

Local stores report OK holiday sales

By ERIC FOSTER
Post Staff

The nation's economy may be in the doldrums, but Back Mountain business owners say that the Christmas shopping season wasn't disappointing.

"We were pleasantly surprised. It was an okay season," said Cheryl Humphreys, of Humphreys Shoes at the Back Mountain Shopping Center. "People are definitely affected by the recession and their buying habits have changed. It could have been a lot worse. It wasn't terrible like the doomsday predictions."

"We had a season that was even with last year," said Janet Lozo, owner of the Humphreys Children's Apparel in the Back Mountain Shopping Center. "We had such an increase last year over the preceding year that even in a good economy, just holding even was good."

John Youells, co-owner of Back Mountain Books at the Country Club Shopping Center, said that sales this year topped last year's sales. Hot sellers at the book shop included "Scarlett," the sequel to "Gone with the Wind," and F. Charles Petrillo's book on the history of Harveys Lake.

Though Gertrude Hawk Chocolates at Country Club Shopping Center opened only two weeks before Christmas, assistant manager Linda Petros said the season was "relatively busy."

"Most people who came in said they didn't know we were here," said Petros. "As it got closer to Christmas, business picked up. The people went home and told their friends."

At Artgraphics, specializing in

custom framing next door in the shopping center, owner Nathan Sullum said that the season was slow in general, but it picked up as the holiday drew near.

At Joe Nardone's Gallery of Sound in the Dallas Shopping Center, this Christmas season had a 10 to 15% increase in sales over last year, according to Joe Nardone Jr.

"We had a real good season out there," said Nardone, adding "we had good business out there before."

"We remodeled the store, I think that had a lot to do with it," said Nardone, and "the shopping center looks 1,000 times better than it used to."

John Ginocchetti, owner of Gino's Shoes on Route 309, said that business was good up until Christmas.

"After Christmas, it starts going down until spring," said Ginocchetti.

While business has been steady, Ginocchetti added that "people are being more conservative with their

money," and purchasing more middle to lower priced items.

"We've lowered our prices to meet competition," Ginocchetti said.

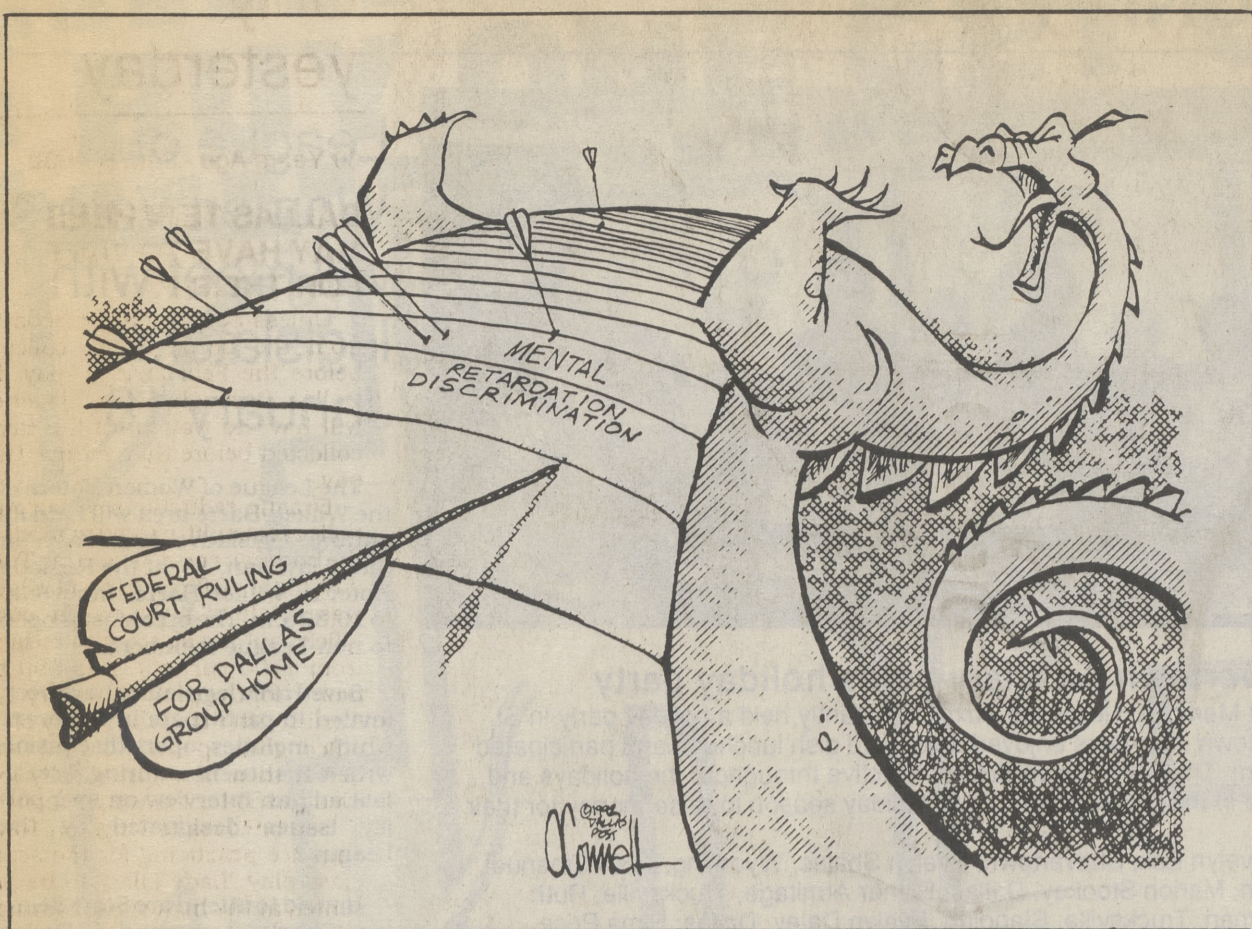
While the completion of the Cross Valley Expressway trimmed some ten to fifteen minutes off of trip to the Wyoming Valley Mall from the Back Mountain, business people didn't see that as drawing customers away.

