, Cloussone, Sterling Silver, Bronze, Amber and Ivory.

We, the writers of this publication suggest to all our readers that if they are looking for a special gift that will be treasured for a lifetime, they stop in at VALENTINE'S JEWELRY & ACCESSORIES soon.

MOORE'S ECONOMY MARKET**Bob And Lorraine Moore - Owners**

If you would like to save money on your food bill, shop at MOORE'S ECONOMY MARKET, located on Lower Demunds Rd., Box 349 in E. Dallas, phone 655-0171.

One of the most prominent grocery stores of its kind in this area is this establishment and meat market. Here you find only fresh groceries, vegetables and fresh meats at prices you can afford. MOORE'S ECONOMY MARKET specializes in custom meat cutting in all sizes, halves, quarters, whatever your needs. They also handle freezer wrapping.

Sanitation is a big item in the handling of meats, and let us say this market is more sanitary than the law provides. This is an important point in selecting your groceries.

Today, groceries are probably less talked about when they should be. Were it not for food, we would not be able to exist. We should all be more interested in the kind of foods we eat and be sure we get the best, so stop at MOORE'S ECONOMY MARKET.

The days of the 15 cent loaf of bread and the nickle bottle of pop are gone. So also, unfortunately, is something many old time grocers insisted upon: friendly service. MOORE'S ECONOMY MARKET doesn't have bread for 15 cents or pop for a nickle, but the friendliness, gone at many grocers, remains at this fine store.

CHARLES GARNETT INSURANCE AGENCY**"Your Nationwide Insurance Agency In The Dallas Area"**

For all types of insurance call CHARLES GARNETT INSURANCE AGENCY, located in the Back Mountain Professional Building on Route 309 in Dallas, phone 675-6575.

Charles Garnett is looked to for insurance service by a large number of people in our community because he represents NATIONWIDE INSURANCE, and is ready to serve you in every need.

CHARLES GARNETT INSURANCE AGENCY, your NATIONWIDE INSURANCE agent, has made a study of insurance problems and will help you determine what your need is, and how best you can meet that need at a minimum cost.

The writers of this "Do You Know Your Business Community?" Section feel a sense of satisfaction in recommending CHARLES GARNETT INSURANCE AGENCY and NATIONWIDE INSURANCE in Dallas for insurance of all types including auto, life, tenant, home-owners, health, estate planning, as well as mutual funds, and CHARLES GARNETT INSURANCE AGENCY also has a complete line of commercial insurance, whether your business is very large or very small.

We feel CHARLES GARNETT INSURANCE AGENCY is a real expert in the insurance field, as well as an asset to our community so why not call CHARLES GARNETT today at 675-6575! You'll be glad you did!

SCHMID'S AMOCO SERVICE STATION

There are quite a few service stations in the area. What makes one stand out above all others? It's not so much the gas they sell, although AMOCO products have proven their excellence over the years for your car, but it's the extra friendly service that SCHMID'S AMOCO SERVICE STATION provides along with their fair prices that has given them a reputation well thought of by the people of this area.

This efficient station is ready and willing to serve you. They endeavor to care for your car in a manner you will really appreciate. For honest to goodness service, why not stop at SCHMID'S AMOCO SERVICE STATION at 155 N. Memorial Hwy. (across from Back Mountain Shopping Center) in Shavertown, phone 675-2209. They feature expert general repairs, tune ups and lubrication, as well as towing.

The customers of this station never have to worry whether or not their car is properly cared for. They know that this station employs only competent men.

In this "Do You Know Your Business Community?" we, the writers, assure our readers the best in loyal service if they stop at SCHMID'S AMOCO SERVICE STATION while they are in the Back Mountain area.

HILLSIDE FARMS DAIRY STORE INC.

HILLSIDE FARMS DAIRY STORE INC. is recognized as one of the leading distributors of dairy products in the Dallas area and vicinity, with years of continuous service to the community. Their name and reputation is your assurance of fine quality and wholesomeness. Their products are protected along every step from farm to your table. Watchful eyes, constant tests and modern equipment all help to protect you when you use their fine dairy products.

Their products are well known for richness and nutritive value. There is a vast difference in milk and HILLSIDE FARMS DAIRY STORE INC. is to be congratulated on offering to the people of this community top-quality dairy products.

Quality, purity and fine flavor are the standards on which HILLSIDE FARMS DAIRY STORE INC.'s reputation is built. Enjoy their fine dairy foods. They are located on Hillside Rd. in Trucksville, phone 696-2881.

