

Editorials

College expansions will help the region grow

This past week was the occasion for the announcement of major expansion projects at both College Misericordia and Penn State Wilkes-Barre. The Back Mountain, and the region, will enjoy a better future because of both of these projects.

College Misericordia revealed plans for a \$2 million renovation of its Science and Health Care facility. The leaders of the school have recognized that there will be an increasing need for well-trained graduates of their school as the population ages. The signs of this need are already apparent in the shortage of qualified nurses at many hospitals.

Also at Misericordia, new leaders were announced. We're confident that the new board chairman, John Churnetski, and Dr. Bruce Wilson, now acting president, will see this project through to its successful completion.

At Penn State the fund raising was over and it was time to celebrate the groundbreaking for a new Center for Technology. The generosity and foresight of 411 contributors, most of them from the local area, brought together \$2.7 million for this new program. This marks the first time a major building on the campus has been funded locally.

The Center for Technology is another forward-thinking project that will help to position this area for success. It will provide a high technology facility for engineering and technological education; both fields that promise to contribute to the region's ability to attract high-paying jobs.

We applaud both of these projects, not only for the investment and support they demonstrate, but also because they symbolize the serious effort people in this area are making to improve their economic and educational status. Recent studies have shown that a vibrant educational atmosphere is one of the key elements in a region's ability to attract investors who will provide economic growth. With these announcements, those investors will see that northeastern Pennsylvania is able and willing to produce such an atmosphere.

Poor communication has added to water problem

It's unfortunate that Dallas has had to resort to coercion in order to make some residents conserve water during the current shortage. But it's also worth noting that had the Dallas Water Company done a better job of telling its customers that there was a crisis, it may have gotten more cooperation from them.

Several residents have remarked that they didn't know until recently that they may have been part of the problem. While we like to think that everyone reads the papers, it seems that Dallas would have been better served had the water company mailed or otherwise delivered a notice of the problem and their request to each and every customer.

Given the number of water companies there are in the Back Mountain, it's no wonder that some residents were confused about their role in the shortage. The Dallas Water Company could - and should - have done more to clarify the situation for them.

Letters invited

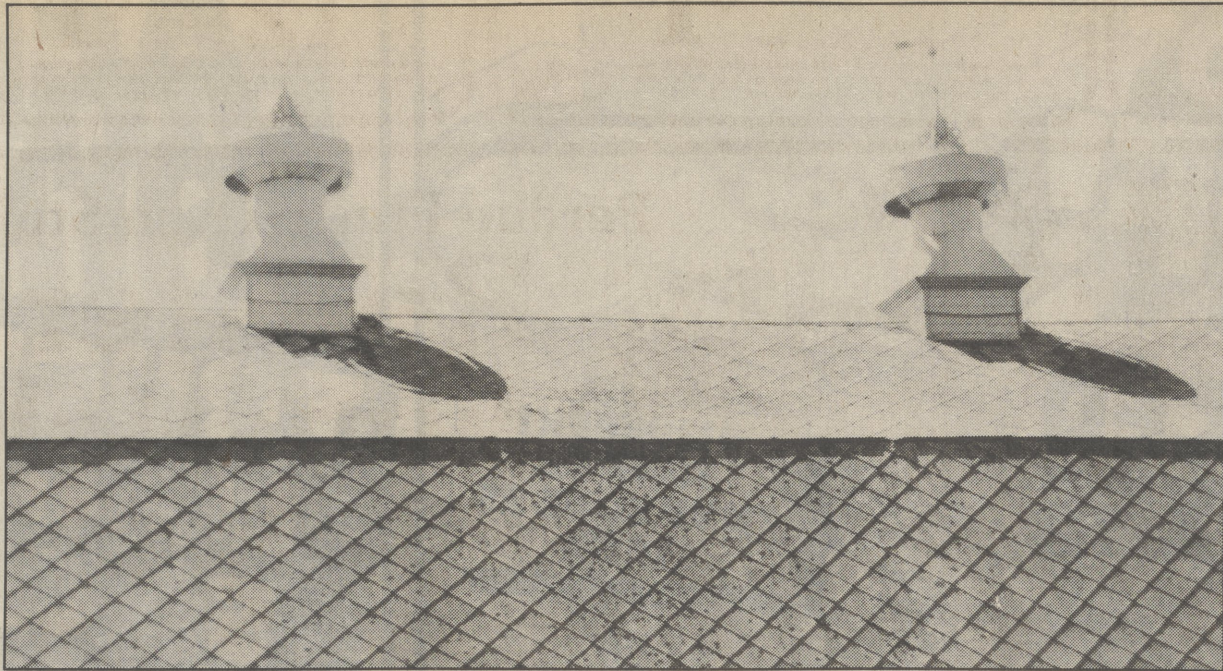
The Post invites readers to contribute to the discussion of issues by writing a letter to the editor. All letters for publication must be signed and include a telephone number so that we may verify their authenticity. Send letters to: Editor, The Dallas Post, P.O. Box 366, Dallas, PA 18612.

