

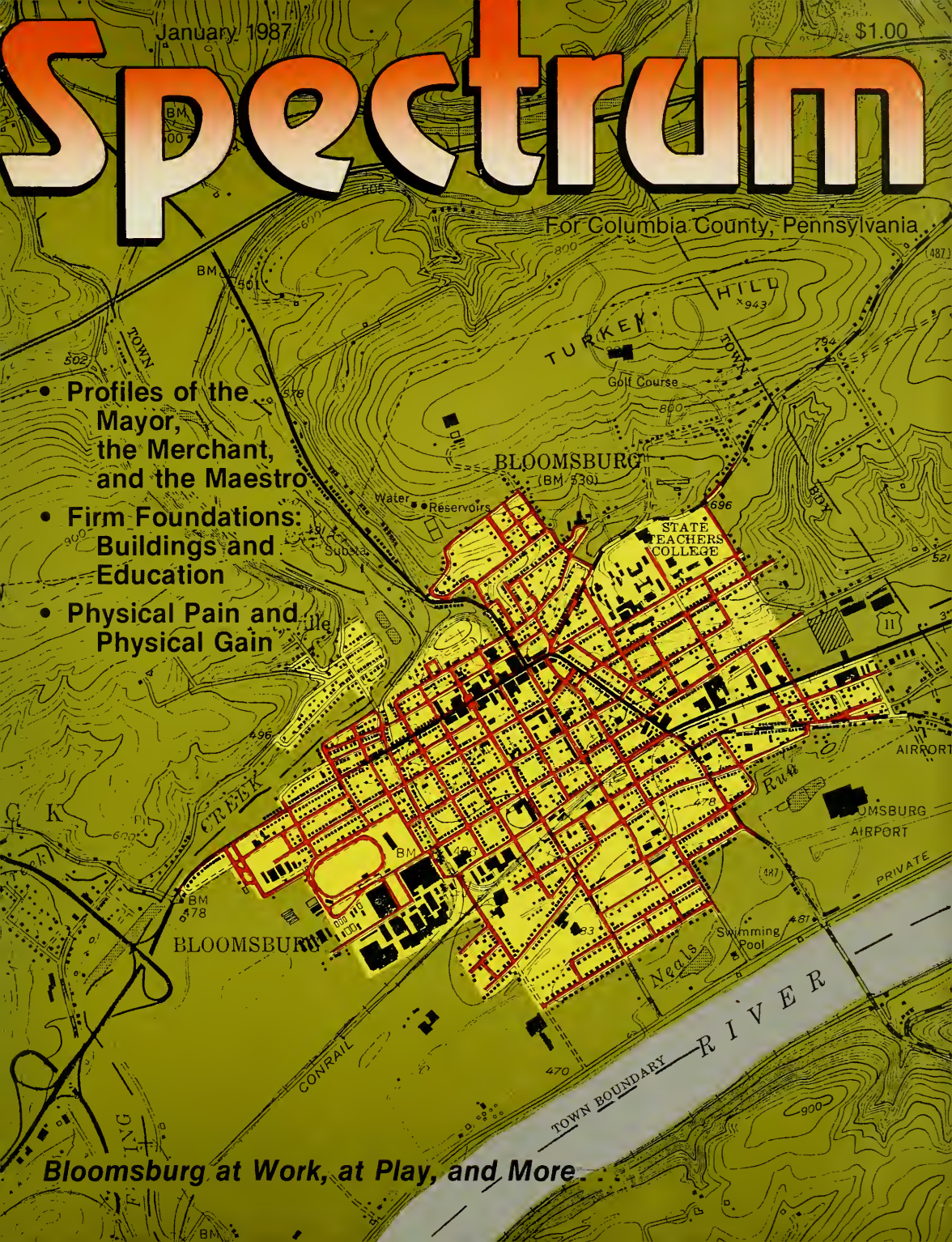
January 1987

\$1.00

Spectrum

For Columbia County, Pennsylvania

- Profiles of the Mayor, the Merchant, and the Maestro
- Firm Foundations: Buildings and Education
- Physical Pain and Physical Gain



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Small Town, U.S.A.

Mayor Dan Bauman Reflects Upon Bloomsburg, His Life, and the Future.

by Patty Moyer

As a native son of Bloomsburg, Mayor Daniel J. Bauman has always been concerned about and proud of the only incorporated town in Pennsylvania. "If ever there was a small town U. S. A., it's Bloomsburg," Bauman says. "We have everything going for us. It really is a nice town."

Bauman was born in 1930, and attended Bloomsburg schools. But in 1955, "because employment was bad," he and his wife Dolores (Dolly) moved to Niagra Falls where he worked as a pipe fitter and a relief foreman at Olin Matieson, Inc., a company that makes chemicals. They lived there until 1965 when they moved back to Bloomsburg.

Bauman and Dolly have been married for 37 years. They have four children - - Daniel, Jr., 36, Scotia, N.Y., a Navy Logistical Coordinator for the General Electric plant in New York; Lynne, 32, West Virginia, has a master's degree in elementary guidance; LeeAnn, 28, was a confidential secretary for procurement for PP&L and lives in Fairmount Springs; and Howard, 26, a 1st Lt. in the Marines who lives in Corpus Christi. The Baumans also have eight grandchildren.

In 1978, Bauman was on the town council for four years. In 1982 he ran unopposed for mayor and became the first Democrat elected mayor in 18 years.

Although being mayor is a part time job, Bauman sometimes puts up to 20 hours a week at the office; works in fire protection as a sprinkler fitter, and a foreman when he is doing construction work. "Because my job is on-again-off-again, I get a lot of time to check in at the office. Sometimes it's a few hours. Sometimes I even go full time,"

he notes. No matter how many hours Bauman is putting in each week, he is always singing the praises of Bloomsburg. "Our downtown is shaping up real well," he says. "We have a revitalization grant of \$367,000. This money goes towards fixing the outsides and insides of the stores. It's also used for loans to help storeowners buy their properties," Bauman says.

'We're the county seat which is a big plus. We set the pace for Columbia County. I'm pretty proud of this town and the council.'

Bloomsburg is also the first town to start mandatory recycling, something Bauman proudly points out. "We got a \$150,000 grant three years ago and another one for \$207,000 last year to go toward the trucks and the building," he adds.

Bauman says the town council is now applying for a housing and redevelopment grant from the state to put in about 86 parking spaces in the Beers block (Main Street). "A developer is going to buy the whole block and we're working the project out with him where we could buy the back half of the block to use for parking, and he could develop the front half. It's a \$1 million project and our grant is for \$300,000," he explains.

Bloomsburg is a town with many assets, the mayor says. "The Bloomsburg Fair, which we consider the state fair, because it is so well-known, is a big plus for our community. We also have the nicest parks within 40 miles from here," he proclaims. "Our airport will be more beneficial to our area

because of a master plan for expansion being worked on so that small jets will be able to land here. Big companies are looking for areas where they could fly in, do their business, and fly on to the next place," he notes.

Bauman also praises the university and the stores downtown for adding to the town's assets. "The university brings many people from out of state into our community. The school offers a variety of cultural programs open to the people of the town, as well as the students," Bauman notes. And on the downtown Bauman adds, "Although there are malls nearby, people still shop in downtown Bloomsburg because they sell the same kinds of items at reasonable prices."

With the town's many assets, one would wonder if there are any problems. "I think our biggest problem is flooding," the mayor explains. "During the 1972 flood a third of the town was under water. Fortunately, we got an urban renewal grant of \$4 million."

From that grant, the town put in new roads, curbs, sidewalks, trees, streets and storm sewers. The town also received a \$300,000 grant from the rehab program for people with fixed or low incomes "so they could weatherize their houses, get new furnaces, or fix any code violations," he says.

Bauman says Emergency Management has since drawn up a plan for evacuation during a flood. "We'd like better flood protection such as diking, but for every dollar for construction, we'd have to have a dollar for damage. We don't meet that, but the flood commission is still working on it."

According to Bauman, the town does not have any other major problems except "small ones like the town adjusting to the university," he explains. "Because we have a lot of older

people in the community and with the college turning into a university and getting bigger, we've had complaints about housing and parties. But we've had an open dialogue and a close relationship with the school. If we have any problems we'll sit down together and try to resolve them. The relationship between the public officials and the college is real good at this time."

Bauman also believes the task forces are "real good" too. The task forces were developed in November 1985, "Before, we got professional consultants to come in and say what the town needs. This time, the consultants are working with our representatives from different community services on a plan for the future of Bloomsburg," he says. "When we say the future of Bloomsburg, we mean the next 10 to 15 years," he adds.

'I think our biggest problem is flooding. During the 1972 flood a third of the town was under water. Fortunately, we got an urban renewal grant of \$4 million.'

The task forces are not the only group to plan ahead of time. "When we know we're going to have to apply for grants we do our homework and consult our engineers ahead of time. That's why we're so fortunate with our grants. We have all the information ready," he says.

Bauman is also especially proud of his town council. "It's the best. We have a progressive council who works together closely and are non-political. The council votes their conscience and once the vote is taken, those who were not for it don't stand around and throw stones at it. Instead, they work with it," he explains.

With two more years left as mayor, Bauman hopes Bloomsburg continues to be successful. "We're the county seat which is a big plus. We set the pace for Columbia County. I'm pretty proud of this town and the council," he adds.



Mayor Dan Bauman

Cinderella Story:

Will Rob Kruse Get Music's Glass Slipper?

by Will Dennis

Bloomsburg doesn't seem to be the place you would look for a composer.

But if you'd happen to, you'd find one. His name is Robert Kruse.

Kruse, originally from Wisconsin, came to Bloomsburg in 1982 after attending the George School, a Quaker prep school in in Bucks County, and then the Berklee School of Music in Boston. It was at Berklee that he learned the art of composing--and other ways of making money through music.

"Berklee was a great place to learn," says Kruse. "It was just crawling with musicians. I learned ear training, arranging, and classical techniques. I also learned piano technique from Sonny Stitt, an old Black jazz pianist. He taught me as much about soul--putting feeling into music--as he did about jazz technique."

When he wasn't in school, Kruse recalls, he "went down to the subway gates and played for money. I placed my guitar case in front of me, and people would come by, listen, and throw me spare change and such. I used to make about \$30 over rush hour some days. I got real good at playing music to fit people's character--trying to play something they liked so they'd give me money."

After school, Kruse returned to his family, who had settled in Bloomsburg.

"There seemed to be a lot of opportunities here, a lot of things happening with the theatre," he says. "It was also a pretty place, and cheap to live in. But most importantly, there were good opportunities in music."

His opportunity came when he approached the Bloomsburg Theatre Ensemble (BTE) with a short musical he had written while in high school. He went to BTE with a revised "pop" version of Cinderella which he had written at the age of 19.

"It turned out they liked it," Kruse said, "and they went ahead and produced it. Since then it's had two other productions, one here and one with a black theatre group in St. Paul, Minnesota. That was a real thrill, even though I couldn't make it out there to see it."

"It was the first musical that BTE did," recalls Kruse. "The audiences loved it, and the reviews were good. I think it was because it had a really broad appeal. People of all ages could get something out of it."

What made it exciting, according to Kruse, was some new twists to the old story.

"It had a lot of surprises," he says. "The fairy godmother was a bag lady, and it had three punk rock step-people. We tried to



bring a couple things into the story to balance Cinderella's frustration. We chose the prince to do this with, because in the original, he's sort of a flat character. We gave the prince an attendant who had a major part in the story, and we set it up that the prince had a front--he was perfect on the outside, but inside he was actually a lonely guy. That made Cinderella and him more well suited to each other."

From there, he scored another folk tale musical, "Beauty and the Beast."

"That whole project began at Russell's over two cups of coffee," says Kruse. "Rand Whipple and I were sitting, talking, and somehow we got to talking about that particular tale. We saw lots of room to interpret it, so we decided to take a shot at it. Rand and I began to develop ideas, and we worked on the project step by step. His job was to come up with a workable script and my job was character development, to 'musicalize' the characters."

The play ran for most of December 1984 to enthusiastic response. "It was really good to see our play as we wrote it go into production," says Kruse, "It was very exciting to see the new songs performed for the first time--and a little frightening."

Although most of the reviews of the play were favorable, Kruse did receive some negative comments.

"Actually, I got criticized by some for the way I wrote a duet," he says. "I had the characters sing different things at the same time, and some people were worried about not being able to hear all the dialogue. But it's a technique they use in opera. The point is not what each character is saying; the main message is that they were arguing. It was no error on my part--I write what I think will work, not just to please the audience."

Kruse has also written a piece for orchestra entitled "Bloomsburg Suite," which debuted last year in Mitrani Hall at Bloomsburg University.

"That was completely new for me," he says. "I felt it was time I tried something different. I wrote that particular piece on

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an invitation from John Master, director of the College Community Orchestra at the time, for the children's concert at the college. A lot of classical music is strange to children, being written 200 years ago. I wanted to write something that they would relate to, something they could understand."

Kruse says he "doesn't really have a big desire to write any more program music; I'm more into writing music that's not about anything in particular. It's music for the sake of music. That way it provides a lot of freedom for the listener."

His current project, Berthold Brecht's "Caucasian Chalk Circle," involves composing of a different sort--writing music for a dramatic presentation of poetry.

"I'm trying to put music to his words," he says. "Brecht's poetry has a rough quality, and I want that quality in the music. For instance, if you want tension in music, you use dissonance. If you want to show tension in a character, you want dissonance

'I really can't teach people exactly how to write songs, but I can give them the tools--how to critique their own work, and give them a chance to work with someone who has more experience.'

in his accompanying music. To get that sort of thing in music is really a challenge."

Since composing doesn't always pay all the bills, to supplement his income, Kruse works as a salesman at Sears, Roebuck and Co. in town, and has just begun to teach songwriting at Bloomsburg University.

Composing "works out as half a job," says Kruse. "I'm developing the teaching thing as a relief from financial strain. It'll help people develop their own skills, and teaching gels more with music, although I enjoy being a salesman. He notes that he "really can't teach people exactly how to write songs, but I can give them the tools--how to critique their own work, and give them a chance to work with someone who has more experience."

In the future, Kruse plans to sharpen his skills as a songwriter and composer.

"In general, I'd like to get really good at what I do," he says. "I'd like to get up to New York City. I'm a member of the Dramatist's Guild, and they have a lot of members in New York. I'd get to meet a lot of writers. I'm also going to remain active in regional theatre. Regional and university are the most exciting theatre coming out from all the theatre groups. A lot of Broadway shows come out from regional. I'm really interested in people pushing the boundaries forward in theatre, and I'm the same way with my music."

Although he says that he doesn't know if he'll stay in Bloomsburg to pursue his career of composer and teacher, Kruse does credit the town with keeping up with the times, both commercially and culturally. "Bloomsburg is good for me," says Kruse. And, the creative talent in the area is good for Bloomsburg.

University Impact On Town

Recent Study Reveals Economic Benefit from BU's Existence

A 1981 study of the University's economic impact reported an annual expenditure of \$37.5 million in the area resulting from BU's existence.

by Jeannine Dennison

In 1989, Bloomsburg University will celebrate its 150th anniversary. The university has no doubt had a significant impact on the town of Bloomsburg over the past 150 years, but university and town officials have occasionally questioned to what extent the economic impact is upon the Bloomsburg area.

In the past 10 years there have been two studies done by the university to determine the answer to the economic impact question. According to John Walker, vice-president for institutional advancement at Bloomsburg University, a new study is being done by members of the university's Department of Economics in an attempt to look at how the university affects the town and the region. "It's hard to identify the specific impact on just the town, although there is a definite impact," says Walker.

The economists involved in the study are Dr. Woo Bong Lee, chair for the department; and Dr. Peter Bohling, professor of economics. "They will look at student spending patterns, the

spending of visitors, salary expenditures of the university, university purchases in the area, and the number of jobs created by the university," says Walker.

A 1981 study of the university's economic impact on the area reported an annual expenditure of \$37.5 million in the impact area resulting from Bloomsburg University's existence--if Bloomsburg University did not exist, there would be \$37.5 million less spent in town. Walker expects the 1986 study to show higher numbers, reflecting cost of living increases and increased student enrollment.

The basic research for the project was done by students majoring in economics, and is being analyzed by Lee and Bohling. According to Dr. Bohling, the analyzing of the study has not yet been completed, but Walker says that he expects the results will be available shortly.

The 1981 study results were derived by using a model called the "multiplier effect." The multiplier effect refers to the number

of times a dollar is respent in an area. In this particular area, the number of times it is estimated that a dollar is respent is 1.7--"a conservative estimate," says Walker. "However, the new study won't pattern the '81 study exactly," says Walker, "A new model may produce different results."

The study takes into account all jobs created directly and indirectly by the university. "For instance," says Walker, "suppose a job is created in a pizza shop because of the students here. A job created by the need for that person's uniform to be cleaned is an indirect employment effect." A large factor in the study is the salary expenditure of the university. "We have an annual payroll in excess of \$27 million," says Walker. "More than \$1 million of payroll every two weeks."

Walker estimates that the average freshman enrolled at the university will go home at various times in the semester, and will also bring a "visitor" into the community from seven to 10 times. Walker contends that someone who picks the student up has an impact on the community, in the form of purchasing gasoline, food, and other shopping.

Also in the category of visitors, according to Walker, are people who come to the area for conferences and workshops, and people who attend cultural affairs events. Special events, such as Homecoming, Parent's Weekend, and graduations have additional

impact on the economy.

University students have contributed mainly to the central business district. "With a student population of more than 5,000 you're definitely going to have an impact on the retail economy," says Walker.

Because the university is owned by the Commonwealth, the property is tax-free. "This is one of the contentions of town officials," says Walker. "The town provides services that the university does not pay for. The town maintains the streets, a police department, a fire department, and it's true that the town is not always the chief beneficiary. The university contributes to the town, but it also takes. There is cost associated with a tax-exempt institution."

There have been similar studies done at other state-owned universities, but because of the uniqueness in size and geographic location, "there is no way of judging or comparing," says Walker.

According to Walker, the estimates of the studies made can be considered fairly accurate. Although it may be argued that the estimates are inaccurate, Bloomsburg University has had and will continue to have a significant economic impact on the town and surrounding area.

Everyone Profit\$

Co-op
Education
Offers
Student
Growth
and
Business
Development

by Ann Pavkovic

Businesses may be reimbursed half of a student's salary if the student works in a high-tech position or on projects in economic development.

The student must also demonstrate financial need and attend Bloomsburg University, says Ruben Britt, Jr., director of Cooperative Education, Internship Placement and Job Location Development.

BU is one of 10 universities in the country chosen to participate in the Pennsylvania Higher Education Assistance Agency (PHEAA) pilot program, and will probably receive a little more than last year's \$20,000 grant.

"If downtown businesses employ university students, it would establish better ties between the university and the townspeople," Britt explains.

The pilot program is part of the co-operative education program at BU. A co-op student works for a semester at a job in his major, goes back to school for a semester, then returns to work, usually to the same business.

The co-op program is also funded by two grants from the Department of Education.

A \$68,800 grant pays for the salaries of Britt and his secretary, as well as administrative and promotional costs.

A supplemental grant of \$16,400 was received for the first time this year. It will pay for faculty training to keep faculty up-to-date with developments in the field, and for some travelling expenses to allow Britt to get new businesses involved.

With the supplemental grant, Britt would also like to start having workshops every semester for co-op employers and participating BU departments.

"Hiring a co-op student is an investment in America," says Britt. "Students are getting experience before they enter the job market."

The percentage of BU students involved is above the national average of three percent, and Britt hopes to continue developing the program.

"I would like to see BU's co-op program become a model for other institutions," he says.

Battleground: Bloomsburg

'Townies' and 'Gownies' Talk About Each Other

by John Wilson

It may surprise most, but according to a study conducted by the Town-Gown Committee in conjunction with Bloomsburg University, relations between townspeople and students are not a prelude to World War III.

The results to such questions as "Where Does The Knowledge Of Students Come From?" were mixed. Over half of the townspeople (55.3%) replied that various forms of mass media --newspapers, radio, and television - were their main source, while a majority of those in the 25-34 age group (41.9%) reported personal experience as their main source of obtaining knowledge. "Most of the interaction between students and townspeople is superficial," says Dr. James Huber, professor of sociology and coordinator of the study. "The mass media is really the only place where in-depth information is found."

One-third (37.6%) of those with students in their neighborhood report personal experience as the main source. Dr. Huber says one reason younger townspeople are able to better relate to the students is because "the younger



Dr. James Huber

'The students are seen as outlanders and this type of negative image implants itself in the minds of the townspeople,' says Dr. Huber.

townspeople are usually in the same social gathering places, plus the younger are able to put up with more from the students because there is not as much of an age difference," he adds. It was also found that when interaction between students and townspeople does occur, it is confined to general topics with problems and complaints either minimal or not discussed. "There are not really that many problems between townspeople and students that we found in doing the study," says Huber, "but again I think it goes back to the idea of superficial communication which leads to general talk."

Over one-fourth of townspeople who have students living in their general social area do not talk with students, while only 5 percent of those talk specifically about problems-complaints. Fifty-eight percent reported having good or positive experiences with residents-students, while over half (53.6%) said they had no bad experiences. The study indicates that the place where most interaction occurs between the two groups is on public streets. About one-third (31.4%) interact here while one-fifth (20.6%) interact within their neighborhood and a little more than a tenth (12.4%) on campus.

Experiences, good and bad, were reported; some good experiences were helpful neighbors, thoughtful students who shovel walks in winter; some bad experiences were excessive loudness, littering, and rudeness. Almost half

reported favorable experiences.

Community problems were not attributed to students as over half (53.3%) noted that lack of jobs and "small town atmosphere" were the town's major problems.

Almost all the respondents (88.9%) said they enjoyed living in Bloomsburg. The study confirms a major belief that most people believe Bloomsburg is a good place to live. Those who reported

Most of the respondents (70.3%) say the townspeople have a negative image of college students. A majority of the students (87%) believed this.

dissatisfaction with living conditions did so due to landlord complaints, or believed that Bloomsburg was too small a place to live.

However, one of the major questions, "Do Townspeople View College Students Negatively?", did not yield as positive a response. Most of the respondents (70.3%) said that townspeople have a negative image of college students. A majority of the students (87%) believed this, regardless of the degree of social distance. Fifty-five percent of the townspeople with students in their neighborhood believed this. These findings were the biggest surprise for Dr. Huber. "Yes, I was surprised by the negative student stereotype," he notes,

"unfortunately, I do not believe this will change because attitudes have been formed and rooted over time. The students are seen as outlanders and this type of negative image implants itself in the minds of the townspeople," he adds. Dr. Huber says the respondents were placed in separate categories to "see how values and attitudes would be different, and to receive responses from all perspectives of the problems."

The study also points out another interesting fact -- almost three-fourths (74.2%) of the respondents report that student parties did not personally affect them.

Dr. Huber's study was based on seven areas -- (1) social characteristics, (2) type of knowledge, (3) perceptions, (4) attitudes, (5) impact, (6) expectations, and (7) town-gown relations. "Town and Gown Committee requested the study," says Huber. He says there were previous studies done on the subject but, "they were after a more updated version." He was able to complete the study with the help of one of his classes, a Research Methods class in Spring 1985. The class was responsible for designing the study and doing the interviews. His Fall 1985 Methods class was then responsible for adding the results by running them through computers. Huber was able to complete the study just prior to the start of the current semester. He adds that problems, such as waiting for an available computer terminal, extended the process.

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"Originally, I figured about half a year to complete the whole process," he says, "but with the problems we had, it took a year and a half."

A sixteen page interview book containing 110 questions was distributed to the respondents who grouped into one of three categories -- townspeople with students living next door; townspeople with students living in the same neighborhood but not next door; and townspeople with students in their general social area. Next, a list of 1,475 addresses of students and townspeople was compiled from university lists and the town map divided into 10 sections from high density student housing (200 student addresses), to low (10-30 addresses). Every seventh address was randomly selected as that to be interviewed. In addition, interviewers were told to interview 10 townspeople in housing directly next to the student housing addresses. A return rate of 54% from students and 67% of townspeople was obtained.

According to this study, Bloomsburg apparently has had parking and housing problems since the 1940's. This is

because of houses being built on substandard lots in heavily developed areas, placing heavy demand on streets for parking. The survey revealed that many families left town because of lack of space, aging housing, and suburbanization of the country. This fact was further examined in a 1982 study, contained in this research, on real estate processes in the area. It was reported that Bloomsburg had more than half of its 3,705 housing units as rental spaces (1,863 rental - 1,842 owner occupied). Most of these problems are town problems, originating before a majority of the students were in town, but according to Dr. Huber, are still mistakenly attributed to the students by some of the townspeople.

'Most of the interaction between students and townspeople is superficial. The mass media are really the only place where in-depth information is found.'

In all, 138 students and 136 townspeople were polled. The respondents were categorized by age, birthplace, and social distance. The findings reported that most of the students (82%) and townspeople (89.8%) were born in Pennsylvania, but that many townspeople (61.4%) were born outside of the town. In the category of age, most respondents (47.4%) were in the 15-24 age group, with (10.1%) in the 25-34 group, (10.8%) in the 35-44 group, (13.7%) in the 45-54 group, (6.9%) in the 55-64 group and (11.1%) in the 65 and older group.

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Scott Township Police Chief 'Winns' Battle Against Paralysis

by Darlene Wicker

With a firm handshake and a roguish smile, he introduced himself as "Doyle Winn here, Scott Township police chief." Sitting in his patrol car and giving a friendly wave to yet another passing motorist, the authority and responsibilities that his title carries rest comfortably with Winn.

But this love and contentment for his job and his life were not always his, for two years ago a sudden paralysis in his legs threatened him with a 50-50 chance that he might never walk again.

Today, Winn is fully recovered and he says he doesn't have an ache or a pain, and can lift things as normally as anyone else. Yet the emotional and physical pain that Winn endured for 15 months is still evident as he vividly recalls the morning that he discovered he couldn't walk.

"When I went to get up that morning," Winn remembers, "I thought that my legs had fallen asleep, but they didn't prickle like they normally would if they had been asleep. I wasn't in any pain, so after sitting on the bed for awhile I decided to get up. It was then that I discovered that I couldn't walk."

Winn continues, "It never entered my mind that my back might have been out or that there was some perfectly rational explanation for this. I just remember being very scared and panicky, thinking "My God, here I am a young man and I can't move my legs."

After calling his mother and father to help him, he was taken by ambulance to Geisinger Medical Center where he was



Chief Doyle Winn

presented with the choice of undergoing surgery that may or may not have been successful. "With a 50-50 chance, I had absolutely nothing to lose," says Winn, "so I chose surgery."

"I was also positive that if anyone could make me walk again, it would be Dr. J. Scott Martin and God. I surely believe in the power of prayer, and my prayers were answered that day when two-and-a-half hours after they rolled me from the operating room I was able to stand on my feet."

The surgery revealed that the paralysis had been caused by pinched nerve endings in the back, restricting circulation to the legs. Winn had damaged his back the day before when he had attempted to change a flat tire. "I was a little tight on money that day," he says, "so instead of going to a garage, I changed the tire myself." Not wanting to get his uniform dirty, he reached out and was off balance when putting the tire on. "My back just couldn't handle the strain."

After surgery and a seven-day hospital stay, Winn turned his full attention to building himself up so that he could return to work. "My sole desire and ambition was to get back to work as police chief for Scott Township," Winn says. "I was born and raised right here in this township and I loved working with the people, so I definitely wanted to go back."

In 1949, Winn graduated from Berwick High School, where he played football. But a leg injury stopped his participation in the game and also prevented him from entering the military. After graduation, Winn held a succession of jobs from a spinner in a silk mill for three years to a general laborer for Magee Carpet Co., for 18 years, where he was later promoted to foreman. In 1969 he began working for Kawneer Aluminum Co.

But at the age of 37, Winn felt he was ready to take on another challenge. In 1969, he was asked by Scott Township to be assistant police chief. "I think it was because I was well-known in the community, and I loved the idea of being able to work with the people, so I agreed to the position."

Prior to this appointment, Winn had completed 580 hours of police training, over 100 more than the minimum requirement for police duty.

He became a certified police officer, and in 1974 "made the grade" by becoming police chief.

It was this dedication and respect for his job and the people of the community that sparked Winn's deep desire to return to work.

'I need help from these kids and their parents as much as they need my help.'

Unfortunately, the township officials had other plans for Winn. Because of his extensive injuries and operation, the township strongly urged Winn to take 100 percent disability and go on workman's compensation. "They felt that I was no longer capable of handling my job," says Winn. "One of their remarks was that I wouldn't be able to pull a drunk out of a car if he didn't want to come out."

At first, Winn adamantly refused to give up his job. "My ambition to get back to work as soon as possible was what got me through hell as I went for rehabilitation," he says.

