

Perspective

OPINION

Guest editorial

Ferraro may not be as sure a bet as we think

By EDWIN FEULNER

While it's obvious the choice of Geraldine Ferraro as Walter Mondale's running mate is an attempt to attract more women voters, it's not as much of a sure bet as some believe.

On all the keys issues on NOW's (National Organization for Women) agenda, candidate Mondale and President Reagan already are poles apart. Someone who is going to vote for or against President Reagan on the basis of his stand on abortion, the ERA, and similar "women's issues" will do so regardless of Rep. Ferraro's presence on the Democratic ticket.

What one should look at, therefore, in trying to determine how the Ferraro factor will affect the election are those matters not generally regarded as women's issues: foreign policy, defense, perhaps crime.

The notion that Geraldine Ferraro will attract many more women voters to the Mondale ticket has a good, visceral feel to it. In my gut, if I were a Democrat, I'd believe that, too. But a recent survey by Woman's Day and the Wellesley College Center for Research on women a couple of months before the Democratic convention. Some 115,000 women responded.

While extensive 83-question survey was conducted by Woman's Day and the Wellesley college Center for Rresearch on women a couple of months before the Democratic convention. Some 115,000 women responded.

While there's no doubt more women than men voted in the 1980 election and will likely do so again this year, the woman's Day survey showed, according to Laura Iein and Lydia O'Donnell of the Wellesley research center, that though the "mainstream" woman "takes a liberal stance on many issues, she's a hard-liner on others." And that could be bad news to the NOW-Mondale coalition, which apparently believes most women vote with their hearts, not with their heads.

The Wellesley researchers said their typical "mainstream" respondent was a wife (79 percent) and a mother (82 percent), a job holder (62 percent), and lives on a family income of \$25,000 to \$30,000 a year. Only one-third identified themselves as Democrats, and an equal number identified themselves as Republicans. When asked what impact the women's move-

ment had on their lives, a remarkable 65 percent said it hadn't affected them one way r another. Of the married respondents, 70 percent said they usually support the same candidates their husbands support. And 91 percent said they voted in the last presidential election.

On the major issues on the NOW agenda — such as abortion and the ERA — the women supported the feminist position by wide margins. But it's not at all clear from the 1980 elections or any previous or subsequent contests that these issues alone are the ones that cause mainstream women to vote as they do — in fact, as their husbands do.