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READY FOR THE STORMS

Lightning rods protect this barn on West Center Hill Road in Dallas from the coming storms of summer. (Post photo by Charlotte Bartizek)

Letter to the editor

Residents oppose Deer Meadow plan

Editor:
We wish to voice our strong opposition to the proposed rezoning of the Deer Meadow tract from Conservation I to Residential I. We believe the decision before the Dallas Borough Council is critical to the future of our community and we urge them to give this careful consideration.

The services of our area are already strained and the construction of 51 new homes would compound the situation beyond what the community is equipped to handle.

We share a deep concern for the natural aspects of Dallas Borough which would be compromised with such a development. This includes the wildlife which could not survive construction and congestion. Run-off from these homes will carry chemicals, including fertilizers directly into two streams which flow into the Huntsville Reservoir.

The unprecedented water problems of Dallas have been clearly documented by the media and the proposed development will make matters much worse. This includes both the severe water shortage and the poor water quality. How can we justify further taxing the ability of the Dallas-Shavertown Water Company to supply the water demands of the community?

Many other important services would likewise be adversely impacted by rezoning and development. More traffic on our roads will burden the maintenance of streets and increase the already congested roads in the Back Mountain.

Classrooms in Dallas schools are currently crowded and more children will compound this serious problem. We cannot afford to compromise the quality of education of our children.

We have chosen Dallas Borough

as a place to live and raise our children because of the outstanding quality of life we enjoy. It is our intent to insure that this can be maintained for our children and future generations. The question of rezoning is critical to this issue.

We urge the council to maintain the existing zoning ordinances as a means of controlling the growth of the community we love. The decision not to rezone will not eliminate growth, but it will restrict it to a manageable level.

We hope the council recognizes the magnitude of their decision and makes this decision for the best interests of all the residents of Dallas Borough. We are confident that their conclusion will be the same as ours.

Sincerely,
John and Elizabeth Lloyd
Dallas

Andy Rooney

BY ANDY ROONEY

When the federal jury held the company that made Chesterfield and L&M cigarettes before 1966 partly to blame for the death of Rose Cipollone, it was striking at the very heart of our American way of life.

Rose died of lung cancer at age 58 after smoking a pack and a half of cigarettes a day for more than 40 years. The jury ruled that the Liggett Group, which must have been Liggett and Myers Tobacco Company once upon a time, knew cigarettes were bad for people and should have said so in their advertising. The company was ordered to pay Rose's husband, Antonio Cipollone, \$400,000. The award was relatively low because the jury found that the tobacco company wasn't all to blame. It said Rose was 80 percent to blame herself for continuing to smoke after she knew the risk.

That seemed like a pretty reasonable conclusion for a jury to come to. I'm tired of everyone blaming someone else for everything that happens and I was ready to be indignant if the jury laid all the blame on the tobacco company. Anyone would have to be an idiot not to know smoking a pack and a half of Chesterfields or L&Ms a day was bad.

The big news though, was not who was guilty in this case. The big news was the jury's decision that advertising ought to be honest. The lawyer who won the case

said the jury concluded the tobacco company was lying in its advertising. He pointed out that one ad for L&M cigarettes claimed they were "JUST WHAT THE DOCTOR ORDERED" and another for Chesterfields said "PLAY SAFE -- SMOKE CHESTERFIELDS."