For two weeks, Winn underwent rehab therapy at Berwick Hospital to strengthen and stretch his back muscles. He later began an independent program at home where he followed a structured stretching and running program. "I would run five miles in the morning, five miles in the evening plus exercises during the day. The jarring of my back from the running, and even the walking, was so painful sometimes that I would feel like bawling," he recalls.

After a while, however, he felt that he couldn't continue to "fight city hall," so he gave up his dream and agreed to take full disability. "I figured that if they didn't want me back, then I must not have been any good," he says. "Why fight for something that I wasn't fit for?"

It wasn't long after Winn made his decision known that

community people and friends rallied behind him and urged him to continue the fight. Winn says, "I love the people down here and if they had that much faith in me, and wanted me back on the job that bad, then I would fight for my job." And fight they did. A petition that was signed by 886 community residents and outside friends led the supervisors to grant a public hearing.

After completing and passing a rigorous physical examination of weight training, calisthenics, and running, Winn's doctors testified that he was "100 percent rehabilitated." Winn recalls with a chuckle that when the attorney asked the doctors if Winn would be able to take a drunk from a car, the answer was, "Definitely. Unless he meets up with 'Mean Joe' Green."

"That statement restored a lot of my confidence in my abilities," Winn says. "I've been on the force for 18 years and in that time I have learned to deal with people and their problems. I felt that that experience plus my professional training, and my complete recovery, enabled me to handle any situation. There was no doubt in my mind."

Winn recalls meeting Dr. Martin a year after his operation and rehabilitation. "Dr. Martin walked up to me and said, "I don't believe it, Doyle, you don't even favor your left side. You're walking perfectly."

Another staunch supporter of Winn's recovery and fight was his wife of nine years, Madge. "My wife and I are a team; we do everything together," says Winn. With pride, he remembered how wonderful Madge was during his rehabilitation. "Madge is a real farmer girl. She is very physically and emotionally strong, and she helped me through some pretty rough times."

'If you have faith, you can do anything.'

"Yet I could read in her face that she was heartbroken and little depressed at times because I wasn't my normal joking self. I was trying so hard to get healthy that I know I neglected her and her wishes sometimes." Winn adds, "I'm thankful that she accepted that my job came first and getting it back was the ultimate goal that I was striving for."

Has he been put to the test to see if the doctor's court room assessments were right? "Oh yes," says Winn, "I have had to deal with several fracasos."

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During his 15-month absence from the Scott Township Police Force, Winn worked part-time in Benton Borough. One night he was called to settle a bar fight where he physically apprehended a man. The man was later taken to the Columbia County prison. "This incident was run in the newspaper," says Winn, "and it showed that while it was thought that I couldn't handle a police job in Scott Township, I was actually doing it in Benton."

After a two-month legal battle, Winn simply summed up the outcome --"I'm back, and loving every minute of it."

Winn holds no grudges or bad feelings toward anyone for the hardships that he had to endure. "I can't hate anyone," Winn says. "I got my job back, so I'm willing to just forget about the whole incident."

Presently living on a 67-acre farm in Benton with his wife, Winn continues to run two miles a day and do simple exercises "just to stay in shape." He also spends a lot of time with his farm animals--five pigs, seven cows, and several dogs.

Another passion and concern of Winn's is his soft spot for children. Winn has three children of his own--Patricia, 36, Buckhorn; Max, 34, Millville; and Dennis, 30, Nescopeck; and five grandchildren.

Winn believes that talking to and reasoning with children to show them their mistakes is much more effective than "thumping" them. Regarding his own three children, he always taught them to respect the fact that, "Dad was a cop." He says, "I told them never to do anything to embarrass me, and if they did

get into trouble they were never to use my name as a go-between."

When dealing with children and teens who have been arrested, Winn doesn't believe in making them pay heavy fines; rather, he asks the court to assign them to a certain amount of community or volunteer service. "If a kid is arrested and made to pay a fine, it is the parents who are being punished because they are the ones who eventually pay the fine," Winn says. "I remember one time I ordered some boys to work four Saturday nights at the fire company's bingo games. Someone later that night asked the boys why they were working and one boy replied, 'We're being punished.' So, this method is working," Winn says.

But ruling with a firm, fatherly manner doesn't lose Winn any friends. "I have a good relationship with the kids," he says. "In fact, some people who I had a few run-ins with when they were teens, now come to me for help or advice on other things. This makes me feel very good." Winn continues, "I need help from these kids and their parents as much as they need my help. After all, it is the people who make the policeman."

At the age of 55, Winn says that he couldn't be happier. He gets up each morning to go to a job that he is very satisfied with; he has found a haven of peace in his farm; and he has a very supportive wife whom he adores.

Winn's philosophy toward living--"If you have faith you can do anything"--reflects his positive outlook on life that made his recovery and comeback a true success story. "This viewpoint is part of my theory and therapy for a happy life," he says.



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Custom-Made Physical Fitness

by Jean Bihl

The physical fitness craze has not evaded Columbia County. Many outlets offering anything from aerobics to karate are available to the surrounding community.

"Throughout the whole country is an increased interest in fitness," says Andy Hergan, owner of Hergan's Gym, Bloomsburg. The interest has resulted not only in the expansion of existing facilities but the opening of new ones.

Hergan's Gym is increasing its weight training facility with an additional 800 square feet of floor space to meet member needs. "People won't have to wait for machines," says Hergan. Because of the expansion, however, Hergan's has discontinued aerobics training. The room used for classes will eventually house new equipment.

The Stone Castle Gym, Route 11, is knocking out walls to provide more space for its aerobic classes. "A lot of people do aerobics daily, requiring the additional space," points out David Yohey, manager. After completion of the renovations, Stone Castle Gym will be twice as large, offering 2,000 square feet.

Equipment provided at area fitness outlets is generally the same. But the Stone Castle Gym is trying to change that by adding a new machine every month. Several new pieces simulate



Jeff Novak

an outdoor activity--the Nordic Track (cross country skiing), Rolling Ergometer (sculling), and the Versa Climber (climbing).

Two new facilities meeting the community's fitness needs are the Bloom Nautilus and Fitness Center, and Crosswinds Karate.

The absence of a facility where men and women could work out together was the reason behind owners Ron and Janet Green and Mike and Beth Marucci opening the Fitness Center. "There wasn't any place for couples to work out together--not on separate nights," says Janet Green.

Crosswinds Karate, one of three karate schools opened by Robert Tomaino, had a different reason for opening. "A lot of movies really distort what karate is all about," says Tomaino. "I would like to try to bring the actual meaning behind karate to the public. It is a way of life; to build character."

Age has little bearing on being physically fit. Young children to senior citizens are involved in some method of exercise. People of all ages are involved in everything from beginner aerobic classes to body building competitions.

Many of Crosswinds Karate's students are six through nine years old. Tomaino believes the movie, *Karate Kid*, may have had some influence on the membership. "It was the first movie that tried to show the positive aspects of karate, rather than hitting and killing," says Tomaino.

Reasons for entering the field of physical fitness instruction are unique to each individual. Tomaino's incentive reflects old cartoons depicting the "underdog."

"I was a little skinny person and everybody used to beat me up," he says. "I just wanted some self defense." But, once Tomaino began, he "started to enjoy it" and now says he does it "because it makes me feel good."

The reasons for joining organizations which offer various methods for staying in shape are the same for members as instructors. Andy Hergan stated it simply--people exercise "just to feel and look better."



Hergan's Gym is one place expanding due to the fitness craze.



Dedicated in 1907, Bloomsburg's Civil War Monument is made of granite from Vermont and designed by the Architectural Monument Firm of Batavia, N.Y.

'Father Time' Reveals a Wealth of Architectural History

by Joanie Kavanaugh

While Bloomsburg works toward restoring the vitality of its downtown business district, "Father Time," reveals a wealth of architectural history and a new organization dedicated to preserving it.

The Bloomsburg Historic Preservation Society was formed "because people have been interested in restoring the architectural integrity of our community,"

says Walter Haussman, president. (The other officers of the Society are Deanna Pealer-Wenzel, vice-president; Sandy Smith, secretary; Dr. C.T. Walters and Marie Walters, treasurers.)

Most of the members of the Society own historic homes, although it is not a criteria. "It's kind of an avocation with me," says Haussman, who is in the process of restoring his third home.

Since its beginning in July 1986, the Society's ongoing task has been to identify and obtain histories on the structures in Bloomsburg's historic district. According to Haussman, the historic district, as designated by the Commonwealth of Pennsylvania, runs from First Street (including Rosemont Cemetery) to 5th Street, and from West Street to East Street, including College Hill. The entire district includes approximately 600 structures and a variety of architectural styles.

"It's a town of panoramas," says Dr. Walters, "of specific views organized around specific axis."

After four months of extensive research in the town library and the Columbia County Courthouse, including oral histories from town residents, the Society was able to identify 42 structures in the historical district. Most of these structures are on 5th and Market streets and were the focal points of the Society's first Walking Tour of Bloomsburg Historic Architectural Buildings in October.

"Some of the grandest homes in Bloomsburg are located on 5th and Market streets," says Haussman, "so it's a logical place to start."

But it is only the beginning.

photos by Britt Thumbower

York Mansion, 249 Market St. This home is stylistic of the Neo-Classical Revival architecture of the Gilded Age (1880-1890).



Preserving the Past



Louis Bernhard House, 37 E. 5th St., built in the Victorian Eclectic style of the post-Civil War period.



239 Market St. This house, built in 1819, depicts the Federalist Style and is believed to be the oldest residence in Bloomsburg.

Eventually the Society hopes to map the entire historic district into a walking tour. "We would like to catalogue these homes so that anyone can pick up a brochure or pamphlet and begin to walk around the district," says Haussman.

In addition to preserving Bloomsburg's historic structures, the Society will act as a watchdog for structures that are not in the historic district, but are in danger of being torn down or altered. Haussman says that the Society is there to say, "Wait a minute! Let's look at what is important here, and maybe we can help you achieve the same ends without destroying a valuable piece of our history."

The future of Bloomsburg's historical structures relies on the willingness of the community to care for and preserve them. Explains Haussman, "The goal is to keep what we have as a legacy for those who come after us. I think society needs to have these homes because they represent a very important part of our culture and our heritage."



C.W. Neal House, 49 E. 5th St., displays the Italianate Revival style of the 1850's.

for the Future

Fixing Injuries Keeps Fran Welk . . .

Rehabilitating Bloomsburg

by Jeannine Dennison

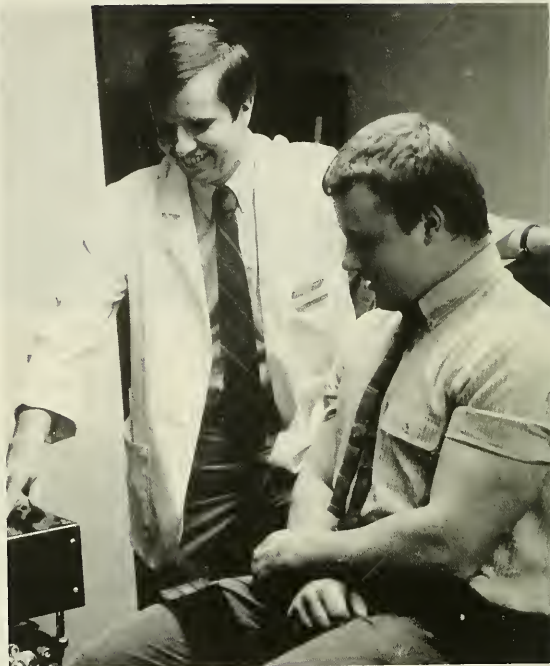
Working with athletes is something Fran Welk has always wanted to do. Although he is not an athlete himself, the glamor and motivation of athletes is what attracted Welk to the physical therapy profession.

"I only participated in sports at a very amateur level," recalls Welk, "but I knew I wanted to be involved in sports medicine." Welk, co-owner of Susquehanna Physical Therapy Associates and director of physical therapy at Bloomsburg Hospital, says physical therapy allowed him "the ability to work with people who I perceived to be highly motivated."

Physical therapy, the treatment of individuals by physical means, involves two areas, says Welk. "First, there are the physical agents we use, such as ice, heat, sound, electrical currents, and water. Secondly, we have exercise rehabilitation to aid in the treatment of skeletal and muscular problems."

In Pennsylvania, all physical therapists, who must be licensed, are required to work under the direction of a physician. The role of a physician, says Welk, "is to eliminate the possibility of disease and to determine that a patient's problem is, indeed, skeletal or muscle related; then it's my job to eliminate problems in a more narrow area. What we're really trying to do is to find the cause of the problem and correct it. Prevention is really the best medicine."

Once a physician has diagnosed a patient, the patient is referred to Welk when physical therapy is necessary. "Most physicians prefer physical therapy as a solution to a problem before doing any surgery," says Welk. "And more often than not, our job is successful." The offices of Susquehanna Physical Therapy Associates are adjacent to Bloomsburg Hospital, from where most of Welk's patients are referred. "Because of the



nature of the hospital, we have a very generalized type of service," Welk says. "We see everything here -- there's a tremendous variety in the cases we treat."

Physical therapy involves work from many disciplines in health care. Orthopedics, dentistry, neurosurgery, neurology, psychiatry, internal medicine, cardiology, pediatrics, obstetrics, gynecology, and sports medicine are some of the areas of health care in which the physical therapist plays an important role. Upon assignment of a patient, a physical therapist first evaluates the movement dysfunction. Next, the goals for patient treatment are identified, and an individualized treatment program is implemented. "We work with the patient until the patient has regained strength and flexibility," says Welk. "We try to find out why the problem occurred, and we try to correct it through the use of exercise and physical means."

The most common problem Welk encounters is back injury. "In those cases," he says, "we look first for a reduction of pain and muscle spasms, then we start rehabilitation through exercise therapy to find out the cause of the problem."

Welk says that what he likes the most about being a

physical therapist is "dealing with people. Even though there is a large amount of paperwork, I get to see people on a daily basis, and that's what makes it worthwhile."

Real concern and natural friendliness help put Welk's patients at ease. "He really works well with people," says a former patient. "Fran takes the time to talk, to reassure, and to help. And, he really knows his field." Most patients agree that Welk's

'We work with the patient until the patient has regained strength and flexibility. We try to find out why the problem occurred, and we try to correct it through the use of exercise and physical means.'

pleasant bedside manner makes their trip to the office better. "He can talk about just anything to anyone," says another patient. "Even back pain can be fun."

According to Welk, the most difficult task he faces as a physical therapist "is dealing with all of the new forces in health care. Government regulations, insurance, and the time limits that they both allow make it hard sometimes," he says. Complicating it is that "a tremendous amount" of his business is Medicare. "Twenty years ago," he says, "they said 'here's the money, go ahead.' Every year there's less reimbursement from the government, and more restrictions on how long they'll pay to treat a patient." The basic problem, however, is not the reimbursement, but the paperwork imposed by the insurance companies and the government. "Years ago, you could go ahead with the treatment and do the paperwork later because it was a necessary nuisance. Now we're forced to do the paperwork first, and it's frustrating."

The most unusual cases Welk has seen are injuries sustained in motorcycle accidents. "They're the toughest because of the multiple trauma," says Welk, "much more so than with car accidents. The motorcycle accidents are sloppy accidents, and there's more involvement with soft tissue besides just bones and muscles."

A number of years ago, recalls Welk, "a young man broke all three bones in his leg, and had a fracture in his upper arm. When the patients are younger, they're not easily incapacitated. He needed crutches for his leg, but because of the fracture in his arm, he couldn't use the crutches and was forced to use a wheelchair. He was unable to return to work, and it was depressing for him." To complicate matters, "he had an open wound that became infected, and he had facial fractures." What Welk did to treat him was use electrical stimulus, primarily to increase movement, and the whirlpool to help with the open wounds, as well as "a lot of exercise to rehabilitate and strengthen the muscles."

Fewer than half of all physical therapists work in hospitals. Many physical therapists, according to Welk, work in private offices, or are involved in education of physical therapy. Often, Welk is involved in educating the public in physical therapy. "When you're in a position like this, you get involved with a lot of volunteer work. I speak at hospitals and community



'I only participated in sports at a very amateur level. But I knew I wanted to be involved in sports medicine.'

programs," he says. "That tends to fill up a lot of my spare time."

Welk will become president of the Pennsylvania Physical Therapy Association (PPTA) in February. The PPTA is involved with the education of the public, as well as furthering the education of practicing physical therapists, according to Welk. It deals with the politics of health care, and sets standards for physical therapy. He has been involved with the Association "since it was at its grass roots level, 10 years ago. Being president is not something I planned back then, but through the years you move to different levels of involvement, and it's just something you do."

According to Welk, there is much competition between health care practitioners. His goal as president of PPTA is to "create more cooperation between practitioners." More cooperation "will benefit the consumer," he says.

Although being president of the PPTA will give Welk added responsibility, "it won't take away from my work here, but it will fill up most of my evenings."

In addition to his professional duties, Welk finds time for his family. Over the years he has been active in youth athletic organizations, coaching soccer and basketball. Two of his sons, Paul, 12, and John, 10, are soccer players. Welk's youngest son, Jeff, 4, "hasn't started playing yet, but I suppose he will soon."

A 1971 graduate of the University of Buffalo (N.Y.), Welk moved to Philadelphia to work at the University of Pennsylvania that same year. While in Philadelphia, he and his wife, Doretta ("Dee")--who he met while they were doing a clinical internship in Cleveland, Ohio-- each obtained a master's degree. Dee, chair

'Because of the nature of the hospital, we have a very generalized type of service. We see everything here-- there is a tremendous variety in the cases we treat.'

of the Department of Nursing at Bloomsburg University, received her master's from the University of Pennsylvania; Fran received his master's degree in education from Temple University. They stayed in Philadelphia until 1975 when they moved to Bloomsburg. "I wanted to leave the metropolitan area," says Welk of his move to Bloomsburg. "I guess I wanted to be a little bigger fish in a little smaller pond. Besides that, this is a nice area to raise a family."

After settling in Bloomsburg, Welk did consulting work with nursing homes and home health agencies. His consulting practice was a one-man show until he met and went into business with Nancy Brown, now his partner. They opened the Bloomsburg office in 1982, and have since opened a second office in Lewisburg.

In addition to Welk, there are three other certified physical therapists that work at the Bloomsburg office. "We have the facilities to see about 40 patients a day," says Welk, "and we can treat six or seven patients at the same time. Between the two offices, we have most of the modern equipment and can treat almost any problem." Welk attributes the comfort and efficiency of today's therapeutic equipment to computer technology. "Recently, there's been a lot of new technology," he says, "and a lot of it is related to refinements in electronics and computers."

Physical therapy did not get its start until after World War I. Although many of today's practicing physical therapists only needed four years of college to become certified, "it's going to a six year program now," says Welk. "

There is still much opportunity for advancement in physical therapy, and according to Welk, "It's come a long way." Welk, who became a big fish in a little pond, is enthusiastic about his own future, as well as the future of a "very rewarding profession."

Welk plans to stay with his business in Bloomsburg for some time. "I anticipate staying here until I move to the Virgin Islands in 25 years," he says smiling. "I'm very satisfied with my work," he concludes, a bigger fish in a smaller pond.

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Editor to Entrepreneur

Just for You,
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Business
Advice for
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by Russ Fowler



Before you even think about starting your own business, make sure you are prepared with background knowledge in business.

That's the advice that Jack Smith, owner of Just For You gift shop, 35 E. Main St., Bloomsburg, gives to those who are considering a career in a downtown business.

"I have no doubts that it would help if a beginner in the business district had a few classes that dealt with running a small store or shop," Smith says. "I don't think it's necessary to have a degree, but one or two courses would really help."

Smith worked at the *Berwick Enterprise* as a reporter/photographer before taking over as editor in 1973. He held that position for six years before he decided to go into the world of private enterprise.

"I feel that it is more financially rewarding owning a private business than working for someone else," Smith says, "I enjoy myself working with people one-on-one."

His wife, Gail, had a small shop for three years on Route 11 near Berwick, where wicker furniture and other accessories were sold.

'I feel it is more financially rewarding owning a private business than working for someone else.'

"The store was small, but also very profitable," she says.

As expected, Smith had his share of problems when he and his wife started their business. The Smith business, which sells greeting cards and knickknacks, was first located in a building on Route 11 just outside of town.

"Bloomsburg was our numbers 1, 2, and 3 choice for the business. We liked the surroundings and felt we could do well here."

"When we got the chance to move into town, we took it and are still here." The Smiths experienced some problems in 1981-1982 with increased overhead and a top-heavy inventory.

"I guess we should have held sales to get rid of some of our stock, but we didn't," Smith says. "That's where the business knowledge would have helped us."

They got help from a group of people that were connected with the Small Business Administration.

"They gave us advice on what to do and the options we had. Then we made our own decision on the course of action to take. Our overhead is now one-tenth of what it was then."

"Last year, we underbought, but this year we're going for as much volume as in our first store," says Gail, "Our current store is smaller, but we hope for the best. It's exciting."

Smith says Bloomsburg was just what he and his wife needed to help recover from the bad times they experienced.

"Foot traffic plays a major part in our business success. That includes the people who drive to town and then walk, and also those who can walk from their homes. They couldn't do that where we first started our career."

Smith says that the store's new location made it better suited for the college crowd.

"The location of the store is ideal. We are closer to the

university than before and it's easier for the students to walk here," Smith says, "They are a good economic factor in the town business. We try to analyze all of our customers and gear our buying towards them."

Since the Smiths went into their own business, their lives have been different and even a little strange at times in the store.

"There was a parade going through town," says Jack, "and a little boy got away from his parents, ran into the store, and jumped up into our big display window as if he were going to be a live model."

Smith says the buyer is different now than 7-10 years ago. He says they are more conscious of the quality of a product.

"It's interesting to see how they have changed over the years. Customers are now looking at where the product is made, and will often ask about the quality of the company," he says.

The best-selling items around this time are candles and music boxes, says Gail.

Jack says he believes that the economy of the town is good right now. "The past couple months were good business months for us. I think everyone feels that way. The shopper attitudes were good right after the fair."

Many stores close during fair week, but Just For You stays open. "We are open regularly and we feel we do well that week," says Jack.

"We're interested in building the economy of the town," Gail

says. "That's why we get a lot of merchandise from local people. We have consignments now with several local craftsmen in stenciling, dried arrangements, wood products, and ceramics."

The Smiths also buy from larger manufacturers who are presented at trade shows nationwide.

"We buy from people in New York City, Atlantic City, and Valley Forge," says Gail, "We hope to some day be able to make it to Dallas or Chicago to attend one of their trade shows."

Smith says he would advise people to open up business now. He says it's a good time because of the low interest rates and the availability of money. "It's unbelievable the amount of people who come to Bloomsburg to shop. Bloomsburg is like a hub. They come here from all surrounding areas."

The proposed mall idea at the Buckhorn exit on Interstate 80 has many people worried that they will lose business. Jack Smith says he's not worried.

"I don't feel it will hurt us in any way. In fact, I think it will help business. There are malls within 30 miles of us in many directions. It will simply pull their customers into town. In the end the town will win."

The Smiths have been in business for 10 years. "We hope we're here for our 50th anniversary," says Jack, pointing out, "experience teaches, and we learn every day. The shop is becoming rewarding to us and we want to keep it that way."

The Spirit of Hess'

by Michael Albright

Although they've been in the tavern business for 53 years, the Hesses haven't always been serving up drinks.

Prior to the establishment of Bill Hess' Tavern in 1933, the family operated a boot and shoe store, a smoke shop and a pool room. Jeremiah A. Hess, grandfather of present-day owner William Hess, Jr., began the family business in 1889, opening a boot and shoe store at 116 E. Main St., Bloomsburg.

Following Jeremiah's death in 1918, William Hess, Sr., took over the business and made it a smoke shop and pool room. In 1933, after prohibition's repeal, Hess applied for a liquor license and, along with selling pool and tobacco supplies, began serving drinks.

William, Sr., died in 1945 and left the tavern to his son, William, Jr., and daughter Janet (Hess) Rock; currently, the two are semi-retired and leave the day-to-day operations to Dave Martz and Bill's son, Eric.

The tavern has been remodeled numerous

times during its years, including changes completed this fall, returning the building, as close as structurally possible, to its original condition. Prior to 1948, according to Rock, "The front of the building was made of doors and we could open the entire bar to street. That was back when stores stayed open on Saturday nights. We had popcorn and peanut machines on the sidewalk, as well as the smoke shop, bar, and pool room."

Currently, the business consists of the tavern upstairs and the Painted Pony Saloon downstairs. "We've only begun serving drinks from downstairs within the last 10 years," Rock says. "Before we closed it, that was where the pool tables used to be."

One of the things that set Hess' apart from other Bloomsburg bars, according to Greg Lehr, employed by the Hesses, was weeknight specials. "Monday night was always 'Hot Dog' night and Tuesday was 'Pizza' night." For 15 cents, patrons could buy a hot dog or cold slice of pizza, depending on the night. "Pizza" night has been discontinued but the 15-cent hot do still



exists on Monday nights.

"Those two nights always brought in the (college) kids," Lehr says. "Hess' has always been primarily a college bar but draws a different crowd over breaks; more townspeople come in when the students are gone."

Investment in the Future Bloomsburg **TASK FORCES** Looking to Solve Existing Problems

In an effort to "improve the quality of life" in Bloomsburg, the town has implemented a process called "Strategic Planning."

Area residents make up nine different "task forces" that for the past year have been evaluating specific parts of the community. The purpose of strategic planning is to make recommendations for the future. Nine committees have been studying Bloomsburg's housing; human services; finance; small business; telecommunications; town-gown relations; recreation, arts and entertainment, tourism; infrastructure, and the future. One task force was created solely to provide and analyze data.

The program is being directed by a professional planning firm, B. R. Maitlen and Associates, Portland, Ind. "The process looks at the traditional physical systems," says Bonnie Maitlen, "but it also looks at the quality of life, at the culture of the community, at its heritage and education."

Each task force's chair sits on the steering committee that will give the final evaluation and recommend changes in the town's make-up.

Sam Evans, co-chair of the Infrastructure task force, says, "If anything, the task forces will at least increase public awareness."

Each task force submitted four reports to the steering committee. The first report was the "frame of reference" report, in which the group stated its purpose and goals. The second report was the "background" report that identified the problems in that group's area. The "idea" report made recommendations. The final report, the "action plan," suggests ways to change and solutions to problems.

Although some of the problems in the community are already being solved, "some solutions are so expensive that they may be 'pie-in-the sky'," says Evans. "In Bloomsburg, the process started well," says Fritz Spokas, director of the Columbia County Planning Commission, "but some of the groups lost their enthusiasm. Some of the committees have worked really hard, but not all of them have. They aren't getting equal results either. You can have terrific plans, but if the town doesn't implement the recommendations, it doesn't amount to much."

Some officials say that the strategic planning is a success. Others say that it is more of a learning experience than anything else.

--JEANNINE DENNISON

DATA

Purpose: To gather information that will be beneficial to all other task forces and aid in improving the status of the community.

Members: Dr. Stephen Beck (chair), Dr. James Huber, John Serff

**No report was required of this task force; therefore, problems and solutions of those problems were non-existent.*

FUTURES

Purpose: To study major trends and their possible impacts upon Bloomsburg.

Members: Beth Proper Spokas (chair), Gerald Depo, Henry Dobson, Carol Hidlay, Dr. Brian Johnson, Susan Pifer, Hal Pratt, and Irv Wright.

Problem: Loss of jobs in industries that compete in the global market, a problem that will eventually place greater demands on the local school systems to provide courses that are flexible.

Solution: Offer new programs at the local high schools, along with Columbia-Montour Vo-Tech, that are flexible enough to change as new skills develop due to industrial changes. Establishing and developing an import/export trade program may also be useful.

The committee also believes a greater emphasis should be placed on training in science, math, technology, liberal arts and foreign languages within the area high schools.

Problem: Prepare for the shift from manufacturing to information and service businesses.

Solution: Improve reading, writing, and computer skills with the work force to prepare workers for the changeover. Other possible solutions include raising teachers' salaries, improving financial resources for small businesses, increasing office space for small businesses and devising a comprehensive plan for successfully utilizing telecommunications.

Problem: Maintaining and protecting Bloomsburg's appeal to businesses moving into the area.

Solution: Promote Bloomsburg as a "good place to live and work" by capitalizing on the area's natural resources and "high touch" activities (camping, gardening and hiking). Also, promote Bloomsburg as rural, yet close enough to the larger cities of New York and Philadelphia for residents to take advantage of their offerings. This should be done by noting that the "back to country" move is returning. To insure prospective businessmen that the area remains high touch, concentrate on the physical environment, downtown and recycling.

