



DINE WITH US...

Cartoon Pizzeria Saloon
 151 E. Overbrook Ave.
 Med. \$5.25 Dallas Lg. \$6.25
For FREE DELIVERY Call 675-0114
 or have your pizza with us
 5 pm-midnight 7 days a week. Bar closed on Sun.

SHADOWBROOK Dairy Bar
GRAND OPENING
Friday, June 28TH

You are invited to help us celebrate!!
 Come & enjoy the all-new SHADOWBROOK!

NEW MENU: with delicious new items such as:
 BROILED BREAST OF CHICKEN; CRABMEAT CASSEROLE;
 VEAL PARMESAN; CHARBROILED STEAKS; HICKORY SMOKED BAR-B-QS

TWO NEW DINING AREAS: We have doubled our seating and we still offer the most panoramic view in Northeastern Pennsylvania.

FRIDAY GRAND OPENING SPECIALS:
 • A FREE BEVERAGE w/any purchase of breakfast, dinner, or sandwich
 • DOUBLE DIP ICE CREAM CONE for PRICE OF SINGLE DIP CONE. (available 2PM to 8PM at Take-out Window)
 • SPECIAL DRAWING for Friday's non-winning Lottery Tickets at 8PM.

SHADOWBROOK DAIRY BAR
 ROUTE 6 east of Tunkhannock, PA. 836-5413 OPEN 6AM-12 MIDNIGHT

Colonial Pancake House & Restaurant

2001 Wyoming Ave. Wyoming 287-2462 7 A.M. - 9 P.M.
 185 Wyoming Ave. Kingston Corners 287-5711
 Open 24 Hours

No. 1 2 Eggs Homefries, Toast Jelly \$1.39	No. 2 French Toast, Topped w/Powered Sugar Bacon \$1.59
No. 3 5 Buttermilk Pancakes w/Sausage \$1.59	No. 4 2 Eggs Bacon, Toast/Jelly \$1.99

2 FOR ONE DINNER SPECIAL
 Roast Turkey Over Stuffing \$5.99

Try Our Third Location Sir-Rib Rt. 115 E. End Blvd., Wilkes-Barre

CATERING for all occasions

Jedidia's Of Dallas

Roast Prime Rib of Beef	\$6.95
Roast Pork Loin w/ Stuffing	\$5.25
Broiled Lamb Chops	\$5.95
Boneless Stuffed Chicken Breast	\$4.95
Broiled 1/2 Lb. Filet Mignon	\$12.95
W/Lobster Tail	\$9.95
Broiled 1/2 Lb. Lobster Tail	\$5.95
Deep Fried Select Oysters (4)	\$7.25
Seafood Combination	\$7.25
Broiled Filet of Flounder	\$4.95

All dinners include our famous homemade soups, salad bar, two hot veg. or spaghetti, rolls & butter.

MON. - TUES. - WED. 4 - 9 P.M.
 Our All New Sarah-Kate Dinner Buffet - All you can eat - \$4.95 - Includes Stuffed Cabbage - Fried Chicken - Italian Meatballs - Huski plus Homemade Soups - Salad Bar and Rolls & Butter.

MON. THRU SAT. 11 A.M. to 3:30 P.M.
 Our Luncheon Buffet Specials - All you can eat - \$3.45 5 Entrees including Homemade Soups - Salad Bar and Desserts.

ENJOY - ENJOY - For Reservations
 For Reservations Call 675-8234

Who's more vital? The chef or critic?

By TRISH HALL
 The Wall Street Journal

For years, the Coach House restaurant was awarded four stars — the highest rating — by the New York Times's food critic. Then, one Friday early last year the paper published a scathing review that found fault with nearly every aspect of the restaurant, from stale butter and erratic service to the legendary black-bean soup, "served without a hint of Madeira."

"We had 186 reservations for that night," recalls Leon Lianides, who has owned the restaurant for 35 years. "Eighty people didn't show up. They didn't even call."

In the weeks that followed, patronage at the Coach House fell about 50 percent, Mr. Lianides says, costing him more than \$300,000 in revenue. Business has since bounced back, but he believes the review was inaccurate and he is upset about the power of food critics.

"If the people follow and believe what they read, we are in trouble," he says. "Is the food critic more important than the chef? More important than the owner? The answer, because of the mentality of the people, is yes."

Critics can indeed affect the fates of restaurants, particularly in cities like New York, San Francisco and Chicago, where keeping up with the restaurant scene is a major preoccupation of many affluent professionals.

"Years ago, a movie would open and everyone would be talking about it," says Stan Sesser, who reviews restaurants for the San Francisco Chronicle. "Now, you find the exact same phenomenon with restaurants."

As interest in food has intensified, critics have proliferated. A few years ago, the Los Angeles Times ran about one review each week. Now it publishes three a week, as well as several columns and features on restaurants. New York's biggest paper, the Daily News, is thinking of expanding its restaurant coverage soon because of reader interest. The paper will stick to food writers, though. Arthur Schwartz, the food editor, says he recently had to abandon a three-month experiment, called "Real People Eat Out," in which non-professionals wrote reviews. "Everybody became Hitler when they got the pen in hand," he says.

Positive reviews in influential publications nearly always produce a flood of customers. At Sabor, a small Cuban restaurant in New York's Greenwich Village, a two-star, or "very good," rating from the Times immediately tripled business. "The phone started ringing at 9 and didn't stop. I was tearing my hair out," says Gail Wehage Lewis, one of the owners. She finally dashed into a nearby store and found someone who would work temporarily answering the phone.

