

Business



Hair Salon opens

Ribbon cutting ceremonies were held recently at Carol Carroll's No Appointment Hair Salon located on Route 415 Memorial Highway, next to the Cannon Towel Outlet. Shown here during the ceremonies are, from left, Laurie Schleb, operator; Tim Carroll, Carol Carroll, Glen Howell, Phil Walter, Theresa Sudnicki, operator; Christine Kudey, operator; and Gus Walters, shopping center owner.

Dallas Post/Glenn S. Bodish



EDMUND R. PETERS

Peters named to committee

Edmund R. Peters, son of Mrs. Jennie Peters of Dallas, and vice president for finance at Shady Grove Adventist Hospital in Rockville, has been appointed to the health care finance committee of the Maryland Hospital Association.

The committee is the association's top policy advisory body on issues dealing with Medicare, Medicaid, and the third-party reimbursement.

Peters is a native of Wilkes-Barre and a graduate of Columbia Union College in Takoma Park, Md. He has done advanced studies at Benjamin Franklin University, the University of South Carolina and is a Certified Public Accountant.

His financial management career began in the early 1970s as an auditor for the General Accounting Office of the federal government. Peters is a former agent for the U.S. Internal Revenue Service.

Prior to joining the Shady Grove staff, he held major finance posts at two other Washington area Adventist hospitals.

Photo contest open to all cameramen

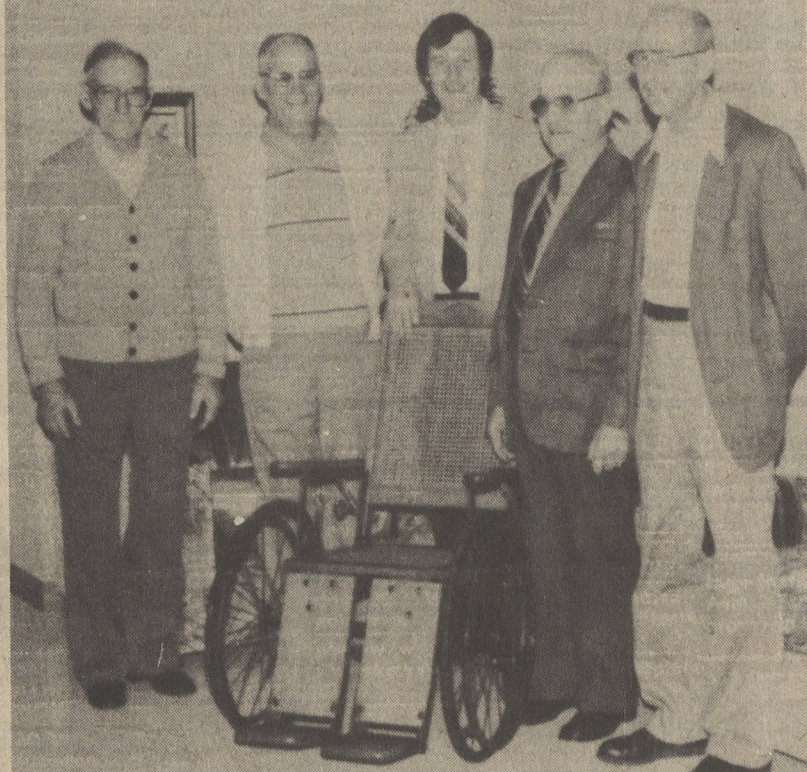
Six thousand dollars in prizes, including a \$1,000 Grand Prize, will be awarded in the World Photography Contest, sponsored by the World Photography Society. Two hundred five prizes will be awarded.

All photographers are welcome to enter.

Interested persons should request free information and entry forms from: World Photography Contest, Box 1170, Capitola, California 95010. Entry forms will also be available at many camera shops.

PATIENT CARE

SEAT LIFTS



Wheelchair donated

Two Back Mountain lodges of the Oddfellows organization recently made a formal presentation of an antique wheelchair to the Meadows Nursing Center, Dallas. Shown here during the presentation are, from left, Joe Ellsworth, Glenn Johnson, Thomas J. Sweeney, Nursing Center Administrator, Cletas Sweezy and Wally Gosart. The Oddfellows explained that the wheelchair is at least 50 years old and was totally refurbished by Sweezy who is retired and performs the work as a hobby.

Marketers Directory available

The 1983-84 Harris Pennsylvania Marketers Industrial Directory (MID) is currently available at the Greater Wilkes-Barre Chamber of Commerce. The industrial sales guide contains over 800 pages and features a variety of sales-oriented information. This is the only publication to contain in-depth sales facts on key manufacturers and distributors in one easy-to-use volume.

Designed principally for industrial sales organizations and reference libraries, the 1983 Pennsylvania MID contains over 80,000 verified listings by name, product, location and S.I.C. Code. Geographical list-

ings for Manufacturers and Distributors include name, address, direct dial phone number, employment, sales volume, products manufactured or marketed, key personnel, foreign trade, and more. Finally, a statistical summary is included to assist you with market planning.

Harris Pennsylvania Industrial Directories are available at the Greater Wilkes-Barre Chamber of Commerce office for \$79.50 (plus 6 percent sales tax). Chamber members receive a special discount. For more information contact the Chamber office at (717) 823-2101.

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Battle of the burgers

Local Burger King owner is simply 'having a blast'

By DOTTY MARTIN
Associate Editor

"The Switch Is On" and Ed Davis is having himself a blast.

