

THE DALLAS POST

## OPINION

## Insalaco's will bring out best of the rest

The new Insalaco's Supermarket in the Country Club Shopping Center, Route 309, Dallas is a welcome addition to the Back Mountain.

The market, the ninth of its kind for the Insalaco family, opened early Sunday morning and, before too long, had managed to fill the 250-car parking lot of the brand new shopping center.

With its state-of-the-art checkout scanners and talking cash registers and its extravagant delicatessen and produce sections, Insalaco's presence will, no doubt, bring out the very best in the other supermarkets in the Back Mountain area.

Weis, IGA and Acme as well as smaller food stores such as Daring's have long been the proud supermarkets of our area, however, with the sudden influx of an ultra-modern store like Insalaco's, competition for the almighty food dollar in our area is now stronger than ever before.

With the expertise and experience of the Insalaco family now making headway in the Back Mountain, it has become absolutely necessary for the other supermarkets to stay on their toes.

Competition is the way of the American business world - it is the one thing that keeps all of us as sharp as we possibly can be. Without competition, every business in America would exist with only itself in mind, forgetting it is really in business for its customers.

With Insalaco's now in our area, every other food store must now remember the most important thing in the retail business - the customer is always right. And, as long as businesses keep that thought in mind, shopping in our area will be more pleasurable than ever before.

## Civic Group proves neighborliness still here

Hats off to members of the Centermoreland Civic Group who have proven that good old-fashioned neighborly hospitality is not a thing of the past.

The group, which formed last year to raise money for Janet and Carl Brown of Centermoreland, held a two-day Country Store during the summer and a door-to-door campaign, netting approximately \$8,000.

The Browns, a mother and son who had suffered serious medical problems and who had incurred extensive medical bills, are Centermoreland natives who were not, by any means, forgotten by their fellow neighbors.

The civic group, with members like Gary Story, Helen Eggleston, Marlene Hardisky and others too numerous to mention, came to the aid of the Browns while their medical bills were skyrocketing and went to work raising money to help their neighbors pay those bills.

Today, after \$8,000 has been raised, the civic group members say they will plan other fund-raising events if necessary. In the meantime, donations are still being accepted and may be made to the Janet and Carl Brown Medical Fund, c/o any United Penn Bank.

Despite their medical problems, it is obvious that the lives of Janet and Carl Brown have been made more meaningful because of the efforts of those around them. And the members of the Centermoreland Civic Group can pride themselves in being just a little big bigger-hearted than the average human being.

## Let's not forget the dog

When most dog owners are met at the door after a hard day's work by the wagging tale and smiling face of their friendly canine, the mere presence of the animal is taken for granted. After all, isn't a dog supposed to be so grateful to see his master that he should act no less than ecstatic?

What too many animal lovers take for granted, however, is not just the presence of the animal but the care those animals require.

Geisinger-Wyoming Valley Medical Center, in a campaign to make sure pets are properly cared for when their owners are suddenly hospitalized, is distributing free Pet Alert wallet cards. The card, which alerts police, ambulance drivers and emergency department staff to the existence of a pet in the home, also provides names and phone numbers to contact in emergencies will also list the care that pets at home need.

With the holiday season approaching, we can take this idea one step further and make it a point to take notice of those people living near us who are alone.

If the person has a pet and has no one to care for that pet in their absence, we can make arrangements with that person to assure them the pet will be taken care of, should the need arise.

Holiday giving does not always have to consist of simply buying a gift, wrapping it and handing it to someone. Holiday giving can also mean giving of oneself. And, in a situation like this, giving a person who is alone the peace of mind of knowing that their beloved animal will be taken care of when they can no longer care for it will be a gift worth more than any amount of money can buy.



Dallas Post/Jane Renn

## A scary reminder

The car may catch your attention at first, but the message behind the purpose of an upside-down car should catch more of your attention. This car, lying upside down in the parking lot of Kentucky Fried Chicken on Route 309 in Dallas portrays a message all of us should heed during the upcoming holiday

season. Sponsored by Malt Beverage Distributors Association of Pennsylvania and the Wyoming Valley Alcohol and Drug Services, this automobile is part of a county-wide campaign titled S.O.B.E.R. - "Slow on the Bottle - Enjoy the Road" - a message we should all take with us when embarking on holiday celebrations.

## Something to think about

I happened to be watching television the other morning and the station was tuned to cartoons. They caught my attention because they were so noisy with the sound of explosions and gunfire.

I sat down for a while to watch. What I saw was blatant, pervasive violence - space monsters, ruthless dictators, awesome weaponry that annihilates people and ships and planes and buildings with frightening devastation. The forces of good in the form of gigantic superheroes use brutal killing power to overcome evil.

The children that watch these things are getting the message that raw, overwhelming power is the only way to

Toby  
COLEMAN

defeat enemies. Nowhere are they being shown that goodness and reason are the real paths to peace. We are allowing our very young children to be taught warlike behavior, thus perpetrating the

thinking that "might is right."

It's about time the parents of these young children take more of an interest in what their little ones are watching, and make their feelings known to the producers of these shows. And if this isn't bad enough, the show's sponsors advertise feeding candy in the form of sugar cereals to their kids for breakfast.

