

Mainstream



John William Johnson

He scratches his salt and pepper beard furiously before speaking. But there's no doubt in Splinter's mind: "We should go in there (Columbia, Peru, Southeast Asia) and, first, Agent Orange the place, and then, second, salt the earth."
Dusty walks slowly from the office. "I think we ought to buy all the stuff," she offers. "Look at how much money we'd save. I mean we're spending millions of dollars in fighting this problem. Why don't we just buy all the stuff each country produces, destroy it, and that solves the problem, and we would spend only half the money we're spending now."
A Craftsman kibitzer clears his throat: "Shoot em," he said, before picking up yet another piece of scrap wood to examine.
Da Vinci is listening to the debate. He looks up from sanding, while pulling off protective goggles. "I have an idea...why don't we legalize it and sell it at state stores...you know, just like liquor. Only you would be required to take a drug awareness course and

Legalizing drugs might be better than present controls

be issued a license in order to buy at such a store, like a hunting license. The profits made from such stores—plus the money you would save by not spending it on fighting drugs—would then be used to fund drug rehabilitation."

The alternatives were argued back and forth for nearly an hour until Da Vinci chased us out with the fumes from the finishing first coat on a new mahogany table.

Drugs are easily and cheaply available. The so-called war on drugs is not a response; it is a reaction. And as reprehensible and imperfect as it might be, one response might be to legalize marijuana, cocaine and other currently banned drugs...tightly controlled, taxed and distributed, but legalized.

Our society has—with its voracious consumption of drugs—made the enforcement of drug laws impossible by making the drug trade obscenely profitable.

When a person fresh out of high school can make a thousand dollars a week as a drug dealer or courier, how can law enforcement personnel stop such a process?

When leaders of drug rings can (and do) make billions each and every year, how can any drug enforcement agency—short of our military taking over the country of production—stop it?
The criminality of drugs is, in

fact, the chief cause of terror and crime in our society today, with enforcement agencies having a vested interest in retaining criminality.

More than 70 percent of all persons in jail today are there for drug related crimes.

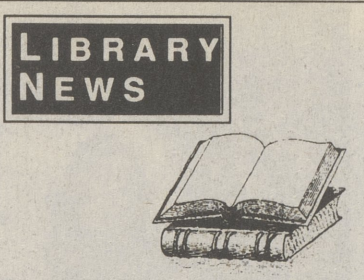
Agreed...who doesn't shudder at the thought of legalizing drugs? Of adding hard drugs to the already existent hard drug, alcohol? But the problem is already here. The wolf is already at the door.

As long as drug profits are so high, and as long as we want to continue living in a country where the freedom of movement is relatively unconstrained, then we will continue to have a drug problem.

Did Prohibition work...?? Hello???

Yes...education about drug use (including that insidious drug, alcohol, and its dangerous cousin, tobacco), and the potential dangers should continue, and be stepped up for our children.

As Da Vinci said later that day. "It is becoming increasingly clear that as the death toll, terror, financial and human cost created by the criminality of drugs continues to spiral upward, legalizing them just might be an alternative to a problem which has no perfect solution."



By NANCY KOZEMCHAK

The Back Mountain Memorial Library is having a special sale of paperback books, recent additions donated by friends. These books will sell for three for \$1.00. These books are on a special shelf in the lobby of the library.

In conjunction with the 50th library auction, we are selling gold bells for \$2.00 each. These are paper bells that you write your name on and then we hang them in the lobby of the library. Also, antique chances are selling for \$1.00 each; the items to be chanced off are in the main entrance of the library. The special 50th auction raffle tickets are selling for \$1.00 each. 1st prize, Orlando trip; 2nd prize, Hardrock

Send The Post to a friend
It makes a great gift
Call 675-5211
for details

Chances and paperbacks are on sale at the library

mountain bike; 3rd prize, cable TV and 4th prize, car detailing. The drawing for these items will take place during the auction on Sunday, July 14.

The antiques and new goods for this 50th auction promise to be extra special. Both of the committees have been working extra hard to make this the best auction ever. July 11 through 14, Thursday through Sunday.

New books at the library: "The Broken Promise Land" by Marcia Muller takes us into the dark side of the music business, where the dashed hopes of both stars and wannabes become lost. Ricky is the hottest country singer in the business. He's on top professionally, but hitting rock bottom in his personal life. He has also been getting anonymous letters threatening not only himself, but also his children. A tough case with

family at risk. "Spooker" by Dean Ing is a chilling tale of murder and madness in his newest novel. Every deep-cover intelligence agent has a spooker. It's his escape hatch—a hidden kit that contains false identification, keys to a hidden car or boat or plane, weapons, and money—lots of money. If you need to disappear fast, you need a spooker. Targets are agents and their spookers.

"In the Dead of Summer" by Gillian Roberts tells of mellow old Philadelphia, where life, liberty, and the pursuit of happiness have flourished for centuries and now has a new claim to fame. The City of Brotherly Love has been proclaimed number one in the nation for hostility. A summer school teacher feels she fits right in with the hostility mode. A gripping story.

Lake Twp. tax face value period ends June 14

Lake Township tax collector Ruth Orloski advises taxpayers that the face value period for county, municipality and per capita taxes issued in February end on June 14.

After that date a 10% penalty will be added.

