Summer 1989

Spectrum

The magazine for Columbia County

The Best Pizza in Town

Hunger in Columbia County

Tidewater Chickens

Cruising Main Street

Special Issue About Food

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Spectrum

The Magazine for Columbia and Montour counties Spring 1989 Vol. 3, No. 1

Medalist Award, Columbia Scholastic Press Association
First Class honors with distinction, Associated Collegiate Press

see page 12

Features

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ABOUT THE COVER:
On a clear spring day, the staff of *Spectrum* enjoys good company and pizza at the monument on Market Square.

Photo by Tom Spock

Departments

BEHIND THE LINES

One evening early this year the staff of *Spectrum*, working late at night, became hungry. Not just a little hungry when a bag of chips would do, but shovel-the-grocery-store-in-our-mouths hungry.

We had already decided that this issue would be about food—thanks to the suggestions of Rosemary Brasch who provided seed for the issue. And now, late at night, in an editorial meeting devoted to exploring story ideas, we called for pizza. After all, we're journalists, and a four-course meal to a journalist is a cheese pizza with two toppings and a beer (or softdrink.)

Ten minutes after arguing about which pizza was the best in town, we came to an agreement—it would be a distinct "public service" to taste and evaluate the major pizzas of Columbia County. We established rigorous standards and created an official evaluation form, one with several categories and scales. Numbers seem to dominate our society, and we're well aware that there are people who believe that if it can't be quantified, it can't be meaningful. So, we figured that over a three-week period, each of us would eat a slice or two of each pizza, mark our rating sheets—there were twelve numerical scales for each pizza—then use a highly-sophisticated mathematical/statistical computerized program to assign final numbers to each pizza and rank them by those numbers.

Well, it *was* a good idea. But then we began eating the pizzas, carefully marked the evaluation sheets, did some advanced figuring—and we all agreed that it was impossible to accurately assign numbers to something that shouldn't be quantified. Besides, most of us despise what has become the Quantification of America. So, we took our comments, did some old-fashioned bull-sessions, and came to a general consensus of what we thought were the better pizzas in the area. Our conclusions were that there was some very good pizza out there—and some not very good pizza.

Undoubtedly, there will be many who disagree with our collective evaluations—we disagreed with us quite a lot—but we're confident, after three weeks of surviving dripping mozarella cheese, that we don't want to eat any more pizzas—for a couple days anyhow.

We also decided that we couldn't conscientiously do an issue about food, without first finding out if there was any lack of it in this area. What we discovered is that while a lot of people are struggling to keep food on the table, there are many organizations that help assure that these impoverished families don't go without a good, hot meal. While hunger isn't nearly as bad in this area as the major cities, it is still significant enough to merit help from the Red Cross, Salvation Army, and others.

On a much lighter note, one of our staff members set out to do an in-depth interview with cruisers in Bloomsburg. We figured that this went along with our food issue, since most of these cruisers use Burger King, McDonald's and other fast food restaurants on Route 11. It's a loose connection—but, it works.

We also found that there are a lot of family-run business around the area. From grocers, to farmers, to caterers, to bakeries–each one of these businesses in its own way, manages to offer a special touch to its customers.

What it all boils down to is that the subject of food in Columbia County is pretty broad. Everyone has a favorite restaurant, bakery, grocery, etc. We guarantee that you can find just about anything you want—from squid to frog legs—in Columbia County. *Bon appetit!*

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THE CUTTING EDGE

HEALTH

PROBLEM PERSONALITIES

There is a correlation between personality traits and an increased risk of contracting disease, according to studies undertaken by Dr. Constance Schick, professor of psychology at Bloomsburg University.

"If you tend to suppress emotional responses, especially anger, your physiological system becomes aroused," says Schick. "Your system is forced to work harder, thus causing a deficiency in your immune system. This is what causes disease."

Schick, with the assistance of Joseph Zajac, a Bloomsburg University student, was able to pinpoint the attributes of people designated as having "coronary-prone" behavior patterns or "cancer-prone" personalities.

Those with **"coronary-prone"** behavior patterns believe that productivity determines self-worth. They prefer working alone, believe that they try harder than others, hold unrealistically high personal standards, and seek positions with high job-related stress.

Those with **"cancer-prone"** personalities are self-sacrificing, reluctant to accept social support, non-assertive, and negligent of basic needs. "Both types are not only illness-prone," says Schick, "but they are less active and productive."

Schick says she believes these discoveries will lead to an increase in education concerning psychological and physiological damage caused by emotional suppression. "If people are taught how to effectively cope with stress while in their teens," says Schick, "they will eventually learn, through practice, how to appropriately express their emotions.

This may not put an end to life-threatening diseases, but it will certainly serve as a preventive medicine by allowing people to remain healthy for a longer period of time," Schick concludes.

- GINA VICARIO

TECHNOLOGY

COMPUTERIZED TEACHERS

By combining computer and video technology, Dr. Hank Bailey, a Bloomsburg University professor of mathematics and computer science, has developed a useful training device for education as well as for industry.