Problem: Keeping up with the demands on local business and government to be responsive to the public, especially consumers.

Solution: Insure good housing, offer better

infrastructure and maintenance (street, litter, trees, and storm water control) as small town life gains popularity. Promote, accept, and tolerate choice.

Problem: Maintaining "Prosumer" ideals throughout the town and surrounding areas. (Prosumers are people who are now doing the work they once hired others to perform.)

Solution: Encourage better networking of volunteer groups and train businesses to change with consumer changes, therefore offering what the consumer wants and needs. Also, encouragement of committee entrepreneurs so they may thrive.

Problem: Promoting more long-term planning by the local management field so Bloomsburg's natural resources, both physical and human, are not depleted.

Solution: Continue the Strategic Management Processes (task forces) and encourage a progressive town attitude. Take advantage of community awareness as resources shrink and educate the youth to adopt and value long-term outlooks.

HOUSING

Purpose: To analyze housing needs in Bloomsburg, with view toward identifying and solving major problems.

Members: Nancy Housenick and the Rev. David Kingsley (chairs), Bill Brobst, Jennie Carpenter, Charlie Felker, Dr. Gerald Griffis, Philip Keating.

Problem: Appearance of property and deterioration of the neighborhood where rentals are located because of absenteeism of landlords or general irresponsibility of landlord, coupled with lack of existing code enforcement.

Solution: None available at this time.

Problem: Eroding tax base, causing more people to leave town, causing more rentals.

Solution: Clean up and preserve the older homes in town, while restoring pride in the people who reside in Bloomsburg. This will help solidify the tax base by persuading residents to stay in Bloomsburg.

Problem: Overpopulation in the center of town due to lack of housing developments.

Solution: A new sewer line was installed on Arbutus Road for a possible housing development.

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HUMAN SERVICES

Purpose: To improve the quality of life by concentrating on the areas of child care, care for the elderly, and to develop a directory of service.

Members: Lucille Beck, Boyd Buckingham, Eugene DellaCroce, Jane Gittler, Donna Houghtalino, Bob Levan, Steve Lindemuth, Gail Menapace, Joan Mosier, Thomas Sharrow, Ray Stuempfle, David Swisher, John Thomas and Florence Thompson.

Problem: Insufficient quality affordable child care, especially for school-aged children and infants, and children who are sick.

Inadequate training in the area of parenting skills to include educating parents to make appropriate child care arrangements.

No single source exists to assist parents in finding qualified caretakers or quality programs to meet the needs of their children.

Solution: To ensure availability of quality child care services and to educate parents on what to look for in selecting appropriate services.

Problem: There is an increased demand for in-home services by public and private sources with a substantial reduction in funds for skilled and non-skilled in-home service.

The Bloomsburg Senior Center must become self-sustaining. At the present there is no community group willing or able to assume the continuance of this center.

Solution: To provide enough in-home service to maintain/sustain the elderly in their own home environment for as long as possible.

To provide a permanent facility in cooperation with other groups as managers or users that would serve as a senior center.

To study the feasibility of a town tax to support such a center which, in turn, would make more money available for in-home services.

Problem: Inadequate service referral network for public and private sector and agencies.

Solution: The establishment of a comprehensive and current information base and a well defined method of dissemination (organization and skilled position).

INFRASTRUCTURE

Purpose: Improvements for the physical conditions of the town.

Members: Donald Layos and Samuel Evans (chairs), Robert Kelly, Charles Learn, Jim Newsome, Dr. Robert Parrish, Florence Thompson, Mel Woodward.

Problem: Repair and maintenance of water lines.

Solution: American Waterworks, a national utility company that recently purchased the local water company, will continue periodic repairs and maintenance of the water lines.

Problem: Infiltration of sanitary sewage caused by leakage from sewage lines.

Solution: Ongoing maintenance and repairs, and continual attention from the Sewage Plant Authority, whose members report directly to town council.

Problem: Flood control. Potential disaster if flooding occurs. "Flood insurance is very high and out of the question for many people. Serious damage would result if we had another flood like "Agnes" in 1972," says Evans.

Solution: None. The best solution, according to Evans, is to build dikes. However, this solution is financially impossible.

Problem: Storm sewer repair.

Solution: Lines in need of repair and problem areas will receive attention as needed.

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Problem: Curbs, sidewalks, and streets.
Solution: Repair and repaving. No specifics for a plan have been given according to Evans.

Problem: Lack of public transportation.
Solution: The Infrastructure Task force has divided this problem into three sections: bus service, airport, and railroads. The Infrastructure task force is recommending expansion of the airport to accommodate larger planes, which may attract large industries.

An off-loading ramp is being constructed so the local railroad may service the companies that do not have a loading dock along the railroad tracks.

FINANCE

Purpose: To see that the financial needs of the community are met as well as possible.

Members: Paul Reichart (chair), Carol Ciampi, Wilmont Creasy, Tom Evans, Charles Housenick, Rosemary Hummel, Ken Kirshner, Ed Kitchen, Ken Nadel, Claude Renninger.

Problem: Loss of Federal Revenue Sharing dollars which would preclude the need for the town to raise any real estate tax or assess nuisance taxes.
Solution: Lost revenue will have to be picked up by the local taxing bodies. For example, a Gross Receipts Tax will tax businesses that could not be taxed previously.

Problem: Projects proposed by the other task forces may be impossible to fund.
Solution: There is no solution at this time.

Problem: The need for more innovative financing--generating local resources more creatively.
Solution: Provide venture capital for small businesses in the form of small donations.

Problem: State government limitations with regard to methods of increasing local revenue.
Solution: Suggestions for cutting expenditures will be strongly considered.

Problem: Expenditure of government funds is limited to certain areas.
Solution: Money can be planned for future use.

TELECOMMUNICATIONS

Purpose: Bloomsburg should engage in the planning, analysis and work needed to insure that it is in the forefront of the technological revolution.

Members: Dr. Dana Ulloth and Jim Silvius (chairs), Dr. Ramond E. Babineau, Dr. Harold Bailey, Shirley Bozung, Charles Chapman, Joe Darlington, Alex Dubil, Pete Eyerly, Tom Evans, Roger Field, Frank Gehrig, Dr. Kalyan Ghosh, J. Jan Girton, Ken Herritt, Greg Nelson, Dr. Robert



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Parrish, Hal Pratt, Jim Purdum, Jerry Richter, Robert Sweppenheiser, Esther Walsonovich, William Wise.

Problem: There is a need to know the extent of the telecommunications services in the Bloomsburg area. To continue to properly serve or improve service to business and industry presently in the Bloomsburg area, and to be able to attract new business and industry to the area.

Solution: The Task Force is in the process of gathering data and developing an inventory of telecommunications services. This inventory will be used to determine if the services in the area are adequate or need improvement.

SMALL BUSINESS

Purpose: To broaden the perspective of the business community and the entrepreneurship of the Bloomsburg area.

Members: Dr. John Dittrich and Ed Edwards (chairs), Steve Batory, Gerald Depo, Ralph Dillon, Tom Evans, Barbara Gorrell, Rosemary Kranig, James Lupini, Paul Schatz, Jack Shuman.

Problem: A lack of coordination exists among the various support systems that are in place.

Solution: The establishment of a framework for client referral which will also include a listing of people in each of the interested agencies.

The establishment of a group to serve as guides or aides to help in assisting individual clients through the procedure of tracking report systems.

The establishment of a venture capital investment club for local entrepreneurial ventures.

Increase awareness of support systems through educational or promotional efforts.

The establishment of an atmosphere of encouragement to existing business to consider the use of the assistance available from various agencies.

RECREATION, ENTERTAINMENT, ARTS AND TOURISM

Purpose: To encourage new outlets for recreation, entertainment, arts and tourism.

Members: Dr. Harry Ausprich and Dr. Kathleen Mulligan (chairs); John Abell, Lorraine Ausprich, Robert Baillie, John Barkley, Lisa Basci, Paulette

Broody, Leonard Comerchero, Richard Conner, Lisa Crawford, Pat Deibert, Marguerite Foster, Karyn Gandenberger, Felicia Girton, Walter Hausman, Dan Kirsch, Janet Kemmerer, Maria Lewis, Gail Menapace, Elizabeth Pruden, Molly Scarpino, Ted Shanoski, Jean Silvius, Sandy Smith, Judy Snyder, William Sproule, Elizabeth Strauss, Florence Thompson, Tim Wagner.

Problem: A lack of coordination of existing events available in Bloomsburg.

Solution: To combat this problem, REAT recommended that an "action-oriented community coordinator" be hired who would collect and distribute information about all community events and activities in one cohesive package to the Bloomsburg public. This coordinator would work in conjunction with a board of directors consisting of town and university representatives.

Problem: A lack of publicity/coverage of recreational and cultural events by the local media.

Solution: REAT recommended that the paid coordinator, described previously, could work closely with the local media to identify and solve the problem of insufficient media coverage.

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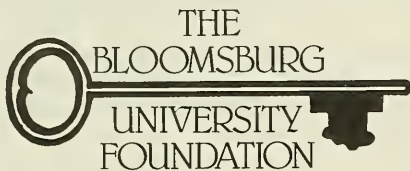
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INFORMATION

Inquiries relative to the Bloomsburg University Foundation, gifts to the University, needs which can be met only through private funding, or questions concerning bequests and estate plans may be directed to:

**BLOOMSBURG UNIVERSITY
FOUNDATION, INC.
OFFICE OF DEVELOPEMENT
CARVER HALL
BLOOMSBURG UNIVERSITY
BLOOMSBURG, PA 17815**

(717) 389-4128

Problem: A lack of local, low-cost transportation to and from area events.

Solution: By utilizing the talents of the community coordinator, as well as the board of directors, REAT suggested that a means of exploring and writing grants in order to establish local transportation could be developed.

Problem: A lack of cross country skiing trails was seen as a problem for winter tourists and visitors.

Solution: REAT has recommended that clearly defined trails in the town park, on golf courses, and on privately-owned open areas be established so that tourists and visitors could engage in this winter sport.

Problem: Current zoning laws do not protect or enhance the aesthetic quality of the Bloomsburg community.

Solution: There are new zoning laws pending which would limit student housing to certain areas, but an implementation date for these laws has not been set. Also, a proposal to create a historical review board by the town to oversee any structural or aesthetic changes to homes in the historical district is under consideration.

Problem: Bloomsburg has a rich architectural history; presently, walking tours of the historical district are not offered.

Solution: Walking tours are being developed by the Bloomsburg School District and the newly formed Preservation Society.

Problem: The Susquehanna River recreation, REAT maintains, has not been developed to its full potential.

Solution: REAT recommended that an adequate launch area for boating would enhance water activities.

Patty Moyer was section editor for the series on Bloomsburg task forces. Others who contributed to this section were Mike Albright (Futures), Jean Bihl (Small Business), Jeannine Dennison (Infrastructure), Russ Fowler (Data), Joanie Kavanaugh (Finance), Heidi Lamm (Communications), Patty Moyer (Human Services), Darlene Wicker (REAT), and John Wilson (Housing).

Around Town

Heidi Lamm,
Section Editor

CHILDREN'S CHRISTMAS PARTY

Dec. 20, 1986, 8 a.m. at the Bloomsburg High School Auditorium. Sponsored by the Loyal Order of Moose of Bloomsburg. Free admission to all area children. For more information contact Todd Bartholomew at the Moose Lodge, 784-1440.

NATIONAL JURIED PHOTOGRAPHY SHOW

February 1987, in the Haas Art Gallery, Bloomsburg University. Free to the public. For more information and exact dates of showings contact the Art Department, Bloomsburg University, 389-4185.

NORTHEASTERN PHILHARMONIC

Feb. 1, 1987, 2:30 p.m., Mitrani Hall, Bloomsburg University. Tickets \$7. For more information contact the Kehr Union Box Office, 389-3900.

SLED DOG RACES

Feb. 7 and 8, 1987, at the Mill Race Golf Course, Benton. Snow dates are Feb. 21 and 22, 1987. For more information contact Columbia-Montour Tourism Promotion Agency, Inc., 784-8279.

"A FUNNY THING HAPPENED ON THE WAY TO THE FORUM"

Feb. 18-21, 1987, 8 p.m., Mitrani Hall, Bloomsburg University. For more information and tickets contact the Theatre Box Office, 389-4287.

OHIO BALLET

Feb. 24, 1987, 8 p.m.
Mitrani Hall, Bloomsburg University.
Tickets \$10 and \$12. For more

information contact the Kehr Union Box Office, 389-3900.

MADRIGAL SINGERS DESSERT CONCERT

Feb. 27 and 28, 1987, 8 p.m. and March 1, 1987, 2:30 p.m., Scranton Commons, Bloomsburg University. Tickets required. For information and tickets contact Haas Center Office, 389-4284.

TOKYO STRING QUARTET

March 31, 1987, 8 p.m., Mitrani Hall, Bloomsburg University. Tickets \$10 and Kehr Union Box Office, 389-3900.

"IN A STREAM OF BLACK INK"

(print show), Robert Blackburn, artist - April, in the Haas Art Gallery, Bloomsburg University. Free to the public. For more information and exact dates of showings contact the Art Department, Bloomsburg University, 389-4185.

"A FLEA IN HER EAR"

April 1-4, 1987, 8 p.m. Mitrani Hall, Bloomsburg University. The English translation of a French Farce. For more information and tickets contact the Theatre Box-Office, 389-4287.

YOUNG PERSON'S CONCERT

April 7, 1987, 10 a.m. and 1 p.m., Mitrani Hall, Bloomsburg University. For school

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WOMEN'S CHORAL ENSEMBLE AND HUSKY SINGERS ANNUAL SPRING CONCERT

April 5, 1987, 2:30 p.m., Carver Hall, Bloomsburg University. Free to the public. For more information contact Haas Center Office, 389-4284.

AN EVENING WITH ROBERTA PETERS

April 8, 1987, 8 p.m., Mitrani Hall, Bloomsburg University. Tickets \$10 and \$12. For more information contact the Kehr Union Box Office, 389-3900.

BLOOMSBURG UNIVERSITY CONCERT CHOIR AND UNIVERSITY OF SCRANTON SINGERS

April 11, 1987, 8 p.m., Mitrani Hall, Bloomsburg University. Free to the public. For more information, contact Haas Center office, 389-4284.

RENAISSANCE JAMBOREE

April 25, 1987. Held along Main Street in Bloomsburg Crafts, entertainment and food. For more information contact the Bloomsburg Area Chamber of Commerce, 784-2522.

BLOOMSBURG RENAISSANCE CRITERIUM

(bike race) - April 26, 1987, Main Street, Bloomsburg. For entry forms contact the Bloomsburg Area Chamber of Commerce, 784-2522, or the Greater Bloomsburg Bicycle Co., Main Street, Bloomsburg. For more information contact Bruce Bowman, 784-2747 (Sneidman's Jewelers).

CONCERT AND STUDIO BANDS ANNUAL SPRING CONCERT

April 26, 1987, 2:30 p.m., Mitrani Hall, Bloomsburg University. Free to the public. For more information contact Haas Center Office, 389-4284.

COLUMBIA COUNTY 50

(bike race) - May 17, 1987, 9:30 a.m. Begins and ends at the Bloomsburg Town Park. Registration forms are available at the Greater Bloomsburg Bicycle Co.


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FISHING TOURNAMENT

Held in early June along the Susquehanna River at three points in Bloomsburg, Berwick and Danville. For more information and exact date contact the Columbia-Montour Tourism Promotion Agency, Inc., 784-8279.

CLASSY FILM SOCIETY

Film series - Held at the Andruss Library Auditorium, Bloomsburg University. Tickets \$4.50 at the door, \$3.50 for subscribers and \$1 for students and senior citizens. Shows start at 8 p.m. For more information contact Peter Javscicas, 387-0516.

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The Back Page

Is Berwick the Rust Belt of America?

In 1983, Berwick was enjoying a brisk economy. A huge construction project was in full swing just north of town with 3,500 people working there, making big dollars and enjoying spending it right in Berwick. Other local industries were also doing well, most working at capacity and some expanding.

Unfortunately, as the pendulum swings, so did the Berwick economy. Our local leaders did not look to the future or plan for lean years that would undoubtedly come when those 3,500 people and their money would not be flowing through Berwick.

Every day, we are losing our good capable people. We are slowly eroding away. Every week I talk to someone who is moving out of town. I'm not only speaking of people who are unemployed, but technical people, highly skilled in their fields. Bankers, commercial people, engineers, and mechanics are all looking to better opportunities.

We have gained the reputation as the "Rust Belt of America." As much as we do not like it, the description is accurate. We are resting on past achievements and that is a costly mistake. The hour is late. If we want to turn this economy around, there is

not a minute to lose. We must assume a new positive attitude.

I personally know of three businesses that wanted to relocate here in the past few months. We did not help them, and they took their jobs to other communities. We must aggressively entice these companies to come to our community. We need to make opportunities for people right here in Berwick. Let's clean up our act. Paint up old buildings, patch leaky roofs and, most of all, learn how to be winners again.

None of the major candidates for any national or statewide office visited this region this past election. That sends a message to us of just how important the politicians think we are. I think it is time to send a reply to them, one that says we demand to be recognized and our problems dealt with. There are a lot of good things about Berwick--the people, a fine school system, a good hospital, many fine churches, and a good area to raise a family.

If we don't blow our own horn and rattle some chains, no one else will! The time is rapidly passing us by and we do not have a day to waste. Tomorrow or next week may be too late.

--Wesley Levan

A Fair Deal for BU Students

The Bloomsburg Fair Association and Bloomsburg University are partners in a growing community, striving to make Columbia County an area filled with broadened cultural, educational and intellectual activity.

In seeking to achieve these endeavors, we sometimes feel the growing pains of prosperity, like the one encountered Homecoming weekend whereby the Fair Association could not accommodate the normal housing of float-building because of various shows which were being held on the grounds.

However, for the most part, the Fair Association tries to maintain our bridge of friendship between the college community and ourselves because we recognize the valuable talents and abilities of the students and faculty and would like to

pool our resources and some of their knowledge to make our community an even better place to live and watch our children grow.

As president of the Bloomsburg Fair, I would like to see an even greater kinship between the university and the Fair Association. I would look with favor at co-sponsoring a Spring frolic at the grandstand by utilizing our grounds in a joint venture with the Community Government Association to bring in a good group before graduation.

We look forward to 1987 with the thought of growing closer to the university students and faculty in helping our community to put its best foot forward in a world of change.

--Fred Trump

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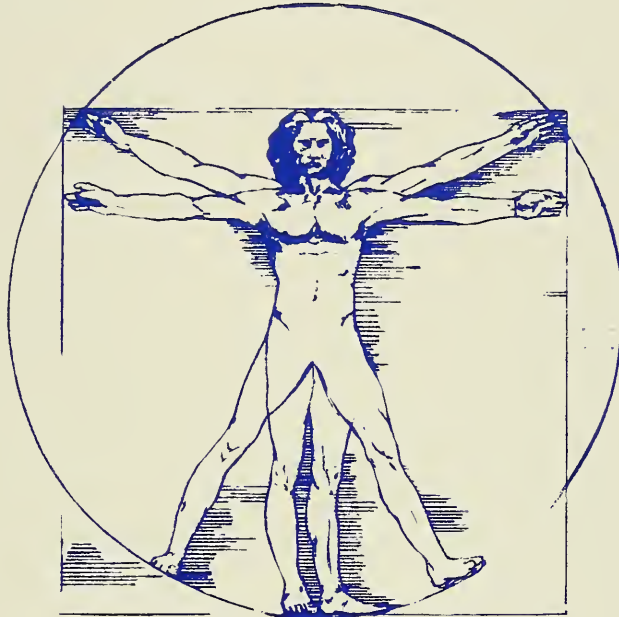
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Spectrum

Magazine for Columbia County

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PHOTO CREDITS:
Melinda D. Artman (chief photographer)

From the Editor . . .

At one time, the labels, "Made in Hong Kong," "Made in Taiwan," "Made in Korea," or "Made in . . ." just about any Third World nation, denoted schlock merchandize. Cheap, poorly-made rip-offs of American-made products. And, Americans were more than willing to pay for schlock. Clothes and flashlights; radios and games.

But then the quality improved, and soon the Newly-industrialized countries began exporting merchandize that matched and, in many cases, even exceeded American standards. Cars and VCRs; radios, clothes, microcomputers.

There are those in America who believe that unless it's "Made in the U.S.A.," it's inferior quality, or that by buying only "Made in the U.S.A." merchandize they are spurring American economy. There are those who believe that unless it has a foreign label--from BMWs to Guccis and Perrier--it's not as good as American-made. Both groups are wrong.

American manufacturers at first denied that there was any competition, believing that their "American know-how" was far superior to that of any other country. Then, as their own sales diminished, they worried, planned counter-attacks, then fell for the "bottom line," subcontracting work overseas. As profits increased, the greed of many American manufacturers closed American plants, threw long-term workers into the unemployment lines, and left a bitter taste of American business practices.

It took awhile, but many American businesses came to realize that other countries may have more efficient ways of operating while also providing high quality merchandize and a good working environment for their employees. Soon, numerous American businesses began adapting other non-American business practices; with better benefits for their own workforce, the companies have begun seeing increased productivity, greater sales, and improved quality. It has taken quite awhile, but the ties now being forged between American and foreign companies may help the workers of all countries--providing that American business executives care enough about American workers to keep them employed.

In the past two decades, America has come to realize that it must depend upon its ties with other countries; it is beginning to realize that it needs to understand other peoples and other cultures. And, all of us have begun to realize that by isolating ourselves, we have hurt our own futures.

For this, the second issue of *Spectrum*, we have chosen to investigate the numerous beneficial relationships between Columbia County, Pennsylvania, and the rest of the world. We have looked into everything from the exporting of farm crops and textiles to the importing of diamonds, computers, cars, food, flowers, and clothes. We have looked into how we have helped other countries in times of crises, and how they have helped us. It was interesting research that led to an interesting discovery--although Columbia County depends upon the rest of the world, we learned that the rest of the world depends upon Columbia County.

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The Very Best



And





Farming: Thriving or Just Surviving?

by Roseanne Geiger
and Mary Sedor

Farming, not manufacturing or education, is the biggest industry in Columbia County. Last year, \$27 million was generated into the county's economy because of farming, according to Bob Houston, county agent at Columbia County Extension Office.

Of the nation's 2.3 million farms on 10 million acres, Columbia County has 870 farms on 122,600 acres. According to the United States Department of Agriculture (USDA), the number of farms in the United States has been declining since 1936. However, from the last agricultural census, the number of farms in Columbia County rose from 822 to 870.

Columbia County functions as a transitional state in Pennsylvania agriculture. South of the county is mostly cash grain farms--although there is some livestock. However, the northern half of Columbia County and continuing north through the state, is primarily dairy country.

Pennsylvania farms are similar to those in the Midwest. Some American farmers grow crops including corn, wheat, and hay, while others raise cattle, sheep, hogs, and pigs on their farms.

In Columbia County, corn grown for grain has the highest value of all the crops at about \$7.6 million in 1985. The production of all hay was the second highest ranked by value at \$4.1 million. Other products grown in Columbia County include soybeans, wheat, oats, barley, and corn for silage. Included with these field

crops are tomatoes, sunflowers, mushrooms, fruit, and potatoes. The total cash receipts for crops are over \$13 million.

Livestock raised in Columbia County include dairy cows, poultry, cattle, and sheep. Although they only number a few thousand, the income generated from these sources is over \$13 million.

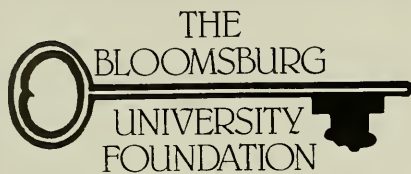
The United States annually exports to 130 countries around the world. Sixty-eight percent of the \$38 billion of exports go to only 15 countries, including Japan, U.S.S.R., Mexico, Canada, South Korea, and Taiwan.

Columbia County exports about one-fourth of its surplus crop--only corn-- which varies from year to year. On average, the United States has, in recent years, experienced a decline in exports. "The country's agricultural history includes two embargoes that greatly damaged the export business," notes George Hubbard, county agent of the Agricultural Stabilization Conservation. The embargoes to the Soviet Union and Soviet bloc countries occurred in the 1970s, but the long-term damage of the embargo is in effect.

"Countries that dealt with the United States did one of two things during the embargoes," explains Hubbard. "They either found another market or invested in technology to produce their own grain."

The United States did, however, export technology to Third World nations and now these countries are beginning to grow and maintain their own food supplies.

Another setback to farm exports occurred in the past when



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grain prices were allowed to go too high. The United States priced itself out of the world market. Recent legislation continues to bring prices down.

"Pennsylvania is a corn deficit state," notes Hubbard. One reason is because Lancaster County is a major poultry and hog area in the country. Crops planted and harvested, not only in Columbia County but also in other states, are sold to farms in Lancaster County.

"Actually, as far as grain goes, Pennsylvania is in the import business rather than the export business," Hubbard says.

No matter what the prices are, there is generally a market for what is grown here--a great advantage for farmers in Columbia County. According to Hubbard, local farmers don't always get the highest cash market for their products, but they do sell because of their locality.

Carl Schaffer, a Mifflinville farmer, annually plants and harvests about 325 acres of string beans and several acres of carrots, among other crops. Because of locality and the fact that he hauls most of his crops in his own trucks, Schaffer can sell his goods to a New York company that processes and freezes his products for a larger food corporation. "This is more convenient," Schaffer says, "for both the producer and the processor, who benefits from not having to pay more for transporting goods a longer distance."

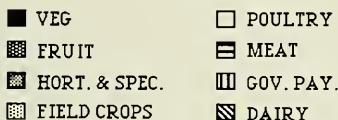
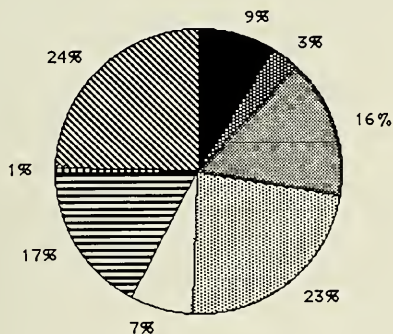
The farm is only the beginning of the agricultural industry. To survive, the typical farm depends upon many other industries, including trucking companies for transportation if they don't do their own transporting. Locally, the farms are supplied with seeds, chemicals, fertilizers, and farm machinery--each of which is a separate business entity within itself. Bloomsburg Agway, a major supplier of seed to Columbia County farmers, employs seven workers during the year and 14 during the busy spring planting season. If there were no farms, Agway would not have the need to employ as many workers as it does.

There are some farm equipment dealers in the area which distribute foreign imports. While Kubota and Mitsubishi are Japanese-made, John Deere, an American-based company, has its parts made in Europe. Today, there is no totally American-made farm equipment on the market. The local dealers mostly sell small



Equipment maintenance sometimes takes up more time than farming. Matthew Artman adjusts the spring on his plow.

COLUMBIA COUNTY
FARM PRODUCTION



farm or lawn and garden machinery. Thus, farmers must go outside the county to purchase the major farm equipment. By buying equipment and machinery from surrounding counties, local farmers help other counties' economies.

Just as farmers depend so highly on the agricultural-based industry, many industries depend on the farmers. Not only do consumers purchase tires for personal and commercial use, but so do farmers.

"The tire industry is virtually kept alive by the agricultural industry," Hubbard says. "A farmer goes through hundreds of tires a year for his tractors and other machinery, keeping hundreds of people working."

Farming doesn't affect the tire industry alone. It creates a lot of farm-related jobs. Not only would those people be out of work, but the farmer would be out of a livelihood. On a typical farm, the family does most of the work. For example, the Lyons Den, a Benton farm, is a family-owned operation that only hires one other worker. Their crops are shipped by an independent trucking firm to a processing plant in New Jersey. These firms provide jobs for many, which would not be possible without farming.

Because of its location, farmers in Columbia County are continuing to survive in an industry where employment is rapidly declining and hardships abound. Another factor for their continuing success may be because local farmers tend to be more conservative.

"A lot of farmers in this county are third or fourth generation farmers," Hubbard states. "And their fathers taught them always to

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Christmas In Williamsburg (3 Days).....	12/28
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keep a little away for rainy days."

Local farmers know their limitations, and most are no longer into only one enterprise. They have learned to spread themselves out. Many have begun to diversify their crops by planting as many as they can, in case one or two crops don't work, there will be something to fall back on.

In many local areas you see something you don't see often in other areas of the nation. One farmer may own a combine, and he'll do combining for a group of farmers around him. County farmers realize that not everyone can afford to own every piece of equipment ever made for farming so they continue to have custom work done and help each other out. Many of the farmers are satisfied with these arrangements. One year he'd combine for a group of farmers and the next year another farmer may say "He made all that money" and buy his own combine.