We, the writers of this Publication, take great pleasure in recommending HILLSIDE FARMS DAIRY STORE INC. to all our readers and suggest you contact them for all your dairy product needs. You'll be glad you did!

PROGRESSIVE DESIGN SYSTEMS**Russell Andrews - Owner**

PROGRESSIVE DESIGN SYSTEMS, phone 477-5833, knows the heating and cooling business thoroughly. Through years of experience, they have gained the knowledge to handle any problem. They understand all phases of this work and they keep up with the latest equipment and maintenance problems. Service to them is not merely a word, but the backbone of their company. They are known as the service specialist. PROGRESSIVE DESIGN SYSTEMS understands that when you have a heating and cooling problem, you need someone immediately and cannot wait days to have it taken care of.

You can obtain the finest heating and cooling installation and service including both commercial and residential. Your request is given prompt attention at a fair rate.

They are dealers for the popular Carrier® line of heating and cooling equipment. If you want to do business with someone you can count on, be sure to call PROGRESSIVE DESIGN SYSTEMS at 477-5833.

RALPH E. MYERS Well Drilling

For complete, professional well drilling and repair, RALPH E. MYERS, located on Laurel Run Rd. in Wilkes-Barre, phone 472-3350, is regarded in this area as one of the best, most experienced in his field.

Remember to call RALPH E. MYERS for new pump installations, as well as pump repair. He is highly skilled and qualified for his field. RALPH E. MYERS hires highly-skilled workmen who are well experienced and trained in well drilling work.

If you have a job to be done, give him a call anytime and let him help you in the design of your needs. He will be more than happy to give you a complete cost analysis of the job.

You can be certain that when you contract them to handle any well drilling work for you, it will be done in the most professional manner, using the finest quality pumps and pipes and the best of workmanship, completed in the shortest time possible at realistic costs.

We salute the fine business policies that RALPH E. MYERS uses in all transactions.

MERCY HOSPITAL

MERCY HOSPITAL is located at 25 Church St. in Wilkes-Barre, phone 826-3100 and is becoming more important each day to the people of the Dallas area and vicinity.

The reason for this is they combine a good atmosphere for recovery with all the knowledge and skill of the medical profession. They are equipped to give the best care obtainable and their entire staff is devoted to this task.

MERCY HOSPITAL is continually making changes in order to keep up with the rapid developments in the field of medical science. They are constantly striving to better meet the ever increasing demand for health care services.

Every year MERCY HOSPITAL reaches out to service an ever expanding area. This hospital stands like a sentinel, in this community, to guard the health and welfare of all citizens, young and old alike.

The writers of this "Do You Know Your Business Community?" section would like to compliment MERCY HOSPITAL for its fine service to the people of this community.

BONHAM NURSING CENTER**James K. Bonham - Administrator**

Living here feels good. At the BONHAM NURSING CENTER you'll find their skilled nursing helps many residents resume their former lifestyle and assists others in becoming as independent as possible. Residential guests have the security of professional medical attention whenever it is required. BONHAM NURSING CENTER is a member of the American Health Care Association, Pennsylvania Health Care Association and Nursing Home United.

They create an atmosphere of a gracious private home. And, they encourage residents to personalize their rooms with favorite personal belongings to maintain a sense of continuity in their lives. When it comes to social and recreational programs, you'll find it all at BONHAM NURSING CENTER. Recently, BONHAM NURSING CENTER officially dedicated the Robert D. Bonham Memorial Park which is located next to the nursing facility. Families of patients are encouraged to celebrate birthdays, reunions or any other holiday at the park. This memorial park has a screened in pavilion, a playground for children and is beautifully landscaped for your enjoyment. BONHAM NURSING CENTER also provides their own bus service for many events, including church service on Sunday mornings.

BONHAM NURSING CENTER's way of life gives their residents the encouragement, opportunity and companionship to make every day as full and vital as they want it to be. That's a good feeling and feeling good is what the BONHAM NURSING CENTER is all about. Visit BONHAM NURSING CENTER at Village of Register, just off Rt. 239 or phone 864-3174 and see what a nursing center really can be.

RICHARD H. DISQUE FUNERAL HOME, INC.

Time and service have honored the name RICHARD H. DISQUE FUNERAL HOME, INC., located in Dallas at 672 Memorial Hwy., phone 675-3255.