Interactive Video combines computer screen text and graphics with audio-visual materials. "The purpose of the program is to provide training in a more efficient and cost-effective way than they have in the past," says Bailey.

These instructional programs started with work Bailey developed for Geisinger Medical Center, Danville, and have become a major part of the university's Instructional Technology program.

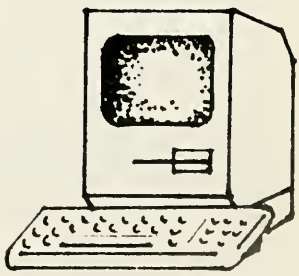
One Geisinger program is Ready Reference, a computer access program that gives doctors medication information. Also included are instructional programs for paramedics and emergency medical technicians.

Some other educational programs include poison prevention for four- to- seven-year-olds and AIDS education for eighth and ninth grade students.

Textron, Danville, has had a program developed to train employees on a computerized milling machine. Dorothy Hobbis, Interactive Video Specialist with the Institute, explains that while a content expert from the Textron company was involved, the program designer, program manager, script writer, and video people came from the staff at the Institute.

The experience of the Institute's staff has resulted in strong ties with ISC Education Systems, Apple Corp., Eastman Kodak, Geisinger Medical Center, Textron, General Physics, Aetna Institute, Pennsylvania Power and Light, and Online Metamedia.

- TOM SPOCK



HUNGER

Several organizations assure that there are programs to help Columbia County residents

By Gail Thompson Rippey

You won't see young children dressed in rags that cling to their bony, protruding ribs pleading to you with sad, bulging eyes. Nor will you find old, frail men standing on the street corners begging the passers-by for a handout.

Hunger afflicts more than 20 million Americans, but the desperately hungry are virtually non-existent in Columbia County.

What has helped to keep hunger from becoming a serious issue confronting the people of Columbia County have been the various food programs administered by non-profit organizations and federal, state and county agencies.

"We'd definitely have a bigger problem than we do now if we didn't have the food programs available," says Gary Landon, executive director of the county's assistance office. Landon adds that if it weren't for the United States Department of Agriculture food stamps his office distributes, about 4.4 percent of the county's 62,000 residents wouldn't be able to buy food.

From July through November of last year, the value of coupons distributed in the county was $601,058. Those coupons helped to buy food for 2,688 people in 1,141 households, Landon says.

To receive the stamps, applicants have to meet rigid income guidelines. Although eligibility is determined only by income, Landon says single parents with children make up the largest percentage of recipients .

"The main reason they apply for the benefits is because they either don't have an income or the income they have doesn't meet their daily needs," Landon explains. "They are either at or below the poverty level [a $481 gross monthly income for individuals, $971 for a family of four] and they're looking for any means available to stretch a dollar."

The food stamp program doesn't use poverty level guidelines, although the net incomes of applicants are comparable to the gross amounts within the poverty level.

Along with single mothers and fathers, there are also many senior citizens who live on low, fixed incomes and receive food stamps.

However, Landon says, "the elderly aren't generally the people who will apply for public assistance. They'll do anything they can not to get it."

There are many stigmas attached to receiving food stamps, Landon adds. Many persons, especially the elderly, look upon food stamps as handouts from the taxpayers. And many taxpayers look down on food stamp recipients as people who are "sponging off" the government.

But not just those without an income are eligible for

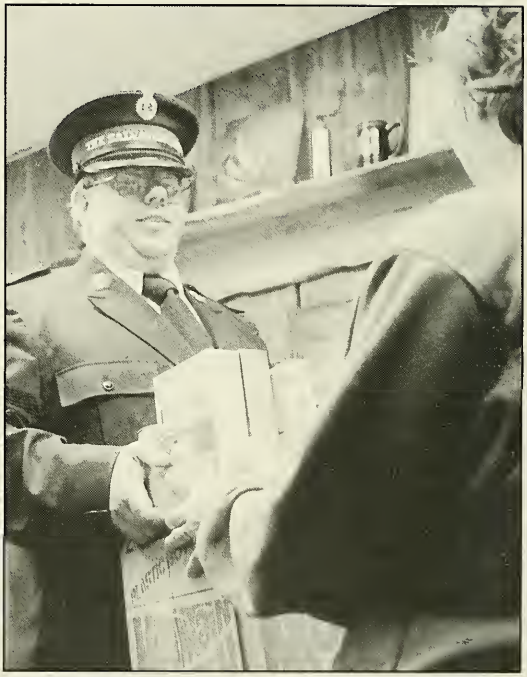


Photo by Tom Spock

Although Christmas time is their busiest season, members of the Salvation Army, like Capt. James Baker, help meet the needs of the hungry throughout the year.

food stamps. Even someone who is working a 40-hour-a-week job can receive them. In fact, the state's minimum wage of $3.70 per hour adds up to only $592 per month, $34 below the maximum gross monthly income for an individual receiving food stamps.

Scanning the salaries of many clerical workers at the Columbia County Courthouse reveals that some of those people are barely exceeding the minimum wage earning $8,500 per year. About 20 of them don't make $9,000 a year.