As I was saying



Jack Hilsher

How many can remember their first family car? And those Sunday afternoons in the 30s when it took you on sight-seeing trips? Boring, right? Except for those Burma-Shave signs along the highway. Kept you awake, didn't they?

They kept a lot of travelers awake, having the very first captive audience in all advertising. Tooling along at 35 mph after the first of six signs grabbed your attention, the next one popped into view in three more seconds. Then four more, six in all, each three seconds apart. So that's 18 seconds you were gripped by their humorous message, far longer than anyone ever spent on a magazine or newspaper ad.

Part of their charm was a commodity called humor, something it took other advertisers over a generation to learn how to use. For instance:

HE PLAYED / ASAX / HAD NO B.O. / BUT HIS WHISKERS SCRATCHED / SO SHE LET HIM GO / BURMA SHAVE

Every sign series got the same attention. Alexander Woolcott said it was as difficult to read just one Burma-Shave sign as it was

Those Burma Shave signs: homespun humor at its best

to eat one salted peanut. Once the motoring public caught on that the signs were built around a sort of jingle-like cadence, and were usually memorably funny, they were addicted like no other ads ever managed.

Burma-Shave ointment itself was a lucky development, because a family named Odell in Minneapolis went through almost 300 formulas with so-so results and even fewer sales. By accident their 143rd formula sat around months, aging in a jar, and someone finally tried it, getting a better shave. Aging had done the trick. But the stuff still had to be sold.

An Odell son, Allen, saw small serial signs advertising things like GAS/OIL/RESTROOMS and came up with the jingle idea. His dad got professional advice who said it would never work, but he gave Allen \$200 just to shut him up. He and his brother Carl bought second-hand boards, sawed them into 3-foot lengths and went to work with stencil and brush.

The first sign read: SHAVE THE MODERN WAY/FINE FOR THE SKIN/DRUGGISTS HAVE IT/BURMA-SHAVE. They started to get repeat orders pouring in from druggists serving people who traveled the two highways they had posted. The Odells immediately incorporated and sold 49% of their stock in three weeks.

Time for a few samples, from one of the country's greatest suc-

cess stories:

SHE KISSED
THE HAIRBRUSH
BY MISTAKE
SHE THOUGHT IT WAS
HER HUSBAND JAKE
BURMA-SHAVE

I KNOW
HE'S A WOLF
SAID RIDING HOOD
BUT GRANDMA DEAR,
HE SMELLS SO GOOD
BURMA-SHAVE

SAID FARMER BROWN
WHO'S BALD ON TOP
WISH I COULD
ROTATE THE CROP
BURMA-SHAVE

HIS FACE WAS SMOOTH
AND COOL AS ICE
AND OH LOUISE!
HE SMELLED
SO NICE
BURMA-SHAVE

THIS CREAM
MAKES THE
GARDNER'S DAUGHTER
PLANT HER TU-LIPS
WHERE SHE OUGHTER
BURMA-SHAVE

HE ASKED
HIS KITTEN
TO PET AND PURR
SHE EYED HIS PUSS
AND SCREAMED "WHAT FUR!"
BURMA-SHAVE

Dr. Kaminski moves office to Fern Brook

Dr. Peter Kaminski announces the relocation of the Back Mountain Foot Center to 46 Main Road, Fernbrook, next door to The Dallas Post. The phone number remains the same: 675-5006. New patients are welcome.

Dr. Kaminski is board certified by the American Board of Podiatric Surgery.

Free medical clinic in Shavertown

The Back Mountain Free Medical Clinic at St. Therese's Church, lower level, corner of Pioneer and Davis St., Shavertown, welcomes all who are need of medical care by competent doctors, nurses and staff. If uninsured or underinsured, we care to help. Come Fridays, time: 6:30 p.m. Confidentiality assured.

FREE CARPET SHAMPOO

ELECTROLUX®

I want to show you the Electrolux System. Call and I'll Shampoo any single room carpet in your home for free. Additional rooms are only \$19.95 each, but there's absolutely no obligation.

Liza Lettie
696-1959

Card of Thanks.
Your sincere expression of sympathy is thankfully acknowledged and truly appreciated.
In memory of Doris Spencer who passed away.
Thanks again & God Bless Sharon Wallace & Family.

ONE YEAR ANNIVERSARY
50% Off Select Items
Wedding & Special Occasion Jewelry and Gifts
Bridal Trinkets
675-3105
Rt. 415 Memorial Hwy., Dallas, PA 18612

The Choice is Yours!
Franklin First Savings Bank offers you

1ST CHOICE CHECKING

IF YOU:

- Need a low minimum balance account with unlimited check writing
- or
- Want an interest bearing, low minimum balance account with unlimited check writing
- or
- Don't write a lot of checks
- or
- Are 55 or over and want added benefits
- or
- Want the convenience of direct deposit of your paycheck and added benefits

And Don't Want to Pay High Fees
THEN: We have an account for you!

Let us help you make your CHOICE. Switch your checking account to Franklin First and get your first order of checks free!**

See...
FRANKLIN FIRST

One Day We'll Be YOUR Bank
1-800-262-1210 • (717) 821-7100

Subsidiary of ONBANCORP, Inc.
Member Federal Deposit Insurance Group

If you want an ATM card with a low monthly fee,* no per transaction charges within state, and no surcharges at any Franklin owned ATM, then we have a card for you!

*Some Franklin First checking accounts include an ATM card with no monthly service or transaction charges within the state. **Bank stock design only on first order of checks.