

As I was saying



Jack Hilsher

A leading insurance company president recently said that his objective was to cause his company to give better service than his customers expect. He said, "Our commitment is to 'service excellence' - excellence that one, retains customers; two, causes repeat sales; and three, attracts new customers."

His agents practice what he preaches. They take older people to Social Security offices and help them sign up. One 82-year-old woman wanted to change her beneficiary of a small policy and her agent personally drove out in the country to see her. (Her son, a successful contractor, was so impressed he bought considerable insurance from that agent.)

That president's goals were good ones. His belief in them is

Common courtesy is key to successful businesses

deep enough that he instills the same belief in his employees and there is no reason why his company will not be successful for decades to come. It has been said that 80's began a decade of consumer rebellion which is continuing into the 90's. His company need not worry.

Another company, which can be worry-free is McDonald's, a key part of the fast food business which several years ago topped 87 billion dollars. From a few thousand stores 25 years ago, this year, if the opening pace continues, McDonald's will have over 10,000 outlets in the U.S. alone. They are shooting for 20 percent share of the market.

Overseas, McDonald's have close to 5,000 stores; two stores open abroad for everyone at home. Two decades ago, it was predicted the fast-food industry would soon saturate the world, but it hasn't happened.

We worship time in our society. We travel, and the traditional kitchen mom is disappearing fast. Our families are different, and we

eat differently. We eat out. We take out. (We drive through!) We call for home delivery when we do stay home. The end of the frantic fast food outlet growth - if any - is not yet in sight.

Today's Mac's stores are only a few thousand square feet, not as big as 25 years ago. A franchisee can earn an income in six figures from annual sales of 1-1/2 million. And this, with competition only a block away.

Employees range from 16 to 70, and work for minimum wages and no benefits. They greet customers sincerely and cheerfully. How come? Simple. Another example of corporate dedication to service has filtered down to where it counts.

If a customer complains he or she is treated with respect. Listened to very carefully. Shown concern. **APPOLOGIZED!** More money is never requested in case of a mistake, and before the customer leaves there must be satisfaction shown.

What did Confucious say?... "Customer always right!"

Melinda Narkiewicz, David Esh to wed

Mr. and Mrs. Edmund David Narkiewicz, Pear Tree Lane, New Goss Manor, Dallas, announce the engagement and approaching marriage of their daughter, Melinda Catherine to David Whittaker Esh, son of Mr. and Mrs. Ira Robert Esh, Belleville.

The bride elect is the granddaughter of Mr. and Mrs. Albert Leon Ray, Sweet Valley; Mary B. Narkiewicz, Shamokin; and the late Edmund Henry Narkiewicz.

Mr. Esh is the grandson of Mr. and Mrs. Donald Frederick Whittaker, Huntington, and the late Mr. and Mrs. Ira John Esh, Belleville.

Miss Narkiewicz is a graduate of Bishop Hoban High School, Wilkes-Barre and Lebanon Valley College, Annville. She graduated with High Distinction with a B.S. in Elementary Education, from Pennsylvania State University, University Park. While attending Penn State, Miss Narkiewicz was a Dean's List student, a member of the Golden Key National Honor Society, Phi Kappa Phi National Honor Society, and Pi Lambda Theta Educational and Professional Honor Society.

She is employed as an elementary teacher in the Huntingdon Area School District. She is a member of the Pennsylvania State Education Association.

Esh is a graduate of Kishacoquillas High School, Lewistown and Lebanon Valley College,



MELINDA NARKIEWICZ AND DAVID ESH

Annville, where he graduated Magna Cum Laude with a B.S. in Physics. At Lebanon Valley he was a member of the Society of Physics Students, Tau Kappa Epsilon National Social Fraternity, Varsity Baseball and Varsity Cross Country.

Esh also graduated with Highest Distinction, with a B.S. in Nuclear Engineering, from the Pennsylvania State University, University Park. At Penn State, he was a College of Engineering Teaching Intern and a member of the Phi Kappa Phi National Honor Society, Golden Key National Honor Society, Tau

Beta Pi Engineering Honor Society, Alpha Nu Sigma Nuclear Engineering Society, Sigma Xi Scientific Research Society, and was Student Marshal of the graduation ceremonies.

He is currently a Doctoral Candidate in Environmental Engineering, at the Pennsylvania State University, University Park.

The wedding will take place October 28, at Saint Therese's Roman Catholic Church, Shavertown. The Very Reverend Ralph L. Martin, VF, great uncle of the bride elect, will officiate.