The tobacco industry is pleased it only got 20 percent of the blame but it's nervous because the verdict in this jury case might bring on a flood of lawsuits from people dying of lung cancer.

This isn't what worries me. I'm worried, not about the possible decline and fall of the cigarette industry, but about the effect the case will have on the advertising industry itself. Does this mean that, in the future, ads will have to be honest? Are they kidding? One of the things that makes America great is the unwritten understanding between advertisers and consumers that there's a lot of baloney in ads.

Women know in their hearts that beauty products won't make them beautiful.

Men understand they'll never look like Jim Palmer in jockey shorts.

We all know foreign countries don't look as exotic as the travel ads picture them.

If advertising has to be absolutely honest, does this mean that GRANDMA'S ORIGINAL HOME-MADE MOLASSES COOKIES would have to be made by Grandma at home?

Can you imagine how ads would read in newspapers or sound on television if they had to tell all?

The classified would be hard hit: **JOB WANTED: INEXPERIENCED AND UNWILLING TO LEARN, LAZY HIGH SCHOOL DROPOUT LOOKING FOR HIGH PAY FOR LITTLE WORK.**

The real estate ads would change:

HOUSE FOR SALE: TWO DRAFTY BEDROOMS AND ONE YOU COULD PUT A COT IN. TWO HALF BATHROOMS. BASEMENT LEAKS, FURNACE ABOUT SHOT. ON WOODED LOT IF YOU CALL TWO TREES A WOODED LOT.

The secondhand car ads would say something like:

FOR SALE: RUSTY 1981 PONTIAC. SEEN BETTER DAYS. \$4,300 OR BEST OFFER OVER \$2,000. LOADED WITH GADGETS YOU DON'T NEED. GETS 14 MPG DOWNHILL. FRONT SEAT UNCOMFORTABLE ON LONG DRIVES. MISSING CIGARETTE LIGHTER.

Insurance company ads wouldn't emphasize how quickly they pay claims. They'd be more like this:

DON'T LOOK FOR YOUR MONEY TOMORROW IF YOU'RE INSURED WITH US. IF WE PAID ALL OF EVERY CLAIM EVER MADE, WE'D BE OUT OF BUSINESS.

I don't know how many cigarettes the tobacco companies would have sold if they'd had to tell all they knew all these years:

IRRITATE YOUR FRIENDS AND YOUR THROAT, SHORTEN YOUR LIFE, ACQUIRE A FILTHY HABIT. SMOKE UNLUCKY STRIKE CIGARETTES. THEY'RE WORST FOR YOU!

Only Yesterday

50 Years Ago June 24, 1938

Novel motion picture cooking school at Shaver Theatre next week.

FDR approves \$7,350 WPA project at Dallas Township School.

Prince of Peace Episcopal Church plans to build a new chapel at intersection of Fernbrook Road and Pioneer Avenue.

James Gansel appointed Dallas Township constable.

Engaged - Helen Himmler and Alva Eggleston.

You could buy - Lamb chops 24c lb.; watermelon 49c ea.; catsup 10c 10-oz. bot.

40 Years Ago June 25, 1948

Holstein breeders will gather at Hillside Farms Inc. for a field day.

Sweet Valley strawberries are being shipped to Baltimore.

Russell Frantz donates \$760 to Jackson Twp. Fire Company.

Anniversaries - Mr. and Mrs. John Steele, 50 years; Mr. and Mrs. Carl Gries, Sr., 25 years.

Married - Theresa Elizabeth Sedler and William Dorn; Alice Schoonover and Arnold Patton.

You could buy - Bacon 75c lb.; peaches 2 lbs. 25c; coffee 57c lb.; Crisco 43c lb. can.

30 Years Ago June 27, 1958

It will be another year before state institution in Jackson Twp. is done.

Whitesell's 'Comfort-Conditioned' home opens at Oak Hill, Sunday.

Idetown Couples Auction has second successful year.

