

Wally relaxes

Now that it's all over, Wally Kocher can relax. Here, Dr. Medura explains to his patient why visiting your dentist for regular checkups is so important.

Dallas Post/Bill Savage

Dentist

(Continued from page 1)

Dr. Medura also admits that at times, he uses a Sony Walkman. In fact, according to Dr. Medura, some patients like to have the music playing during the whole procedure. Besides these "sophisticated" methods for relaxation, Dr. Medura pointed out that just by controlling what a person hears during the procedure is also important.

Not only is what a dentist says to his patient important, but according to Dr. Medura, what a parent says to a child about the dentist can also be a main factor.

"It's very important that parents don't relate scary stories to their children about the dentist. Also,

they should try to refrain from key words such as hurt or pain," he said.

Dr. Medura feels that 95 percent of the children he sees are ideal patients because these precautions are taken.

Dr. Medura agrees that attitudes toward dentists have changed in the past several years.

"When I first came to the area, the people weren't dentally educated. In the last few years, however, people have turned toward preventive dentistry," he said.

It seems then that dentist's offices should not be portrayed as "dens of pain", but as places to go to keep those smiles shining bright.

Dental insurance is difficult to obtain

It's true that fear is a very real thing when visiting the dentist's office. However, the most dreaded fear has almost nothing to do with the dentist's drill or chair. In fact, sometimes you don't even have to face this fear until days after the initial visit. Have you guessed what it is yet? Right - THE BILL.

According to Mike Thomas, director of sales at Blue Cross and Blue Shield of Northeast Pennsylvania, this is one fear that cannot be easily ignored.

If you've already looked into purchasing dental insurance, then you know it's virtually impossible for individual policyholders to obtain it.

Thomas explained why this is so. "It's all because of what we call adverse selection," he said. "It's a sad fact, but people just don't go to

dentists regularly and not many of them would buy the insurance unless they really needed it.

"After the dental work was complete, there would be absolutely nothing we could do to stop them from cancelling the policy," he added. "If we did offer individual dental insurance, the premiums would probably be so high (because of adverse selection) that not many could afford it."

Thomas did say, however, that this insurance is offered to certain group policyholders of five people or more. So, if you are one of these lucky people, relax.

On the other hand, if you're one of the unfortunate ones, perhaps it would pay to take extra special care of those pearly whites!

— WALLY KOCHER

Rip-offs on the rise

The offer that promises you riches for very little output, the outfit that offers you instant credit or easy financing - consumer beware!

Rip-offs are on the rise again, making it very easy for the uncautious to fall prey to the unscrupulous. The Reader's Digest, in its February issue, describes some of them that are currently being practiced:

— "Jobs! Jobs! Jobs! Send for our listing of high-paying opportunities." The listing (almost always from a far-distant city) will cost from \$10 to \$20 and may well have been lifted from the classified ads. Most reputable employment agencies charge either the employer or applicant a fee, but never before the job has been filled.

— "Earn big money right in your own home! Get \$1,000 to \$3,000 monthly for stuffing envelopes." Again, you're asked for up-front money and what you receive is an offer of an instruction manual for

even more money.

Karl Lauby of the New York Better Business Bureau says, "Whenever you're asked to buy anything in order to work at home, don't do it. If they claim you can make more money than sounds reasonable, investigate. We advise people to write to the company and ask for names and addresses of others who are making the advertised sum of money." You'll never hear, the article predicts.

— "Get the best in cable TV with our special introductory offer!" Some sharp operators canvass a neighborhood not yet scheduled for cable, claiming they're representing a cable company and asking for a \$25 deposit and \$25 installation fee. Legitimate cable companies will usually notify you that a representative will call on you, and that person will have a valid I.D. If in doubt, check with City Hall to see what's really going on in cable in your area.

There are many other scams. The name of the game is to get your money without giving you anything in return. Keep that fact in mind, and you should be able to resist most of the traps set by rip-off artists.

CEG director explains project

By HOWARD J. GROSSMAN

The Ben Franklin Partnership is the most exciting venture for economic development in Pennsylvania since the birth of the Pennsylvania Industrial Development Authority in 1956. The Partnership is a blend of higher educational institutions, business and industry, economic development agencies, labor organizations and others concerned with economic growth. The Partnership was initiated in 1983 by Governor Dick Thornburgh as Pennsylvania's approach to high technology and a means to tap into the nation's new focus on technological innovations.