LIBRARY NEWS

Kids' summer reading club in full swing

By NANCY KOZEMCHAK

The Summer Reading Club is in full swing at the Back Mountain Memorial Library in the children's room. The American Library Association and McDonald's will provide starter kits of materials to libraries. The theme of the program is "Solve Mysteries—Read!" The new program will show children and their families that mysteries and adventures of every description are waiting for them at the library and in books. The original artwork is done by renowned illustrator of the macabre and mysterious, Edward Gorey.

Children will receive their own personal reading logs to record the title of books they have read. At the end of the program children will receive certificates in recognition of their reading achievements. This is an effect way to 'hook' children on the joys of reading and will help them to better use and appreciate all the resources of the library. As of this date, there are 102 children en-

rolled in the program. Special activities are planned on July 19 and July 27 for participants in the program.

New books at the library: "Black Lightning" by John Saul is a chilling novel—a gripping story of a convicted serial killer sentenced to death—and hell-bent on revenge. For five years Seattle has been seized in the terrifying grip of a monster as black as evil itself: a sadistic serial killer who methodically lures his victims to grisly deaths in order to satisfy a twisted passion. A journalist has pursued this horrifying story like a woman obsessed.

"Beach Music" by Pat Conroy tells of the dark memories that haunt generations, in a story that spans South Carolina and Rome and reaches back into the unutterable terrors of the Holocaust. It is about Jack McCall, an American living in Rome with his young daughter, trying to find peace after the recent trauma of his wife's suicide. His solitude is disturbed by the appearance of his sister-

in-law, who begs him to return home; and he is launched on a journey.

"Of Love and Other Dreams" by Gabriel Garcia Marquez is set in a South American seaport in the colonial era, a time of viceroys and bishops, enlightened men and inquisitors, saints, and lepers and pirates. Sierva Maria, only child of a decaying noble family, has been raised in the slaves courtyard of her father's cobwebbed mansion while her mother succumbs to fermented honey and cacao on a faraway plantation. On her 12th birthday, she is bitten by a dog.

"To the Wedding" by John Berger takes place in the new Europe, where political freedom moves in concert with the play of human desire. We are listening to the voices of a blind Greek peddler, of Gino, and of Gino's fiancée, Ninon. We follow Ninon's mother in Bratislava, and her father in the South of France as they begin their separate journeys.

PROPERTY TRANSFERS

The following property deeds were recorded at the Luzerne County Courthouse for the week of June 23-29.

Fitch R.W. & Son Inc. to Craig A. Tupper, Lot 18, Fawn Dr., Dallas Borough, \$36,384.

Martin Friefeld et al to David C. Bartos, et ux, Lots 11, 12, 13 Fernbrook, Dallas Twp., \$101,000.

Michael J. Dudick, et ux to P. Thomas Tomulaitis, Lot 7-20, See Deed, Harveys Lake Bor., \$1,000.

Lee Sorbers, et ux, to Gloria D. Yencha, et al, 10-18 Grove St., Harveys Lake Bor., \$90,000.

James J. Justofin, et ux to Gialmo Salvatore, et ux, 9.197 acres. See Deed, Jackson Twp., \$13,000.

George L. Ruckno, Jr. to David Fino, et ux, Jackson Twp., \$5,000.

Joseph Bolin to Jeffrey J. James, et ux, Lot 1, Meadowcrest, Kingston Twp., \$70,000.

Charles J. Rauschkolb, et ux, Sharon A. Rauschkolb, Lot 12 Genoa Lane, Kingston Twp., \$36,384.

William L. Guyette, to Matthew B. Shaver, Lots 89 & 10, Edgewood, Kingston Twp., \$3,500.

Frederick A. Bresser, et ux, to Richard Dancheck, et ux, 2 acres, Ross Twp., \$99,500.

Mahler completes locksmithing course

Dallas resident George Mahler has completed a course in locksmithing and electronic security and has been awarded a diploma by the National Radio Institute of Washington, D.C.

Brinton enlists in Air Force

Corilee S. Brinton, son of Mr. and Mrs. Gary Brinton of Harveys Lake, enlisted in the Air Force recently according to local Air Force recruiter T/Sgt. Randy Storrs.

Upon graduation from a six-week basic training course at Lackland Air Force Base, near San Antonio, Texas. Brinton will receive technical training in mechanicals.

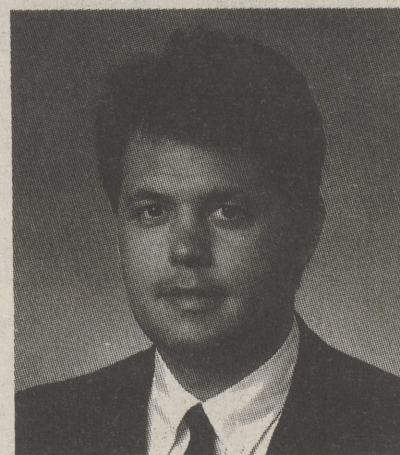
Brinton, a 1995 graduate of Dallas Area High School, will earn credits toward an associate degree in applied sciences through the Community College of the Air Force while attending basic and technical training schools.

