

# 'Replace' The Dallas Post?

"The idea is to replace the local weeklies."

David Arnold

Times Leader circulation solicitor, June 20, 1995



## Comm Center will close

**\$1.25 per month phone line charge will fund countywide 911 system**  
By GRACE R. DOVE  
The Back Mountain Communications Center has chosen what it believes is the lesser of two evils - to close rather than become a secondary answering point for Luzerne County's new 911 system.

## Lehman Township to revamp zoning

By GRACE R. DOVE  
LEHMAN TOWNSHIP - The supervisors will hold a public hearing July 21 at 7 p.m. for zoning changes to the zoning ordinance.

## Akita's a prize pup

Wins ribbon a week out of obedience class  
By GRACE R. DOVE  
LEHMAN TOWNSHIP - A week after earning his obedience diploma, Jack the Akita puppy brought home a ribbon at a class July 19 at the Back Mountain Kennel Club's obedience match.

## Is this the fourth Muskateer?

By BRUCE WELSHER  
It's the fourth time Joe Pavlin has returned to the scene of the Muskateer's death. He is young, muscular and he walks with a touch of swagger, but he would answer the question with a resounding "No. My family raises me enough and I don't want to do it. I'm not interested."

## Road repair bids awarded

By GRACE R. DOVE  
KINGSTON TOWNSHIP - The business items at the regular July 12 supervisors meeting. A \$1,222 bid for replacement of 20-year-old concrete gutters on N. Fifth and Sixth.



## The Back Mountain's Hometown Paper. We Live Here.

To the folks at The Times Leader in Wilkes-Barre (or is it the ones at CapCities/ABC in New York?), The Dallas Post is just one more obstacle in the way of their domination of print media in northeastern Pennsylvania. After all, given the choice of reading a little paper put out by local folks, who wouldn't choose the one published by the big media conglomerate? The answer is; lots of people who respect the work and traditions of the Back Mountain's first newspaper, and the only one that has served the region exclusively for 106 years.

So, the TL is opening an office, spending more on staff than the advertising can ever justify, and setting its sights on The Post. They're telling you that their "Back Mountain Leader" will be better than the local paper, larger, more colorful, more complete. They're right about the color, at least for now, but the rest will

probably fall short. The larger question is, what happens if they succeed in "replacing" The Dallas Post. Do you think they'll want to continue spending more than they take in? You need look no further than Scranton for the answer, where ad rates have been rising, and the news coverage shrinking, ever since The Scranton Times became the town's only paper.

We don't think the people of the Back Mountain will let The Times Leader "replace" The Dallas Post. And just to make it easy for you to say so, we're making a special subscription offer. Unlike the ones the TL offers, this one is good for new and existing subscribers, because we want to reward the people who have made The Post successful over the years. If you'd like to subscribe to "The Back Mountain's Newspaper Since 1889," just fill out the form below, send it in, and we'll do the rest.

## Special Subscription Offer

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