In the first year of the Ben Franklin Partnership Program, applications were received by the State from seven colleges and universities asking to be designated as an advanced technology center. The Ben Franklin Partnership Board and staff of the Pennsylvania Department of Commerce reviewed the applications and interviewed representatives of each higher educational institution. As a result of the competitive process, four universities were selected to receive \$250,000 each from the Commonwealth of Pennsylvania. They were designated as Advanced Technology Centers. These universities included a joint venture between Carnegie Mellon University and the University of Pittsburgh, the University City Science Center in Southeastern Pennsylvania, Lehigh University, serving Lehigh Valley and Northeastern Pennsylvania, and Pennsylvania State University based at State College, serving all other areas of the State.

Since the principle of the Ben Franklin Partnership is to blend higher education with business and industry and other facets of the community, the program was established as a challenge grant in which the more private sector funds raised, the more likely that a given project and or program would be approved under the Ben Franklin structure. Thus, each of the Advanced Technology Centers demonstrated a significant amount of private sector funding as part of their application process.

With one million dollars for Fiscal Year 1983, the program was initiated as each university geared in a short period of time to meet the three major goals of the Ben Franklin Program. These goals included: (1) emphasis on research and development to encourage the manufacture of new products and creation of new jobs as a result of technology; (2) entrepreneurial development to expand business opportunities for marketing, carrying out profitable business functions, develop venture capital and implement other factors designed to establish a one-stop center for business development; (3) training and retraining of employees to meet those jobs which will be available in the 1980's and 1990's as they relate to advanced technology.

These three goals have many different aspects to them; however, they relate in Pennsylvania to not only new technology and skills, but modernizing and upgrading basic industries such as steel, coal, needle trades and related industrial activities with technology improvements to help save jobs and stabilize these industries to a reasonable economic level. Thus, the invention of the words advanced technology have great meaning in Pennsylvania, perhaps more so than any other state in the nation.

With the establishment of the first year program for the Ben Franklin Partnership, second year applications were limited to those advanced technology centers who were designated the first year. Each of the centers prepared competitive applications to secure a portion of the \$10 million which had been set aside for fiscal year 1984 in the State budget. The applications were reviewed in depth by both the Ben Franklin Partnership Board and the Pennsylvania Department of Commerce and were approved by the Ben Franklin Board in August and September, 1983.

Each of the Advanced Technology Centers received the following commitment of dollars:

Carnegie Mellon - University of Pittsburgh - \$3,350 million; Lehigh University - \$2.9 million; University City Science Center - \$2,350 million; Pennsylvania State University - \$1.4 million.

The projects included in the second year application impact the entire State and result in substantial dollars being committed by the private sector, as well as other organizations who have become partners with the Ben Franklin Program.

Some examples of projects that were included by Lehigh University which impact Northeastern Pennsylvania are the following:

— development of computer assisted design technology for the glass industry

- cooperative development of a nuclear power technician training program
- office automation seminar
- hybrid microelectronics laboratory and program development
- development of a fire-resistant material for aircraft interiors
- materials testing laboratory and program development

The Economic Development Council of Northeastern Pennsylvania is interested in establishing a satellite center to replicate many of the fine programs being carried out at Lehigh University currently in the form of workshops, seminars and other related functions.

The Ben Franklin Partnership Board is a 15-member organization which meets monthly in Harrisburg or in one of the four designated Advanced Technology Centers. Members of the Board include the following persons who are either ex-officio appointees or appointees of Governor Dick Thornburgh.

The Northeastern Pennsylvania approach to the Ben Franklin Partnership includes a strong commitment on the part of higher education to participate in the program along with the business and industrial community. Some of the high educational institutions who have been funded through the Ben Franklin Partnership thus far include the University of Scranton, Wilkes College and the Luzerne County Community College. Others will be submitting projects in subsequent years for consideration under the Ben Franklin Partnership.

One of the most interesting aspects of the Ben Franklin Partnership is the incubator program. An incubator center is a building which houses companies who require a small amount of space, can utilize common services such as receptionist, reproduction, clerical and related services, require the ability to develop and or market a product and be a company which is characterized as a small growth firm capable of significant expansion in the future and the type which hovers around the word technology. Incubator centers have proven themselves in other parts of the nation, and several of the advanced technology centers are establishing such facilities. Lehigh University has established an incubator center on its campus, and the Economic Development Council and others are developing a series of functions which will lead to the establishment of one or more incubator centers in the region.

A proof of success thus far in the Ben Franklin Partnership is the actual nurturing and or establishment of new companies who have created new products thus establishing new jobs in Pennsylvania. Such activities as venture capital funds, incubator centers, and other types of innovative activities, including a strong research and development base for each of the advanced technology centers, leads many to conclude that this program will grow significantly in the next several years.