Ferro named partner in firm

Jeffrey L. Ferro has been named a partner in the Wilkes-Barre office of Parente, Randolph, Orlando, Carey & Associates.

Ferro concentrates his practice on healthcare accounting, auditing and consulting, with a special emphasis in long term care. Prior to joining Parente, Randolph, he was with a regional accounting firm in Washington, D.C.

Ferro received his B.S. in accounting from Pennsylvania State University in 1984. He is the treasurer and a board member of the Penn State Wilkes-Barre Alumni, a member of the Dallas Lions Club, the American and the Pennsylvania Institute of Certified Public Accountants.



JEFFREY L. FERRO

Ferro resides with his wife, Janie, in Trucksville.

SUNDAYS Wings By The Pound 1 Pound - \$1.99 2 Pounds - \$3.75 3 Pounds - \$5.50 5 Pounds - \$8.75 16 oz. Black & Tan Specials All Day	MONDAYS Fajita Madness Fajitas For Two Only \$10.00
TUESDAYS All You Can Eat Pasta For Only \$4.99	WEDNESDAY Margarita Madness All Day Feature 16 oz. Coors Lite
EVERYDAY Guiltless Grill Only 3-17 Grams Of Fat	chili's 375 Wyoming Valley Mall GRILL & BAR 829-5833

THE TUMBLE BEAR GYM PROGRAM

MONDAY'S IN TRUCKSVILLE!

TODDLER GYM
Ages 1-2 1/2 yrs. Fun, movement, develops coordination and pre-school gymnastics skills
TINY COMETS TUMBLE
Ages 3 + 4 yrs. Gymnastics skills plus fitness, fine motor skills work, and creative movement.
JR. COMETS TUMBLE
Ages 5-8 yrs. Concentrates on gymnastics skills. Fun movement to music, plus fitness & coordination
FIREWORKS ACRO SHOW TEAM
6-12 yrs., Level II. Advance to this class to develop skills in tumbling & acrobatics, and perform. **NOW PREPARING FOR THE 1995, 75TH ANNUAL MISS AMERICA PARADE!**

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6-8 week programs. Professional instruction. Safety and FUN our priority. Success Oriented Offered at **MAJOR PERFORMING ARTS CARVERTON RD., TRUCKSVILLE 696-4755**

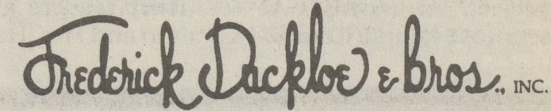
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Located in Portland, Pennsylvania (Rt. 611 South, 10 miles from Stroudsburg)

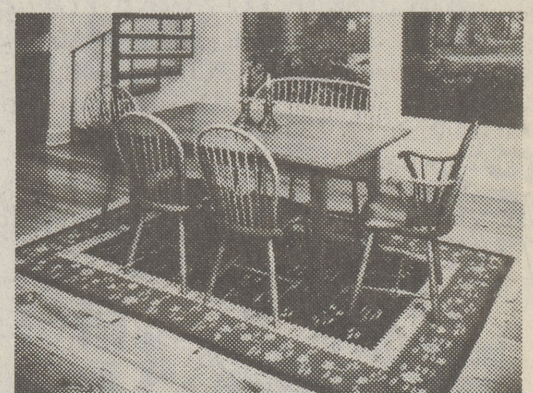
and be delighted by our factory discount prices.

Our showrooms and warehouse are filled with collections of furniture and accessories from the most prestigious manufacturers, including Stickley, Henkel Harris, Henkel-Moore, Hickory Chair, Statton, Harden, Wright Table, Hancock & Moore, Marlow, Peoploungers, Chapman, Maitland-Smith, Wildwood, Frederick Cooper, Waterford, LaBarge, Va. Metalcrafters & Sligh

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- JULY SPECIALS -

- #1 Warehouse Sale • July 1st to July 8th
- #2 Hitchcock Truckload Sale • July 1st to July 8th
- #3 Special Floor Sample Sale on all of our fabric and leather upholstery • July 1st to July 31st
- #4 Free Custom Table Pads with the purchase of any dining table and a minimum of four chairs - (Hitchcock sale not included) • July 1st to July 31st
- #5 SPECIAL NOTE: Special on floor model rugs