Conversely, negative reviews can really hurt. The downtown Los Angeles branch of Perino's lost \$125,000 in banquet bookings after a Los Angeles Times review. It has since closed. "If you're a secretary booking a banquet," says Frank Esagro, Perino's president, "you don't want to take a chance."

Restaurateurs have different responses to negative reviews. Richard Melman, a Chicago restaurant owner, says he sometimes tries to improve a dish that has been singled out for criticism. "I've gone back and said we need to pay more attention to it," he says. Other restaurants buy a big ad in the offending publication, quoting other, presumably wiser, reviewers.

Restaurateur Nicholas Nickolas once went to the home of a critic looking for a fight. "I didn't care if the guy was 9 foot 9," Mr. Nickolas says. "He was messing with my life." When the critic turned out to be a woman, he settled for kicking the door. "Someday I'm going to go to jail for killing a critic," says Mr. Nickolas, whose Nick's Fish Market in Chicago takes in about \$5 million a year.

(See CRITICS, page 17)

DOWNEND'S TOWN HOUSE
 Where Dallas Meets
 31 Lake St., Dallas, Penna.
675-5719

Open: 6:00 A.M. - 7 P.M. Mon.-Sat.
 Sun. 5:30 A.M. - 2 P.M.

DAILY LUNCH BUFFET
 Soup & Salad Bar \$1.95
 Lunch Buffet \$2.25
 Both \$3.25
 Mon. - Fri. 11 - 2 PM

SUPER SUNDAY BREAKFAST BUFFET
 with Fresh Fruit Bar
 Bacon, Sausage, Home Fries
 French Toast, 'OMELETS'
 Cooked to order by the fat man
 in the funny hat. \$3.25
 8 AM to 2 PM

BREAKFAST SPECIAL
 Bacon
 2 Eggs
 Homefries
 Toast
\$1.25

Castle Inn

EARLY BIRD SPECIAL
 If you are seated before 5:00 p.m. to 6:30 p.m.
\$2.00 off any Entree'
TUESDAY WEDNESDAY THURSDAY

675-0804
 Memorial Highway, Dallas
 Hours: Tues. thru Sat. 5 P.M. to 10 P.M.

PINEBROOK INN
 LOWER DEMUNDS RD., DALLAS
 675-3550

BUFFET LUNCH
 Every Wed., Thurs. & Friday
 11-2 P.M.
 SOUP, SALAD BAR, HOT BAR Featuring MEATS, FISH, ETC. & COFFEE OR TEA
\$3.50 Inc. Tax

DINNER HOUR
 Tues.-Sat. 5:30-10:30 Sun. 2-8 P.M.
 COMPLETE MENU INCLUDING STEAKS, SEAFOOD, ETC. WITH SALAD BAR

SPECIAL
 EVERY TUESDAY & WEDNESDAY ONLY
 SALAD, SOUP, ALL THE BARBECUED RIBS & CHICKEN YOU CAN EAT
\$6.95

Reservations Recommended

PICKETT'S CHARGE
 Memorial Highway, Dallas
 675-4511

BREAKFAST SPECIAL
 2 Eggs, Home Fries,
 Bacon & Toast **\$1.39**

DAILY LUNCH SPECIALS
 Thomas Hartley and Megan Claire Pickett invite you to come in and enjoy their daddy's breakfast and lunch specials.

DAILY DINNER SPECIALS

NONNO LINI'S
 ALL YOU CAN EAT PASTA NITES
 Every Tues. & Thurs.
 All Specials Include Salad & Garlic Toast

\$5.95 Mix & Match
 Sauces: Red or White Clam, Alfredo, Bolognese, Meatballs, Sausage, Meat Sauce & Pesto.
 PASTA SELECTION: Homemade Whole Wheat Spaghetti, Linguine, Green Spinach Linguine & Reg. Spaghetti

\$7.95 SPECIALS
 Meat Ravioli • Cheese
 • Ravioli • Manicotti
 • Cannelloni, w/ Red Tomato Sauce or Alfredo

This Week's Features
 Scallops Alla Marche — Large tender, plump scallops stuffed w/a blend of spinach and cointreau and topped w/mornay sauce w/feta cheese.
 Veal Saltimbocca — Sautéed provimi veal w/prosciutto, mushrooms, and pan juices on a bed of spinach w/a white wine sauce.

LIVE Entertainment Every Fri., Sat. & Sun. — Featuring "Terry Malta"

Cross Valley to Plains, North on Main to "Downtown" Hilldale
 7 Farrell Street
825-4299

HOTTLE'S Restaurant
 Wyoming Valley's No. 1 Seafood Restaurant
 243 South Main St., Wilkes-Barre
UNDER NEW MANAGEMENT
 SAME GREAT FOOD! — SAME GREAT CHEF!
 Jerry Passikoff, Chef & Prop.

WEDNESDAY SPECIAL
 Scallops Au Gratin
THURSDAY SPECIAL
 Crabmeat Casserole w/cheese
FRIDAY SPECIAL
 Prime Ribs
 Closed for Vacation 6/30 to 7/9

Closed Mondays. Lunch—Tues.-Fri. 11:30 - 2:00 p.m.
 Dinners: Tues.-Thurs. 4:30 to 11:00 p.m.
 Fri. & Sat. 4:30 to 12:00 p.m. Sunday 1:00-8:00 p.m.
 Reservations Preferred
Call 825-7989
 FREE PARKING IN REAR—TAKE-OUTS AVAILABLE