Farmers in Columbia County also take pride in their land. They work hard to take advantage of everything that's been developed involving soil conservation, including soil tests and fertilizer programs. The 1985 Food and Agricultural Act, the most recent legislation concerning farmowners, requires soil conservation.

"Because of the area's fine soil conservation plan, this hardly affects any local farmers," Hubbard notes. "While across the country many farmers are scurrying to develop an efficient and inexpensive conservation plan."

The Columbia County Soil Conservation Service, a branch of the USDA, works with the farmers to prevent topsoil erosion and to provide various information concerning maintaining rich and fertile farming land. Ted Fenstermacher, public relations specialist for the Soil Conservation Service, says, "Farmers work with and follow conservation plans or else topsoil ruins, costing farmers a lot of land and money."

Columbia and various neighboring counties have a superior conservation system. The county farmers formed the Crop Improvement Association which employs two full-time soil technicians who travel the county testing soil for the busy-working farmers.

Hubbard believes the key to prosperity of American farmers, including Columbia County farmers, is getting back into the export market and staying there. He notes, however, although the United States hasn't successfully returned to the export market, it continues to be the number one exporter in the world.



trading with an international community

Made in Columbia County

by Melinda Artman and Rich Futterer

When Paul Girton started his business in 1927, he began selling to local farmers, and then to the dairies who served the farmers. Since then, Girton Manufacturing Co., Millville, has grown and expanded to five lines of washing equipment and continues to serve dairies; however, some of these farmers are anything but local.

"We had a lot of equipment in Iran before the Shah fell," says Chris Girton, personnel manager. The Shah established a program directed at producing the best milk in the world. In order to achieve this goal, he bought a Boeing 747, converted it into a cattle carrier, and had people sent to the United States to buy dairy cattle and equipment. "They spent more than anyone in the world would spend on prime dairy cattle," says Girton.

"The day he (the Shah) disappeared was the day the cows disappeared," says Girton. "Million dollar dairy cows were eaten for hamburger. The people we used to deal with--I have no idea where they are," he adds, "In one day it was over."

Although this type of business deal may seem surprising, it is hardly isolated. "That happens in every country that we deal with," says Girton, "That's not really the exception, it's the rule."

"It's a rare situation where we can sell unopposed in a foreign country; there's almost always a barrier," says Girton.

Girton Manufacturing exports 15 to 20 percent of its total sales. Customers come from over 80 foreign countries. Canada is the major buyer, followed by France, the United Kingdom, and several Arab countries.

The products produced by the 65 employees of the plant are sold to pharmaceutical plants, grocery warehouses, animal research laboratories, bakeries, hospitals, auto/aircraft and metal part producing companies. The representatives and distributors for Girton Manufacturing are located throughout the world and generally are natives of the country in which they operate.

Iran happens to be just one of over a hundred countries which fall into the broad category labeled "the Third World." These countries are striving for political and economic modernization. Measured by their aspirations and their potential to realize them, the development of these nations has significant economic implications for the United States.

Trade offers the most obvious example. The United States currently has a trade deficit running at a record annual rate of about \$175 billion. It shows no signs of dropping despite the fall of the dollar--which should result in an increase in U.S. exports to foreign countries and a decrease in foreign imports--making nearly all manufacturing industries vulnerable

to the effects of foreign competition.

Americans have traditionally viewed Third World countries as sources of relatively insignificant commodities; however, this image is no longer accurate.

The United States, the largest food exporter in the world, is also the second largest food importer in the world. Third World countries supply us with coffee, tea, and cocoa, as well as a broad range of fresh fruits and vegetables in the winter.

The Third World is responsible for supplying the United States with natural rubber, diamonds, fertilizer, and oil. Strontium--a mineral used in television screens--is obtained from a Third World country, as is rosin, used to manufacture adhesives, inks, and many other products.

The manufacturers located in Columbia County are, like the rest of the country, directly affected by the actions of Third World countries.

Milco Industries, with plants located in Bloomsburg, Berwick, Benton, and Millville, employs more than 1000 people. It located in Columbia County in 1929, and experienced tremendous growth during World War II when they became one of the prime manufacturers of parachutes for bombs. (During the war, the Allied Forces would drop bombs from very low



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altitudes. The percussions created from the exploding bomb destroyed the airplanes, so parachutes were developed to slow the bomb's descent.)

Today Milco produces women's nightwear and is predominantly a chain-store oriented supplier. The company is referred to as a "verticle company." The manufacturing of fabric, dying and embroidery, production of thread and elastic, and then sewing it into a finished product is all done within the Milco plants.

However, just because Milco manufactures fabric within the company doesn't mean it doesn't purchase elsewhere. "We do buy fabrics from the outside," says Leonard Comerchero, "items we can't produce here; certain wovens, poly-cotton knits, and circular knits."

The production of carpeting at Bloomsburg Carpet involves importation of a fiber from Bangleadesh which is used in the carpet's backing.

Some of the plastic bottles produced at Bercon Packaging are colored with chemicals imported from Europe.

'You start looking at importing very seriously when you can no longer produce your garment competitively.'

Lady Ester Lingerie Corporation, Berwick, also manufactures womens' lingerie and daywear. They purchase all their material and do just the sewing in the plant.

"We buy all tricot and 50 percent of our wovens domestically," says William Sadock, "and the other 50 percent from Taiwan or Japan." He explains, "Taiwan developed this 100 percent polyester-silk first."

Even buying from an America-based company doesn't ensure that the fabric is truly domestic. "While we buy our supplies domestically," says Comerchero, "the yarn companies themselves are owned by foreign countries."

Foreign countries virtually control the market in the manufacturing of the heavy machinery used for production purposes.

"Unfortunately, none of our machinery is made domestically anymore," says Comerchero, "The vast majority is made in Japan, some is made in Germany, France, or Belgium." He adds, "I can't name one major piece of equipment that we can buy domestically."

Sadock agrees, "You buy it locally, but they manufacture it overseas."

Bloomsburg Mills, producers of woven broadcloth fabrics, operates by the use of foreign-made weaving equipment--SACM-France, Nissan-Japan, and Picanol-Belgium--because there is no comparable equipment made in the U.S. says Mike Bair.

Although the equipment used at the Benton Foundry is primarily American-made, the selection of domestic companies in which to buy from is becoming increasingly narrower.

"Where you had five equipment manufacturers before producing a particular line of equipment," says Tim Brown,



At Benton Foundry, a worker cleans castings.

vice-president, "you may have one or two left. There has been a substantial attrition among the foundry equipment manufacturers."

The American companies who produce manufacturing equipment can no longer compete with the foreign companies because of higher American labor costs and tighter regulations regarding safety and health. Thus making the higher priced American-made machines less appealing to the manufacturers who use them.

Benton Foundry can be described as a "jobbing foundry" which produces castings. "The product (castings) goes to a company which, in turn, machines it, makes it a part of their product, and then sells it to the public," explains Brown.

Although Benton Foundry sells only to an American market, some of their customers may export a product containing a Benton-made casting. This type of incidence would account for the two to five percent of castings which find their way overseas.

Exporting to foreign markets can be difficult. "The other nations generally won't let our castings in," says Fritz Hall, president of Benton Foundry. This is blamed on domestic content laws. "If you're going to produce a product in their country," explains Brown, "X percent of that product has to be produced entirely within their country."

Mexico presents an updated version of that kind of policy. "We can now ship a casting into Mexico to be made into a finished product," says Hall, "on the one condition that the finished product cannot stay in Mexico. It has to be shipped back to the U.S."

Due to the low wages paid to Mexican workers, the profit on the finished product increases. "We ship them a \$10 casting. They machine it and put all the parts together, ship it back into the United States, and sell it for \$100. They keep the \$90 differential," explains Brown.

Girton Manufacturing Co. experiences similar obstacles when dealing with overseas customers. "In Colombia, they (the people) just can't buy American, it takes a special permit and only special people get it," says Girton. "Salvador, Guatemala, even St. Kidd are difficult to sell to," he continues. "Balanced trade is their top concern and sending to the U.S. (for products) is not their answer."

Girton explains that price isn't the factor; it's where the

priority is placed by the governing people. In South Korea, Girton Manufacturing must only sell directly to the government for specified projects; China and Taiwan have similar restrictions.

"So even though they're shipping like crazy to us," says Girton, "we take a special license to sell to them."

Lady Ester exports five percent of their total sales to foreign countries. The Middle East holds the biggest portion of sales, but other countries include Belgium, Germany, Mexico, and Canada.

Exporting is a relatively recent venture by Lady Ester. It came as a result of exhibiting the company's products at lingerie shows held in Germany and the Middle East.

Only one percent of the Kaydette Corporation's, Berwick, product of ladies' undergarments, is exported. It ships to the Middle East, Germany, Grenada, and the Netherlands.

Another foundry located in Columbia County is Berwick Forge and Fabrication. The forge in Berwick differs from the foundry in Benton. The Berwick Forge heats the raw material to be used and hammers it into shape, whereas the casting done at the Benton Foundry pours the metal, heated to a molten state, into molds.

One of the products manufactured in Berwick is weaponry, which they export to Israel.

"Exporting reached about 15 percent of our production in the late 1970s, primarily Australia, New Zealand, and the European Economic Community--a group of European nations who combine and act as one nation," says Bair speaking on Bloom Mills' exports. "The Pacific markets have been captured by

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Taiwan, Korea, and China. While product interest remains high in Europe," says Bair, "the Common Market protects its domestic textile industry with import tariffs."

It was another type of protection that eventually led to the extinction of domestic flannel. Brown Lung laws put an end to the domestic production of flannel. Brown Lung is caused by inhaling cotton fibers. Proper protection of American workers from the hazards of Brown Lung would be too costly; increasing the product's price and forcing American flannel out of the competitive price range.

"So, if a woman buys flannel, she's buying foreign," says Comerchero, "nothing is domestic." The flannel industry now comes out of Sri Lanka, Portugal, and China.

'We're like lawyers chasing ambulances; the only way we stay busy is by picking up the pieces of what's left when a foundry goes down the tubes.'

Importing has become an increasingly popular alternative open to many manufacturers. According to Comerchero, the purpose of importing centers around direct labor dollars--how many dollars does it take in direct labor to manufacture your product. When the level of direct labor dollars becomes so high that the company can no longer compete, it must begin looking for a cheaper labor source.

The direct labor dollar varies among different products. "When you deal with a very expensive fabric, the labor percentage becomes relatively low," says Comerchero, "the fabric itself is so expensive, the labor gets lost in the total cost of the garment."

However, the reverse is also true. A relatively inexpensive fabric, high labor costs, and a competitive market could add up to problems for a company.

"You start looking at importing very seriously when you can no longer produce your garment competitively," says Comerchero.

With certain adjustments, Milco has been able to maintain its competitiveness. "That doesn't mean we are as competitive as we were five years ago, and I don't think we'll be as competitive five years down the road," says Comerchero. "Milco is looking into importing through contractors abroad, but we're not doing it," he adds.

Although Milco may not be using foreign contractors at this time, many American companies do. Shipping precut material to Caribbean countries is gaining popularity among apparel makers, who can take advantage of geographic proximity to buyers as well as tariffs that are lower than if they imported a fully made garment. Duty is paid only on the value-added portion of the commodity and that value is modest due to the low-cost foreign labor used in the sewing operation.

These "807 operations" are so named because of the section of the U.S. tariff code that allows lower duty.

"The Reagan administration has Caribbean initiative," says

Comerchero. "He really did make it attractive for manufacturers to go down there."

Apparel imports have grabbed up to 45 percent of the U.S. market and could have 80 percent by 1990, according to Data Resources, an economic consulting firm.

Lady Ester's experiences reinforce these findings. Although Hong Kong, Taiwan, and numerous other countries don't seem to be too much of a problem for the company due to their distance, the Caribbean--especially Haiti and the Dominican Republic--is really competition, says Sadock.

The Caribbean pays approximately \$3 per day compared to the \$40 to \$50 per day the average worker at Lady Ester receives. They talk about the minimum wage going up; therefore everybody's wages go up," says Sadock, "So we have that much more competition from overseas."

"The garment industry is in deep trouble," says Sadock, "Imports have certainly affected the entire garment industry."

Competition from foreign markets is intense and local industry is feeling the effects; however, they offer their remedies to the growing problem.

"Milco can compete because we offer a fast turn around time in styling and in delivery, and the difference in price is not all that great," says Comerchero.

Lady Ester also plans to depend upon high speed. "We must make a high-fashion, high-style item and get it out very quickly before the competition can get it out overseas," says Sadock. "The good quality, high-fashion and very quick delivery; that's how we'll stay competitive."

The foundry industry is also suffering from the effects of foreign competition. "We're losing five foundries (all metals--bronze, iron, brass, and steel) a week in the United States," says Fritz, "We expect this trend to continue at least through this year because there's nothing on the horizon that's going to make a change."

"We're doing all right; our business is steady," says Brown, "but we're like lawyers chasing ambulances; the only way we stay busy is by picking up the pieces of what's left when a foundry goes down the tubes."

Foreign competition provides us with a double-edged sword. On one side we have government reports showing \$1.7 worth of manufacturing jobs lost due to imports since 1979. However, imports are also saving American consumers money on certain products, creating jobs, and ensuring that American exporters continue to have markets in which to sell.

'I can't name one major piece of equipment that we can buy domestically.'

For Columbia County manufacturers, the Third World will continue to both supply and draw from their companies.

"Our domestic pie is getting smaller, but the successful manufacturer will have a bigger piece of that small pie," says Comerchero. In Columbia County, the fight for a piece of the manufacturer's "American pie" continues.

UXBRIDGE CATAWISSA

the twinning of two cultures

by Lisa Barnes

Five years ago, a Canadian visitor entered the small community of Catawissa on his way back from vacationing in Florida. Tom Robinson, a resident of Uxbridge, Ontario, had decided to make this stop in order to research some of his Quaker heritage. Little did anyone realize that this would be the beginning of a relationship between two distant communities.

The story begins in 1774 when a few Quakers decided to begin a settlement in the valley they called Catawessey, after a nearby river. Because of problems caused by the upcoming threat of a revolutionary war, some of the peace-loving Quakers packed their bags and continued north towards what is now Canada. They settled in a valley a lot like their former home and called it Oxbridge (later the "O" was replaced by a "U").

Robinson had already known this when he walked into the Catawissa Town Hall and began talking to Police Chief Morris Hunsinger. Hunsinger informed Robinson that Catawissa was planning to form a Lions Club. This interested Robinson, who was at that time president of the Uxbridge chapter. According to Clarence Palaschak, "one thing led to another" and before long, Robinson and Hunsinger were discussing the possibilities of "twinning" the two clubs.

The two communities have a lot in common aside from just their Quaker ancestors. Of Uxbridge, Leonard Miller, Catawissa mayor, says, "It's so similar, it's almost frightening."

Geographically, both towns are located in valleys. Both are primarily farming communities located near rivers. The streets are set up similarly, and many of the names are the same.

It was discovered that former Uxbridge

Mayor Bill Ballinger lived on the corner of Franklin Street, the same place Miller resides in Catawissa.

Some of the surrounding communities are also similar; both towns have a Scott Township and an Orangeville nearby.

Ironically, both the Uxbridge Secondary School and Southern Columbia Area High School have the same school colors--black and gold; and they both have

**'We have found a
friendship with people
we would consider our
best friends.'**

a tiger as a mascot.

The first twinning was in June 1982 when about 50 Uxbridge residents came to Catawissa. Ceremonies included linking the Lions clubs, police departments, Legions, and Masons, as well as a variety of other activities designed to bring the two communities together. The following year, about 120 residents of Catawissa visited their Canadian counterpart. Since then, the two towns have been alternating treks each summer.

The twinning not only linked two different communities, but has also

strengthened a bond among Catawissa residents.

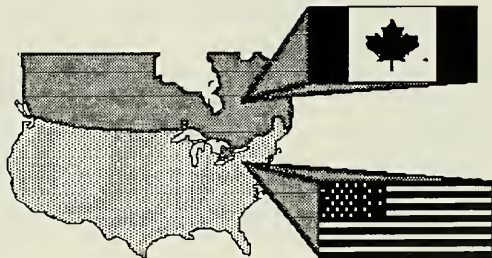
"Socially, it has given the people an outlet of friendship," says Michael Gregorowicz, secretary of the Lion's Club. "They feel a comradeship with the people of Uxbridge." Gregorowicz was instrumental in setting up the first heritage trek.

For Miller, the benefits of the twinning are tremendous. "We have found a friendship with people we would consider our best friends," he says.

Miller's children have even attended school in Uxbridge; classes there emphasize both French and English. He would like to set up an exchange program between the two high schools.

According to Morris Terrizzi, principal at Southern Columbia High School, there have been several exchanges between the two bands and the student councils. However, an exchange program between the schools themselves has never been discussed. Miller says that an exchange program would be a "tremendous benefit" to both communities as well as to the students.

As the yearly visits and twinning of the two communities continues, Uxbridge, Ontario, and Catawissa, Pennsylvania, will be forever linked to each other and their pasts.





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Trading Our Children

closing the cultural gap
through high school exchange

by Kelly McDonald

The high schools of Columbia County have a distinct international flavor.

It's not wall posters of bullfights in Spain or kangaroos bouncing around the Australian outback or even an appeal by an actress for dollars to feed the poor in South American barrios.

The flavor here is real people, foreign exchange students living and studying in Columbia County for one school year.

Berwick High School had three foreign exchange students last year--Emmanuel Adant (Belgium), Patty Del Corral (Ecuador), and Oscar Bilbao (Mexico).

"At first I didn't like the food here, especially hamburgers and fries," Adant says. "French fries are from Belgium. You cook them in oil; we cook them in grease of beef," he notes. Adant says that Americans cook too fast, people in Belgium take a longer time to prepare a meal than Americans.

Del Corral agrees, "Americans eat too much junk food. Our food is better prepared. Here the food is made very fast."

"We don't have foods like soup in a can in Ecuador," she adds. Del Corral never went to a McDonald's until she came here, and she says she misses the food in Ecuador.

But, she says, "I like applesauce, pork chops, pies, and especially raw vegetables."

Bilbao says, "The food is very different in Mexico, some of the dishes are hotter (spicy)." Not only were some American foods new to Bilbao, but so was the climate.

Bilbao says of this past winter, "I never saw so much snow, only on T.V. It snowed in Mexico about four years ago, but it was only a small amount. I never went sled riding before. It was fun."

Lena Pido (Philippines) and Maridey Diaz (Panama) are two students who were enrolled at Bloomsburg High School.

Pido is from Iloilo City. In her home town, the normal temperature in summer is often 95-98 degrees. She says that Iloilo City is bigger than Bloomsburg. "Some people believe we live in the trees, but we have modern buildings," she says.

Pido says, "It's pretty when it's snowing, but I don't like the cold."

Diaz says the weather in Panama City is very tropical. "Panama City has a lot

of buildings, and most people speak English. Many Americans live in Panama City because of the Panama Canal," she says.

Diaz says, "There is no snow in Panama City. I enjoy playing with the snow and I went skiing for the first time this past winter."

The exchange students at Central Columbia High School were Einar Einarsson (Iceland) and Anne Kikki (Finland). Justin Van Houten, about the same age as Einarsson, says, "I get along with Einar. We spend a lot of time comparing things. Our cultures are the same--but different."

Van Houten says they share some of the same customs, like leaving empty



Emmanuel Adant, Belgium ; Patty Del Corral, Ecuador ; Oscar Bilbao, Mexico

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shoes at the end of the bed and waking up to find them filled with candy at Christmas time.

Benton High School, Columbia-Montour Area Vocational Technical School, and Millville High School did not have any foreign exchange students, but all have had foreign exchange students in the past.

Benton High student Julie Brooks was overseas in Germany. Other students overseas were Michelle Minner and Eric LeFevor; both were students at Berwick High School who went through the Rotary International exchange program.

'Rotary looks for a high quality, confident, out-going individual who is willing to try new things.'

Walter Lutz, member of the Berwick Rotary International, explains that, "Rotary looks for a high quality, confident, out-going individual who is willing to try new things."

The cost is the responsibility of the student and the parents. Insurance is provided, and transportation is cheaper through the international service.

American students cannot choose which country they go to. Rotary may match a student with a country if that student has had two to three years of the country's native language.

The overseas receiving club is responsible for providing housing, meals, and schooling for the student.

"When you're a sender of students, they expect you also to be a receiver," says Lutz.

The Rotary's responsibilities are finding housing for the incoming students. "It's best for the student to have multiple homes to see how people live differently," he says. The host family is responsible for providing a room and meals. Another responsibility for the Rotary is to meet with high school counselors to provide the student's medical and high school records.

"The exchange program is a challenge in a positive way," says Richard A. Staber, guidance counselor at Central

Columbia High School. "Students want to get as much from their American experience as they can; we try to Americanize their course of study. For example, we give the student American History instead of European History."

Jane Hergert, representative of ASA International Student Exchange, says that students need a recommendation from school, have a B average, and be 16-18 years old to be eligible for this program. Through the ASA, the student spends 11 months with an American family. The family provides a room, board and "lots of tender loving care," says Hergert.

The ASA representative looks for the host family, trying to match interests between the family and the student. The family chooses which country the student will come from. Then, the student sends a picture collage and essay about himself to the family. The host family is strictly voluntary and does not have to have any children of their own to be considered for the program.

There are many different types of exchange programs available to students; most emphasize the student receiving as much as possible from their cultural and educational experiences.

Comparing the high school in his country with the high school he attended in Columbia County, Adant says, "Every week in Belgium follows the same



Einar Einarson, Iceland

schedule, but not every day is the same. I went to school eight hours and had more courses to take." He says that Belgium doesn't have any sports in school because the schools are directed by the government. "Computer Science is difficult because of the computer language. Also nuclear science is new to

me," says Adant.

Del Corral's high school in Ecuador is a private high school, smaller than Berwick High. "School is much different in Ecuador. You study a lot about the past, but don't study as much about the present," says Del Corral. In Ecuador the school year is from October to July. She says the students don't change classes; the teachers do. "We don't eat in school, and it is stricter than here," says Del Corral.

Bilbao notes, "In Mexico, sometimes I have a lot more homework. Here, I have homework only on two or three days. But in Mexico I have homework four or five days a week." He says that here a teacher will tell you the test will be

is set up on a college basis. I can make up the work."

"There are no class choices. We are assigned by level of education," says Einarsson. "Math is very similar; the books in Iceland are written in English," he says.

"Einar speaks fluent English, but figurative/idiomatic English gives him a little trouble," says Van Houten. He adds, "Some of the sayings we have are the same as Icelandic, when interpreted they have the same meaning."

Einarsson speaks four different languages. "In Iceland, language is stressed more than in the United States," he says, "but science was stressed more here than in Iceland."

Richard Osborne, guidance counselor at Bloomsburg High School, says, "What I have found is that many kids from highly developed nations, like Germany, are being pushed in the sciences and mathematics. They are also pushed to learn a second language, especially English. South American countries don't push as much science and mathematics."

Einarsson says when he returns to Iceland he'll go to school for two more years. Einarsson's high school will not accept his year in the United States toward his education requirements. Not many foreign high schools will accept the student's year of absence toward the graduation requirements.

Carlton Ermish, guidance counselor at Berwick High School, says, "We've accepted the credits as long as they fulfilled our requirements." For the foreign high schools, Ermish says it's up to the individual high school.

' In Mexico, sometimes I have a lot more homework. Here, I have homework only on two or three days.'

tomorrow, but in Mexico the teacher picks one specific day a month ahead of the test.

In the Philippines, Pido's school year begins in June and ends in March. She has a one-month break October to November. "I go to school at a college/high school complex. I have more freedom there than here," says Pido. Her school day begins at 7:20 a.m. Lunch is from 11:30 a.m. until 1:00 p.m. "We can leave the campus if we want to," Pido says. Depending on her schedule, her school day usually ends at 4:30 p.m.

Diaz went to a private high school in Panama City. "The school buildings look the same as in the United States, but the schedules are different," she says. In Panama, the school day is 7 a.m. to 1:30 p.m. The school year starts in April and finishes in December, with a two-week break in August.

Einarsson says the school year is longer in Iceland than here. There is no school transportation so the students use city buses.

Einarsson says, "If I miss a week of high school in Iceland, I don't have to worry about it because the school system

'Americans eat too much junk food. Our food is better prepared. Here the food is made very fast.'

A year may seem like a long time to spend away from home, but the knowledge gained from this experience cannot be duplicated by any amount of time spent at home.




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Leaping Oceans

by Patricia Loeb

You listen carefully when you hear them speak. Their dialect is different from ours and so are their customs, beliefs, and attitudes. But their cultures are usually more established than ours.

Bloomsburg University enrolls about 50 full-time international students.

Xiao Ping Hu, a 35-year-old communication graduate student from Beijing, heard about Bloomsburg University from a friend who studies at BU. Freedom is one of the major culture shocks he experiences. "Everyone says whatever they want to say," Hu says. "The United States is not necessarily better because of these freedoms," he notes, "just different."

Hu says, "United States students know little about what goes on in the world." He believes that Chinese students know more about American students, than Americans know about them. American students enjoy their own lives without considering other countries, he says.

"In China, knowledge is very important and is stressed in the students," Hu says. He pays for his education and phone calls to his wife, a student in New York City, through various jobs in New York. He lives off campus and he does not regularly attend campus parties, he notes a difference--"There are no fraternities or sororities in China; we have our parties in restaurants. In addition, the sexual attitude at our parties is more traditional."

"You have an absolutely different language," he notes. "Sometimes in class I can't understand what the teacher says. I'd have ideas, but was afraid to say them. I was embarrassed to ask due to the language. At first, I only understood about 30 percent of the language. I am a little better now, though." Hu plans to return to Beijing in a year, after he receives his master of arts.

Vittorio Scala (nicknamed "Vic" by his American friends), a 19-year-old communication major, learned about BU while attending Hamburg (Pa) High School as an exchange student from Turin, Italy, in 1985. Scala decided to attend college in the United States because, "At home the schools are crowded; there are many strikes, and an American degree is better." The education set-up is the biggest difference, according to Scala.

In Italy, elementary and high school consists of 13 grades. Following high school, everyone serves one year in the military, then most everyone attends college.

"There is no application for a public college, we believe everyone has the right to go," says Scala. He notes that "In Italy, you go to any college you want and attend it until you get your degree." Most Italian degree programs require five years of study.

It is more difficult, Scala says, because "there are no tests or quizzes, just one final at the end of the semester. We get about two months to prepare for it and we need it because it is very difficult to

pass. American students are not used to studying this intensely," Scala comments.

He believes that he has the opportunity to learn in the United States, and says, "I know my parents scraped for me to attend here, and now I must do my best." He looks for jobs on campus because he wants to help his parents meet university expenses.

According to Scala, meeting people and making new friends is an important part of learning too, he believes, explaining that parties are the best way to meet people, but alcohol is abused. "People can have fun with drinking and they don't understand this," Scala says. In Italy, there is no drinking age and Scala learned that getting drunk is "no big deal. I do it here just to adapt to customs," he adds.

Another European, Alexander Schillemans, 25, of the Netherlands, visited America a few years ago and now studies management/business at BU. He learned about BU from a guide to American colleges. He applied because "it is small and inexpensive."

Schillemans has definite opinions concerning American attitudes. "The attitude of the people here is that they have to belong," Schillemans says. He sees this in fraternities and sororities, as well as the pressure to wear designer clothes.

"People here are so predictable. They are always 'competing against the Joneses,'" Schillemans states. He believes this attitude affects college parties, dress code, and food. "Americans can't just go out and plain have fun at parties. They have to go out, get drunk, and pick-up. They can't see male/female friendships without sexual involvement," according to Schillemans.

Adjusting to the food in a foreign country is not an easy task, and comparing it to your own country's food is even more difficult. Schillemans, who



Alex Nelcha

prefers salad, says, "there is a lot of junk food and diet food here."

A 25-year-old Argentinian exchange student from Del Salvador University, Carlos Dallio, holds the opposite view on food. He believes that Argentinians do not consume as much food as Americans. He is impressed with the large food selection. At the university, Dallio eats in the Scranton Commons and claims, "the food is really varied; I like it."

Farid Alvie, a sophomore political science major from Dubai in the Middle East, believes the food in the U.S. is not that much different from his homeland's. "We get junk food over there too, because we live in a desert and food does not grow

'There are no tests or quizzes, just one final at the end of the semester. We get about two months to prepare for it and we need it because it is very difficult to pass.'

well." Alvie went to their embassy and learned about Bloomsburg from *The American Handbook of Colleges* and Dr. Saleem Khan, associate professor of economics at BU.