Employees at the courthouse aren't alone in receiving dismal paychecks. According to recent statistics, more than eight million of the jobs created during the Reagan administration pay annual wages of less than $7,000.

In addition to food stamps, there is a special food program to help feed children under five. The program, administered by the state Department of Health, is Women, Infants, and Children (WIC). Eligibility for the WIC program is determined by family income, according to Terri Belles, a nutritionist aide at the WIC office in Berwick. About 1,000 women, infants, and children in Columbia and Montour counties receive WIC benefits, Belles says, and nearly half of these women are single mothers.

The WIC program provides vouchers to buy milk, cheese, eggs, peanut butter, dried peas and beans. Recipients can also purchase iron-fortified formulas, and fruit and vegetable juices.

Despite this program, Belles says she believes there are still "a sufficient number" of children in the county who are hungry. "I think there is a hunger problem," she adds, "but people aren't aware of it."

> 'The elderly aren't generally the people who apply for public assistance. They'll do anything not to get it'

In addition to the food stamp and WIC programs, needy families can turn to yet another source - one of Columbia County's seven regional food banks. Collectively, the food banks serve about 2,000 families per month, according to David Swisher, director of Human Services for the county and administrator of the food banks.

To furnish the food banks this year, the USDA allocated the county $37,600, an amount Swisher says will only keep them going for about six months. The county also received a $10,000 block grant to spend for food, but agencies

Guidelines for food stamp recipients

To be eligible for food stamps, individuals and families have to meet specific income guidelines. Although the requirements are low, they are higher than the poverty levels set for the United States.

The federal food stamp program doesn't use the poverty level guidelines, however, the net incomes used are comparable to the gross amounts within the poverty level.

The maximum incomes for receiving food stamps are as follows, acccording to family size:

1 - $626	6 - $1,687
2 - $838	7 - $1,900
3 - $1,050	8 - $2,112
4 - $1,263	9 - $2,325
5 - $1,475	10 - $2,538

To determine eligibility, a caseworker first looks at the individual's or family's resources. The basic resources must be within $2,000, or $3,000 if there's an elderly or disabled person in the family. Next, the gross income of an applicant is determined. If it's within the limits set, the caseworker then determines the applicant's net income.

The federal government takes 20 percent off the gross income to accommodate personal and income taxes. Then a shelter deduction, which cannot exceed $170, is taken. The shelter deduction includes all shelter costs, such as mortgage payments, property taxes, and utility bills.

If an applicant is determined eligible for the stamps, there are maximum amounts he or she may receive monthly.

A recipient cannot receive less than $10 in stamps. The maximum amounts are as follows:

1 - $90	3 - $236
2 - $165	4 - $300

Recipients who have stable incomes, such as an elderly person on Social Security, are re-evaluated once a year. Those earning an income are evaluated on a monthly basis. They must also report any changes in their income to the county assistance office and verify their monthly pay.

distributing the goods will still need to depend on donations from area churches and organizations to meet demand.

The banks provide canned and dried foods to persons whose incomes do not exceed 125 percent of the poverty level, Swisher says.

With the income guidelines in place, "you don't have to go in and show them your ribs to get some food," says Swisher. However, persons declared ineligible aren't simply turned away. The county's Human Services agency offers budget counseling to help them manage their money so they'll have enough to buy food.

As with the food stamp program, Swisher says a lot of elderly people don't take advantage of the food banks, although many would be eligible. "Sixty percent of the people we help are either unemployed, receiving permanent or temporary disability, or getting cash assistance," Swisher adds. "The other forty percent are the working poor who are just having problems making ends meet."

One of the distribution agencies helping to meet the needs of the hungry is the American Red Cross chapter in Bloomsburg. Mary Ann Stasik, program coordinator, says her office serves forty to sixty families per month.

The number of those coming in for food grows during the holidays, Stasik adds. "That's when they [the recipients] rob Peter to pay Paul, then they run out and can't pay Peter back. They may be using their money to buy things for Christmas and get cut short when it comes to the food bill."

Despite the amount of clients she sees, Stasik says she doesn't perceive hunger to be a problem in the sense that people aren't eating for days. "Some people may run short and need something to carry them over until the check comes, but I don't think there are people going without food for days."

The food bank at the American Red Cross office in Berwick serves about 175 individuals per month, according to Mike Stenko, executive director of the chapter.

> 'You don't have to go in and show them your ribs to get some food'

The bank began six years ago when unemployment was high in Berwick, Stenko says. "It was designed to help those who were in bad situations make it through."

Donating food distributed by the Red Cross are the churches belonging to the Berwick Ministerium. The Rev. Aaron Hastie, president of the ministerium, says the congregations of about fifteen churches, as well as the Boy Scouts and the Berwick Jaycees, give canned food to the bank.

The ministerium also buys food items that are not in plentiful supply, and purchases gift certificates from area markets to give to the needy to supplement the food they receive from the bank.