The business and industrial community of Northeastern Pennsylvania can take advantage of the Ben Franklin Partnership by contacting the Economic Development Council, P.O. Box 777, Avoca, PA 18641. The ways to accomplish important changes to the economic structure of Northeastern Pennsylvania through the Ben Franklin Partnership are myriad. Every business and industry thinking of expansion should consider how to utilize this important program.

(Howard J. Grossman is the Executive Director of the Economic Development Council of Northeastern Pennsylvania.)

CTC tests equipment

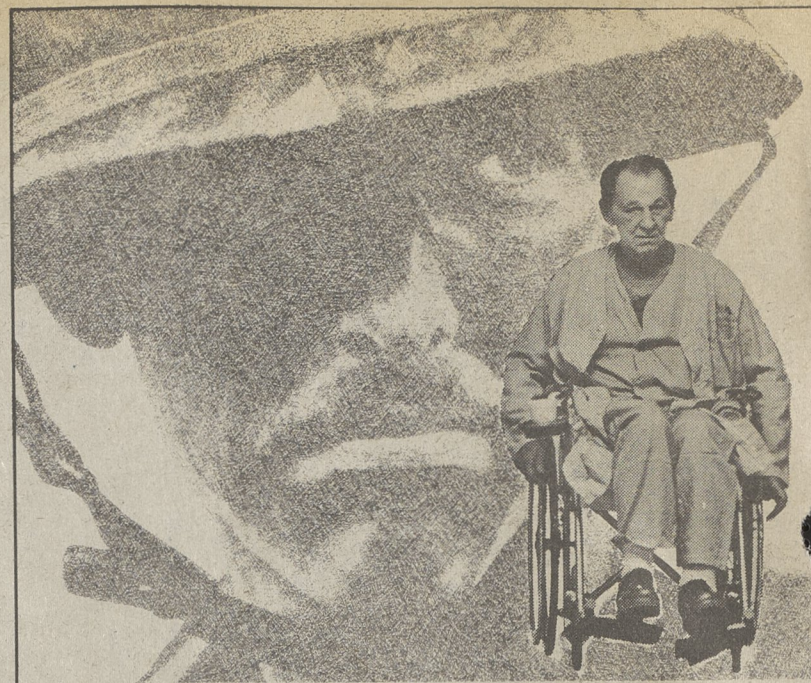
Commonwealth Telephone Company customers in the Sweet Valley (477) exchange may be receiving calls from telephone company representatives during the next several weeks. The purpose of these calls is to test new central office equipment scheduled to be cut into operation within the next few months.

These test calls will insure that the equipment is fully operational and that the company's records are accurate.

If any customer has a doubt as to the authenticity of the caller, he can verify the information by calling the telephone company.

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Nothing hurts like being forgotten

Visit a Hospitalized Vet
During the Week of **Feb. 14**

A Public Service of this Publication and the Veterans Administration

contact your Veterans Administration Hospital

Don't forget the vets the week of Feb. 14

The nation salutes its hospitalized veterans during the week of February 14 and the Veterans Administration is inviting citizens nationwide to visit the nearly 90,000 patients in its medical facilities.

The VA, which administers veterans medical and benefits programs, has also mounted an effort to encourage Americans of all ages to serve as hospital volunteers year-round.

Over 50 national volunteer groups and veterans organizations have joined in the effort.

With the First Lady as honorary patron and Harry Morgan, star of AfterMASH, as honorary chairman, the program's theme is "Nothing hurts like being forgotten - Nothing helps like being remembered."

Morgan, who plays the Chief of Staff at a fictional VA hospital in the AfterMASH show, is featured on radio and television spot announcements.

World War II Navy veteran John Chuchola, in a wheelchair, personifies the salute on the informational printed material urging participation.

"In addition to honoring our veterans and volunteers," said VA Administrator Harry N. Walters, "this is an opportunity for us to share with the public the professional excellence of the VA's health care system which is the nation's largest."

The system includes 172 medical centers, 16 domiciliarys and 99 nursing home care units throughout the country.

Walters noted that "volunteerism is critical to the quality of care provided those who have served their country in time of need."

During Fiscal Year 1983, 79,000 volunteers provided 11.9 million hours of service to hospitalized veterans. The value of their participation, based on the generally accepted average value of \$6.50 per hour, would be \$77.2 million. Volunteers also generated \$10 million dollars in donations.

Volunteers are involved in everything from patient care and recreation to administration and transportation assistance.