They are being fed violence for their minds and candy for their bodies. Just what is needed to build strong, sensitive, healthy adults, right?

It's something to think about...

(Toby Coleman, a Back Mountain resident, is a columnist for The Dallas Post. Her column appears regularly.)

## LETTERS

## Taxpayer says schools are crowded

DEAR EDITOR:

"The ideal classroom size is 21-25 students." Superintendent.

"We are losing students to private schools." Board member.

"There always seem to be money for sports but not for other educational endeavors." Same Board member.

"We need to hire teachers not aides. We need someone to teach these kids not babysit them." Board member.

"A class of 34 students is reading next to a band room."

No one refutes this allegation. These are a few of the remarks you might have been privy to, if you attended the Dallas school board meeting the past year. Other comments pertaining to the Luzerne Intermediate Unit (L.I.U.) or the West Side Vocational Tech which also impact on the local school budget were also alluded to in lesser detail.

At times when you attend a public school board meeting and find yourself in a crowd of two or three plus local reporters, you wonder if the board is doing a spectacular job or people just do not care. Perhaps we should not be so harsh on the taxpaying public. Perhaps a great deal of thought goes into the choosing of a school board member, and the public is expressing its confidence in those choices.

With many parents working, the need to spend some quality time with the family and to complete necessary tasks around the house may preempt attending public meetings. And the public can show their ultimate approval or disapproval of board action at election time every four years.

So I do not feel that it is unusual that a group of parents will show more concern when it affects them directly. You must entrust the school board to carry out the educational mandates; otherwise, meetings could be an endless procession

of individual grievances. When situations arise and it appears there is no "absolute" answer; majority rule will govern. Critical issues that affect your own child or the well-being of the entire community, if not addressed to your satisfaction, need to be appropriately brought before the board at a public meeting.

I believe the verb "complain" is too harsh a word to use in connection with the individual who addressed the board or the issue of overcrowding. The proper term would be "concerned." Factual information was presented by the spokesman in a very even, gentlemanly tone and at no time was any malice detected. Information was brought forth, and answers requested. I commend the group on their civilized presentation. Knowing many of these people personally, I can attest to their civility, and their genuine "concern."

I believe from my attendance at school board meetings that overcrowding is an issue in our school district perhaps even at the secondary level but that's another philosophical issue. Since I do not have all of the pertinent school district figures, my opinion is based on what has been stated at the public meetings.

I consider the first three grades very critical in education of a child. Reading, in particular, has to be presented in a positive, constructive manner in small groups settings because the ability to read will set the tone for the rest of the child's educational career. To have a reading class of 30-34 students next to a band room, or to have an aide supervising a group of students in a reading class is not in my opinion an adequate solution. I agree with Mr. Pisaneschi who states we need a teacher to teach reading. As an analogy, have you ever

supervised a birthday party of perhaps 12 eight and nine-year olds? Have you ever attempted to hold a sleep over party with a like number? Now picture yourself as a classroom teacher with 34 students of that age group. To give individual attention and group instruction would be quite a challenge. I substituted as a second grade teacher on a teacher exchange day once. It was quite an eye-opening experience.

Why can't we afford the best education for Dallas students? This year 51 new homes in Dallas Twp., 40+ in Kingston Twp. and 17 in Dallas Borough will be built. If they are all assessed at 10 percent of their

value, that will provide a substantial tax base. The new \$3,000,000 shopping center will also provide a substantial amount. Monies will be forthcoming that will not necessitate a sharp increase in the property taxes to inculcate sound educational programs.

What attracts new industry and homeowners to an area? A major consideration is a good school system. Education is an investment in our future. There are many other questions that need to be addressed but that will be cause for another letter to the editor.

CLARENCE J. MICHAEL  
DALLAS

## Corrine grateful for story

DEAR EDITOR:

The article you (Charlot Denmon) wrote in my regard was so good!

Shep and I both thank you for the way in which you approached the situation and the detail you gave it.

We are looking forward to the smell of roasting turkey soon and we hope you have a great day with your family.

Thanks again for your effort and attention to the article.

CORRINE PAWLING  
DALLAS

## One in five needs help

At least one in every five U.S. couples needs professional counseling. But, reveals the November Reader's Digest, the good news is that marital therapy does and can help. Studies show that the relationships of about two-thirds of those who get counseling do improve - both in their own judgment and by objective measures of marital satisfaction.

Marital therapists recommend the following ways sparring couples can improve their marriages:

1. Focus on what's good. Many people see only the bad things. One counselor suggests couples swap compliments for five minutes every evening.
2. Stop recycling gripes. Some

people have the same ritual fight over and over - about money, sex, in-laws, etc. You can't keep attacking a spouse.

3. Get rid of ghosts. Fights frequently stem from past experiences. Rituals remembered from childhood, such as who made breakfast in the morning, often carry over into marriages with disastrous effects. The only way out is to ask: Why are we acting like this?

4. Set rules for defusing anger. Fighting - as long as it is not violent - is not necessarily bad, therapists say. Spouses should be able to get problems off their chests without ruining their marriages. But once the heat is off, try sitting down and talking the issue through.

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A Publication of Pennprint, Inc.

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