"I think it may have helped, brings more traffic past the store," said Bret Mallery, store manager of B. Levy Shoes in the Dallas Shopping Center. "We actually had a good Christmas. The first two weeks were really slow, but the last two weeks were considerable."

Lozo said that while the finished expressway can make it easier to leave the Back Mountain, it also makes it easier to come here.

"We also have easy parking," said Lozo. "It's much easier to park here than the malls."

"The way I look at it, it's going to open up the Back Mountain to more customers," said Youells.



J.W.J.

The New Year and the 'E' words

By J.W. JOHNSON

The letter "E" is the fifth letter of the English alphabet, coming from the Latin through the Greek, which took it from a Phoenician letter called *he* in Hebrew, representing a sound like the English H.

It's now the New Year, in some ways much like the Old Year, nevertheless, the letter E is appropriate to herald the New Year because it begins the three words uppermost for this New Year, and for years beyond: Energy, the Economy and our Expectations.

ENERGY

Energy is the most specific of and, perhaps, the most significant of these three areas. The economy and our expectations are steadfastly tied to it, i.e., we just—theoretically—fought a war in the Middle East to protect our national interests in preserving the oil fields of Kuwait.

Time was when energy meant only that we didn't have enough of that commodity to mow the lawn or take out the trash. The word energy now means higher prices for everything, and a change in the way we work, live and play.

Depending on the source of the numbers, and toward what end such numbers are generated, current estimates are that the planet has 50-250 years worth of oil remaining, including shale oil and off-shore reclamation.

Alternatives? Coal, solar, tidal, geo-thermal, nuclear and several other exotic possibilities, including (believe it or not) the burning of water, are on the horizon.

Some experts offer a convincing argument that solar, tidal or geo-thermal energy will never be economically or logistically feasible on a large scale; that is, without a severe loss of personal freedom with considerably more collective living. As such, use of such energy sources is not likely to occur.

It would be wise, however, for the newly forming Russian governments to encourage such energy sources while its populace is still accustomed to collective living.

The use of coal is steeped in decades of inefficient reclamation, and once mined and burned, its

attendant harm to air and water. But are the risks outweighed compared to being held economic and political hostage until the world's oil spigot runs dry?

Nuclear power also has potential for harm to people, water and air. However, other than coal, nuclear energy is the only feasible energy source for large scale, central source distribution, the method essential to keep individual liberty as a priority.

Perhaps the best hope for our energy future lies in research into nuclear 'fusion', a process that, theoretically, does not produce radioactive waste or present other environmental problems and dangers to human life found in the current nuclear fission process.

Still, there are these energy facts of life: As surely as winters will continue to be cold, the energy problems of coal and nuclear energy are not going to go away by simply wishing it so. At the same time, all energy forms are expensive and have a degree of danger. The larger question is, do the benefits of a particular energy form outweigh the potential danger and/or expense?

Coal and nuclear research and use seem to be the only two energy forms for which benefits, in total, weigh more heavily.

ECONOMY

The current lack of consumer confidence doesn't bode well for the Bush Administration. Citizens are scared; scared of losing their jobs, and of even greater financial scandals eroding buying power by taking tax dollars to pay for the scandals.

Sen. Harris Wofford's political destruction of favorite son Richard Thornburgh in the recent race for U.S. Senate also clearly shows that citizens are thinking about another major element of our economy: health care. Wofford rode the promise for improved health care horse, and rode it roughshod over the election hopes of former governor Thornburgh.

Conversely, the cry by some economists that unemployment is the nation's most pressing problem fails to recognize a free enterprise economy fact: the free enterprise system has a built-in num-

ber of unemployed persons at any given time. It was Franklin D. Roosevelt who began a redefinition of the free enterprise system, replacing it with governmental manipulation and regulation of the marketplace with the stated intent of being all things to all people.

Americans now realize the folly of that governmental theory, and recognize that inflation is the free enterprise enemy. The elimination of government deficit spending, and then the reduction of government spending in total, will go many miles toward reducing and maintaining a low inflation rate.