"Dr. Khan used to teach in Pakistan and he is one of the reasons I came here," Alvie says, noting that he also wanted to study at BU so that he could attend college with his sister, Erum, and his twin brother Omer. Middle East families stress closeness, according to Alvie. "That is one difference in society," Alvie notes, "Our families are usually large and the boy lives with his parents even when he is married. The oldest son takes care of his parents; there are no old age homes."

Alvie says, "The biggest cultural differences are in the system of education and the language. In the Middle East, we use the British system of education, which is much stricter than the American system. Because it is stricter, you must study more, and Americans are not accustomed to this."

He also notes that the language

contains more slang and swear words. "Swearing is forbidden in the Middle East due to the Islamic religion," he explains.

The Islamic religion prohibits excessive use of alcohol. This differs from European countries where there is no drinking age. Jail sentences extend up to

'Americans can't just go out and plain have fun at parties. They have to go out, get drunk, and pick-up.'

two years for anyone breaking the alcohol laws in Pakistan, according to Imtiaz Ali Taj, a junior business management major and journalism/

economics minor from Pakistan. Taj says sexual attitudes and style of dress are culturally different between the U.S. and other countries. "Sex is not casual; it is only for marital relations." He says, "As far as dress, at a university in Pakistan, girls must always wear dresses and boys dress up more than at U.S. universities." No shorts are allowed, although the temperatures are consistently warm "because they have no winter."

Taj believes the students are friendly, and he enjoys meeting new people from a different country. He says, "There are some international students who would rather stick with people from their own country, but I need to establish myself on campus and get involved and meet people." Taj misses his family, but notes,



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"some sacrifices must be made."

Taj discovered Bloomsburg University when he looked through a *Karachi* book (a Pakistani book of colleges). "My father wanted me to go to school in Texas, but I chose Bloomsburg because it is inexpensive and it has a good management program," Taj says.

Taj enjoys his classes, but believes that studying is not emphasized as much in the United States as in Pakistan. He points out, "In Pakistan the system is different and much stricter. We go to school 10 years, then receive a degree. Then we go two years and receive a bachelor's degree, and then go an additional two years for a Master's degree." Taj explains, "Our exams are much harder than those in the U.S., so we learn to study hard."

A few students come to Bloomsburg on a scholarship program, such as sophomore Alex Nelcha, a 6'7" basketball player from Caracas, Venezuela. Nelcha says he learned about BU because Roy

Ricketts, Bloomsburg University's assistant basketball coach, once coached in Venezuela and knew a friend of Nelcha's. "There was an opportunity to play basketball, so I said I'd go," he remembers. Nelcha likes Bloomsburg University and says he is glad he has a chance to play, noting that the sports in Venezuela "are kind of weak and it's really hard to go to school and play too, because the school work is very demanding."

Alfred McKenzie is also an international athlete. He is a freshman soccer player from St. Vincents, Virgin Islands, majoring in accounting. He says "the high school soccer in St. Vincents is better than college soccer here, but he still really likes Bloomsburg."

Listening, watching, experiencing and learning about another culture's customs, beliefs, and attitudes is not an easy task, yet international students at BU are determined to try. And BU students are just as determined to learn about other cultures.

TOEFL facing the first college test

One of several criteria an international student must meet to be admitted into Bloomsburg University is taking the Test of English as a Foreign Language (TOEFL).

The three-part test takes about three hours to complete with each of the sections measuring different abilities in the English language. The Listening Comprehension section "measures ability to understand spoken English," the Structure and Written Expression portion "measures ability to recognize language that is appropriate for standard written English," and the Vocabulary and Reading section "measures ability to understand nontechnical reading material."

Penny Britt, assistant director of admissions at BU, says, although there is no specific passing score, international students at Bloomsburg University average a score of 500. This is in line with the national average. Each institution that requires the test determines what scores, or ranges of scores, are acceptable. These depend on such factors as the applicant's field of

study, the level of study (graduate or undergraduate), whether he or she will be a teaching assistant, and whether the institution offers special courses in English as a foreign or second language.

Another criteria international students must meet for admission is the financial obligation. Upon admission, a student must prove he or she will have adequate funds for his or her entire stay at the university.

However, out of the 44 international students at BU this semester, between 7 and 10 receive a tuition waiver. According to Robert Norton, BU's assistant vice-president and dean of student life, an application for such a waiver must be submitted by the student and then the financial need is determined. There is a committee formed for the purpose of determining who receives the waiver awards. A waiver is awarded upon reviewing the student's grades and extracurricular involvement.

--WANDA WILLIS

medicine knows no boundaries

Operating in Columbia County

by William Scicchitano

In times of emergency, people usually don't care if the physician who treats them is male or female; white, black, red, or yellow; Christian, Jewish, Moslem, or Atheist; or whether they are born and trained in the United States or in another country. At other times, many people become resistant, even offended, if someone who appears "different," treats them.

Dr. Jose Roska, a radiologist at Bloomsburg Hospital, thinks that this problem comes mostly with uneducated people.

"I have no problem with it. I think it is natural for people to have a prejudice, especially among the uneducated," he says.

Dr. Roska, born in Cibu City, Philippines, received his medical training at the University of Santomas Medical School before coming to the United States. He came to the States as a foreign exchange student to receive additional medical training.

Dr. Roska interned at Somerset Hospital, Somerset, N.J., then served a two-year residency at Albert Einstein Medical Center, Philadelphia. He says he came to Columbia County to "get away from the city to get a lighter work load, a quieter life, and to get into a smaller hospital."

Dr. Geeta Krishnan, an ear, nose, and throat (ENT) specialist, found more problems in addition to prejudice.

"Nobody wants a female. Nobody wants a foreigner. And nobody wants a female surgeon," she says. "That was a definite disadvantage until I got established."

Born in Bombay, India, Dr. Krishnan studied at Topiwalla National Medical School. She received a master's degree and an ENT specialty before coming to the United States for "a better way of life."

Once here, she served her surgical and ENT residencies at Hahneman Hospital, Pittsburgh, and Geisinger Medical Center, Danville. Wanting to start her own practice, Dr. Krishnan broke away from her ties to GMC and moved into the Professional Building at Bloomsburg Hospital.

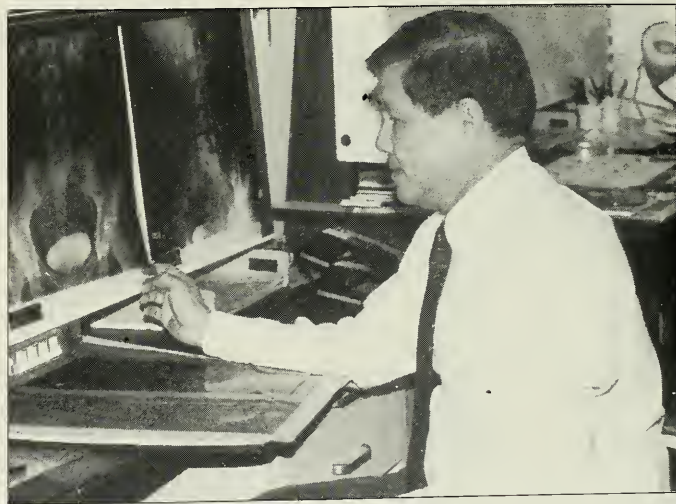
As a way of avoiding racism, Dr.

Bakulesh Patel, a neo-natal specialist, keeps out of the spotlight.

"Some people talk about foreigners, but if I let it bother me, I would be miserable. I keep a low profile. That way I don't have any problems," he says.

Dr. Patel, born in Kenya, East Africa, was also educated at Topiwalla National Medical School before coming to the U.S. in order to live in a "stable country with more opportunities."

Once in the States, his pediatric residency and neo-natal specialty were done at Philadelphia's Children's Hospital. More "clinical work" and



Dr. Jose Roska: 'I think it is natural for people to have a prejudice, especially among the uneducated.'

recommendations from colleagues made Dr. Patel decide that this area was for him.

"I liked treating people more than doing research, so my friends told me about Geisinger. I liked it, came, and stayed here," Dr. Patel recalls.

Another foreign physician, Dr. Laureano Manuel, finds very few problems outside the hospital, but inside it's a different story.

"I can't feel prejudices except among my colleagues," he says. "There are some that are prejudiced. They are especially jealous when you have more training."

Dr. Manuel, a cardiopulmonary specialist at Berwick Hospital Center, was born in Tinio, Philippines. Dr. Manuel was educated in his home country at Far East University before doing a residency in Manila.

He came to the States because he wanted to specialize, and it was rare to have a specialty in his home country. Once in the United States, he held residencies at Coney Island Hospital and Memorial Hospital Medical Center, New York. Dr. Manuel served as chief resident at B.S. Pollack Hospital for the Lungs and Heart, Jersey City, N.J., where he earned his specialty.

After living in the Bronx for several years and working at several hospitals, Dr. Manuel decided to "relocate to raise a family away from the drugs of the city."

"I wanted to go to the New England

states where my kids could grow up in a good environment, but there was no opening there at the time," he says. "Then I got a call that said there was one in Berwick so I decided to come to raise a family."

Despite the racism and prejudice, the foreign physicians enjoy the people of the area. They agree that it took some adjusting before they were comfortable with the area. Dr. Roska sums up the attitudes of the physicians—"We love it; otherwise, we could have moved somewhere else."

'Nobody wants a female. Nobody wants a foreigner. And nobody wants a female surgeon.'

Dr. Roska came to the States after his medical training because of World War II.

"After the Second World War, education was better because of the conditions," he states. "We had what we needed, but there were more advantages here (USA) because of the facilities."

Modern facilities may have been

lacking in the Philippines, but the education wasn't.

"We had more theory, and that caught us up with what we were expected to do, so we weren't behind," Roska adds.

Although Dr. Manuel was educated at a different school from Dr. Roska, he agrees that both were well prepared.

"We compare pretty well," he says. "They gave us a test to get into medical school here, and if we didn't pass, we couldn't get into the school. They must have prepared us well, because we passed the test."

Dr. Krishnan speaks highly of Topiwalla National Medical School. Although it wasn't as advanced as some of the medical schools here in the U.S., it was a sufficient preparation for work.

"It wasn't as great as some of these schools in this country, but we used the same books. That prepared us well for our field," Dr. Krishnan says.

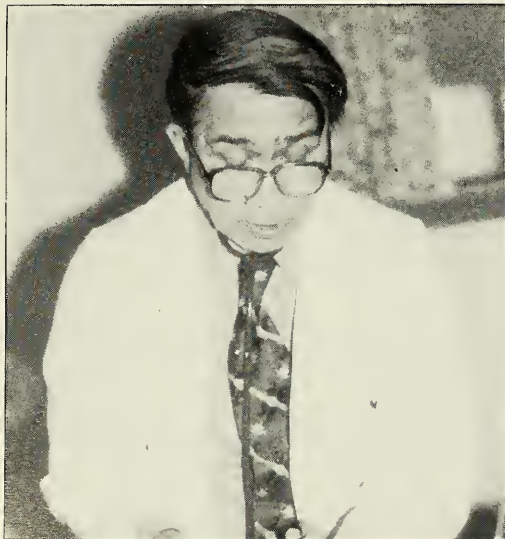
With more practical experience and the same type of books, it is no wonder that many practicing physicians have been trained overseas. Some schools offer more of one aspect than another, but that is what the student must search for. These physicians all agree that the United States is one of the best places to work.

It is a common belief that physicians golf every Wednesday, but many doctors, foreign and American-born alike, spend much of their spare time reading, researching, or taking courses.

"Because I'm not at a big medical institution, I read a lot without doing any research," Dr. Krishnan says. "In a smaller area, like this, it is just you and the other doctors, some who have nothing to do with your field, so that is why I read a lot, to keep up on things in ENT."

Although doctors read a lot, laws in all fifty states say that physicians must earn continuing education credits for their respective field. The physicians are given three years to complete this requirement, and face the possibility of losing their medical licenses if the requirements are not met every three years.

Other foreign physicians in Columbia County include Drs. Raj. P. Chopra, Purshotem N. Patel, Alagiriswami Krishnaswami, Ala A. Al-mashat, Liveo B. Baldia, Niharika Mehta, A. Kerim Tanribilir, and Benjamin A. Corteza.



Dr. Laureano Manuel: 'I can't feel prejudices except among my colleagues. There are some that are prejudiced. They are especially jealous when you have more training.'



NO PLEDGING REQUIRED

the 'Global Fraternity' of Hams
helps the world through crises

by MaraBeth Gummoe

A local ham operator played a part in the network of communication that surfaced during the recent earthquake in Mexico.

Charles Wasko, a technician for AT&T and a ham radio operator since 1967, became involved by listening to reports on his radio. He eventually found himself, with the help of a partner in Nescopeck, contacting a ham operator in

Texas to help locate friends and relatives of people, some locally.

"We had to wait a day, sometimes longer, to get a reply," Wasko says. "The American Embassy in Mexico would receive the phone number where the people were supposed to be and would contact them. If they couldn't reach the area they'd send runners out to try and find a relative or someone who knew the person's whereabouts."

The ham operators of Columbia

County are an important part of a large worldwide network of amateur radio operators.

Amateur radio operators, commonly called "hams," communicate nationally and internationally and are sometimes the only links between countries when an emergency situation develops.

The Columbia-Montour County Amateur Radio Club meets once a month and holds classes to license people interested in becoming a ham operator. The club,

formed in the 1920s, involves up to 60 members.

Dr. David Clark, an optometrist from Berwick, has been a ham operator since 1965. His involvement has been mainly on a short-distance level, within the United States.

There are many facets of ham radio, from using local repeaters to communicate within a range of 60-70 meters, to "DX"ing--talking long-distance.

Dr. Clark says operators use TV, digital transmission, computers and, if they have the equipment to link up with it, OSCAR, the amateur radio operator's satellite. "It's an unlimited hobby; everybody has a niche," he notes.

Ham operating begins on a novice level with the knowledge of Morse code and basic radio application, and continues to higher, more advanced levels by operators who use satellites.

Wasko has contacted 177 countries, including every state in the United States and every continent in the world.

Although censorship is not a problem, countries that he contacted in the late 60s, including Iran, Libya, and Nicaragua, are

no longer accessible due to political reasons.

"You can either contact another country or you can't," he says. The FCC notifies the amateurs of any changes because it forbids contact to such countries in order to avoid unnecessary political unrest.

When another country is contacted, the information exchanged includes signal reports, name, location, weather, and type of equipment being used.

"This is usually all you have time for unless friendships have developed and schedules are set up," Wasko says. "There are usually a lot of others waiting to make contact so they can log this country into their log books."

Using his Japanese-made Yaesu radio, and operating between 180 and 1000 watts of power, Wasko has recently contacted Uganda, Botswana, Ecuador, and Upper Volta, a country whose name changed to Burkina Faso due to a revolution one week after his call was logged.

According to John Speicher, a technician at the PP&L Nuclear plant in Berwick, and a member of the local ham

operators club, politics does not exist on the radio.

"It transcends national boundaries," he remarks. He also says he has never heard anyone belittle anyone over the radio.

Speicher has not contacted, but has listened to hams from other countries on his radio.

"There are definite rules of etiquette on the air," he says. He has heard Iranians and Nicaraguans saying 73s--a goodwill gesture--to people in the States.

"You learn a lot by listening; that's the way to pick up and do things."

By listening and watching, ham operators often find themselves helping out on emergencies on a local level. By using an auto patch and a reporter they can contact Columbia County Communications and phone in accident reports from their cars.

Ham operating is a hobby, a "global fraternity" of people with common interests who have formed a network to exchange ideas and to learn more about other countries. It is a network that encompasses the world in times of peace and assists the world in times of trouble.

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East Asian consumers choose foreign-made PCs over 'homemade'

by Wanda Willis

Foreign-made computer imports are appearing throughout the United States, including our own area. However, not all American computer companies are equally affected by these imports. Presently, it is IBM that is under attack by imports from East Asia.

The influx of Japanese- and Korean-made IBM-compatibles, as well as less expensive manufacturing costs, has driven down the prices of all personal computers. Korea's Leading Edge holds about 5-6 percent of the market. The Daewoo Co., manufacturers of the Leading Edge personal computer, had more than \$100 million in PC sales alone last year. Sales of PC and peripheral equipment manufactured in Korea are expected to jump from \$175 million last year to more than \$500 million this year, about 10 percent of the \$5 billion market in the United States.

Japan's Epson and Korea's Leading Edge, each with 125,000 units sold last year, are now tied for fifth place in American sales, behind IBM (400,000), Compaq (285,000), Tandy/Radio Shack (230,000) and Zenith (222,000). In seventh place is AT&T.

Hard sales figures are hard to come by. But, according to Carol Rein, computer department manager, North Central Digital Systems, Danville, there has been a strong demand for Japanese- and Korean-made IBM-compatibles over the past two years. Most Japanese and Korean manufacturers tie in with American distribution companies. And, PCs are now being manufactured in Hong Kong, Taiwan, and Singapore for shipment to the United States.

For several years, Tandy/Radio Shack has dominated the personal laptop computer market. Most of the newspapers and magazines that are using

laptops are using either the 8K Model 100, or the recently-introduced 24K Model 200 or the 32K model 600. A "laptop" gives the reporter the ability to write articles in the field--no electricity is required--then transmit that article, by phone modem to the newsroom. Last year, Toshiba of Japan made the first major dent into what was becoming an "American-only" product. It was an \$800 million market that was largely getting an "American-only" stamp. Toshiba America reports that last year it imported from Japan three to four times its expectations, and now controls about eight percent of the worldwide market in all computer sales that had Tandy, IBM, Hewlett-Packard and Data General competing for users.

As for service and reliability? Robert Abbott, educational systems specialist (computers) at Bloomsburg University, notes, "My impression is that at this

time, the reliability of foreign-made computers is equal to that of those made by American companies." Bloomsburg University recently purchased more than two dozen Leading Edge PCs for its secretarial staff to do word processing.

Dr. Kalyan Ghosh, associate vice-president of academic affairs, says that at the time of purchase, Leading Edge, Zenith and the IBM-PC were compared. The Tandy 1000 was not included. He also says that Leading Edge appeared to have the best possible technological features with minimum cost.

Joseph Quinn, Bloomsburg University director of purchasing, says that Leading Edge had all the features the university needed for a good dollar value. It also included a one-year warranty with local maintenance support.

Rein says that when IBM-compatibles first came out, too many people were



afraid to buy them. Now they have been out long enough that more and more people are purchasing them. She also says that compatibles often have greater speed and power than IBM-PCs. "You're getting more for less money," says Rein. She notes that the Leading Edge's newest Model D has come out with a faster speed and people are willing to pay for it.

Since foreign imports are pushing the domestic market, and the price for all IBM-compatibles has been dropping significantly, a good 2-disk drive system, without printer and software, can be purchased for under \$1,000. Korea's Hyundai which has recently hit the American market, but not available locally, has pushed the prices back even further.

Hyundai, which has been successfully selling its compact-sized cars in the United States, is now trying to get the same success with its IBM-compatible. With sales of over \$13 billion a year, the Korean company is putting together a 16-bit 512K microcomputer for \$699 and selling the units through Target, Federated, Walmart, Toys R Us, and other chain stores. Americans purchased 50,000



units in the last quarter of 1986 and the industry projects that the Hyundai may easily command 4-5 percent of the market within the next year.

Compatible imports do not seem to be competing with Apple products--the Macintosh and the Apple IIe. *Consumer Reports* states that the easiest professional computer to learn and use is the Apple Macintosh, although its price is a "premium."

However, Dennis Namey, president of Computer Clinic, Millville, says that there has been at least a ten percent price reduction in the suggested retail prices of

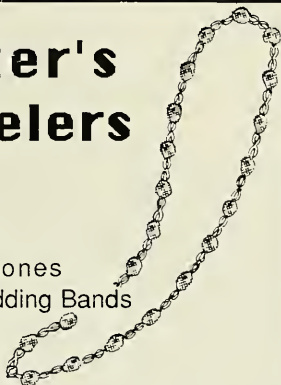
the Macintosh Plus and the 512K.

Education is a big buyer of Apple products. Namey says that schools in Columbia County through the twelfth grade have computers. He says, "All use microcomputers and the majority use Apple microcomputers."

Nevertheless, no matter which PC Columbia County residents buy, the odds are high that it will be less expensive than last year--a bonus of competition and overseas manufacturing.

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Comsat

when Columbia County talks, the world listens

by William Scicchitano

Amid rolling farmland hills, a few families, and only a few smaller villages, lies Roaring Creek, Columbia County, which houses one of the major communications centers that connects the United States to the world. Comsat (Communication Satellite Corporation), located near Numidia on 107 acres, is surrounded by low-lying mountains that form a natural barrier to radio interference.

Columbia County, the computer-designated area for the largest earth station in the U. S. and its territories, is an overseas link that supplements the AT&T Longlines Communications Network. This network is used for transmitting and receiving telephone, teletype-written data, and television communications.

Occasionally, Comsat holds the world's interest by assisting in television transmissions for special events. One such special event, relayed through Roaring Creek, was the Presidential Summit between President Ronald Reagan and Soviet General Secretary Mikhail Gorbachev in Reykjavik, Iceland. James Silvius, station director, explains that Comsat "handles very little television. When we do, it is for special events, like the Iceland Summit, and it is on transportable earth stations. Most of the TV goes through Andover, Maine, and Etam, West Virginia."

Silvius oversees 23 employees who handle about 5,000 calls coming through at once, but "can handle up to 20,000 at the same time."

The international teleport uses three antennae (dishes), 32 meters (105 feet) in diameter, to uplink and downlink the signals. Roaring Creek sends the signals to the satellites at a rate of six billion cycles per second (six gigahertz). In case

of power failure, the earth station has a backup generating system of five megawatts. The system has enough electrical power to supply a community of 3,000 - 4,000 people.

These incoming telephone and television signals, only a fraction of a watt in power, are amplified then sent into super-sensitive receiver-amplifiers. Again, they are boosted in power, and processed through the station.

Roaring Creek is not the only vital communications link in Columbia County. The Mainville Microwave station supplies Comsat with their AT&T lines before they are transmitted overseas.

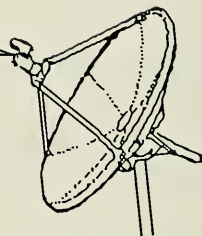
The signal goes to Comsat after it comes through a microwave tower in Mainville. From the tower, it goes through buried coaxial cable to the bottom of the control building. Silvius notes, "we split it, then take the information coming from all different places, run it through our equipment, and group it together to get all of the calls going to Brazil on one cable and those going to Chile on another." The cable then goes

into a high powered amplifier, up through the antenna to the satellites.

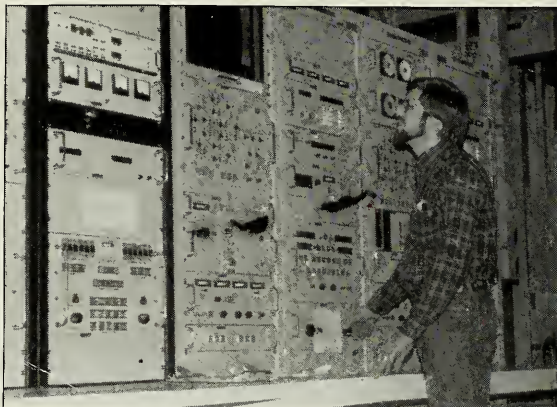
The satellites used are part of the International Telecommunications Satellite Organization (Intelsat). Comsat is the only representative for the United States in Intelsat, an international venture of 108 countries. These countries own and launch the satellites. Comsat owns approximately 23 percent of Intelsat, giving the United States the largest share of any single country.

Intelsat is responsible for the design, development, construction, establishment, operation and maintenance of the space segment of its global system. Earth stations are owned and operated by entities in the countries where they are located, such as Comsat in the United States and its territories.

Comsat, along with the Intelsat satellites, and more than 180 international earth stations around the world form a global telecommunications network, linking not only the world, but Columbia County to the world.



Satellite services provided by Comsat enable people of the United States to telephone international points almost as easily as calling across town



immigration into Columbia County

To Farm the Land, To Mine the Resources

By Roseanne Geiger

Columbia County, rich in natural resources, offered many immigrants the promise of a better life that most were seeking.

Each contributed to the development of the county as a rich agricultural center and mining region. The English, whose ancestors first settled the county in the 1700s to work the mining areas, continued mining within the county.

"Many new immigrants first came to farm the land, but then saw the success in mining," says Edna Lynn, executive director of the Columbia County Historical Society.

In the latter part of the 19th century mining booms in Centralia brought many into the county from northeastern Europe, including Slovaks, Poles, and Lithuanians, Lynn says.

"At the same time, the Germans and the British were coming off the farms in Bloomsburg, Espy, and Millville, making a human barrier along the mountain ridge separating Centralia from the rest of the county," says Dr. Craig Newton, professor of history at Bloomsburg University. Dr. Newton believes this is a major reason why there are few eastern and southern Europeans in the rest of Columbia County.

In the earlier part of the 1900s, Berwick became a major American industrial town, home to the American Car Foundry which manufactured railroad cars. The Foundry helped Berwick to grow rapidly. Because of high job opportunities, immigrants came into the county, especially Berwick, in two major waves. The first influx was from eastern and southern Europe. "However, conditions changed at the Foundry and

many lost their jobs and left for larger metropolitan areas," says Dr. Newton.

The Foundry saw good times again and more immigration was the result. "Thousands came into the county and the town of Berwick increased in population by almost 40 percent," says Dr. Newton. Most were of Italian, Russian, and Ukranian descent. The business boom that occurred within the county lasted a few years, then began to fade. There were no more major surges of immigration after the demise of the American Car Foundry.

After the two world wars, there were relatively few immigrants who entered the county. Most came because of family already living in the county. In the 1960s, immigrants came in smaller numbers. Most were either professors or students at Bloomsburg University. A large number were from Third World Nations.

"Generally, foreign educated post-doctorate candidates come because there is better training and research offered in a more developed nation," says Dr. Abha Ghosh, director of Tutorial Services at Bloomsburg University. Dr. Ghosh immigrated from India in 1966. Dr. Ghosh, who was actually born in East Pakistan (now known as Bangladesh), moved to India as a child. She was educated in Calcutta and immigrated to Wisconsin to work on her post-doctorate.

Immigration has always been controversial. According to critics, a primary reason is the belief that when foreigners come to the new land they take jobs away from Americans. However, according to the President's Council of Economic Advisors report of 1986, there is no evidence of unemployment among native-born workers attributable to

immigration.

Studies have shown that the presence of immigrants in labor markets is associated with increased job opportunities overall, including job opportunities of native-born minority groups. Many immigrants are entrepreneurs; foreign-born males are significantly more likely to be self-employed than native-born males with similar skills.

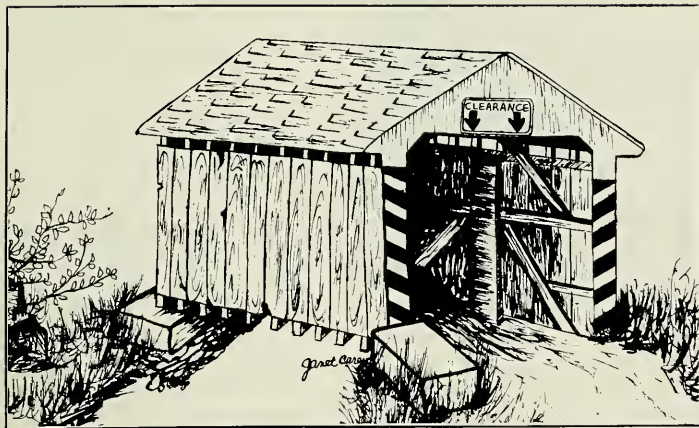
A reason for the successful absorption of immigrants into the U.S. labor markets is that overall migrant inflows have been low relative to the size of the population, to labor force growth, and to domestic migration.

Today, there is no major flow of immigration into Columbia County. However, there are a few who do come into the county. Mae Yen, 16, was born in China and immigrated to Bloomsburg in 1982. Yen had relatives already living within the county.

"The hardest part was learning a new language," says Yen. "My grandmother taught me the basics of English my first summer here." Yen, because of the language difference lost two years in school. "I was 12 when I came but they only started me in the fourth grade." she says.

Although customs differ from nation to nation, most immigrants tend to maintain some of the customs from their homeland. Dr. Ghosh says it is hard to maintain customs when you are in a new and different land but the advantage with the foreign born is that they can take the best parts of each culture and combine them.

Although, the number of new immigrants entering the county is relatively small the immigration patterns have molded the county into a culturally rich community.



through rolling hills and covered bridges, tourists come to see the sights of our area

A Friend in Columbia County

The rural charm of Columbia County, with its serene hills, trees, covered bridges, and streams brimming with trout, attracts tourists from around the country—even around the world.