Noxen Post Office has new equipment following renovations.

Engaged - Margaret Ann Weigel and Cecil G. Poynton; Barbara Ann Blake and John E. Hacking; Barbara Ann Major and Ralph James Rogers.

Anne Dorrance is nominee for National English Award.

You could buy - Rump roast 99c lb.; plums 19c lb.; tuna fish 32c flat can; margarine 2 lbs. 55c.

20 Years Ago June 27, 1968

New Girl Scout dock at Wildwood will be dedicated Saturday, June 29.

Richard H. Disque II has been appointed deputy coroner of the Back Mountain Penn State Hayfield Campus now in operation.

Dallas Key Club Rifle Team needs nine new candidates.

Married - Carole Dorothy King and Carl Charles Ay, Jr.; Carol Anderson and Herbert Schoenberg, Jr.

Deaths - William H. Jones, Harveys Lake; Nelson Rogers, Idetown; Julia Farrell, Shavertown.

You could buy - Young turkeys 35c lb.; carrots 2 pkgs. 29c; rye bread 2 lvs. 49c; ice cream 33c 1/2 gal.

10 Years Ago June 29, 1978

Dallas School Board adopted a budget of \$5,953,512 with a new millage of 90 mills.

New Maple Grove Methodist minister encounters necessity to adjust to country living.

Charlot Richards of Dallas was named Miss Schaefer 500 at the beauty pageant held June 21 at Genetti's Hotel.

Back Mountain Auction chairperson Rena Rothschild urges residents to 'bake for the auction'.

Back Mountain Kiwanis to assist with auction.

Back Mt. Legion team downs Swoyersville 6-3.

The Post asks: "What do you do to cope with the hot weather?"



Nicholas Harris

Nicholas Harris, 4, Dallas
"I go in the swimming pool or the creek by the baseball field, or I ride my bike."



David Ciminelli

David Ciminelli, 10, Noxen
"I go down to the creek or I put the hose over my head."



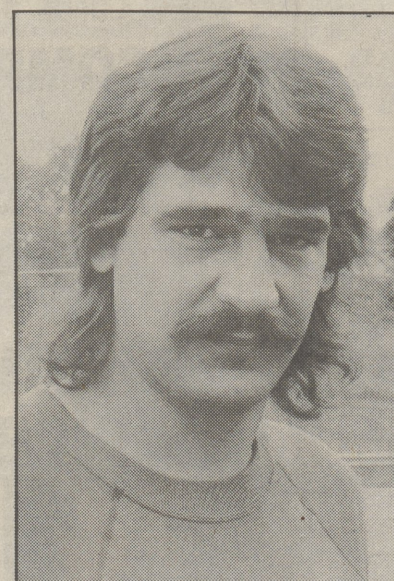
Alicia Ciminelli

Alicia Ciminelli, 8, Noxen
"I put my bathing suit on and run under the hose or go down to the creek with my brother and go swimming."



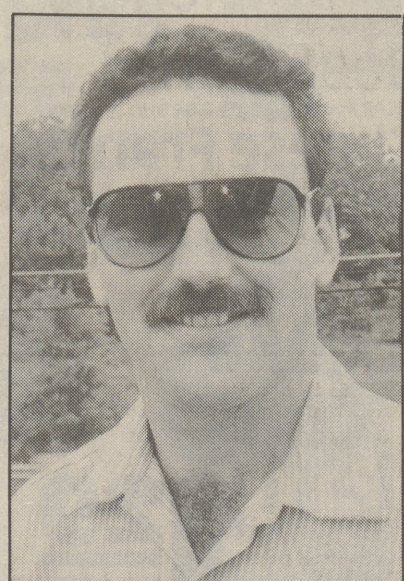
Tracy Halowich

Tracy Halowich, 13, Harveys Lake
"I spray myself with the hose or go swimming in my girlfriend's pool."



Dean Astorino

Dean Astorino, 32, Hazleton
"I drink a lot and carry a towel."



Chris Bittenbender

Chris Bittenbender, 31, Dallas
"I go to one of the local streams and go swimming or fishing."