Of course, the elimination of the Cold War, and us being held hostage to a war time economy, even in peacetime, also hasn't helped consumer or corporate confidence; and such confidence will not return without some government policies which clearly show how when and where what formerly was spent on weapons and armies will now be spent on the public infrastructure and in other areas.

EXPECTATIONS

It's those 'other areas' which often cause the argument about how and where to spend tax dollars. It's clear that in order to reduce government spending, we must reduce our expectations of government. What we expect of government is, in large measure, a mirror of what we don't expect of ourselves. The difference is that when we expect it from government, it's partially because we have the false idea that someone else is paying for it.

We can and should expect more of ourselves. This nation did not become strong by riding; it became strong because its members chose to walk, heads held high with the pride of self reliance, community spirit and a faith in ourselves as freedom loving Americans.

If we've learned nothing from the past 40 years, we should now know that a government which has the power to give all things, also has the power to take all things away.

Expect more of yourself, and give yourself a happier and healthier New Year by returning this nation back to 'we' the people.

Library news

Books are delivered to the Meadows

By NANCY KOZEMCHAK

The Back Mountain Memorial Library has an on-going service of book delivery to the Meadows and Hi-Meadows apartment complex in Dallas. The first Monday of each month has been designated as the delivery day of books to the residents of these two apartments. Our delivery person, Jane, has requests from some of the residents for specific titles and authors of books which she is able to take with her. She also takes a variety of other books for them to choose from. This is a service that has been provided by the library for a number of years and is much appreciated by the readers at the apartments.

Library patrons are reminded that Book Club dues for 1991 is now payable at the library. Single membership is \$10 and double is \$15. The membership dues entitles the borrower to select books from the Book Club special shelf which circulate for a two week period. During 1991, \$2,125 was given for Book Club memberships and this money was used to pur-

chase books for this special shelf. After six months, the books are removed to the regular library shelves in the main reading room and become a part of the library circulating collection. New Book Club members are always welcome.

New books at the library: "Catalyst" by Philip Cornford is a novel that bursts on the scene with originality, vigor and insight and opens to us a truly fresh experience. In contemporary Moscow, a Politburo member is assassinated by a killer who then self-detonates with an explosive so powerful that his remains are no more than a puddle on the frozen ground. In Washington, a senator and his killer die in similar fashion. It is the beginning of a worldwide campaign orchestrated by the unknown Vigilantes for Peace. This intricate, suspenseful book captures the physical

landscape of its settings. It is a connection to a protagonist.

"Russian Spring" by Norman Spinrad is an exhilarating, poignant, and thought provoking novel set in the near future but based on today's headlines. It forecasts the success of 'perestroika' and the transformation of the Russian economy, culminating in the Soviet Union's entry into the Common Market. Against this background of world political economic upheaval, the author weaves a powerful saga of ardent dreamers and star-crossed lovers. Seeking vengeance, a declining America pits itself against its former allies and now Jerry Reed discovers that dreams can demand a dear price. Loyalties torn, his family's happiness imperiled, Jerry must make decisions that will resonate for decades.

Yellow Rose 4-H Club will meet Jan. 13

The Yellow Rose 4-H Club will meet January 13 at 7 p.m. in the Sweet Valley Fire Hall. New members are welcome.

Dog licenses will be at Pet Care Associates

Luzerne County Dog licenses will be available at Pet Care Associates in Kunkle beginning Monday, January 13.

FINO'S PHARMACY
At the Light In Dallas
675-1141

We Fill Most Third Party Prescriptions

CALL FOR A QUOTE
On your auto, homeowners, or life insurance. Absolutely no obligation. For an estimate, call us.

Allstate
Plenty of Free Parking
Clip This and Save!

Senior Account Agent
John Cherup
480 Pierce St., Kingston, PA
283-0671 • 675-3193

C.A. Reed Advantage
At our new location
GATEWAY SHOPPING CENTER

10% OFF Entire Purchase
with this coupon only • expires 1/22/92
NO OTHER DISCOUNTS APPLY
NEW PHONE - 283-1918 DP

BASEMENTS WATERPROOFED

"LIFETIME" FULL WARRANTY
Over 100,000 Basements Waterproofed

B-DRY SYSTEMS
of Northeastern PA
824-8808
Toll Free 1-800-544-2379

FREE ESTIMATE
Since 1958
Over 80 Locations

Perfect Wedding 1992

If wedding bells make your cash register ring, you won't want to miss our annual special section devoted exclusively to planning the perfect wedding. Your ad will be accompanied by professionally written articles and photos of interest to the prospective bride, groom and gift-givers. This annual section is one of our most popular with readers and advertisers alike. Ring up sales and profits — call today to make your space reservation.

Size: Tabloid, 5 column by 13 inch page
Publication Date: Wed., January 29, 1992
Ad Deadline: Thurs., January 23*

* One day earlier if proof required.

The Dallas Post **The Abington Journal**

309-415 Plaza
P.O. Box 366
Dallas, PA 18612
675-5211

211 South State Street
Clarks Summit, PA 18411
587-1148