A couple from Switzerland recently chose to vacation in Columbia County. They compared its greenery to the beauty of Ireland.

Although Columbia County doesn't seem like a booming tourist area, many are attracted by its beauty and tranquility.

The Columbia-Montour Tourist Promotion Agency says tourism is on the rise. "People write us requesting information about the area," Marguerite Foster, TPA director says. "Recently, we received requests from France, West Germany, Quebec, Ireland, Australia, Greece, and Argentina."

American tourists are also visiting Columbia County in increasing numbers. Scott Dugan, press secretary of the Pennsylvania Department of Commerce and Travel, says the total travel expenditures of tourists in Columbia County in 1985 was about \$31 million. There are 737 travel-related jobs in Columbia County, which generate a payroll of about \$5 million, according to Dugan.

Foster says that bus tour operators

from New Jersey, South Carolina, and Wisconsin are requesting information about Columbia County. She attributes this interest to the fine restaurants in the area. The Bloomsburg Fair, the largest in the state, also attracts a large number of tourists, says Foster.

Some sights that seem commonplace to the natives of this area fascinate visitors from abroad. Foster says the area's

'The covered bridges of Columbia County have been a drawing card for both photographers and writers, as well as tourists.'

covered bridges interest many European and American tourists.

"The covered bridges of Columbia County have been a drawing card for both photographers and writers, as well as tourists," Foster adds.

Columbia County has 25 covered bridges, most of which are more than a century old. Columbia County also has the distinction of having the only twin covered bridges in the world. It is not surprising that the Annual Covered Bridge Festival, held in October, attracts one or two foreign visitors.

It is hard to imagine that the church buildings of this county can rival those of Europe. However, Foster claims that the variety of churches and religions found in our area is another reason that foreign visitors are attracted to Columbia County.

"Many of the churches have preserved the original windows," Foster says. "They attract a lot of attention because they are so old."

Tourism is an industry many people may not associate with Columbia County, but according to Foster, "There are many people traveling these days; they want to see different things." One way to appreciate the beauty of this area is to look at it through the eyes of a tourist.

--JANET CAREY

even with international terrorism, Americans are. . .

Traveling Abroad

by Kelly McDonald and Christina Morrison

More and more Columbia County residents are taking flight.

In some cases, they're even taking a slow boat.

It's a tourism boom, and those discovering the pleasures of travel represent all ages and all income levels. The upswing in tourism is evident despite the problems of international terrorism and the 1986 Chernobyl reactor meltdown, both of which put an end to travel plans of thousands last year. Last year, the number of Americans traveling abroad was up 3 percent. Don Wynegar, director of research at the U.S. Travel and Tourism Administration, says increases in travel abroad will continue, but at a slower rate.

Tourism in the U.S. has also been

picking up over the past year because of fear of overseas travel. Bea Umstead, travel consultant at Venditti's Travel Service, Bloomsburg, says that wilderness areas, including Alaska and the Pacific Northwest, are being visited more because "travelers want to see things they don't see everyday without leaving the country." Until last year, Holy Land tours were popular, but terrorism has ended the demand for these tours. In 1986 there were more than twenty terrorist-related bombings or hijackings, many involving American tourists.

Suzanne Shaffer, travel consultant at the American Automobile Association, Bloomsburg, says she books very little travel to South America, the Far East, and the Middle East. "Last year there were a lot of cancellations out of fear," Shaffer

says. She advises travelers to take travel and cancellation insurance because some companies are beginning to cover terrorist attacks.

Tourism has been a problem in several countries because of political unrest. The U.S. Travel and Tourism Administration attributes the declining growth of overseas travel leaving America largely to the fear of terrorism.

Americans are banned from traveling

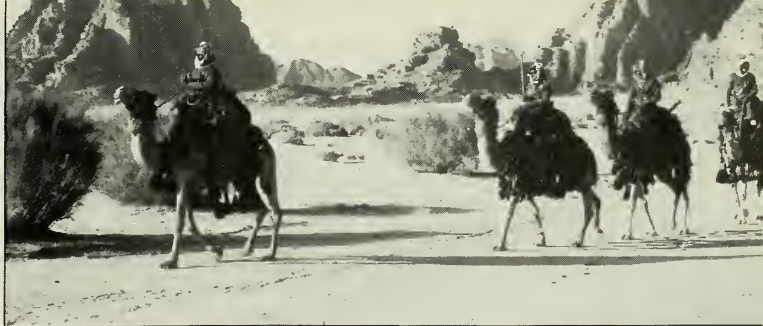


The Cuyuna Indians go to San Blas Island to sell their wares to cruise ship passengers.



Throngs of shoppers in Myongdong, Seoul's busiest shopping district, reflects a recent affluency.

ad



Jordan's desert police--On the Beat in Wadi Rum

to Libya and Lebanon. The U.S. Department of State also advises Americans against traveling to North Korea, South Vietnam, Angola, Iran, and Cuba. Diplomatic relations with these countries do not exist; thus, there are no American embassies or consulates should American travelers need help.

Umstead says local residents are choosing to visit many different countries. Many more middle- and lower-income

people are choosing to travel, the heaviest travel being to England. Travel to England has become popular because of the low cost, the beautiful countryside, the historical sights--and "Americans don't need to know a second language." South American countries are also becoming more popular because of favorable exchange rates, resulting in lower prices for goods and services inside these countries, she notes.

Exchange rates are a major factor in influencing the volume of travel to a particular area. When the exchange rate is high, the value of the dollar is stronger and more tourists are likely to visit a country, taking advantage of lower hotel rates, cost of food, and innumerable souvenirs.

To assist the traveler are many tour packages available to many countries. A 10-day tour can put an American in France, Germany, Holland, and the Netherlands; the cost is about \$1600. Another 10-day deluxe tour is the Alpine Retreat for \$1,839.

"These deluxe tours provide the best accommodations," Umstead says. Tours usually include meals at good restaurants and lodgings at the top hotels. "The price of a cheap tour added on to the cost of dining in good restaurants, which are very expensive in Europe, would come out to the same price as the deluxe tour," says Umstead.

Shaffer says one of the best vacation values is a cruise--"One price covers all; airfare, three or four ports of call, and meals." Shaffer says cost are down for most vacations because "there are more airlines and hotels in competition." "Price-wise, weekend flings are more affordable today than in the past because prices are cheap," she notes. A four-day weekend in the Virgin Islands costs about \$199 off season. "People are making more money. They work hard and feel they deserve a vacation no matter what the cost," Shaffer explains.

Umstead says that travel to Africa has decreased in comparison to what it was 18 years ago when you could still go on a shooting safari. Because of the bans on hunting, tourism has declined but photo safaris are now on the increase. Deluxe two to three - week African safaris range





in price between \$1,700 and \$2,400, depending upon the trip desired.

Africa is still a popular continent for tourists because of its wildlife, the beautiful climate, the Victoria Falls, and the photographic safaris, Umstead says. Depending upon the country, certain types of hunting may be permitted.

Although the 1988 Olympics will be held in South Korea, travel to the Games by Columbia County residents has never been a favorite. Umstead says, "Even when the Games were held in Montreal, a relatively inexpensive and easy trip, very few Columbia County residents showed interest."

Tourism to Third World countries has been on the rise, according to U.S. Department of Commerce reports. Relatively unknown countries have begun to develop their tourist industry. Micronesia, four groups of islands located north and northeast of Australia in the Pacific Ocean, has a beautiful climate and the special charms of these developing countries.

However, not all Third World countries are full of charm. Shaffer believes that people have misconceptions about Jamaica. "A lot of people think of palm trees, but they don't realize the poverty," she says. "I tell people exactly what they can expect. I won't lie just to make a sale."

Mike Kerlish, Berwick, recent tourist to the Caribbean, describes Montego Bay, Jamaica, as "A dirty city," but the outskirts are 'nice.'" Poverty in certain countries may be caused by a low national average income coupled with poor economic and social policies. Low income levels means that families will spend their entire income on consumption, and little to none on savings. Low savings leads to low investment, making it even more difficult for the country to pull itself out of

poverty. Regional poverty has been highly correlated with low industrialization, urbanization, high illiteracy, and poor resources.

Kerlish went on his cruise to Jamaica with port calls in Aruba, Colombia, and Panama. He says that Williamsport, Aruba, was spotless. "You could eat off their docks," he says.

Laberta Sterner, Berwick, notes, "While my husband and I were passing by a Jamaican airport, our bus driver told us that the many abandoned planes we saw in the airport were forced to land there because they had been caught smuggling drugs."

San Blas, an island visited on the trip, was owned and run by the shipping lines specifically for the tourists. Nobody lives on the island, although the Cuyana Indians who live on surrounding islands come over to show and sell their wares. These wares are mostly made of handcrafted leather and ivory items.

According to Shaffer, development of tourism has been a problem in countries such as Haiti where Americans are turned off by political unrest and poverty. Umstead agrees--"It is really bad in Haiti; worse than any Caribbean Island. People are stopping by on cruise ships and seeing children begging." In Jamaica, the government is attempting to solve this problem by giving hotel owners tax concessions to encourage development. The average income in Haiti is \$273 per year, compared to the United States average income of \$12,831.

As for anti-American attitudes which are associated with many countries, Umstead says, "France is the only country I've heard travelers complain about being mistreated because they were Americans."

Francis Battisti, a student from France, who is studying at Bloomsburg University, says, "American people expect every person they meet when traveling

abroad to speak their language. There is a large number of tourists in Paris, but Paris is also a center point for business; hence, many American tourists will mistake a Frenchman's haste for snobbery. Tourists will find the French people living outside Paris in smaller towns to be much more friendly." Battisti also says that some of the misunderstandings which happen between the French and American tourists occur because, "American people often are ignorant of the French peoples' habits, such as dining habits. An American tourist may not think twice about eating with his hands, but the act would not be appreciated by other French diners and the management."

Touring Americans, however, also tend to be ethnocentric, expecting the same thing overseas that they receive in the United States. Such expectations have helped McDonald's become prolific in almost every country of the world. Americans also tend not to drink the water, fearing dysentery and numerous other disabling illnesses. However, in many countries of the world, the water is far safer to drink than in most American cities, and visitors from overseas to the United States often are treated for stomach disorders. And, Americans traveling overseas often do stay close to the Americanized itinerary, with stops at places that have become "Americanized." They are afraid to venture into many parts of the country to better understand the peoples and their cultures. Such fear has developed an "Ugly American" syndrome in many countries.

While it all sounds complex, international travel really requires only that the traveler takes some time to plan and prepare for the trip. Most travel agencies can help and many have travel agents who have first hand knowledge of various countries.

Bon Voyage!



Beep! Beep!

Made in
the U.S.A.

(parts made
elsewhere)

by Mary Sedor

Stuck in traffic on Route 11? Seems like the line of cars goes for miles? Well, it could be worse.

According to the Pennsylvania Bureau of Motor Vehicles, there are about 32,500 cars registered in Columbia County; about 7,600 are imported.

There are more than 130 million cars in the United States, and trends show this number will keep increasing. That's one car for every 1.8 people.

As the number of automobiles increases, the influence of foreign countries in the automobile market also increases. Not only through imports of foreign cars into America, but also through joint ventures between American and foreign automobile manufacturers.

In each of the past eight years, more than two million foreign cars were imported into the United States; this accounts for 23.5 percent of the 10 million new cars registered each year.

Most of the imports sold in Columbia County come from Japan, according to salesman Russell Burke. Kishbaugh Toyota, Beach Haven, receives an average of 20 Toyota cars and trucks a month. In



addition, Zeisloft Brothers, Bloomsburg; Harlen Motor Sales, Berwick; and W.O. Diehl and Sons, Eyers Grove; all carry Dodge Colts made in Japan.

A new Honda dealership opened up this past spring in Columbia County. When the franchise became available, Dominick Rocco decided that Columbia

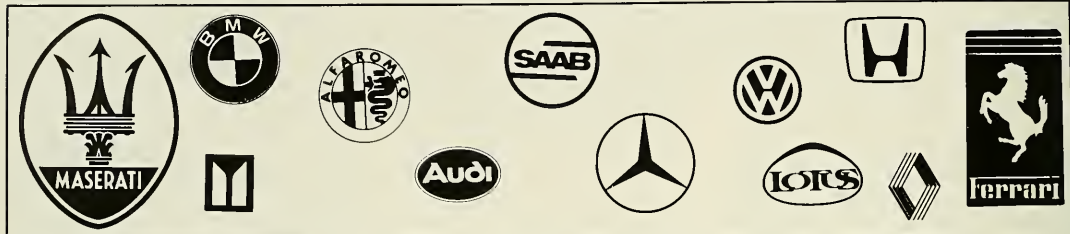
BMW's, Rolls-Royces, Ferraris, and other expensive automobiles are sold in the greater Philadelphia market.

To shield American automakers from foreign competition, the federal government has imposed a protective tariff on all imported automobiles. According to the U.S. Department of Commerce, the

the Granada.

Several American automakers have future plans for building cars in foreign countries then exporting them to the United States.

Ford officials say they plan to produce about 200,000 Super/Sports a year in Australia for export to the United States



County was a prime location and a "nice area."

To find some of the newest imported cars, though, it is necessary to travel outside Columbia County. Some local residents travel to the Wilkes-Barre, Scranton area to buy the Yugo, made in Yugoslavia. According to salesman Roy Hoinowski, Ertley sells an average of 15-20 Yugos a month. A base price of \$3,990 is one of the car's most attractive features. Although the Yugo has only been sold in the United States since August 1985, parts for the car are "generally available," Hoinowski claims.

If you want to buy a Hyundai Excel, you have to go to West Chester or Philadelphia--at least until a franchise opens in the Scranton or Allentown areas late this year. Hyundai automobiles, in their second year of distribution in the U.S., are imported from South Korea.

Two other popular imports are Volkswagen's Golf and Jetta. Although the parent company is located in Germany, these cars are built in West Mooreland, Pa. The local dealer, Valley Volkswagen, Danville, sells approximately 150-180 Jettas a year, says salesman Bill Etnoyer.

The Volkswagen Fox, another import, will be made in Brazil and shipped to the United States soon. Volkswagen has "great expectations" of this two-door, front-wheel drive vehicle, according to Etnoyer.

Among other imports found in Columbia County are Audi, Mazda, Mercedes-Benz, Nissan, Porsche, Renault, Saab, Subaru, and Volvo, all from dealers located outside of Columbia County.

tariff is currently 2.5 percent of the value of each car imported to the U.S. If the value of an imported car is \$11,000, the tariff raises the price 2.5 percent to \$11,275. The importer then passes this directly to the customer in the form of a higher price.

By manufacturing these cars in foreign countries as well as buying parts from other countries, the American companies are also taking jobs away from American employees.

After protective tariffs were enforced, the Japanese set voluntary quotas to limit the cars exported to the U.S. to 2.4 million.

With the increase in foreign competition, the days of the completely "American-made" car are almost over. All of the Big Four automakers of the United States either have plants in foreign countries or are working on joint ventures with foreign companies. The Ford Motor Co. has plants in Third World countries including Mexico, Brazil, Argentina, Malaysia, and Taiwan. Each of these plants makes parts or assembles "American" cars--the Topaz, the Cougar, the Grand Marquis, the Thunderbird, and

and Europe, beginning in 1988. Ford also plans to import the Festiva minicar from Korea in 1988. The three-door Festiva is already being produced for Ford in Japan by Mazda.

Lincoln-Mercury intends to offer a Mexican-built import, the Tracer, in 1988.

Other joint-ventures in the automotive

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industry include pairing Chrysler with Mitsubishi, General Motors with Opel, and Chevrolet with Suzuki.

Chances are that almost any American car contains parts that have been manufactured in a foreign country. In fact, these imported parts could account for as much as 70 percent of a "domestic" car, and almost no car is entirely "made in America."

Ford makes aluminum wheels in New Zealand and ships them to the United States, along with engines from Mexico, anti-lock brakes from Germany, and transmissions from France. From Brazil, Ford ships engines, electronic components and trucks made by some of its plants.

Most of the foreign-made parts are cheaper than American-made parts. This is helpful to the average American who needs to buy parts because of an accident, but not to the unemployed auto workers.

Insurance companies use the lower prices to base their claims upon, keeping the insurance premiums from rising as rapidly.

Ironically, foreign automakers are coming to America for help. For instance,

Yugoslavia imports 19 parts that are manufactured in America for each Yugo. These parts include headlamp bucket assembly, vacuum lines, catalytic

Imported parts could account for as much as 70 percent of a 'domestic' car, and almost no car is entirely 'made in America.'

converters, exhaust check valves, air pump assembly, accelerator cable and temperature sensors. In a spirit of economic cooperation, Japanese firms are now making cars in America. At its new plant in Flat Rock, Mich., Mazda will produce a new Mustang III similar to Ford's.

To compete with these foreign

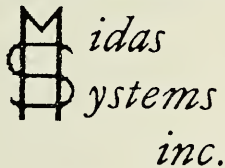
automakers, the Big Four American automakers are currently using foreign labor at lower wages, while at the same time, claiming to help each country's economic growth. But are automakers helping the average American?

By manufacturing these cars in foreign countries as well as buying parts from other countries, the American companies are also taking jobs away from American employees. To increase profits, the automakers have closed plants around the United States, or have demanded that the workers take wage cuts. This could increase the 6.7 percent unemployment rate nationwide. The unemployment rate is currently 6.4 percent in Columbia County, down from an all-time high of 18.1 percent in January 1982.

For the average family in Columbia County, the purchase of a new car is probably their single largest expenditure, excluding the purchase of a house.

Next time you consider purchasing a new car, remember that it is not 100 percent "American made" unless you make the car yourself from parts you create.

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Flying Flowers

finding homes for fragrant imports

by Kelly McDonald

Columbia County was once the third largest pom-pom flower producer in the world. According to Ed Folk Jr., Folk Florist and Garden Center, Bloomsburg, a terminal was located nearby which shipped the flowers to places as far away as Illinois, Virginia, New York and Massachusetts. Folk believes the demise of the local pom-pom flower industry was caused by imported flowers competing with the American market.

In the greenhouse, special care is given to flowers and plants by a Dillon worker.



Folk says, "Imported flowers became cheaper and U.S. wholesalers started buying the imports instead of the locally grown flowers."

Bob Taggart, assistant manager, Dillon Floral Corporation, Bloomsburg, says, "Now, as far as South America goes, it is cheaper to import than to grow the flowers ourselves." He cites a better climate, longer growing season and cheaper labor as the reasons why South American flower producers can undercut the price of local growers. Folk says that South American flower quality is "very good but what has also helped them is that they have learned how to pack and ship the flowers." Both Taggart and Folk agree that imports from South America, "put us out of the flower growing business." Carnations, pom-poms, miniature carnations, football mums, and gerber are just a few kinds of flowers imported from South America, while tulips, alstroemeria, iris, lillies and freeshia are imported from Holland.

According to Taggart, Holland invaded the American flower market about four to five years ago. Although Holland has a winter comparable to ours, Taggart

believes the Dutch can grow flowers well because they have flower growing down to a "fine technological science," he says.

Along with cut flowers, bulb starters can also be bought in Holland at the flower market. Cut flowers are flown from Holland to either Philadelphia or New York. The local wholesalers go through brokers to purchase their flowers. Cut flowers from South America are sent to Miami. The flowers are placed on a trailer which delivers them to the wholesalers. The wholesalers usually receive shipments twice a week from Holland and South America. The flowers are shipped in cardboard boxes and inspected at customs. Flowers may not pass through customs if insects found with the flowers, pose a problem here. Taggart says, "Sometimes I've lost half of a flower shipment because of insects."

Locally, the wholesalers distribute the imported flowers by calling retail flower shops and asking them what they need. The wholesalers take the flowers from their stock and deliver the bunches to the shops. For the florist, it is cheaper to buy flowers by the box rather than in bunches because the wholesaler must "add



Flowers are delivered in cardboard boxes from South America and Caribbean countries.



Potted flowers are prepared for retail and wholesale by Folk workers.

the extra labor cost on to the price for separating and preparing the flowers," says Taggart.

Flowers grown outdoors are less expensive than flowers grown in greenhouses because there is no cost for the greenhouse structure, heating, and special equipment. But in a greenhouse, a lot more kinds of flowers can be grown, especially flowers which are moisture sensitive. In the greenhouse, the growers can control the amount of water, the temperature, the carbon dioxide flow and insects. Folk says, "Greenhouse flowers are better quality although sometimes it's not practical if you can grow the flowers outside." Flowers grown in a greenhouse are more expensive because of the additional cost needed to raise them in the greenhouse. Folk says that the United States imports more flowers than it exports and most of what is grown in the United States is used domestically.

Dillon grows all its own roses, while Folks does not produce any cut flowers. They do however, grow potted plants. According to Folk, Canada exports a lot of potted plants to the United States. "Canadian growers can sell their potted plants here cheaper than the United States growers and then through exchange rates, the Canadian grower can exchange the American dollars to receive more in Canadian money," says Folk.

Taggart and Folk agree that the prices of flowers depend on the principal of supply and demand. A large supply, with low demand, keeps prices down while a

large demand and low supply tends to raise prices. "If ever an industry depended on supply and demand this is it," says Folk, pointing out that roses purchased around Valentine's Day can be up to six times more expensive than roses purchased during the summer.

If a holiday crop is destroyed because of weather or other factors, flowers at that time become extremely expensive.

Sometimes a missed flower shipment can create havoc for the wholesaler.

Taggart says the shipment usually comes the next day. "At times, Holland will substitute a flower if they are short, but this rarely happens," he says.

Folk hasn't been so lucky. About two years ago, a truck on its way up from Miami got caught in a snowstorm in Virginia. His Valentine's Day roses arrived at 2 p.m. Valentine's Day. Folk smiles and says, "Need I say more."



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Diamonds down under

by Kelly McDonald

In today's world, diamonds aren't just a girl's best friend, they are also a jeweler's best friend.

Anthony Cerminaro of Walker's Jewelers, Berwick, says, "business has been good. This past Christmas was the best in 25 years." Most area jewelers agreed that this past Christmas was good for business. According to the jewelry merchants, popular selling items, other than diamond rings, included 14K gold chains, ladies' and mens' watches, and gemstone jewelry.

With more than 5,000 kinds of diamonds to choose from, the decision of which one to buy may be very difficult.

Rough diamonds are found on every continent with the exception of Europe and Antarctica, says Lloyd Jaffe, chairman of the American Diamond Industry Association, New York City. "Every production mine contains a different quality of diamond. If the diamond is in the rough form (uncut and not polished) it can be traced back to the mine where it came from," he says. "It's not easy to trace," says Chuck Purosky, manager of Good As Gold, Bloomsburg, "but a good gemologist would know."

Diamonds have been found in almost every state in the United States. The 'Dewey' diamond and the 'Punch Jones' diamond are two alluvial stones which were found in Virginia. However, North American diamonds have less economic importance than diamonds found in other countries, according to Joseph Nespoli of Nespoli Jewelers, Berwick.

The value of a diamond is determined in four ways—by carat weight, clarity,

who
mines,
refines,
and
shines
them?

color, and cut. People tend to confuse cut with the shape of a diamond. Diamonds are cut into a number of shapes, depending on the nature of the rough stone. The most popular are round, marquise, oval, pear, heart, and emerald; the choice is largely a matter of the individual's preference. An average of 250 tons of ore must be mined and processed to produce a one carat diamond.

Most people believe that all of the rough diamonds produced in the world come from South Africa. However, Australia is the largest producer of natural rough diamonds, producing 29 million carats last year. Following Australia was Zaire with 20 million carats, Botswana with 12.9 million carats, the Soviet Union with 12 million carats, then South Africa with 10.1 million carats.

The De Beers corporation of South Africa controls about one-fourth of the diamond selling market, and the prices of 80 percent of the world's diamonds. Jaffe points out that countries, like Russia and Australia for example, have Orderly Market Agreements with De Beers.

Only about 20 percent of all the diamonds found in the rough form are cuttable. The remaining are used for industrial purposes. Diamonds are cut in every continent except Antarctica.

India is the leading country in the amount of diamonds cut and the amount of people employed in diamond cutting. About 350,000 people are involved in cutting and polishing diamonds. However, India's production is poor in quality; they cut the smaller, less perfect stones says Jaffe. Wage costs are less because of their labor standards in India, he says.

Nespoli points out that "The cutters and polishers get a bag in which the



diamonds look like stones. They cut, shape, facet the diamond, then polish it."

Diamond cutting provides a living for several hundred thousand families in Third World nations. The United States imported more polished diamonds from India in 1985 than any other nation. As far as weight of diamonds, Israel and Belgium are big diamond cutting centers. Higher quality and larger size diamonds are cut in the United States.

In 1985, the United States imported \$3.2 million worth of rough diamonds, and \$2.7 billion worth of polished diamonds. Importation relies on size, quality, and consumer demand says Nespoli.

Jaffe explains that wholesalers usually have offices in Belgium, Israel, England, and the United States. When the imported diamonds come into the United States, Cerminaro notes, 75 to 85 percent of the diamonds go to New York City. "You can purchase diamonds from over 6,000 sources right now," he says, noting that the United States is the world's largest diamond consumer.

Diamonds are also used for industrial purposes. Eighty percent of all diamonds by weight go for industrial use. Jaffe says, "The United States maintains a stockpile of diamonds, so during a war we'll have a diamond supply for industrial purposes." Diamonds can also be man-made. These diamonds are very expensive and are used almost entirely for industrial purposes.

Nevertheless, whether man-made or natural, whether industrial or ornamental, diamonds are a big industry—and one of the largest imports to the United States.

by Roseanne Gejger
and Mary Sedor

Rich in diamonds, gold and various other minerals, South Africa is one of the most economically stable nations on the African continent. Despite the success in the business world, it is also the scene of incredible violent and hostile civil unrest, the result of the governmental policy of apartheid. Apartheid is the practice of separating racial groups and discriminating against nonwhites.

Apartheid, although occurring within South Africa, has been the focus of much controversy in the United States. Many American companies have business affiliations within South Africa or own stock in South African-owned companies. Many Americans are calling for divestment of stocks in South African companies. Still others argue for a continuing of business relations with South African companies to keep some control in that nation. Whatever the solution, it continues to be an important issue that the world is keeping watch of. It has even affected many small corners of the world, including Columbia County.

Most companies within the county do not own stock in South Africa. "Magee Industries owns no stock directly in South Africa," says Ken Nadel, Vice-President of Finance. However, the company's portfolio includes stock in General Motors and other major corporations which do own some stock in South African companies.

Girton Manufacturing only has stock in area businesses, according to Dean Girton, President, who also says the company probably never would own stock there.

Investment companies in Columbia County do not own stock in South African companies, either. Bob Rawlins, assistant branch manager of Lincoln Investment Planning, Bloomsburg, notes that none of his clients own stock in South Africa. Quest Consultants, also notes that none of their clients include South African stock in their portfolios.

Two local credit unions, Columbia County School Employee Federal Credit Union and TRW Federal Credit Union, also do not have any stock in South Africa.

Although local corporations have not and currently do not own stock in South Africa, Bloomsburg University did.

Apartheid

and
a refusal to invest in racism

According to Dr. Robert Parrish, Vice-President for Administration and Treasurer, about a year ago, Fluor Corporation, a South African company, donated over \$1,000 worth of its stock to support a student scholarship. Parrish notes that "most gifts are immediately transformed into cash." He points out that University policy is not to hold South African stock and subsequently, the Fluor Corporation stock was sold at that time.

According to Janice Fitzgerald, director of press relations for the State System of Higher Education, SSHE, of which Bloomsburg University and the other 13 state universities are a part, holds no commercial or equitable investments with South African companies.

Like Bloomsburg, other universities are beginning to divest or have already done so. According to Sharon Poff, press relations director at Bucknell University, Bucknell did own stock in South African companies, but since last fall all holdings

have been divested. Pennsylvania State University is and has been divesting their many holdings in South African companies.

The Commonwealth of Pennsylvania has begun to divest, too. According to Duke Horschok, of the Pennsylvania Department of the Treasury, as recently as February, almost eight percent of the Commonwealth's \$4.5 billion investments were in stock in South African companies. However, within the past few months, the Commonwealth has divested almost all of its \$300 million South African investments, says Horschok.

With increasing pressure from the American people to divest South African holdings, American companies must decide whether to take a moral position and divest or to stick to business and maintain South African dealings for the good of the company, despite the human injustices occurring there.

Blacks in South Africa have long been the target of institutionalized racism. The United States is currently considering steps to alleviate this problem.