Many of the clients who receive food at the Berwick office are chronically unemployed or are chronic welfare recipients, Stenko says. "We also get a lot of people who were hurt at work and their disability checks haven't started coming in or they lost

their jobs and the unemployment compensation hasn't started."

With the hundreds of bags of food going out, "sometimes we seem more like a 7-11 than a Red Cross," Stenko says. Most of the clients he serves range from 18 to 45. "We're not serving that many elderly, which may be due to the stigma that goes along with asking for something for nothing. I know there are a lot of them on Social Security who aren't getting any more than those who qualify for public assistance."

Shirley Perry, a caseworker for the Columbia-Montour Area Agency on Aging, agrees. But she says it's difficult to determine whether or not a hunger problem exists among the elderly. "It's hard to find them if they're not taking part in the agency's programs. We can't really tell how extensive the hunger problem is among the elderly. As far as seeing real malnutrition among the elderly, there's been very few cases. What we do see is a lot of poor nutrition."

In an attempt to keep the elderly fed, the county's senior centers offer hot noon meals and there is a Meals on Wheels program. The agency also has a pantry available for caseworkers to take foods to those who need them.

A "Love of Neighbor" weekly meal, served free at a participating church in Berwick, is also available to the hungry. Hastie says about 250 meals are served each week. "It's usually those who need a meal that come," Hastie adds. "But we don't check people to see if they're really needy."

> 'I'm sure there are those who are too proud to come in and those are the ones I feel for '

Another organization dedicated to keeping the residents of Columbia County fed is the Salvation Army in Berwick. Capt. James Baker says the

number of those benefiting from the food his office distributes is growing with each year.

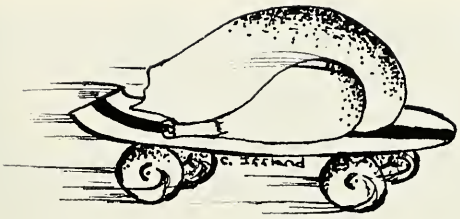
"It seems like there's a lot of need out there. But I think we're meeting the needs of the hungry with the various programs that are available. Unfortunately, I'm sure there are those who are too proud to come in and those are the ones I feel for."

The organization is at its busiest during the Christmas season. In 1988, Baker says the food pantry served about 1,000 people for the holiday.

Although the food banks administered by the county and other charitable organizations are operating smoothly, the USDA's surplus distributions of cheese and butter through Columbia County agencies "probably won't be around anymore due to a lack of product," Swisher reveals. "No more rice, honey, powdered milk or chees is going to be distributed." Nearly 4,200 families were taking advantage of the periodic mass distributions.

While almost everyone who works with the food programs in Columbia County agrees that hunger is not a problem here, they caution that it could become so if government officials or generous community members ever turn their backs on those who need their help the most.

"I'd hate to think that those who were hungry didn't have any programs available to help them", says Swisher. S



Traveling Turkey

Meals on Wheels provides food and companionship to the elderly

by Gina Vicario

Senior citizens who choose to live at home don't have to worry about preparing a balanced meal each day because of a program that brings the food to them.

The Bloomsburg Meals on Wheels program was started in 1974 by Church Women United. Working out of the home of Lorraine Roberts, Bloomsburg, the organization provided daily meals for seven people. As the list of clients grew, keeping track of them became overwhelming and there was a need for the intervention of a structured organization. Church Women United joined forces with the Bloomsburg Chapter of the American Red Cross in 1975. The expenses grew with the list of clientele and donations no longer covered the costs. The Area Agency on Aging (AAA) funded through the state and Columbia and Montour counties, took over the Meals on Wheels program.

Potential Meals on Wheels clients are interviewed by the AAA. "Those who are found to be in need of assistance, physically or mentally unable to prepare meals for themselves, are provided with a daily well-balanced meal," says Barry Gray, deputy director of the agency. "Menus are designed by a registered dietician and provide each client with one-third of the recommended daily allowance."

The meals, usually consisting of a meat, a starch, and a vegetable, are prepared by Brown Catering, Danville. They are then taken to the Bloomsburg American Legion where volunteers ensure that the dishes are warm enough to deliver. "The clients pay nothing for the meal, although donations are always appreciated," says Darlene Weidner, executive director of the Bloomsburg Chapter of the American Red Cross.

"The volunteers are often the only visitors that the clients have all day," says Weidner. "Volunteers not only drop the meals off, but they also serve as a check on the client. If there is no answer at the client's door, the volunteer is instructed to follow up in trying to locate the client. In many instances, this intervention has resulted in the saving of lives."

The 215 volunteers of Bloomsburg and Berwick Meals on Wheels serve 135 people daily. These volunteers are critical to the program because of the limited funding, according to Michael Stenko of the Berwick Meals on Wheels.

Meals on Wheels programs in surrounding areas have been forced to hire workers. "Volunteers are what keep the costs down," says Stenko. "If we were forced to hire people, the strain on the funding could result in a cutback of services to the client." S

Photo by Tom Spock

Bloomsburg volunteer Sue Fox not only delivers meals, but is also a companion to the people on her route.