Davis, a Dallas resident, is a Burger King franchisee with nine Burger King stores, including the Home of the Whopper on Route 309 in Shavertown.

"Sure, we're feeling the impact from the campaign," Davis said. "There's no question about it."

As the infamous Burger King commercials become more well-known every day, Davis said he is having a ball with them.

"We've all had so much fun with the national Burger King commercials," he said. "They're humorous; the whole crew joins in; and they take away from the normal business routine. I think they're just very enjoyable."

Although Albert and Carol Mueller of Clarks Summit, owners of the Shavertown McDonald's, were unavailable for comment, an employee at the local Big Mac place offered her opinion.

Diane Hoyt said the Shavertown McDonald's has not noticed any changes in its business volume, despite the heavy intrusion of Burger King commercials on national television.

"As a matter of fact, we had a call from a woman the other day who said she saw our commercial on TV about accepting any kind of coupon," Miss Hoyt explained. "I told her that it wasn't our commercial she had seen, but that our policy is to take competitor's coupons all the time."

During "The Switch Is On" week last week, Burger Kings all over the country accepted any kind of coupon in exchange for a free Whopper with the purchase of a Whopper. The McDonald's which are owned by the Muellers, however, accept competitor's coupons all the time.

"We're doing the coupon exchange just this week," Davis commented last week from his office. "Thank God we don't have to accept competitor's coupons all the time. That way, you destroy what the competitor is trying to do with his business."

Admitting he hasn't yet gotten tired of eating Whoppers after 16 years in the business, Davis explained the Burger King commer-

cial is handled by an advertising agency in New York City and that neither he nor his employees are directly involved with them.

"What I liked most about that commercial is that everything in it is absolutely true," Davis said. "The family really is named McDonald; they really did switch from McDonald's to Burger King; and the kids in the family really did switch for the reasons they say they did. It was an honest-to-goodness commercial and Burger King wasn't just putting on an act. It really did happen that way."

Since the Battle of the Burgers began on Sept. 27, 1982, Davis has been having himself a good time.

"It's not the normal way of doing business," he said. "But I'm having a blast with it."

"I think the commercials are great," Davis said. "But, let's be honest - we're poking fun at McDonald's."

Davis spoke of the Burger King commercial that features a family of five named McDonald. As the family members sit in their living room in Norwalk, Conn. wearing gag glasses with big noses, discussing why they switched from McDonald's to Burger King, they suggest that the viewers go to Burger King and "Tell them McDonald's sent you."

SHOP TALK

"Shop Talk" is a weekly column in The Dallas Post and features tidbits about Back Mountain businesses and business people. Information for "Shop Talk" may be submitted either by mail - P.O. Box 366, Dallas, Pa., 18612 or by phone - 675-5211.

MIKE KOZICK, proprietor of The Jean Shop, Route 415, Dallas, is back on the job after undergoing eye surgery at Wills Eye Hospital, Philadelphia. While Mike was gone, daughter Arline masterminded a clean-up project around The Jean Shop property. The place looks beautiful!

GINO'S SHOE STORE AND DEREMER LAUNDRY can now be found in their new building, located between Jeddida's Restaurant and the Back Mountain Professional Center on Route 309. The building, which sports that rustic look, has more room and makes things easier for the customers.

CAROL CARROLL opened her No-Appointment Hair Salon last Tuesday. The salon, located on Route 415, Dallas, next to the Cannon Towel Outlet, is open 10 a.m. to 6 p.m. Tuesday through Friday and 8 a.m. to 4 p.m. on Saturdays.

THE NEW BANKOVICH SEAFOOD BUILDING on Route 415 is beginning to take shape. Almost looks like seafood will be sold from the new building come winter.

HOWARD DUKE ISAACS in Trucksville is offering a great special these days by selling used tires for \$1 each. If you stop and think, used tires can be put to a lot of good uses - bumpers, tree swings and to ease expansion in a swimming pool during the freezing weather.

IGA IN DALLAS was closed for about eight hours last Thursday because of a power outage. The power failure was noticed approximately 1:30 a.m. and the store reopened about 9:30 a.m. the same day.

AN EARLY MORNING FIRE last Tuesday at the Kingston Corners Building destroyed the offices of Dr. Edward M. Dwyer, a 72-year-old dentist who was planning to retire. Dr. Dwyer, who has been a dentist for 32 years, resides at 129 Orchard East in Dallas.

KENT JONES, of Jones Potato Pancakes at Harveys Lake, is keeping himself busy these days organizing an Adult Recreation Basketball League at the lake.

RAVE'S ON ROUTE 309 is getting ready for the winter season as they offer a 20 percent off sale on their cross-country ski equipment.

THE RED HEAD GAS STATION on Route 309 next to the Hoagie Bar is now a self-service Hess gas station. New signs were installed at the station last Thursday afternoon.

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I FEEL I AM QUALIFIED TO ADMINISTER THE DUTIES OF COUNTY TREASURER."



I PLEDGE

1. TO BE A FULL TIME TREASURER
2. HONEST UP FRONT GOVERNMENT
3. TO INVEST YOUR MONEY AND GET THE HIGHEST INTEREST EARNINGS.
4. MAKE MY "YES" MEAN "YES" AND MY "NO'S" MEAN "NO".
5. EVERY HUNTER WILL BE TREATED EQUALLY
6. NO MANIPULATION REGARDING DOE PERMITS

YOU CAN HONESTLY TRUST

"RED" JONES

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PAID FOR BY COMMITTEE TO ELECT JOSEPH "RED" JONES