For years this reliable firm has served the people of this area well. They relieve you of all the worry and responsibility to help bring comfort in the hour of distress. Their services supply the consoling thought that the final tribute to your loved one has been both beautiful and fitting.

When a funeral director must be called, may we suggest you place RICHARD H. DISQUE FUNERAL HOME, INC. in charge. Call Richard H. Disque, II, Supervisor, residence phone 675-0806, or Richard H. Disque, President, phone 675-3255. They will relieve you of all the many details that must be taken care of and, at the same time, do everything according to your religious beliefs and family traditions.

We refer our readers to this reputable firm and suggest that you call them when in need of a funeral director.

KURLANCHEEK'S FURNITURE STORE

Doubtless you plan some improvements in your home this season. If so, think of KURLANCHEEK'S FURNITURE STORE on Memorial Hwy. in Dallas, phone 675-2553 and 411 Main St. in Duryea, phone 823-9134, where new and beautiful styles and patterns of suites, occasional pieces and lamps await your inspection.

This company specializes in nationally-advertised lines of furniture with complete delivery and installation facilities. In short, this progressive store offers the maximum of customer satisfaction at a minimum price.

They have served the people of this area reliably and well. By stocking only items manufactured by well established and duly recognized furnishing concerns, they have won and held the confidence of their many patrons. They now serve an ever growing clientele of satisfied customers.

THE ERTLEY DEALERSHIPS

In this day and age when every car maker has such a wide selection of models to choose from, it is really difficult for you to decide where to go for a new car. All the companies advertise that their cars are the best, but who is to say which car really is? Obviously all the cars on the market today must have their good points or they wouldn't have survived the ups and downs of the business. We therefore can conclude that the real difference in buying a car is the dealer you buy it from.

The ideal dealer offers a fair price on the new car, as well as an honest dollar for the car you trade in. However, the most important factor is the service that you receive on your new car year after year.

The writers of this "Do You Know Your Business Community?" section would like to point out a dealer that considers the most important part of selling a car the quality service he can offer you after the sale. We are talking about THE ERTLEY DEALERSHIPS, phone 288-7671, with three locations to serve you at 301 Market St. featuring Oldsmobile-Cadillac automobiles, 401 Market St. featuring Toyotas and 695 Rotter Ave. for the popular Mercedes-Benz, Volvo and Honda automobiles. See them today for a new or quality used car, and you'll see why we say "Customer consideration is first and foremost!"

K & G CONSTRUCTION CO.**Roofing & Siding**

The ability of any contractor, whatever his specialty, is measured by his number of satisfied customers. For expert roofing and siding work at sensible prices, rely on K & G CONSTRUCTION CO., a company highly regarded by area residents for quality, weather-resistant roofing jobs and siding installations.

Call 639-2809 anytime and an experienced estimator will provide you with a prompt, free estimate on your job at a sensible price by dealing directly with K & G CONSTRUCTION CO.'s owners.

Siding is a good investment for the owners of old and newer homes. Available in several attractive colors, siding will last for decades and keep your maintenance bills at a minimum.

As an experienced professional roofer, K & G CONSTRUCTION CO. takes pride in the large number of functional, weather-resistant roofs on homes throughout the area. They handle any type of residential repair or new roofs.

The writers of this "Do You Know Your Business Community?" urge you to rely on a man who puts customer satisfaction above everything else.

SMITH'S REST HOME

Americans are not merely living longer lives - they are living more useful and productive lives. As a result, an increasing number of senior citizens require a professionally-operated facility other than a hospital or their own home.

At SMITH'S REST HOME you can be certain your aged loved one will be given the personal care, round-the-clock attention and the chance to live their lives with the meaning that they are entitled to.

Located on Dimock Hill Rd. in Noxun, phone 298-2407, this outstanding facility is approved for Medicaid and features such services as 24-hour care, home-like living conditions and visiting anytime.

All the people at SMITH'S REST HOME care about your loved one. They're interested in his or her physical or psychological problems and work diligently to make all patients as comfortable and contented as humanly possible.

Please remember when choosing a nursing home for your loved one to inspect the facilities, the food program, the costs and all the many benefits at SMITH'S REST HOME.

SPORT - JES

A varied selection of quality, brand name sporting goods and sensible prices are two good reasons to rely on SPORT - JES for all of your sports equipment.

Located at 141 E. Main St. in Plymouth, phone 779-2608, this full-service sporting goods store deals with sporting goods wholesalers whose merchandise has proven itself satisfactory over the years.