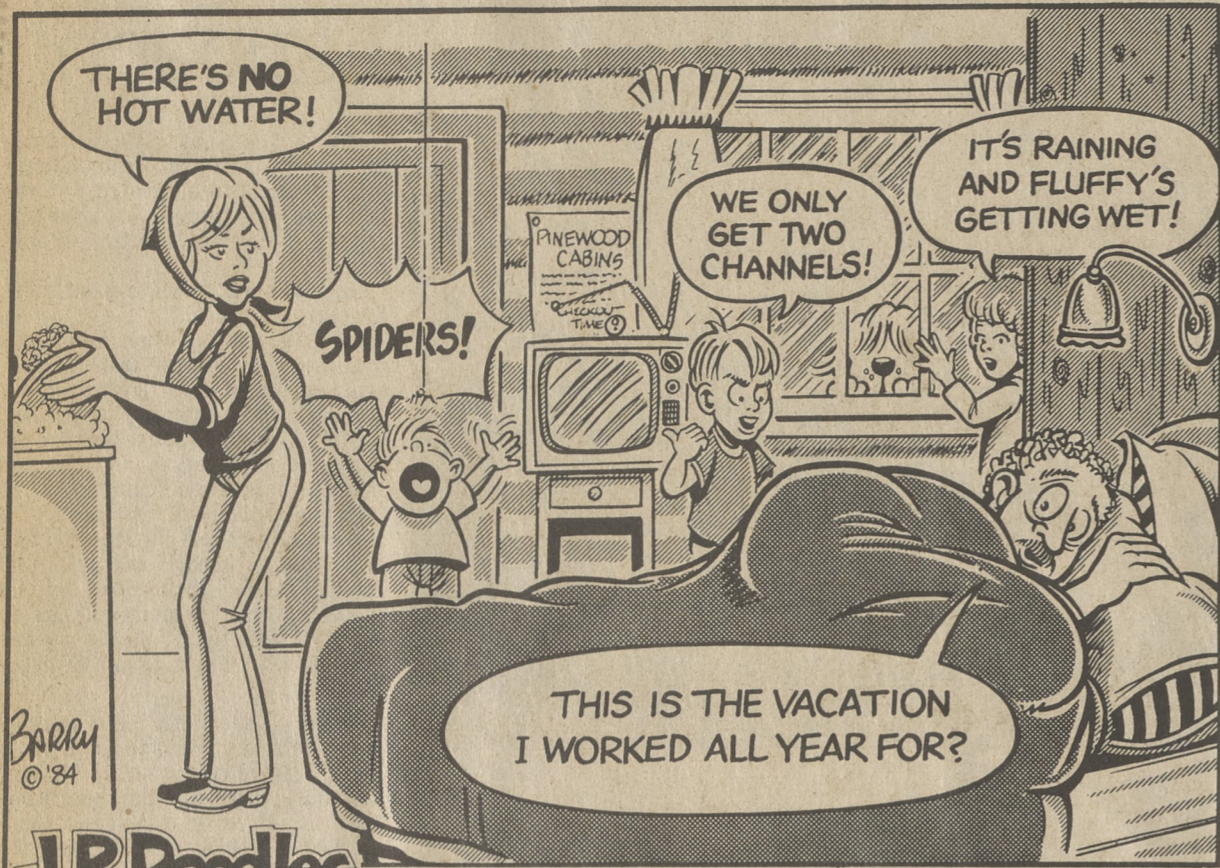
If not these issues, what? On the economy, only 32 percent said they hadn't experienced signs of the country's general economic recovery. The other 68 percent could feel the effects of the improving economy. Will the Ferraro factor convince them, as New York Gov. Mario Cuomo urged in his convention keynote speech, to throw Ronald Reagan out so the Democrats can "turn things around"? Turning things around today means trashing a healthy economy.

On crime and punishment, 83 percent expressed support for the death penalty. More than 85 percent felt the law "tends to treat criminals better than victims." A plurality (45 percent vs. 40 percent) even opposed banning handguns. Ronald Reagan is strong on these issues, not Geraldine Ferraro or Walter Mondale.

On foreign policy, 75 percent said they think the United States' position as a world power has slipped in the last ten years, and most of them said they were worried about it. Fifty-five percent of the respondents said they want the U.S. to do more to guard against the spread of communism.

The bottom line is that Ronald Reagan already has lost the radical feminists' vote. If the Ferraro factor is going to alter the 1984 presidential election, it is going to be with mainstream women. Based on Woman's Day survey data, it would appear that the choice of another liberal for the number two spot on the Democratic ticket will only help focus attention on how out-of-step Democratic policy-makers are with mainstream everyone.

(Edwin Feulner is president of The Heritage Foundation, a Washington-based public policy research institute.)



J.P. Doodles

Expect too much?

We work so hard all year that sometimes we just might expect a little too much from our vacation. Then, when things don't go exactly as we'd like them to, we feel the vacation isn't worth waiting for. Be patient, be calm, take things in stride and make the best of every situation so you, too, can enjoy your vacation to the fullest.

Only yesterday

Louise Miller is named playground supervisor

50 YEARS AGO - AUG. 10, 1934
Louise Miller, Dallas, was appointed supervisor of Rural playground activities for the Luzerne County recreation program. A graduate of West Chester State Teacher's College and Susquehanna University, supervised a program which was attended by 800 children and adults in the Back Mountain communities of Trucksville, Dallas, Shavertown and Lehman.