Photo by Tom Spock

NO THRU TRAFFIC . . .

by Susan Keefer

Posted at the entrance of Burger King along Route 11 in Bloomsburg, a sign warns that the parking lot is not to be used as a cruisers' turnaround. "We lose a lot of business on weekends because older people don't want to come in when there are a lot of kids hanging around in the parking lot and in the dining room. They're loud and they swear. People complain about them," says Darrin Carl, manager.

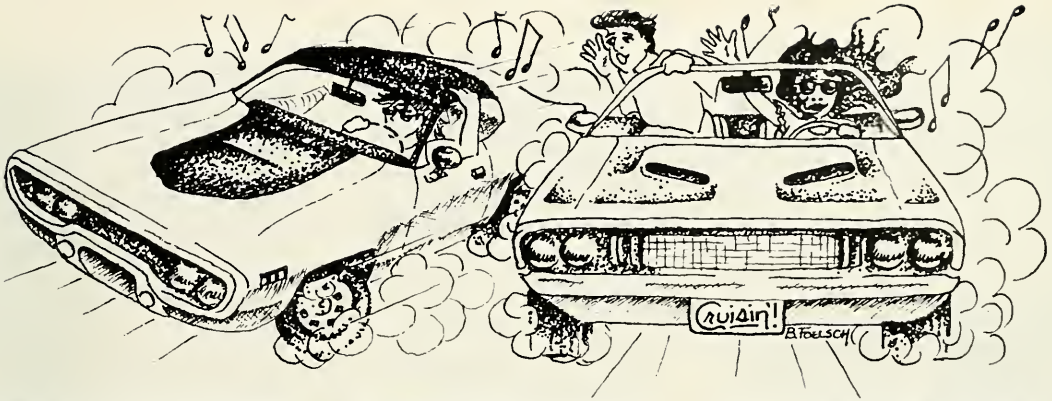
In addition to being loud and swearing, Carl says that cruisers also vandalize. "They come in and order a soda then sit in the dining room for an hour. They throw around the salt and pepper shakers, throw pickles at the walls, take soap dispensers off the walls in the bathrooms, and take the plants."

Carl says, "This is the only store out of the five in our owner's district

that has these problems. All the kids from Berwick, Danville, and the other towns around here come to Bloomsburg to cruise."

To combat the problem, Burger King employs a security guard to watch the parking lot for cruisers. If a car drives through the lot three times in one hour, the guard gives the license number to the Scott Township Police which then issues the driver a warning.

Burger King seems to be the only fast-food restaurant on Route 11 that has problems with the cruisers. Paul Rushin, manager of McDonald's, which has a sign and was a force behind the anti-cruising campaign, says cruising is "old news." Bill Deep, manager of Arthur Treacher's,



says he doesn't have any problems with cruisers. "We're not really a fast-food place," he adds. "It's a little more expensive than stopping in for a burger and soda, so kids don't usually come in here."

Cruising is a concern for some businesses on Route 11, but according to Bloomsburg Police Chief Larry Smith, there is "no problem" in town. Although there are some loud stereos and people yelling to each other, Smith says noise isn't much of a problem. "If anyone is extremely loud late at night, they can be arrested for disorderly conduct," he adds. "This includes squealing tires, loud music, and yelling and screaming in town."

Beth Minkoff and Cathy Frick, residents of Market Street Square and students at Bloomsburg University, say the noise isn't really a problem for them on the weekends. They say the people who ride through town during the week are the most annoying. Minkoff says, "During the week is the biggest problem, we don't have to get up for class at 7 a.m. on the weekends."

Smith says the cruisers create more noise than a traffic problem. "Cruisers who stop and park at Market Street Square and yell to the other cruisers

are the biggest problem," he says.

There is no ordinance against cruising in Bloomsburg. In 1986, an ordinance was proposed, but public pressure prevented it from being passed. Since teens restrict their cruising to Main Street, East Street, and Route 11, many in the community don't seem to think it poses a major concern.

Circling this three-mile stretch may seem boring to some but not to those who cruise. Seventeen-year-old Gretchen Shotwell, Espy, a student at Central Columbia High School, says she does it because there's nothing better to do. "It's fun! I get to talk to people that I know and I try to meet new people," she adds.

'It's fun! I get to talk to people that I know and I try to meet new people'

Joel Unger, 19, Lime Ridge; George Johns, 20, and Jerry Travelpiece, 18, Millville, like to "cruise and hang out at Burger King." They say they mostly cruise in the summer.

"I like to sit and talk so I don't waste my gas," Johns says. But according to Unger, the trio gets kicked out of every place they like to go.

Travelpiece and Unger say when they aren't sitting around at Burger King they like to cruise so they can play their music loud and try to pick up girls They also like to hang out in town sometimes to "yell and scream at people."

Becky Bartley, 20, Berwick; Jamie Flick, 19, Bloomsburg; Wayne Poe, 18, Selinsgrove; and Ed Howard, 18, Millville, say they like to hang out at Market Street Square.