For a good selection of sneakers and custom T-shirts, hats and jackets see SPORT - JES, this professionally operated sporting goods store has the equipment to fit most any need.

SPORT - JES is your Penn State headquarters in this area for Penn State supplies. They have recently tied in directly with the Penn State store and are carrying Penn State hats, mugs, belt buckles and chairs. Arriving shortly will be Penn State hooded sweats, jackets, football jerseys, sweaters and shorts.

Since so many coaches, who buy for teams, rely on SPORT - JES, shouldn't you also make this your headquarters for all your sporting good needs.

SPORT - JES is offering trips to see the Nittany Lions football games (Iowa, Alabama, W. Va. and Syracuse at Syracuse). They are also offering a deep sea fishing trip on September 25th. Check with them for more details and information on their upcoming excursions.

THE HERITAGE SHOP

It seems that each year, more and more people fall into that group of persons who just seem to have everything and are very difficult to buy for.

If that person you are shopping for falls into that category why not stop in at THE HERITAGE SHOP in the Dallas Shopping Center in Dallas, phone 675-6503, for a selection of unusual gifts and Hallmark cards that are sure to please anyone.

The owner of this gift shop has taken much time and effort in stocking just the right inventory so that you can find something for a hard-to-buy-for person, and yet at a price that will fit your budget.

Their courteous salespeople will gladly assist you and seem to have the knack for suggesting just the right item.

We suggest that the people of this section make THE HERITAGE SHOP their gift headquarters. We are pleased to have this opportunity to mention this friendly shop.

IDE'S 309 AUTO SERVICE

No car will run forever without proper care and maintenance. For complete maintenance of your car, may we suggest the experts at IDE'S 309 AUTO SERVICE, where their reputation is backed by years of good jobs and many satisfied customers.

Located at Rt. 309 in Kunkle, phone 675-1213, the full-service auto repair headquarters does it all! From a complete professional tune-up to brake work to lube jobs, IDE'S 309 AUTO SERVICE's experts have the know-how and the proper tools and equipment to add years to the life of your car.

The writers of this "Do You Know Your Business Community?" remind motorists that these "a.i.o. doctors" value their good reputation and know that to maintain it, they have to do the best job every time!

DALLAS AUTO PARTS**Paul McCue - Owner**

Quality brand-name auto parts, many of them superior to your car's original equipment, and friendly personal service are two good reasons to rely on your NAPA man when you need auto parts.

Your NAPA dealer in the Dallas area is DALLAS AUTO PARTS, located at 688 Memorial Hwy. in Dallas, phone 675-2143.

Like hundreds of NAPA dealers nationwide, DALLAS AUTO PARTS' giant catalogue provides you access to more than 100,000 parts for both American and foreign cars. Your NAPA man is one person who will never tell you he lacks that starter for a 1979 Chrysler or the headlight for a '78 Camaro. They can be depended upon to have that part when you need it.

The writers of this "Do You Know Your Business Community?" Section urge motorists in the Dallas and surrounding areas to discover what millions of NAPA fans throughout the nation know - that the initials N.A.P.A. are all you'll ever need to know about auto parts.

RUSS MAJOR'S SALES & SERVICE

Thinking of a snowmobile this winter? Stop a minute. Don't buy any snowmobile merely because of its brand. Drop over to RUSS MAJOR'S SALES & SERVICE and check out their good selection of 1984 YAMAHA snowmobiles and then check out the many satisfied customers this fine dealer has, and you'll see that these people regard service after the sale as importantly as the sale itself.

Located in Sweet Valley, phone 477-5311, snowmobiling enthusiasts throughout the Back Mountain area will attest that RUSS MAJOR'S SALES & SERVICE has the finest service department in the area. Their complete stock of replacement parts is your guarantee of years of safe winter fun on your new YAMAHA snowmobile. RUSS MAJOR'S SALES & SERVICE has on hand a full line of boots, suits, helmets, gloves, and accessories in a variety of sizes from bargain to top of the line merchandise.

When the snow piles up to the one and two-foot levels, think of it! You'll be getting to the store, to church and to work, while motorists may be stranded. A new YAMAHA snowmobile is a good investment, as well as loads of fun.

DAUKSIS CONSTRUCTION CO., INC.

Now is the time to stop talking about alteration work in your home or business and just pick up the phone and call DAUKSIS CONSTRUCTION CO., INC., phone 639-5788. This contractor is well known in this area for his highly-skilled work and realistic rates.