Due to increasing interest in quilts throughout the area, Raymond Harris of Dallas organized a rural quilt league. William Dawkins, Fernbrook, was elected president.

Married - Howard Carey and Priscilla Jane Mack. Deaths - Tom Haines, Dallas; Theodore S. Snyder, Dallas Township.

You could get - Leg of lamb 21c lb.; pork loin roast 17c lb.; cod steak 2 lb. 25c; Orange Pekoe tea 49c lb.; soda crackers 17c lb.; Kraft Swiss cheese 31c lb.; Lifebouy soap 3 cakes 19c; brooms 29c ea.; Brillo 2 pkg. 15c; Sweetheart soap 6 cakes 23c.

40 YEARS AGO - AUG. 11, 1944
Fernbrook resident Sergeant William Stritzinger was killed in action while serving with the famous infantry regiment at Cherbourg, France.

Mr. and Mrs. Anthony Baranowski of Jackson Township were relieved to receive a letter from their son Edward written from an Army hospital in England after they had received word that Edward had been killed in action.

Area schools prepared for September openings. Dallas Township named Marian Thomas and Alice Purdy to its teaching staff. Dallas Borough School appointed Miss Marguerite Brace elementary teacher. Mrs. Robert Moore was re-elected to serve as school nurse.

Birthdays - Mrs. Rachel Wyckoff, Dallas, 96 years old. Anniversaries - Mr. and Mrs. James Winters, Centermoreland, 50 years.

Deaths - Doyle Roberts, Dallas. You could get - Pork butts 35c lb.; stewing chickens 39c lb.; fresh ground beef 25c lb.; beef short ribs 19c lb.; potatoes 10 lb. 49c; tomatoes 6c lb.; apples 3 lb. 23c; celery hearts lg. bunch 15c; peanut crunch peanut butter 30c lb. jar.

30 YEARS AGO - AUG. 13, 1954
Lehman-Jackson-Ross appointed four new teachers to their district. Nancy Royer will work in the school library; Marie Mizdail will teach junior high mathematics; Mary Pleban would teach Home Economics and John Armstrong would teach history and English.

Residents of the Back Mountain area were delighted this week as they listened to Don McNeil's Breakfast Club from Chicago to hear the voice of Mrs. Stanley Schultz of 45 Lake Street, Dallas, among those on the

popular radio show. Mrs. Schultz and her husband were in Chicago attending the National Fishing Tackle Show.

Engaged - Eleanor Makravitz to Sgt. 1st Class Henry Penza; Patsy Lou Crispell to Richard Jones; Charlotte Peake and Donald Perrego.

Married - Robert Kerr to Betty Jane Hale. You could get - Picnic hams 39c lb.; leg of lamb 59c lb.; Long Island duckling 59c lb.; standing rib roast 59c lb.; seedless grapes 2 lb. 35c; lemonade 4-6 oz. cans 59c; Chicken of the Sea tuna 3-6 1/2 oz. cans \$1; Realemon juice 16 oz. bottle 35c; Crisco 3 lb. can 94c.

20 YEARS AGO - AUG. 13, 1964
Dallas Borough Council approved the appointment of Alexander "Sandy" McCullough as acting chief of police. McCullough's salary was \$3600 annually.

Westmoreland High School appointed several new staff membes. Harry S. Kozloski was hired to teach German; Walter Glogowski to teach industrial arts; Lois Palermo, Eva McGuire and Carol Palermo were hired to teach in the elementary school.

Engaged - Barbara Ann Hoover to Dennis Richard Tobin; Mary Elizabeth Frantz to Richard J. Hebda.

Married - Linda Jane Swelgin to Donald R. Anesi. Anniversaries - Mr. and Mrs. Merten Coolbaugh, 30 years; Mr. and Mrs. Kenneth Jackson, Beaumont, 25 years.

Deaths - Paul Hazleton, Noxen; Nellie Koslosky, Jackson Twp.