Poe, a worker at a cabinetry company, says cruising and hanging out gives him something to do, and Howard, presently unemployed, says it's better than sitting at home. Poe says he comes to Bloomsburg every weekend to cruise town "because there's nothing to do down towards Selinsgrove." He adds that he likes to look for girls and play his music "as loud as it goes."

Flick, a fork lift operator, says when he cruises he likes to "wave, beep, and crank the stereo." He says he plays his music loud "so you can't hear anybody bitchin' at ya!"

Bartley, an employee at Giant, and Flick are in town from 6 p.m. until 2 a.m. on Friday and Saturday nights. Poe and Howard say they cruise from 8 p.m. until 4 or 5 a.m.

They say they like hanging out in the square so they can see everyone who is out cruising. The cruisers can only park there until 2 a.m. when the police make them leave. Bartley says, "We can't park here between 2 and 5 a.m.. If there's a car here they'll ticket it every 15 to 20 minutes." At 2 a.m., they say they either just ride around until they get bored or tired or they park somewhere else.

'Cruisers who stop and park at Market Street Square and yell to the others are the biggest problem'

The kids who are in high school say they find other things to do on Friday and Saturday nights. John Romanot, 15, Wonderview; Jim LaCombe, 15, and Craig Shively, 15, both of Bloomsburg, are all too young to drive but they do have friends with licenses.

However, they say they don't like to cruise because they think it's boring. Romanot says, "You see the same things all the time; that's really boring." LaCombe says he doesn't cruise because "it's stupid."

"We have better things to do," says LaCombe. He and his friends spend their weekends at high school sporting events or dances, going swimming at the middle school, going to the college, or going to friends' houses to watch movies and eat.

Cruising town isn't the thing to do anymore if you're a high school student in Bloomsburg because, according to Romanot, "There are too many other things to do that are a lot more fun." S

A Growing Family Tradition

Two fruit farmers take advantage of Franklin Township's fertile fields

Photo by Tom Spock

A hydraulic lift assists Norman Ford, Catawissa R.D.1, to trim trees during the winter season.

by Lisa Barnes

For two local families, fruits and vegetables are more than just a summer pastime -- they are a growing business and a long-standing family tradition.

Ronald Rohrbach, owner and manager of Rohrbach's Farm Market in R.D. 2 Catawissa, is currently running a thirty-six year tradition of fruit and vegetable growing.

For the Rohrbachs, it all started in 1953 as a self-service stand that sold apples and cider. "Our marketing of food goes back to my grandfather," says Rohrbach. "We started with some fruit trees and about eight or nine acres." In the 1960s, the family expanded its business to peaches and increased the farm to about twenty acres.

'I think we help each other's business, since a lot of people won't come out this way to stop at one of the markets'

Today, the orchards stretch over fifty acres of land. In addition to peaches and apples, the Rohrbachs have expanded their business to other fruits including strawberries, cherries, pears, and nectarines. Other products

include sweet corn, cantaloupes, snap beans and grains such as oats, wheat, corn, and soybean.

About a mile west of Rohrbach's lies another booming family enterprise, Krum's Orchards. Krum's has been in business since 1933, when Glen Krum's father first planted some fruit trees. Today, Krum owns and operates the orchard business which has expanded from twenty-five acres in 1962 to about one hundred acres.

"The fruit we sell here is all our own," says Krum. These include cherries, plums, pears, nectarines, peaches, and fifteen varieties of apples.

What started as a family business has expanded to a major enterprise for Rohrbach. "We never imagined it would become this full-scale," says Rohrbach. During the winter season, the Rohrbachs employ about three full-time and four part-time employees to work outside the market.

Photo by Tom Spock

Glen Krum continues to operate the family tradition begun in 1933.

During the growing season, they employ as many as fifteen. At one time, the Rohrbachs dreamed of having one full-time person to work in the market. "It turned out that whoever was available (from the farm) would wait on the customers," Rohrbach says. Now he employs four full-time people to work inside, and one full-time produce man.

But the family is still heavily involved. Rohrbach's wife, father,

sister, and children all work on the farm. Last summer, his children, nieces, and nephews all worked on a canteloupe project. The project was so successful that they netted $160 profit.

Krum employs five full-time people, and about twenty-five seasonal employees. In the winter, the crew spends most of its time pruning trees and packing up fruit for wholesale.

Rohrbach says one of the main reasons for his success is that the area is a prime location for produce growing. "It's a good location from the standpoint of weather conditions," he says. Since it is a higher elevation, the climate is not too hot and frost usually isn't too heavy.

"There are always risks with growing fruit until it's picked and in the basket," says Rorbach. Risks include possible hailstorms, fluctuating temperatures, and dry weather conditions.

Krum agrees that the "soil and climate in the area are as good as any," and adds that there is usually sufficient rainfall, so that irrigation isn't a big problem. However, last summer's drought caused some problems for him -- "We lost about twenty-five percent in volume. Our product was a lot smaller."