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by Melinda Artman

"Banned Hindu Custom Revived," blared one of the headlines in the Oct. 21, 1954 issue of *The Times* (London). Halfway around the world in Jodhpur, India, the widow of Brigadier Zabar Singh committed suttee, a form of self-sacrifice, in the flames of her husband's burning funeral pyre. She carried out this ancient custom despite the entreaties of her watching son and other relatives.

Suttee, derived from the Sanskrit word "sati," means chaste or virtuous. For a Hindu widow, suttee was originally a voluntary pious act; but under strong social pressure it eventually became an obligation. Although forbidden by the East India Company in 1829, suttee is occasionally practiced as a funeral custom even today.

In Melanesia and Polynesia, widows were killed soon after their husbands died. Now, although the widow's life is spared, the women are often forced to mutilate or disfigure themselves as a visible sign of their loss.

Death, burial, and the rituals which accompany them are governed, like all things, by reason and unreason, ecology, economics, religion, and the differences produced by them. This accounts for the variety of funeral rituals and customs that exist throughout the world today.

R.I.P.

death is universal,
but burial isn't;
how the world says
good-bye to its
loved ones. . .

Subtle differences are visible within Columbia County regarding funeral procedures, says Dean Kriner, owner of the Kriner-Elwell-Wilt Funeral Home, Bloomsburg and the Dean W. Kriner Funeral Home, Benton. "Slight differences exist within the Catholic funerals alone," he says, "but for the most part, there aren't any significant differences among American funerals."

In the United States, the viewing, or period of time in which the body is placed in state lasts throughout the afternoon and evening prior to the funeral. This however, is not the case in Burma. The length of time the body lies in state, is determined by the importance of that person.

An example of this custom was an archbishop who was embalmed and kept on public exhibition for a period of two years before the funeral ceremony finally took place. It is rare for an American viewing to last more than a day or two.

"We can hold the body for 10 days, but then a special permit must be obtained from the state," says W. Bruce McMichael, owner of the Keichner-Hindman Funeral Home, Berwick.

The typical American funeral covers a period of about three days, beginning with the removal of the remains and ending with the journey to the grave. This is fairly consistent throughout the Catholic

and Protestant denominations. Orthodox Jews require burial within a 24-hour period.

The Rabbinical Council of America says cremation, embalming, and mausoleum interment are strictly forbidden. Jewish funerals rarely take place in the synagogue, but rather in the home or mortuary. Another difference in the Jewish burial services is the absence of flowers.

The Roman Catholic Church also forbids cremation, except in rare circumstances, but has no other rules regarding burial. However, the funeral mass must be officiated in the church, and in most cases before noon. Floral arrangements are taken care of according to local customs, and although some churches will permit the floral displays as far as the altar rail, no flowers are to be on the casket while in the church.

Because so many denominations are included within the Protestant faith, only broad generalizations can be made when speaking about the group as a whole. However, most denominations have few rules or opinions governing the funeral services.

Beyond the borders of the United States, the differences in customs and rituals are more evident.

It is not unusual for the dead of Greenland's Eskimos to be cremated a few

hours after death has been confirmed. They also burn the personal belongings of the deceased during the cremation of the body. This custom is performed to prevent the "evil spirits" from hovering in the vicinity.

Many African, Australian, and Indian tribes also cremate the body and possessions.

However, cremation is not always used by these groups of people. "Most African, Australian, and Indian tribes bury their dead, with cremation being a distant second," says Dr. David Minderhout, professor of anthropology at Bloomsburg University.

It is not uncommon to see Americans burying certain items with their loved ones, says McMichael.

"Photographs are probably the most common item included in the casket," says McMichael.

Kriner adds, "Whatever you put in with the body gets burned (or buried)." The items range from letters, to jewelry, to funeral flowers, and everything in between.

Americans associate funerals with grief and a time of mourning. This is not

the case with the people of Laos, in Southeast Asia. For a Laotian, death marks the entrance into Nirvana, a place of eternal flame, where a better life begins. The future of the deceased is envied by the living to such extent that the house in which the wake occurs is referred to as the "happy house."

The Chinese often own their coffin long before they die; some even carry it with them when they travel.

The gaiety surrounding the typical Laotian funeral may seem shocking to Americans; there is no public mourning. Although the normal feelings of loss are felt, the Laotians fear if they yield to it, they risk holding back the spirit which is poised on the brink of a better life. They believe life is stronger than death because death is only the entry into a fuller life.

Eighty-five percent of India's

inhabitants are Hindus. The term "Hindu" does not refer to the followers of a particular leader or creed; it is a way of life rather than a denomination. A Hindu cremation presents a striking spectacle. The banks of the Ganges, India's most sacred river, are considered to be the most desirable place for it. The waterfront is littered with burning ghats, the marble or concrete slabs on which the funeral pyre is built. After the ceremony, which consists of dipping the body into the river, then smearing it with clarified butter, the pyre is lit by the chief mourner, usually the deceased's son.

Open cremations cannot be performed in Columbia County without special permission.

"My God, you can't even burn your garbage!" jokes Kriner, "But there again, if they want immediate cremation and no embalming, they can get it."

There are some big differences between funeral facilities in the United States and India.

"They don't have crematories as such in those countries," says Kriner. "They don't even have funeral homes. The families handle the funerals themselves."

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India is also the home of 100,000 Zoroastrians. Zoroastrianism was once the common religion of the Persians (present-day Iran) before Mohammedanism was introduced. Persecution forced most of the followers of Zoroastrianism out of the country; only about 5,000 still remain in Iran.

Zoroastrians believe the earth, fire, and water have a basic purity which the burial, cremation, or putrefaction of a dead body would contaminate. To avoid this, they leave the body in the dakhma or "tower of silence." This is a round structure with high walls to prevent people from getting in or seeing in.

The tower is open to the sky. It is here the corpse is left for the vultures and crows to dispose of. These towers are considered the most impure places on earth; only the unclean funeral servants will enter them. It is these funeral servants who return occasionally to the towers to remove and dispose of the accumulating bones.

Due to their environmental situation, the Mongolians don't practice what Americans would consider "conventional methods" of burial either. The frozen ground makes earthen burial impossible and cremation methods are hindered by the

They either leave the whole body to be consumed by scavengers; or, in a less common practice, strip the bones and feed the flesh to the birds.

lack of trees or brush necessary for burning. This forces the people of Mongolia to dispose of their dead through the methods of exposure and abandonment.

It is generally carried out by placing the unclothed body in pastures deemed unsuitable for use by the living. They either leave the whole body to be consumed by scavengers; or, in a less

common practice, strip the bones and feed the flesh to the birds. It seems only logical that these people should refer to the eagle as the "nomad's coffin."

The care of the body is left to the women, not the birds, in Brazil. The cleansing and dressing of the corpse is usually carried out by female friends or neighbors who have become very deft with the procedure. These women are

The tower is open to the sky. It is here the corpse is left for the vultures and crows to dispose of.

given no special title or name, receive no special training, and are not paid for their labors. No cosmetics are used, no restorative art is applied, and no embalming is performed, except for bodies

to be shipped overseas.

This contrasts with the formal schooling, special training, and licensing an American funeral director must complete before he or she is able to begin work. According to McMichael, one must first complete 60 credits of a liberal arts program at a regular college. They then attend 12 months of mortuary school before entering a full year as an intern.

After the successful completion of all these requirements, the prospective funeral director must pass both the four-part state boards and the national boards before becoming licensed.

In China, the reverence of one's ancestors is practiced by the majority of its people. This ancestor cult is based on three assumptions--the living owe everything to their departed ancestors, the spirit-world actions continue to affect the living, and ancestors are only interested in their own descendants. The Chinese believe the spirits are partially dependent on the contributions of their descendants, which are made periodically by burning

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paper money, paper clothes, and paper articles. Therefore, it is essential for the Chinese to have someone to look after their well-being in the after-world. This makes it all-important for Chinese to marry and rear children.

This concern for their ancestors can be misleading, says Dr. Minderhout, who points out, "they act more out of concern for the living than out of respect for the dead."

The Chinese often own their coffin long before they die; some even carry it with them when they travel. This can be quite a project, considering a coffin can sometimes weigh as much as 350 pounds. Constructed of white pine, three to five inches thick, the coffin is not only sturdy, but also very elaborate and ornate in its decoration. A coffin constructed for use in the United States will weigh between 145 and 280 pounds, with the thickness varying up to a maximum of three inches, says McMichael.

The size of Chee Wah Woo's coffin was never recorded, but one would have to assume that its size couldn't have been very large. At 27 inches, Chee Wah Woo was described as the "smallest living

Chinaman." Woo traveled with a midway show which made a stop at the Bloomsburg Fair. During his stay in Bloomsburg, the 54-year-old midget died of a heart attack on Oct. 7, 1908.

However, Deputy Coroner John Sutton asserted that Woo was not Chinese. It was later confirmed that the so-called "Chinaman" was a descendant from parents who were Spanish and German, and his real name was John Avery. Avery was buried in Rosemont Cemetery, Espy.

Although Bloomsburg's Rosemont Cemetery may hold a circus midget, a cemetery in Berwick holds a movie star. Nick Adams, was born in Nanticoke and attended school in Briar Creek Township. He was buried in the parish cemetery, Briar Creek, in February 1968. Adams was best known for his role in the television series, *The Rebel*, but he also was nominated for an Academy Award for Best Supporting Actor in the 1963 film, *Twilight of Honor*.

Adams, much like his friend James Dean, lived fast and died young. Adams died at the age of 36, the result of a drug overdose.

"I've come to the conclusion that the country as a whole has become most violent; with the hoodlums raising so much hell and no signs of improvement. . ." wrote Harry L. Magee, Bloomsburg resident and businessman, in the second codicil to his will.

Like many Americans with wealth, Magee had ordered the construction of a mausoleum on a hillside outside of Bloomsburg with the intent of being interred there upon his death. However, changes in the times brought about his change of heart. "I have accordingly changed my mind and do not wish to be placed on the shelf at the stone place," he continued, and changed the burial site.

So it was in October of 1972, at the age of 71, Magee was laid to rest in a simple lot in the New Rosemont Cemetery, Espy, while the mausoleum on the hill remains vacant of its owner.

Some of these burial customs and rituals are a bit unusual. In fact, "They are much more the exception than the rule," says Dr. Minderhout, "and unusual compared to most instances." But no matter how varied these customs may be, death itself remains universal.



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Eating

... ethnic food at home

by Denise Savidge

It happens to everyone, so it's only a matter of time before it catches up to you. There is going to be a day when you just can't look at, let alone eat, one more peanut butter and jelly sandwich. But in Columbia County is a sure-fire cure for the peanut butter aversion--*Buerre de Noix d'acajou*.

In English, that means cashew butter, the same thing as peanut butter, just using a different nut. Well, maybe not *quite* the same. This cashew butter is all natural and imported from Canada.

Now wait a minute, you're thinking, imported from Canada and available here? Do Columbia County residents eat imported foods? You may be surprised to find what you've been eating lately didn't come from where you might assume. After all, where do you suppose coffee comes from, or chocolate, or bananas for that matter?

Imported foods are a mainstay of the health food stores which are increasing in popularity in the area. Let's face it, many other countries have healthier diets than Americans. If you're trying to eat healthy, or just want to try something different for a change, there are many strange but wonderful foods nearby.

For instance, how about a new twist to your baked bean casserole? Try using haricot beans from England. And instead of throwing your usual cup of table salt on your meatloaf, use a natural substitute of sea salt imported from France.

(Continued on page 49)

... fast food overseas

By Timothy R. Kurtz

Columbia County residents traveling overseas may feel right at home around mealtime because of the numerous American fast-food restaurants in foreign countries. In most countries are Big Macs, Whoppers, Pan Pizzas, or The Colonel's special recipe for chicken.

According to Clair Kinder, media relations specialist for Kentucky Fried Chicken, the reason there are so many American restaurants overseas is because "foreigners have a certain fascination with American food." Ann Connolly of McDonald's notes, "The introduction of McDonald's overseas brings new menu items that these people have not eaten before."

But Americans have eaten them all. *National Food Review* reports that Americans spend an average of 4.6 percent of their after-tax income on eating out. And, a large chunk of this is spent in fast-food restaurants. For many Americans in foreign countries, eating in fast-food restaurants instead of the local ethnic restaurants is second nature.

Kim Crumley, a Bloomsburg University student who lived in Holland the summer of 1986, says, "The fast-food restaurants are more expensive overseas than at home, but compared to the price of other restaurants, was much cheaper."

Dr. Ariane Foureman, a Bloomsburg University professor of languages, who was born in Tunisia to Russian immigrants, notes, "The only difference I saw was the serving of beer and that the

(Continued on page 48)



Overseas

(Continued from page 47)

foreigners are not apt to clean up after themselves (dumping their own tray)."

Dr. Jorge Topete, a native of Mexico and a Bloomsburg University associate professor of languages, says, "Hamburgers are not eaten much in Mexico, and were just recently introduced by the American fast-food chains. The restaurants also have a different feeling about them, a different ambience."

Crumley adds, "The restaurants in Holland had marble floors and televisions to watch. Some even had two floors." The other reason for eating in American fast-food restaurants overseas, she says, is because "the food tastes much better, and I wanted to eat something that I knew what it was." So, whether it's because of the cost or just for that "back at home feeling," the Golden Arches can be a welcomed sight.

McDonald's is the largest food service organization in the world, both in number of restaurants and volume of sales. Over the past 10 years, McDonald's has almost doubled the number of countries in which it has restaurants. The chain has 1,923 restaurants in more than 40 countries, compared to the 7,000 restaurants in the U.S., with almost 200 more to be constructed this year.

McDonald's, Connolly says, "keeps its menu fairly standardized and its prices relatively uniform." Menu items, such as breakfasts and Chicken McNuggets have recently been introduced internationally. Even some of the traditional American names have been changed. In Brazil, McSalad, the Brazilian version of McDLT, is served.

However, if the Columbia County traveler prefers chicken or the Whopper, Burger King has more than 400 restaurants in 25 countries, and Kentucky Fried Chicken has 855 restaurants in 54 countries. There are 611 Kentucky Fried Chicken restaurants in Japan alone, the most outlets anywhere outside the U.S., Kentucky's Kinder says, "One advantage we have is that chicken is universally popular." The only change area residents will find in overseas Kentucky Fried Chicken is perhaps french fries instead of mashed potatoes, and occasionally a local item or two.

Even Domino's Pizza has invaded countries overseas. Within the past two years Ernest Higa, a Japanese businessman, has opened his fourth Domino's, making it a familiar sight to Japan's upscale neighborhoods. "First it was just a fashion. Then all of a sudden it was a boom," says Higa, who was recently quoted in the *Wall Street Journal*. There are also many Wendy's and Mister Donut shops overseas, making overseas eating bearable to many Columbia County travelers afraid to try the local foods. It is upon this fear that American fast-food restaurants thrive.

About 3,000 American fast-food restaurants are located overseas, and there is a need to change foreign currencies into American dollars. However, the large number of countries and the many exchange rates greatly complicate matters.

Changes in exchange rates can cause drastic changes in income for American companies.

For instance, McDonald's had system wide sales of \$2.9 billion (23 percent of all gross revenue) coming from overseas operations last year. McDonald's *Annual Report* states, "If exchange rates had remained at 1985 levels, sales would have been \$376 million lower than reported for the year." This is almost a three percent decrease just because of exchange rates.

What would happen if McDonald's had to exchange all of its overseas income based on Hong Kong's exchange rate? The high and low variation in exchange rates between the United States and Hong Kong ranged from 7.7750 to 7.8005 Hong Kong dollars to American dollars. If the money would have been exchanged at the high rate compared to the low rate, McDonald's would have gained \$9.5 million. With such slight variations in exchange rates (255 one-hundredths of a point) causing such large variations in income, it is extremely beneficial for American based companies to watch for these fluctuations and convert their money when the rates are most favorable.

So, whether one is traveling on Route 11 or overseas, it is comforting to know that America's fast-food kings are all either right around the corner or just over the border.

Spectrum editors enjoy their favorite ethnic foods



At Home

(Continued from page 47)

'One night we ordered pizza and when I picked it up, they took the pizza, folded it up, and put it in a bag.'



Well, you may be thinking, that's nice, but how about something a little more exotic? Okay, try Nori, Kombu, and Agar, different types of seaweed from Korea, but imported from Japan.

"The seaweeds are used mostly for flavoring, like in rice, and are very nutritious," assures Marge Zeisloft of Vital Life Natural Foods, Bloomsburg.

Another Columbia County health food store specializes in Indian food and even has a takeout menu. Sweet Nectar, Bloomsburg, imports many of its products from an even wider range of countries. It has, among other things, basmati rice from India, vermicelli from China, and soy milk from Belgium. For snacks, it offers India's answer to potato chips -- *papad*, or "poppers."

"We also have Ginseng Up, a natural soda that uses ginseng as a sweetener," Beth Hanley, manager of the store says. "Ginseng supposedly gives energy." (It can also be added to whiskey to age it.)

Dorothy Ashman of New Age Supply, Bloomsburg, says "The macrobiotic foods we sell are from Japan. Macrobiotics is a Japanese way of eating that balances Ying and Yang, an Eastern philosophy that rests on expansion and contraction in all aspects of the universe."

Macrobiotics has been used on cancer patients, she notes. "It gets the body in tune with itself so it can heal itself."

Maybe you're not ready to give up your Ruffles, and you're kind of leery about Japanese algae, but you would like to try something a little different. A good place to ease into international cuisine is, where else? . . . a restaurant. Many in the area specialize in ethnic food, but often don't advertise just how authentic it is.

Enza Salamone of Sal's Pizzeria, Bloomsburg, was born and raised in Italy and brings the taste of her homeland to the food she prepares. However, she makes "certain changes" to suit American tastes.

"Italian pizza is not as good as American pizza," she says. "The sauce is not as good, and the toppings are different. Americans don't like artichokes, eggplant, or zucchini on their pizza."

Sal's also offers Italian dinner specialties. On the menu, straight from Italy, are *bracioli* (thin sliced meat rolled up with a filling), *canelloni* (a meaty manicotti), *cavatelli* (flour shells in sauce), and *gnocchi* (potato dough shells in sauce).

Tony Musso, owner of Serucci's, Bloomsburg, is a pizza maker. He too changes a few things when he cooks for Americans. He agrees the pizza made in the U.S. is different than in Italy. "They use fresh tomatoes so the sauce is chunkier and oilier," he says noting that in the U.S. the tomatoes are more pureed which makes the sauce smooth.

Musso, born in Brooklyn, has gone to Italy several times. "I've been there three or four times. One night we ordered pizza and when I picked it up, they took the pizza, folded it up, and put it in a bag," he says. Americans, apparently, were the inventors of the pizza box.

Luigi Bono of Luigi's restaurant swears that his pizza is the real thing also, but refuses to tell anything about it. "It's a trade secret. I tell no one how I make it."

Hay's Restaurant and Troiani's, both owned by Mike Saltasia, Berwick, offers an Italian-American cuisine. "We have everything," he says. "Fresh fish, seafood, veal, and steak plus our Italian menu. All the pasta is homemade by my wife."

If Chinese is more your style, you can eat your fill at two area restaurants, China Queen and Peking Restaurant, both in Bloomsburg.

Minh Lee, manager of the China Queen, indicates that he opened the restaurant in Bloomsburg because "of the great potential in this area." He says that he has customers who come in a couple times a week.

The Yen family had been in the United States for five years; for two years they have operated the Peking Restaurant. Mae

Yen, 16, goes to school in Bloomsburg but also works in the restaurant preparing Chinese cuisine. "We've been cooking this ever since we came here five years ago and it tastes the same as at home," she says. "Our food is optional, though, so we can take out some of the spicy stuff."

If your tastebuds hanker for a spicy South of the Border meal, Terrapin Station, Bloomsburg, serves it as hot as you'd like, although most local residents don't like it hot.

"We have to have dishes that aren't too spicy," Nancy Fought, co-owner of the restaurant says. "We usually make our sauces on the mild side. Of course, some people ask for it hotter, and some think the mild is too hot."

Cajun food, made famous in New Orleans, is the specialty of Harry's, Bloomsburg. Cajun favors a blend of red, white, and black pepper that creates a tangy, spicy flavoring used on the restaurant's chicken wings, steak, Shrimp Diane, and Chicken Piquant.

According to Bruce Thomas, Kitchen/Food and Beverage Manager at the Hotel Magee, "Cajun originated in Louisiana. It developed because of the foods that were available in the South, such as white and black peppers, crayfish and other types of seafood. It developed from these available foods to where it is similar to creole. Nowadays you can't tell the difference between Creole and Cajun food."

The Publick House at the Hotel Magee, Bloomsburg, changes its menu every month to feature cities and other cultures. "We do Hawaiian, New Orleans, San Francisco, European, and Polynesian," manager Bruce Thomas says.

Foreign food may or may not be to your liking, but imported alcohol seems to be favored in the liquor stores. John Hays, manager of Bloomsburg's State Store, says the number one bestseller among wines is Riunite, an Italian import. Some popular liqueurs include Drambuie (Scotland), Bailey's Irish Cream (Ireland), and Sambuca (Italy).

Mike Blass, State Store manager in Berwick, adds that his sales are high in Canadian whiskey, Mexican Kahlua, Italian Amaretto, and coffee cordials from Mexico and South America. But, he says, "sales fluctuate."

Blass observes, "At different times of the year, certain types of liquor sell better." Hays agrees, noting that America's own California Coolers sell better in summer, but another summer favorite, "melon balls," is made with a Japanese melon liqueur.

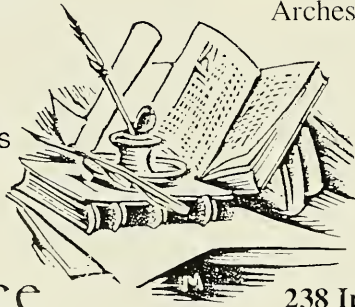
Even beer sales are influenced by foreign imports. Campus Beer's clientele, most of whom are college students, buy "only the cheap stuff," according to manager Dave Truehart. "Canadian and German beer are the most popular imports," he adds, "but college kids don't usually buy that."

Foster's Lager from Australia does fairly well at Bloom Party Center. "We also have one English gentleman who buys only Watney's," an imported beer from England, manager Kevin Beaver says.

If Columbia Countians plan to travel abroad, it is pretty safe to say they could try out the food and drink of the country they were visiting. But what would happen if they didn't like that country's ethnic dishes? Not to worry, they could always take along their jar of *Crema de Cacahuete* . . . that's peanut butter.

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Helping Ourselves by Helping Others

By Stephanie Simmons

In September 1965, Sue Jackson, Espy, answered John F. Kennedy's challenge to "ask not what your country can do for you, ask what you can do for your country," and began her service in the Peace Corps.

Jackson says that Kennedy's inaugural speech four years earlier was an inspiration to her, and an important part of her decision to join the Peace Corps. "His idealism was something that affected me directly," she recalls.

Several other Columbia County residents also answered his call and served in the Peace Corps.

Jackson was sent to Lima, Peru, where she was asked to recruit paying members to the local YMCA as part of an urban community development program.

"That assignment didn't satisfy our idealistic expectations," she says. With help from her Peace Corps representative and some priests, she was reassigned to an elementary school.

At the school, she taught boy's physical education classes. "It was a tremendous challenge," she says. "I taught them calisthenics and they taught me how to play soccer."

Jackson also screened applicants for the "Food for Peace" project, visiting many *barriadas* or "squatter villages," where people had few possessions and lived in huts made of bamboo sheeting. She notes, "I added many people to the list, but never took any off."

Jackson also noted that the Peruvians do not seem to feel the pressures of time. "They have a different concept of time," she recalls, "they all ran an hour late."

Jackson is currently chair of the Department of Sociology and Social Work at Bloomsburg University. Originally

from Lancaster County, she moved to Espy 13 years ago to begin teaching at the college.

For Carol Burns, Bloomsburg, the Peace Corps gave her a way to satisfy her "need for travel and adventure."

The "travel bug" was sparked after her parents gave her a trip to Europe for a college graduation present in 1968. "When I returned from the trip, I didn't want to begin teaching; I wanted to see more of the world," she remembers.

Burns contacted the Peace Corps soon after her return from Europe. Because she had spent most of the summer abroad, she missed the usual Peace Corps training sessions.

Fortunately, there was a group of nurses scheduled to begin training in October. She was allowed to train with them, and began her service in Grenada in 1968.

While in Grenada, Burns taught art classes in public schools. She also worked at a government-sponsored development center where she taught young women craft skills to help them earn money in the marketplaces.

Although Burns says she would recommend the Peace Corps to anyone, she doesn't believe that the experience is suited for everyone. "There are some people who are not comfortable with the idea of going off for two years," she notes. "But, it is really a worthwhile program, not only for the host countries, but for volunteers. They give a lot, but they gain a lot too."

Burns came to Columbia County last fall to begin teaching art at Bloomsburg University.

Although Stephen Wukovitz, Fernville, went to Ethiopia with the Peace Corps as a teacher, his time there may have given him the greatest learning

experience of his life.

In September 1966, Wukovitz and his wife, Diane, began their two years of service with the Peace Corps. He taught high school physics, and she was a community development worker.

"You really don't talk about liking it," he says, "You learn to appreciate little things, like a glass of clean tap water, and treat it as an experience, not a way of life."

His wife says that the Ethiopians were friendly and helpful while they were there. They were respectful of other human beings. They didn't understand us, but they respected us, she recalls.

Their home was near the marketplace where camel drivers would stop to rest. "The camel drivers would park their caravans of camels in front of our house," she recalls, "I was late for work once or twice because the camels were in the way."

The Toughest Job They Ever Loved

You don't just go around them."

Stephen Wukovitz remembers that the people considered all Americans wealthy, whether they were or not. He says that the Ethiopian attitude was, "All Americans are rich, what can you do for us?" He says that "Practically everyone I met for those two years wanted me to get them into the United States."

When the time came for the Wukovitzes to leave Ethiopia they were ready to go home. Diane Wukovitz was expecting their first child. She says, "When the boat docked, I could have kissed the ground."

The Wukovitzes came to Columbia County 19 years ago from northern New Jersey.

Chuck and Carol Laudermilch, Bloomsburg, also joined the Peace Corps as husband and wife. Originally trained and scheduled to serve in Togo, the Laudermilchs were reassigned to Barbados after Ms. Laudermilch became pregnant. "It was unusual for the Peace Corps to keep a couple with a dependent," she says, noting that they specifically asked to continue as volunteers.

Their first child, Steven, was born in

September. He proved to be a great asset in Carol Laudermilch's work as a nurse, especially in developing a nutrition program on the island.

She took her son with her when teaching the local women about proper feeding and care of infants. "Steve became a good teaching tool. I think that being pregnant helped the women identify with me," she notes.

This program was started because of an alarming number of malnourished babies on the island. The mothers used formulas instead of breast-feeding. "They felt that a prepared formula was more healthy, though it was more costly, because the well-to-do used it. They had to water it down to make it last because they couldn't afford it," she says, pointing to a major problem with the use of formula food.

Although Chuck Laudermilch graduated from college with a degree in history, he wanted to help develop recreational facilities as part of his service with the Peace Corps.

He recalls, "The Kennedy era was really supportive of young people working for world-wide understanding. It

was a very special experience. I grew up when I was in the Peace Corps."

While in Barbados, the Laudermilchs lived like many of the people of the island--in a low-income housing development. Of the 5,000 West Indians who lived in their development, they were the only white family. He recalls that, "There was a sense of deeper acceptance while living there because we had a child."

"People appreciated us being there," he says, "but it was important to them for us to appreciate their pride."

During their service, the Laudermilchs realized the impact of colonialism on the island. White skin represented oppression, power, and control. The island now has a democratic government, but the local industry is still controlled by whites.

He says, "I think that both Carol and I see it as the most significant life experience that we've had." His wife points out, "It has helped us keep values in the right perspective and to appreciate what we have."

This point was probably best illustrated by an experience they had just before they left the island to return home.

While in Barbados, the Laudermilchs

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saw many people with nothing more to eat for the day than a little rice and sugar tea. When they were on the plane to go home they saw American tourists being served a nice meal. One woman complained because her dinner roll was left off her tray.

"Tourists are an embarrassment to Peace Corps volunteers; they only see the hotels and the nice parts of the island," Chuck Laudermitch says. "I think that

decision to go into the Peace Corps isn't the same. There aren't nearly as many places that are viewed as safe as there were at that time."

Last year marked the 25th anniversary of the Peace Corps. Since that time, more than 120,000 Americans have served in 92 countries.

Many of the volunteers in the 1960s had backgrounds in liberal arts and education. In the 1970s, this trend did not

new trainees were over 50 years old. An overall increase in the number of trainees, 3,438, was seen for that year, the largest number in seven years.