No matter what you need to have done, whether it's just an easy job or you need your entire home remodeled, this firm has the experience to handle the job correctly.

They make a point of only hiring well-qualified workmen to help and you can be certain of a beautifully-finished job, carried out with only high quality materials, and completed in the shortest time possible at reasonable prices.

DAUKSIS CONSTRUCTION CO., INC. specializes in dock and boat house building, Deicers and boat hoists, as well as room additions, kitchen and bath remodeling, renovation and fire damage work.

We take pleasure in recommending this fine contractor to our many readers and suggest that you remember to call DAUKSIS CONSTRUCTION CO., INC. for a job well done.

RICHARD'S CUSTOM UPHOLSTERY**Richard Kubasti - Owner**

When the upholstery on your home or office furnishings has served its useful purpose, whether from wear or because of a change in decorating, let the professionals at RICHARD'S CUSTOM UPHOLSTERY, located at Rear 123 Lambert in Pittston, phone 655-4033, show you how reasonably they can reupholster it with your choice of beautiful long-lasting materials. Be sure to utilize their shop-at-home service.

They carry a full line of fabrics, vinyls and leatherette materials in many designs, weaves and colors. You are sure to find one that will suit your taste and your decor.

The professionals here will completely check out the frame and spring work of the piece to be recovered and bring it back to its original condition, then carefully pad and cover it with the material of your choice so that it will be like having a new piece.

We recommend you contact RICHARD'S CUSTOM UPHOLSTERY, the upholsterer with 25 years of service, for all your upholstery needs. We commend them on their fine work and reasonable prices.

FLOYD'S SEWING & VACUUM CENTER

Your local representative in this area for the well-known New Home, White and Singer sewing machines and COMPACT, Eureka, Hoover and Royal vacuum cleaners is FLOYD'S SEWING & VACUUM CENTER, located at 95 Main St. in Luzerne, phone 288-4763.

This dealer is well respected for his square dealings and fine line of quality products. If you've been thinking of a new sewing machine or vacuum cleaner, but you were not sure who to deal with, drop in or give them a call and they will be more than happy to show you the many advantages their machines offer. FLOYD'S SEWING & VACUUM CENTER is a dealer in America's best vacuum cleaning system, the COMPACT Cleaning System.

They also have an excellent repair department and carry a full line of replacement parts and additional accessories. Drop your machine off when you are in town shopping and many times it will be ready for you the same day, as good as new, and at a low repair cost.

You can be sure of a fine buy and a square deal when you trade with FLOYD'S SEWING & VACUUM CENTER. Stop in today!

RICHARD'S AUTOMOTIVE

RICHARD'S AUTOMOTIVE is located on Upper Demunds Rd. in Dallas, phone 675-0948.

Having equipped their garage with the latest tools and machinery, enables this establishment to accurately and economically service your car. This is the time to have your car inspected thoroughly and to have all needed repairs attended to. Their repair service on all makes will assure you of better work at realistic prices.

Before you take your car anywhere, be sure to drive to RICHARD'S AUTOMOTIVE and get their estimates upon that repair work.

The mechanics here know their business and with their modern equipment can put your car in A-One condition at the lowest possible cost. If you want the work done correctly and at honest prices, take your repair problem to RICHARD'S AUTOMOTIVE. You'll be glad you did.

HADDLE'S KENNEL

Many pet owners in this area are well acquainted with the services and facilities at HADDLE'S KENNEL, offering a personalized and professional approach to complete pet care.

The next time you're preparing for an out-of-town vacation and can't take your pet with you, stop out at HADDLE'S KENNEL, located at the top of the Hill in Kunkel above Kunkle Motors, phone 675-1621, and inspect their excellent facilities. Their 30 individual heated stalls provide facilities for all breeds of dogs and cats with separate indoor and outdoor runs. They are also breeders of AKC Bassets. You can also expect a well-balanced diet for your pet during his stay. Once you've seen HADDLE'S KENNEL you'll soon agree that there's no better place for your pet - other than his own home. HADDLE'S KENNEL features the "K-9 Beauty Spa" where they will bath, trim and clip your pet. As experienced dog groomers, they have the knowledge and tools to make your pet feel comfortable and look his very best.

The writers of this edition are pleased to recommend that you contact HADDLE'S KENNEL at 675-1621 for professional dog care. Both you and your pet will be glad you did. GET 10% OFF JUST BY MENTIONING THIS ARTICLE.