You could get - Turkeys 34c lb.; smoked hams 29c lb.; shrimp 99c lb.; haddock 85c lb.; ripe bananas 11c lb.; western cherries 39c lb.; fresh peaches 3 lb. 35c; seedless white grapes 19c lb.; pkg. of 48 tea bags 55c; Parkay margarine 2 lb. 51c; Pillsbury cake mixes 3 pkg. 89c.

10 YEARS AGO - AUG. 15, 1974
Dallas Township police grab \$120,000 worth of marijuana in a private greenhouse raid.

College Misericordia received special recognition from the Dallas Rotary Club for 50 years of service to the Back Mountain community. Sister Miriam Teresa, president of the college, accepted the award.

Engaged - Karen Passarella to Bernard J. Boback, Jr.; Beth Hunter to Harry Shuckers, Jr.

Anniversaries - Mr. and Mrs. John Bours, Dallas, 50 years; Mr. and Mrs. Frank E. Wallace, Shavertown, 24 years.

Deaths - Louis Laning, Sr., Trucksville; Mabel Nicol, Trucksville; John Maciejczak, Sweet Valley.

You could get - Chuck roast \$1.29 lb.; ground chuck 3 lb. \$2.97; franks 99c lb.; Italian sausage \$1.69 lb.; Dairylea yogurt 4-8 oz. cups 99c; 10 lb. bag potatoes 79c; freestone peaches 3 lb. 89c; lemon juice 32 oz. bottle 59c.

Industry expands; jobs created

By HOWARD J. GROSSMAN

While many small businesses were under severe trauma during the height of the recent recession, it is a fact that most new jobs are being created as a result of a small or medium sized business or industry expanding. Most new jobs in Northeastern Pennsylvania come about as a result of this fact. Many new programs have been created in recent years to stimulate the growth of small business and to increase the likelihood that new jobs would be created or saved as a result of an entrepreneur deciding to seek financial or managerial aid.

Across the board at all governmental levels, creative ways to help small business have been invented. For example, at the federal level, the Small Business Administration (SBA) has actually grown in stature in recent years and some of their programs have received increased funding despite cutbacks all along the line at the federal level. One such program is the SBA 503 Fixed Asset Long Term Treasury Department Interest Rate Program. The Pocono Northeast Enterprise Development Corporation, spun off from the Economic Development Council of Northeastern Pennsylvania (EDCNP), is a 503 Corporation ready to assist any business person in Northeastern Pennsylvania who qualifies for this particular program. In addition, 503 Corporations exist in the Wyoming Valley and the Scranton area. SBA has other pro-

grams of assistance, with an office located at 20 North Pennsylvania Avenue, Wilkes-Barre, Pa. 18702.

The State has strongly entered the Small Business Development field with legislative amendments in the last several years which improve the economic posture of businesses in the State. One such example is the Sub-Chapter S Corporation legislation which provides tax benefits to corporations falling under this type of structure. Perhaps the most important tool is the Small Business Action Center which was established several years ago. The Center helps small businesses to erase red tape and meet the extensive permitting system of State government more effectively and efficiently. In addition, programs such as the Pennsylvania Capital Loan Fund, the Ben Franklin Partnership and others provide opportunities for small business to make advances in connection with economic expansion or economic survival.

The Small Business Development Center, one of which is housed at Wilkes College at 165 South Franklin Street, Wilkes-Barre, and is headed by Director Sandy Beynon, provides managerial aid, budgeting and accounting advice and other types of assistance to small businesses in their jurisdiction.

At the regional level, the Economic Development Council of Northeastern Pennsylvania administers seven types of revolving loan funds, the 503 Corporation, Ben Franklin Partnership information, a

small business Procurement Opportunities Program, and a variety of other types of assistance programs which can benefit small businesses throughout a seven-county region.

At the county level, the Office of Community melopment of Luzerne County administers a low interest business development program of interim financing for companies who have obtained loans through other sources such as the Pennsylvania Industrial Development Authority, but cannot immediately tap into those funds.