Last summer's dry weather wasn't hard on Rohrbach's fruit crop, because fruit tends to store water better. His most noted crop, however, did not fair as well. "We didn't have a very good potato crop," he says.

Rohrbach delivers produce all over the area including local grocery stores. He also delivers to the New York border and east to the Delaware Water Gap. Krum does a lot of wholesale business as well, delivering as far as New York City.

The most profitable crop at Rohrbach's Farm Market is a Halloween favorite. "Jack-O-Lantern

pumpkins are the most profitable, but they are also the most seasonal," says Rohrbach.

Both Krum and Rohrbach say they believe that there is some competition between them, but that it is friendly. "People come to my place, see what I have, and then head over to Ron's and see what he's got, and vice-versa," says Krum. "I think we help each other's business, since a lot of people won't come all the way out this way just to stop at one of the markets. But since there are two, they have something to compare."

Krum admits that his location is not prime. Since it is off the main highway, it's harder to get to. "More people are likely to stop at Rohrbach's," Krum says."We have to rely on our reputation more so." Krum adds that if he had to do it over again, he would probably move the business end closer to Bloomsburg to attract more business. "But the business continues to grow for us and people like to see where their food is produced."

Rohrbach and Krum also have to face neighboring competition from smaller roadside stands. "It's kind of hard to see someone move in on your territory. But it's natural with free enterprise. It keeps you on your toes," Rohrbach says.

Krum adds that these people usually have only a seasonal business, and they're not doing it full time. "Some of them even buy their stuff from us," he says.

Since the area is a prime growing one, there is no doubt that competition would be high, but Rohrbach wouldn't move his business anywhere else. "There's really no place like this area," he says. "There's no place like home, and this is the only one I've ever known." S

MAPLE SYRUP:

A Sweet Spring Treat

by Tom Spock

Most people go to a grocery store when they need maple syrup. But with a maple tree in your backyard, and a little work, you can make your own tasty syrup. The Pennsylvania Power and Light Co.'s Montour Preserve, Turbotville, is probably the best place in the area to see sugaring first-hand.

The general public is offered the chance to see syrup production on the grounds of the Preserve. "Our process here is strictly demonstrational. We make on an average about five or six gallons a year," says John E. Gallagher, consulting naturalist at the Preserve.

The sugaring process, which is usually weather dependent, runs from late February until the end of March. Sugaring started long before colonists settled in this country. Gallagher says the Indians made large slashes in the maple tree, inserted reeds into these cuts, then drained the sap into large, hollowed-out logs. The Indians then heated stones, placed them into the sap until it boiled and eventually produced the sugary substance we know today as maple syrup.

Dave Rissel, assistant leader of Brownie Troop 1386, with a little help from assistant leader Dave Rissel and Brownies Elizabeth Wonderlich (center) and Erin Cundiff (right) prepare a tree for spile and bucket.

Photo by Tom Spock

In time settlers arrived and began clearing the area. Early Pennsylvanians imported more maple trees to a land previously dominated by white pines and hemlocks. The colonists also brought the advantage of metal products–drill bits to make smaller holes for a more concentrated sap flow, and cast-iron buckets to boil the liquid in.

The sugaring season is based on one variable–the weather. Gallagher says sugaring requires two things–warm days 40 degrees and above and cold nights below the freezing temperature. In the spring, as the temperatures rise above freezing, the maple, more than any other tree, will begin to send sap to the buds for nourishment. As the day warms, the sap is sent up through the tree, and in the afternoon hours when it begins to cool down, the sap is drawn back down into the roots. Gallagher explains, "It's because of the movement of the sap you get good flow–that's why we sugar in the early spring, and not the summer months."

