

BACK MOUNTAIN BUSINESS SPOTLIGHT: DALLAS CENTRE HARDWARE

# Mom and Pop shop keeps main street America alive in Dallas

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With its creaky hardwood floors, tightly-packed shelving and friendly greetings from the owners and small staff, Dallas Centre Hardware at 42-44 Main S. in Dallas is a classic "mom and pop shop," a rarity found today in only a handful of small American towns, according to co-owner Gerard Geise, of Shavertown.

Geise and his wife, Michele, acquired the store about five years ago from Michele's parents, Jim and Carol Eason, who still reside in the Back Mountain, but spend the colder months in Florida. The Easons opened the store in 1981 when Michele was 14 years old. She spoke of her father as an extremely dedicated and a hard worker.

"He pretty much started with everything on his own," she said.

Gerard Geise added, "We're very blessed with a local clientele who have been loyal for many years."

He said many of the shop's "regulars" are people who began doing business with the Easons on day one.

"They're the backbone of the business," he said, later adding that he owes much to the community.

The building in which the shop is located is, in

## MEET THE OWNERS: GERARD AND MICHELLE GEISE

Residence: Shavertown

**Family:** Gerard and Michele Geise have three children, all in Dallas schools. Garrett is a high school senior, Elijah a high school freshman and Judah is in sixth grade.

**Hobbies/interests:** Going to the beach, dirt bikes with the kids and baseball.

**Sports teams:** Yankees, Giants (Gerard) and Redskins (Michele).

**Dream vacation:** A trip to the beach with the whole family. "We love camping at the beach," said Gerard.

**When you were a kid, what did you want to be when you grew up?** A truck driver (Gerard).

itself, a piece of local history. According to the Geises, it was originally a hardware and grain store and at one time hosted The Dallas Post on one side and a music store on the other. When Jim Eason opened Dallas Centre Hardware downstairs, Carol Eason started a beauty shop upstairs.

Throughout the years, Michele Geise saw many changes to the business, the worst being the country's poor economy and the rise of corporate America. She said, however, she also sees a recent and continuing resurgence of loyalty to small businesses, which provides hope.

Her advice to other small businesses adversely affected by the economy is to budget well.

"Make yourself a budget and stay tight in it," she said.

Gerard Geise said another aspect he believes to be important is good customer service. His wife agrees.

"Be friendly," she said, "and realize that people are valuable. They aren't just a dollar bill."

They said that's what sets Dallas Centre Hardware apart from large retailers and corporate stores — the business' customer service. The shop maintains a constant daily flow of customers seeking and leaving with not just products, but advice. If they posted to their walls every answered question, every piece of advice given, they said, those walls would be covered floor to ceiling.

Another aspect which makes the business unique, the owners said, is its selection of products, including many brands which are hard to find



Michele and Gerard Geise, owners of Dallas Centre Hardware at 42-44 Main St., Dallas.

Elizabeth Baumeister Photos | The Dallas Post



Dallas Centre Hardware, 42-44 Main St., Dallas, offers a vast selection of merchandise catered to the homeowner, including an aisle of seasonal goods, such as Christmas lights in the winter and garden fertilizer in the summer.

elsewhere. From screws and nails to garden tools, from paint and brushes to Christmas tree lights and from canning supplies to cleaning chemicals, Dallas

Centre Hardware has it all. And what can't be found on location can often be ordered from the website, dallasdoit.doitbest.com, and shipped to the store.



Dallas Centre Hardware at 42-44 Main St., Dallas, offers a variety of indoor and outdoor products to meet the needs of local homeowners, businesses, contractors and individuals year-round.

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Pictured above are some of the Joan Harris Dancers who will appear in 'Home for the Holidays' on Dec. 7 and 8. From left, first row, are Ashlyn Catina, Wyoming; Kiera Gross, Trucksville; Victoria Fulton, Dallas; Dominique Falzone, Dallas. Second row, Dana Capitano, Wyoming; Rebecca Schnable, Dallas; and Lucy Reilly, Jackson Township.

## Harris dancers present 'Home for the Holidays'

The regional dance troupe of the Joan Harris Centre will present "Home for the Holidays" at 1 and 2 p.m. on Saturday, Dec. 7 and at 2 p.m. Sunday, Dec. 8 at the E. L. Meyers High School Auditorium in Wilkes-Barre.

The show opens with a large production number in the style of the Radio City Christmas Spectacular and never loses pace as the songs progress from traditional favorites to contemporary renditions of the music that defines this most magical time of the year.

The Joan Harris Dancers will also host a Toys for Tots Drop in partnership with the United

States Marine Corps. All attending are invited to bring with them a new, unwrapped toy to donate to this cause and help spread some joy to area children.

Tickets for "Home for the Holidays" are \$11 in advance and \$13 at the door and are available at the Joan Harris Centre's campus in the Harris Conservatory in Luzerne. For more information, call 570-287-7977.

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## Rep. Boback relocates office

State Rep. Karen Boback (R-Columbia/Luzerne/Wyoming) today issued a reminder to residents that her Hunlock Creek (Sweet Valley) office relocated on Nov. 25. The new office is now located at the Twin Stacks Center, at 1108 Twin Stacks Drive, Dallas.

Services available at the Boback's district offices include:

- Driver's license and

vehicle registration applications and renewals.

- Assistance with PennDOT paperwork (lost cards, changes, corrections, special registration plates, vanity plates and temporary placards for disabled persons).
- PACE and PACENET applications for seniors.
- Property Tax and Rent Rebate applications.
- Voter registration forms

and absentee ballot applications.

- State tax forms.
- Student aid applications.
- Free state maps, state park information and PA Vacation Guides.
- Referrals to agencies to resolve state-related matters.
- Veterans outreach services and visits from the Mobile Veterans Unit.

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For special events please contact Nancy Kaminski at nkaminski@thebeaumontinn.com

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