There are in other words such a wide range of creative tools to help small business expand and prosper, that every small business person desiring to start a company, expand a company or save a company should explore all of the above sources as well as others prior to making a final business development decision.

The Economic Development Council of Northeastern Pennsylvania has a document titled "The Green Pages" which describes many sources of aid to small businesses. In addition, staff of the Council will provide direct one-to-one assistance to any small business person desiring to secure updated information on resources which exist to help small business prosper. The address is 1151 Oak Street, Pittston, Pa. 18640. Telephone number is (717) 655-5581.

(Howard Grossman is executive director of the Economic Development Council of Northeastern Pennsylvania.)

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LIBRARY NEWS

By NANCY KOZEMCHAK
Library Correspondent

Is anyone missing a No. 13? World Book Encyclopedia, book no. 13, copyright 1956, that is. This book was returned to the library by mistake and we would like to see it returned to the set of encyclopedias it came from. Check your set, if it's your book, come and get it. Just ask at the front desk and you may have it.

The Back Mountain Memorial Library Ham 'n Yegg project for 1984 has netted the library \$3,045; \$35 less than 1983. This project is run in conjunction with the annual auction and the profit is included in the auction profit total. The purpose of this project is for friends to donate money instead of, or in conjunction with, their time for the auction.

Three of the nine municipalities in the Back Mountain contributed a total of \$1,200 to the library during the first six months of 1984. The funds received were \$1,000 from Dallas Borough; \$100 from Ross Township and \$100 from Harveys Lake Borough.

Sailboating is becoming an increasingly popular sport. Every

weekend nearby lakes are crowded with hundreds of small boats and their enthusiastic skippers. To meet the need for information about sailing, your library has an excellent collection of books about small boat handling and seamanship. Stop at the library and ask for the books on sailing!

New books at the library: "Brothers" by Bernice Rubens charts the arc of the Bindel wanderings - from Czarist Russia to turn-of-the-century Wales, from prewar Germany to the horrors of Buchenwald and Auschwitz, from an enforced return to the

Soviet Union and finally to Israel - and what they hope is a permanent refuge. This book is a stunning achievement.

"Big Secrets" by William Poundstone is a Book Club purchase and tells the uncensored truth about all sorts of stuff you are never supposed to know. Secrets such as the formula for Coca-Cola; how playing cards are marked; how to beat a lie detector; things on American currency you never knew were there; the 11 secret herbs and spices in Kentucky Fried Chicken and much more. If you want to know the

answers, this author reveals all.

"Tales From The Hollywood Raj" by Sheridan Morley tells about the British, the movies and Tinseltown. The images and stereotypes that the British colonization of Hollywood has left us with are immortal. Who came first...who stayed longest...who left to fight the War in Europe - who knitted balaclava helmets in Beverly Hills; and all the stars, all the stories, and all the surreal tone of the climate and the movie world are here in engrossing detail.

STATE CAPITOL ROUNDUP

Here is a summary of important events that occurred on Capitol Hill recently from Rep. Frank Coslett, 120th Legislative District.

IMPROVED ECONOMIC conditions in Pennsylvania combined with more efficient revenue-collection methods are credited for the \$76.4 million state budget surplus which remained at the close of the 1983-84 fiscal year. The figure, released this week, is more than twice the surplus predicted by aides to Gov. Dick Thornburgh just a

month earlier. The governor said the improved national economy also played a role in the massive surplus and noted that the "Revenue Department's crackdown on delinquent taxpayers" accounted for a substantial portion of the total. Administration officials have not announced plans to spend the unanticipated surplus.

MIDDLE-INCOME FAMILIES hoping to take advantage of a state-sponsored home mortgage program

will be able to submit applications for the low-interest mortgages beginning July 30 through Aug. 2. The Pennsylvania Housing Finance Agency (PHFA) this week released the names of 99 lending institutions across the state which will be participating in the program. Applicants are limited, in most cases, to first-time buyers of single-family homes with incomes generally of no more than \$35,000.