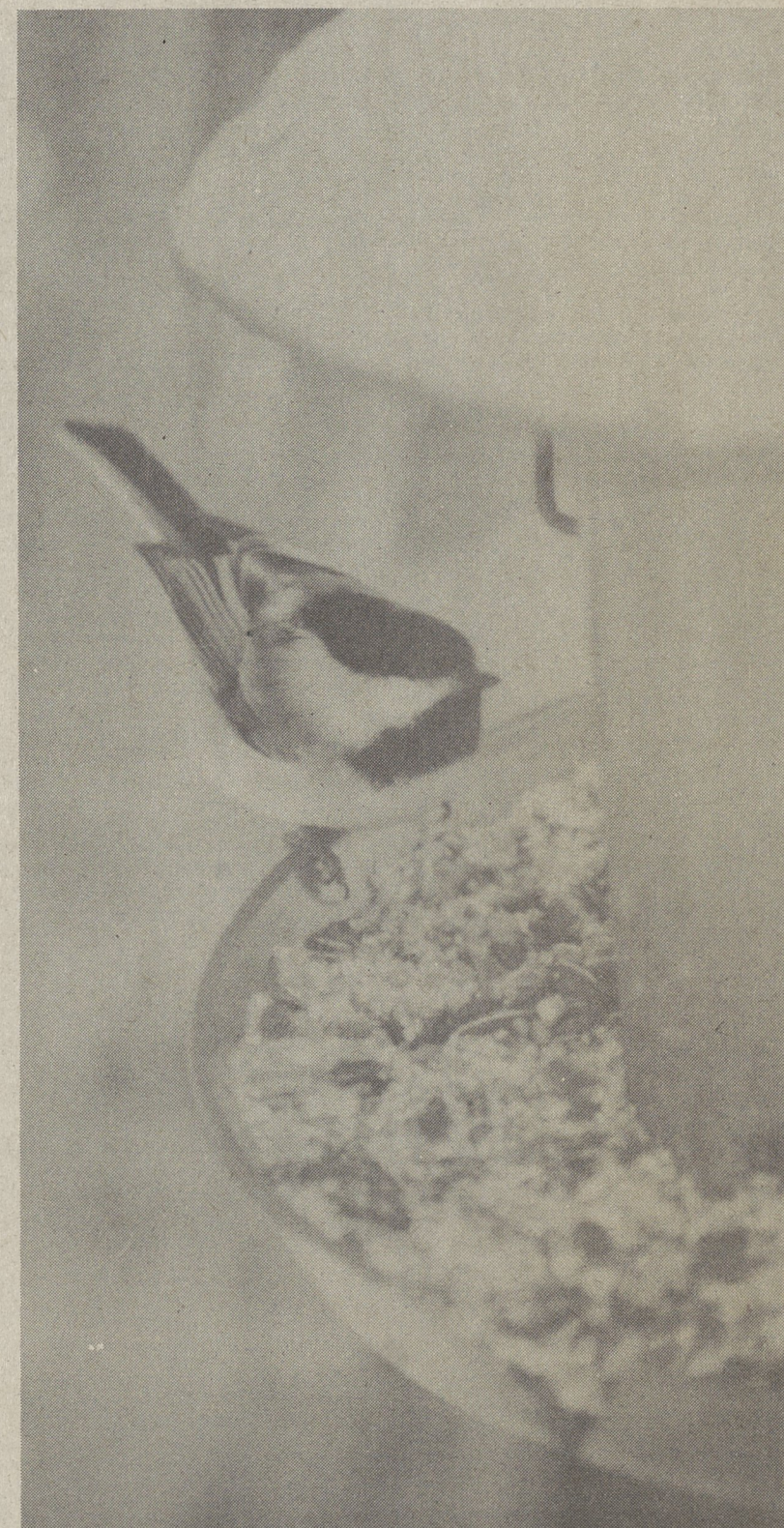
Examples of volunteer services range from helping in home rehabilitation of stroke patients to supervised youth groups from pre-school through junior high school in one-to-one "adopted grandparent" activity.

Because of the rising age level of the veteran population, there is a growing emphasis on geriatrics and services for the terminally ill and their families.

The groups supporting the drive to get more volunteers are members of the VA Voluntary Service's National Advisory Committee. In addition to the major veterans groups they include organizations such as the Red Cross, the American Association of Retired Persons, the ELKS and the Salvation Army.

About 60 percent of all VA volunteers are affiliated with a group or organization, ranging from very large national ones to local clubs and churches. Those without organizational affiliation are recruited by VA staff members.

If you want to join in the salute to veterans, or volunteer on a longer-term basis, call the VA medical facility nearest you. Tell they you want to participate and they'll tell you all you need to know.



Looking for food

This lonely little bird was caught by a Dallas Post photographer as he stopped for dinner in the yard of Donna Watkins, Lehman. The birds have a difficult time finding food in the cold, winter weather and often appreciate a bird feeder such as this one.

Dallas Post/Ed Campbell

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