Since the beginning of the program over 5,000 of the returned Peace Corps volunteers were originally from Pennsylvania, fourth highest total in the United States.

Of her experience with the Peace Corps, Carol Burns speaks for most of the volunteers when she says, "I love it! Those were probably the best two years of my life."

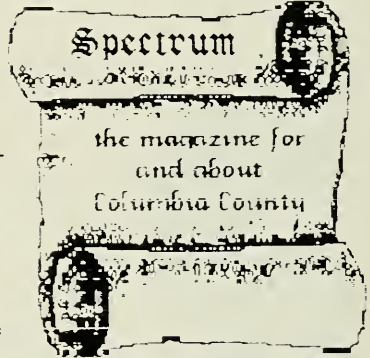
'Tourists are an embarrassment to Peace Corps volunteers; they only see the hotels and the nice parts of the island'

coming back to a material society was a dramatic switch, but it has helped us," his wife adds.

The Laudermitchs have lived in Bloomsburg 11 years. They have spoken of repeating the experience after their three children have completed school. "The

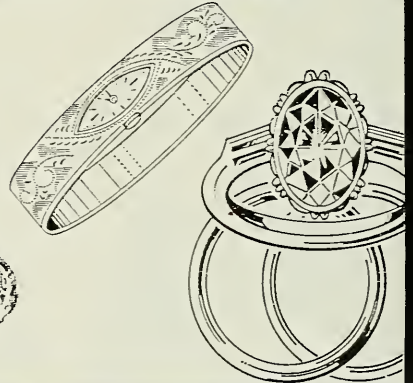
continue, and the Peace Corps began its campaign to recruit new volunteers with backgrounds in education, professional skills, and agriculture.

In this decade, the Peace Corps has seen an increase in the number of older volunteers. In 1985, 11 percent of the



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'the ocean is so vast
and the drug
importers have
advantages of knowing
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come to shore'

In addition to the legal importation of clothing, cars, VCRs, and many other items, the United States is also the world center of the largest importation of illegal drugs.

Wealthier communities, high employment, and low poverty levels have flourished in Latin American countries. Yet, the source of these benefits are in question. Latin American countries represent three-fourths of the U.S. drug market at an annual cost of \$100 billion. Millions of Americans as well as Latin Americans have suffered severely from the adverse effects brought on by drug production and trafficking.

The National Narcotics Intelligence Consumers Committee estimates that Latin American countries supply one-third of the heroin, 80 percent of the marijuana, and all of the cocaine currently used in the United States.

The numbers of drug users in the U.S. are staggering. There are an estimated 8-12 million regular cocaine users and 500,000 heroin addicts. In other countries, the problem is no less. About 50,000 Bolivians, 150,000 Peruvians, and more than 600,000 Colombians habitually use coca derivatives.

The United States has provided considerable aid to Latin anti-drug programs. About \$20.6 million in 1984 was spent on controlling narcotics in five major producer countries--Bolivia, Colombia, Jamaica, Mexico, and Peru. However, economic aid alone won't combat the drug problem since many of the crop producers earn their living this way. Continued controversy over whether the aid should continue is a prevalent issue in the United States.

Heroin is now being produced in bulk in Pakistan.

While Bolivia, Colombia, Jamaica, Mexico, and Peru supply the bulk of illegal narcotics to the United States, the trafficking continues among other countries, including the Bahamas, Cuba, Jamaica, the Turks, and the Caicos Islands which act as key trans-shipment points

and refueling stops for drug cargos on the way from South America to the United States. Of these, the Bahamas represent the most important link. One-third of the cocaine and marijuana that is smuggled into the United States from South America comes through the Bahamas; whose islands provide a perfect concealment for the drugs.

Turkey, once a major source for opium, now with severe penalties has almost eradicated the growing of the poppy. However, other illegal drugs come into the country for drug shipment into the West. Other transfer points include India and Italy.

One of the many missions of the U.S. Coast Guard is to seize illegal drugs entering the United States. Last year, the Coast Guard seized 154 vessels which brought in 1.5 million pounds of marijuana and 10,337 pounds of cocaine. The street value of all contraband was estimated at \$1.9 billion. There were 625 arrests.

Recently, the Navy loaned two aircraft to the U.S. Coast Guard. The Hawkeye E-2Cs have radar domes on them which are useful in searching for aircraft bringing illegal drugs into the United States. The Coast Guard also has law enforcement detachment teams that are assigned to Navy ships going into sea lanes suspected of heavy trafficking. The Coast Guard has also developed an acrostat, a balloon with radar, tethered to the stern of a ship at anchor.

According to Nicholas Sandifer, USCG, Washington, D.C., "We have confiscated stuff dropped from airplanes or stored in warehouses, as well as from sea." But even the Coast Guard can't stop most illegal drugs from entering the United States. "The ocean is so vast," says Sandifer, "and they (the drug importers) have advantages of knowing where and when to come to shore."

The Coast Guard with a limited budget and fewer personnel than the New York City Police Department, can't be everywhere. And that's one of the basic problems with stopping the sales of imported drugs.





Where's the Beat?

by Denise Savidge

At first glance, an international influence on Columbia County music might not seem obvious, but by delving deeper into music history, it becomes apparent that other countries have had influence on not only the music of the county, but the music of the entire nation.

Almost all music has roots in other countries. The salsa was first heard in Latin America, reggae is from the islands in the Carribean, jazz came from West Africa, and the tango, mambo, and samba were all borrowed from the Iberian Peninsula.

Every country has its unique folk music. American folk music has undergone numerous changes during the past three centuries, with much of the music focusing upon the American struggle. Walter Brasch and Floyd Walters host the "Campus Folk Festival" on WBUQ-FM, Bloomsburg, and recall the folk music of the nation's past, with emphasis upon the social protest music of the 1930s through 1960s. Brasch points out that the music was a powerful unifying force in the struggles for social justice on many levels. He notes that there is very little social protest music being written today. "It's certainly not because there's nothing to protest," he says, reflecting that, "Maybe it's because we've become a 'me' generation, or maybe because everyone is pursuing jobs and trying to live a good Yuppie life. But we don't see very many songs being written today that bring forth social issues."

Rock and Roll, which many assume originated in the United States, was developed from jazz, the blues, and

country music. However, the unique sound of Rock and Roll has led to other music--the Mersey Sound, the Liverpool Sound, Disco, Punk, Heavy Metal, New Wave.

The only type of music America can truly call "homemade" is country. Love it or hate it, it's all ours. In this area, it is particularly popular and can be heard from sun-up to sundown on WCNR radio.

"Country music fans are very loyal to their music," Cary Williams, program director, says with obvious pride.

Towards the end of the 1800's, John Phillip Sousa popularized the march in America. In his lifetime, he wrote more than 100 pieces but was by no means the inventor of this type of music.

The march was designed to "promote orderly marching, enliven spirit, and minimize fatigue," according to the *Oxford Encyclopedia of Music*. It was first used by the French in 1589 and was originally played by a fife and drum.

Other music popular in Columbia County is the polka. The polka is usually associated with Poland but its origins can actually be traced to Bohemia in the early 19th century. Many countries have since created their own unique versions of the polka.

"You either like polka or you don't," DJ Tom Kutza, WISL, says, "There really is no inbetween." Kutza broadcasts a Polka show Sunday afternoons. "On an

average, people who like country and western like polkas and vice versa; figure that one out," he says.

Apparently this area does like the polka, because they are tuning in. Kutza attributes the popularity of the Polka to the ethnic population of the area.

"We are ethnic proud here," Kutza says. "Rarely do we say I'm American; we say I'm Irish, Polish, or Pennsylvania Dutch, whatever."

Often families in the area are still exposed to their roots. "There is still an ethnic connection in the language," Billy Urban, a polka-loving DJ at WMIM says. "The grandparents still speak Lithuanian, Russian, Ukrainian, and Polish."

Urban has been involved with polka for 25 years. He was either playing in his own band, playing polkas on the radio, or for eight of those years, being master of ceremonies for the National Polka Society's Oktoberfest.

If there is anything he promotes along with the Polka, it's beer. "You can't dance a Polka without a mug of beer," he says.

Killer Joe, a.k.a. Rubin Britt, discusses jazz every Tuesday night on WBUQ radio.

Jazz was popular in America during the 1920s and 1930s and traces its roots to West Africa.

"My college roommate turned me onto it in the late 60's," Britt says. He now has a collection of more than 2,000 records.

With several hundred thousand songs to choose from, Americans have selected every variety on earth; from America's music, and how it has adapted the music of other people, it is truly possible to understand the American people--a melting pot of the world.

watching American programs on Imported TVs

At Pro Audio, Bloomsburg, the ratio of imports to American-made products is about four imports to each American-made product.

"Japanese-made goods are much cheaper than American-made. People buy Japanese products for the price and performance," says Jeff Hartfield. "Goods are better made in America but they are so much more expensive that it is difficult to pass up the Japanese value."

Pro Audio purposely only deals with imported goods that are easily repaired; however, many are not. Also, imported goods offer some of the best warranties.

Hartfield says, "We have had some people ask for American-made, but that doesn't happen often in the electronics market." He says American-made speakers are the best made speakers.

Ask newspaper photographers what cameras they use, and the odds are high that they will tell you they prefer Nikon or Canon, both manufactured in Japan.

Ask astronomers, physicists, and optometrists about lenses, and they'll probably tell you that the Germans manufacture the highest precision lenses.

Ask the average consumer about VCRs, transistor radios, televisions, or almost any entertainment device, and you probably won't be too surprised to hear the names Sony, Panasonic, Sharp, Hitachi, and Sanyo.

Tom Humenick of Tom's TV and Stereo, Bloomsburg, says all of his merchandise is foreign-made. "The highest amount of imports, for the home entertainment industry, come from Japan and Korea," he says.

Sony boasts of having certain products made in the United States. One such product is the Sony Trinitron color TV. However, the only part manufactured in the United States for this television set is its picture tube. All the other parts are imported to the United States by Sony and assembled along with the American-made picture tube.

Humenick says, "Often times all the parts will be manufactured overseas and assembled in America."

Japan's exports to the United States totaled \$68.6 billion for 1985, while the United States' exports to Japan only totaled \$25.3 billion.

Maybe now some of the labels on certain products should read "made for America" instead of "made in America."

-- KELLY McDONALD
CHRISTINA MORRISON



Everybody knows about the movies. But few Americans believe that the film industry extends beyond American shores. And for those few who know that there are foreign films, most erroneously think they're "artsy" and seldom the quality of Hollywood. In many cases, the best non-American films are better, more entertaining, than the masses of celluloid pouring out of the American studios.

The bulk of American films is now produced for the "Cookie Crumbler set," says Dr. Walter Brasch, associate professor of mass communications at Bloomsburg University. "The money is in teenagers and teen sexploitation," says

Brasch. Many foreign film producers have not succumbed to the lure of big bucks, greed. But, cautions Dr. Brasch, there are many outstanding American films that will never be improved upon, no matter who produces them.

Fabulous films also come from England, France, Japan, Sweden, Italy, India, and Russia. Many of the best are presented at Andross Library, Bloomsburg University. The films are presented by the Classy Film Society, founded in 1984 by Peter Javscicas, Bill Koehler, and Richard Sweeney. "We offer showings of films that are unlikely to be shown on television or in any local theatre," says

Javscicas.

The 70-member Society is sponsored by the Community Friends Education Corporation. The Society plans to add Saturday matinees for children. "As of now the Society does not offer any films for young children, but I feel there is a need for children to have some form of entertainment besides cartoons," says Javscicas. "We also hope to continue showing a wide variety of films to increase our membership."

On the campus, the French Club sponsors one major film per year.

-- WILLIAM J. SCICCHITANO
AMY LEVERING

Shirt or 셔츠?

(Korean "shirt")

the world shops for bargains as foreign clothing imports gain on domestic-made

by David Lovell

We have all seen the slogans, "Buy American," "Look for the Union Label," or "Keep America Working," but we seem to forget the concept as we step out of our Japanese Hondas and pop open a Totes umbrella straight from the Philippines.

Although consumer confidence in the quality of foreign cars and electronics has increased dramatically in the past ten years, foreign textiles haven't gained that confidence yet. But according to the

International Ladies Garment Workers Union (ILGWU) they are gaining acceptance rapidly--and are directly affecting the employment of American workers.

In the first eight months of 1986, apparel imports for both sexes were up 18.9 percent. By August 1986, China's shipments of apparel goods to the United States had increased 72.8 percent over the previous year. Taiwan's shipments were up 13 percent; Hong Kong's gained by



11.2 percent; Korea's increased by 5.5 percent.

In 1986, 19 of the 21 textile products for which import data had been available advanced in sales. Imported skirts and coveralls rose over 70 percent each, while sweaters, slacks, underwear, robes, dresses, playsuits and knit shirts rose from 22 to 27 percent.

According to Columbia County merchants, the strong increase in imported clothing has some consumers worried. Dennis Williams, owner of Lee-Pat's clothing store in downtown Bloomsburg, has noticed an increase in the number of customers concerned with where clothing is made. "Some of my older customers will come right out and tell me that they won't buy garments made in foreign countries," says Williams. For this reason, Williams estimates that less than one-fourth of his inventory is imported. However, Williams points out that he couldn't compete with prices of larger stores without carrying some imported goods. "In order for me to carry some of the more current styles at reasonable prices I need to buy some imports. Many consumers aren't willing to pay the extra ten dollars for the union label," says Williams.

Not all consumers are concerned with the point of origin. Debra Heckel owner of the Que Pasa Boutique, Bloomsburg, says she has very little customer resistance to foreign garments. "About 70 percent of my inventory is foreign made," says Heckel, noting that she has such a large amount of foreign garments because



she carries a lot of all natural fibers which are easier and cheaper to get overseas. "Most of my clientele buy Toyotas and Subarus so they don't mind buying foreign garments," Heckel says.

Inexpensive shoes from Brazil now dominate the market. Depending on the store, Brazilian-made shoes can account for up to 75 percent of the inventory. Also popular are expensive Italian-made shoes and handbags, especially if they are made by Gucci.

'Most people don't care where the garment is made if it's something they really want.'

John Thompson owner of the Dixie Shop, Bloomsburg, says, "Most people don't care where the garment is made if it's something they really want. However, we do have customers who make it very clear to us that they won't buy garments made

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in a foreign country."

Making this distinction isn't always easy. Thompson points out that many customers don't realize that many brand names are made overseas. Some of the larger clothing manufacturers send materials to foreign countries where their garments can be assembled at a lower production cost, but still carry the union label.

One major advantage that U.S. garments have traditionally held over their foreign competition has been quality. But Williams reluctantly admits that he has noticed an improvement in garment quality made overseas and a decline in the quality of some well-known domestic manufacturers.

If enough merchants find that they

can get a quality product at a low price, our trade problems may be just starting. America's foreign trade deficit has reached \$170 billion, and the cost of over two million jobs. Compare these figures to Japan's \$58 billion trade surplus. The U.S. is finding it tough to compete with nations that pay as little as 16 cents per hour and impose restrictions on imports from the U.S. and other countries. Free trade isn't always fair trade, say officials of the International Ladies Garment Workers union, fighting to gain high quality working conditions and wages for its American employees. And, yet, to the average consumer, the questions become simple--"Can I get what I want, with acceptable quality, at the lowest price possible?"

Snob Appeal

why we spend more
for a foreign label

We love the smell of French perfume, the taste of Swiss chocolate, and the feel of Italian leather. Why do Americans seek out foreign-made goods?

"Snob appeal."

"Even American water isn't good enough for some Americans anymore," says Dr. Jackie Boles, associate professor of sociology, Georgia State University.

"It has been the upperclass who adopted the idea that foreign is better," says Dr. Boles. "The upperclass goes to Europe to buy not only luxury items, but common items as well."

Americans have always looked to the wealthy as standard setters. "Taste diffuses down the class system," says Dr. Boles. The movies, and now television help to contribute to the idea of foreign-made superiority. "Show a character eating Swiss chocolates, ordering French champagne, or shopping at a Paris boutique, and it's immediately apparent that he's a wealthy trendsetter.

Believing that what the rich buy must be 'the best,' millions have

yearned to own what was out of their reach. As many imports become more affordable, foreign manufactures have found a hungry, ready-made market in the United States.

In a recent survey, American shoppers were asked to choose between a popular domestic brand of tea and an imported Irish tea. Although few could actually detect a difference in taste, the imported brand was selected by a large majority of the participants.

Even if a foreign-made product is inferior to an American-made product, the buyer is "going to convince himself his purchase is better-made," says Dr. Boles.

"Self-justification is common. Once people commit themselves, they have an overwhelming need to prove themselves right," she adds.

So, for those of us who can't quite afford a new Mercedes-Benz or BMW to fulfill this growing "snob appeal" prestige, a box of Irish tea or occasional Swiss chocolate will have to be status enough.

--MELINDA ARTMAN

'I said they'd never sell.'



Peter Holoviak continues the family business of producing religious items

by Mary Pelak

Peter Holoviak runs his hand through a cardboard box full of small, plastic three-bar crosses made for standing on car dashboards. "I laughed at my father when he bought the mold for these things. I said they'd never sell," he recalls. Since then, Holoviak's Publishing and Religious Supply, Berwick, has run three lots of 10,000 dashboard crosses; those small figures paid for the cost of their mold several times over.

Peter Holoviak and his father don't agree on every decision concerning the family business, one of the largest mail-order companies in the United States specializing in religious supplies for Russian, Greek, and Ukranian Orthodox Christians. But both have worked hard to establish their business which exports to Japan, Canada, Mexico, England, Switzerland, and Puerto Rico.

About 15 percent of Holoviak's business is in exports. Holoviak finds the biggest disadvantage of exporting is that "it's more complicated. Peter Holoviak

says, "There are numerous forms to fill out, as well as custom fees. In addition, many countries will only insure their imported goods for no more than \$500." Many of their church supplies cost over \$500.

Most of the items Holoviak's sells are made in the United States, but 10-15 percent of all the merchandise is imported from Spain and Greece. Holoviak and his father have gone to Greece several times to buy merchandise and learn "new ideas."

Holoviak says there are very few problems importing religious goods from Spain and Greece. However, he explains, "In general, it's difficult to get religious items made. It's a big investment to have a mold made for a specific item. You just can't walk in a factory and get everything you need."

Part of Holoviak's success may be its selection. The Berwick store sells practically everything needed for an Orthodox church service, including hand crosses, vigil lights, light holders, candles, chalices, censers, incense, baptismal fonts and holy oil. It also sells clergy attire from the traditional Russian

cassock to full liturgical wear of a stiharion (a white undergarment), vestment, stole, belt and cuffs.

Many religious items are exclusive to Holoviak's because the store made arrangements with manufacturers, or bought the mold as in the dashboard crosses. Holoviak's also makes several items including brushes that Orthodox Priests use to bless homes.

"If you get established with people, they'll make items only for you," says Holoviak. Many manufacturers already have clientele and don't want other businesses to make a profit on their merchandise. "You have to earn their trust," he says.

The company publishes two catalogues to display its huge selection—one is gifts; the other, church supplies and priests' vestments. Both catalogues are printed on the premises. Photographing merchandise for the catalogues gives Paul Holoviak an opportunity to use a talent he developed many years ago.

Besides printing their catalogues, Holoviak's also does offset printing for



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individuals and businesses, specializing in mostly letterheads, envelopes, shipping labels, and business cards.

Before Paul Holoviak went into business, he worked for DuPont in Delaware and photographed weddings and class reunions on weekends. After leaving Delaware, he, his wife, and two sons moved to Pennsylvania where he entered St. Tikhon's Seminary, South Canaan,

'I laughed at my father when he bought the molds for these things. I said they'd never sell.'

and became a priest. He served at the Holy Annunciation Russian Orthodox Church, Berwick, four years before his wife died. He wanted to remarry, but according to Orthodox church doctrine, a priest may marry only once.

He retired from the priesthood in 1972 (the same year his wife died), remarried, and started his business in Berwick. His knowledge of the Orthodox church's liturgical items, its clergy's vestments,

and his familiarity with the manufacturers of these items helped him start his business.

Peter Holoviak has been operating the business from the time his father retired, but the entire family has been involved from the beginning. Peter and Paul Holoviak work on sales and do finishing work on some ornate church articles, such as a stand for phosphora (a symbolic bread used in Orthodox Divine Liturgy). Sue Holoviak, Paul's wife, does finishing work and sewing on ceremonial items, including the crowns used for a bride and groom in Orthodox wedding services. Paul Holoviak Jr., lives in Baltimore and travels to area churches to sell the family's religious items.

Last year, Peter Holoviak bought the business from his father who retired because of health problems.

Peter Holoviak notes, "We've been fortunate. Dad's creative, and he always knew what was needed."

Looking back, he reflects "I didn't like it when I was a kid, but that was because I had to be there." After leaving the family business for three years to work in a local plant, he couldn't wait to get back. He adds, "Now I love it."



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Keeping the Faith

religion is a universal experience

by Michelle Yannes

In a white Christian community, ethnocentrism is an unavoidable fact. According to Dr. David Minderhout, professor of anthropology at Bloomsburg University, Columbia County is "the most ethnocentric place I have ever lived." Yet there are those who practice non-Christian faiths, ranging from Hindu, Muslim, Sikh, Buddhist, Tenrikyo and the Jewish faith. Their religious practices are usually conducted within their own home. Most have no formal worship because of a lack of population and temples.

For one group, though, an established meeting does exist. A Buddhist prayer group, a unit of an international organization called the Nichiren Shoshu Association (NSA), has a branch in Bloomsburg. By chanting seven sacred letters to a sacred scroll called *Gohonzon*, a person can attain desired goals or wishes, according to NSA philosophy. The meetings are sponsored in someone's home and are usually headed by a reader, someone who acts as a focal point for these meetings. They lead prayers and answer questions.

In Bloomsburg, Kazuko Collister hosts these meetings at her house; Jason Feinman, a Wilkes-Barre resident and division leader for the organization in Northeast Pennsylvania, acts as a reader. The group usually consists of six regular members and one or two guests.

Collister, born in Tokyo, was raised a Buddhist. Collister's husband, an American Army sergeant, was also a member of the NSA. Collister is now widowed and has been living in Bloomsburg.

She says, "You offer anything to Gohanzon, and Gohanzon will give you a benefit; someday I'll get my own home."

Korea's largest Buddha image is the 17-meter Maitreya next to Korea's oldest pagoda.



Feinman says of chanting, "You are not looking to bear suffering. You are looking to change your destiny. Through chanting you change your life condition." Although there are no official records, Feinman believes chanting has been in Columbia County for over 20 years, and that the original start of chanting in Columbia County was by Japanese war brides.

Despite this, NSA has not developed deep roots in the general community. Feinman believes this is because traditional values are held more strongly in this type of community. Collister says she has never had opposition to her meetings. "My neighbors do not come to my meetings," she says, "but we do not give them any trouble."

People are invited to these groups by other members. Feinman says, "This is a slow way of sharing but it is also the strongest way. Though NSA is not particularly strong, I feel there is tremendous potential to give people the opportunity to explore Buddhism and see how it works in their lives."

Buddhism is one of the few

non-Christian groups which have an established type of meeting. Dr. TejBhan Saini, professor of economics at BU, is a Sikh and the lack of a formal worship does not bother him. "The lack of established religion does not bother any Sikh whatsoever. One of the tenets of Sikhism is that your creator dwells inside of you. I do not have to go hunting for him," Saini says.

Sikhism is a newer religion founded by a Hindu. Sikhism is monotheistic, and believes in reincarnation and Karma. They believe that eventually rebirth will end and an individual is accepted as a part of God. Only God can end this cycle of rebirth.

Although Sikhism has temples, it is not necessary to go worshipping in a temple. In Sikhism there is no official priest. "One of us conducts the service; men, women, anybody," Dr. Saini says.

Dr. Saini came to Columbia County because of his profession and has no desire to leave. "We stay here because of my job and because we found this is one of the best places for children to grow up," he says. His children follow his religion.

The children are Sikhs but culturally they are American, Dr. Saini says. Occasionally he goes to New York, Washington, and Pittsburgh for ceremonies, but also has some celebrations at home. "One time we had a religious naming service when my daughter was named. We first had the religious naming service, and then a party," he recalls. For the most part, Dr. Saini's religious practice is private, "Sikhism is inside of you and that is where it stays," he says.

Dr. Kizhanipuram Vinode, an assistant professor of chemistry at BU, is a Hindu born in Calcutta. Hinduism is the oldest and third largest religion. It is also monotheistic in theory. Brahman is the main spirit existing in three forms--Brahma, Vishnu, and Shiva. But many other gods are worshipped. The Hindu religion believes in reincarnation and Karma and also have a caste system.

For Vinode, religion is culturally oriented. "I see religion as a part of one's culture, one's sense of values, that is impossible for me to erase," he says. Vinode recognizes the loss of some

cultural practices. "It is always sad to see one lose contact with their native culture," Vinode says, "but you replace one set of cultural values with another." He has adapted to the cultural differences, but humorously. "I always joke with my non-Hindu friends that forks and knives are Anglo-Saxon eating implements. In India, we eat with our hands." Vinode also sees a difference in familial ties, noting, "There is a lot more emphasis in the Hindu religion on how you relate to your immediate family, specifically your responsibility to them."

Vinode describes himself as non-practicing in the sense that he does not attend temple everyday. Vinode came to Columbia County because of his job but says, "The fact that there is no Hindu temple was not a factor in my coming here, though I would have preferred a larger Hindu population."

Dr. Abha Ghosh, director of Tutorial Services at BU, is also a Hindu. Hinduism, she says, "does not need any open practices. In the morning I just worship my God with candlelight and incense." In the Hindu religion there are thousands of gods and goddesses. "You worship the god or goddess you feel has the most meaning in your life," says Dr. Ghosh.

Dr. Ghosh's husband, Kalayan, associate vice president for academic affairs at Bloomsburg University, feels the same way. "Hinduism is more a philosophy of life; it does not require you to go to a place of worship. Religion is a very good uniting source in life and a disciplining of yourself," he says.

The Ghoshes say they are not troubled by the lack of a formal place to worship. Kalayan Ghosh says, "Building a temple would need a great deal of commitment. You would need not only contributions to build, but contributions to sustain it as well as a large number of people." Such a temple would depend on a large number of faithful, he adds, pointing out "Some Hindus' religious belief is so strong they will contribute a large chunk of their monthly earnings to build such a facility. But for some others, Hinduism is a philosophy, a way of life and they won't feel the urge to build such a building."

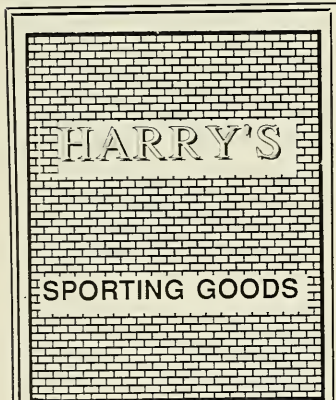
There are other places in the country where there is a large population of Hindus and temples. The Ghoshes are not worried about their children's religious

exposure. Abha Ghosh says the children "are exposed to religion in places outside of Columbia county." The Ghoshes celebrate Hindu festivals in their home and American-Christian festivals as well. "Though we are not Christian," Abha Ghosh says, "we celebrate Christmas because my children were born here in America." Her husband says, "As to their development, I do not think it has any effect being Hindu in a Christian community." Part of the reason is that their religion remains primarily in the home. "If you really believe in God, you pray to him yourself in your own private confine," says Kalyan Ghosh.

Hitoshi Sato, associate professor of communication studies at BU, is a member of the Tenrikyo religion which he says, "is a reflection of Shintoism and Buddhism." He says that the lack of a formal shrine in Bloomsburg does not affect him. "Here in a rural setting, I do not have the urge to relate to my own God through a church setting." He believes himself to be the only Tenrikyo in Columbia County, but is not disturbed by his minority status, "I have never felt that I have had to convert my own thinking to feel adapted to this environment."

The Jewish faith, a more common religion, is a minority faith in Columbia County. For Dr. Howard Schreier, being Jewish in Columbia county is not an issue. He says has never personally come across any anti-semitism in Columbia County. He admits there may be some, but he believes that can be changed by meeting a person. "It's easy to hate a stereotype; it is harder to hate a person," says Dr. Schreier. He also believes that some of this prejudice is unintentional. He sees evidence of this at flea markets. "The bargaining process is called 'jew em down'. It is part of a common practice and they do not even know they have slurred a group." Generally, he feels that the people of Columbia County are open to differences in religion.

As with any religion, Eastern or Western, it dwells inside of a person. Those who worship a religion in minority, whether alone, with a group, in their home, or in another town, have few problems living or practicing their religions here. They have already accepted the fact that there will probably never be a large religious organization for them here in Columbia county.



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