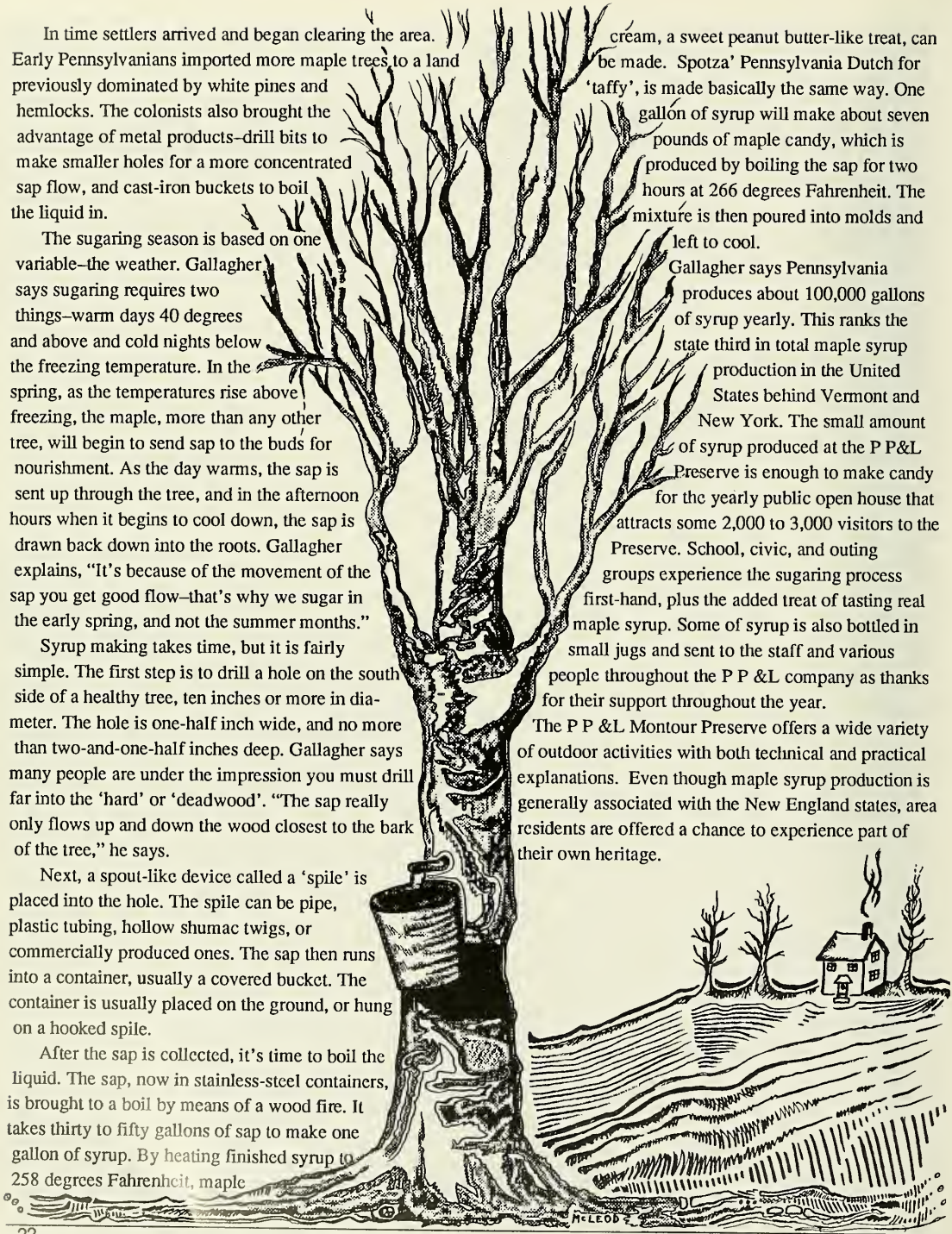
Syrup making takes time, but it is fairly simple. The first step is to drill a hole on the south side of a healthy tree, ten inches or more in diameter. The hole is one-half inch wide, and no more than two-and-one-half inches deep. Gallagher says many people are under the impression you must drill far into the 'hard' or 'deadwood'. "The sap really only flows up and down the wood closest to the bark of the tree," he says.

Next, a spout-like device called a 'spile' is placed into the hole. The spile can be pipe, plastic tubing, hollow shumac twigs, or commercially produced ones. The sap then runs into a container, usually a covered bucket. The container is usually placed on the ground, or hung on a hooked spile.

After the sap is collected, it's time to boil the liquid. The sap, now in stainless-steel containers, is brought to a boil by means of a wood fire. It takes thirty to fifty gallons of sap to make one gallon of syrup. By heating finished syrup to 258 degrees Fahrenheit, maple cream, a sweet peanut butter-like treat, can be made. Spotza' Pennsylvania Dutch for 'taffy', is made basically the same way. One gallon of syrup will make about seven pounds of maple candy, which is produced by boiling the sap for two hours at 266 degrees Fahrenheit. The mixture is then poured into molds and left to cool.

Gallagher says Pennsylvania produces about 100,000 gallons of syrup yearly. This ranks the state third in total maple syrup production in the United States behind Vermont and New York. The small amount of syrup produced at the P P&L Preserve is enough to make candy for the yearly public open house that attracts some 2,000 to 3,000 visitors to the Preserve. School, civic, and outing groups experience the sugaring process first-hand, plus the added treat of tasting real maple syrup. Some of syrup is also bottled in small jugs and sent to the staff and various people throughout the P P &L company as thanks for their support throughout the year.

The P P &L Montour Preserve offers a wide variety of outdoor activities with both technical and practical explanations. Even though maple syrup production is generally associated with the New England states, area residents are offered a chance to experience part of their own heritage.



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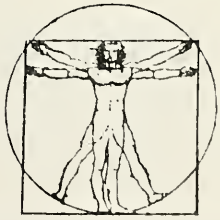

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499 MAIN ST. BLOOMSBURG

Fresh From the Farm and Ready for the Table

Rachel Bitler provides customers with homegrown goodness

by Linda McLeod

As a student of languages at Mary Washington College in Virginia, Rachel Bitler never imagined she would end up becoming a farmer in rural Pennsylvania or spending her summers selling squash in Bloomsburg's Market Square.

Bill Bitler, Rachel's husband, grew up in Bloomsburg on the same farm that once belonged to his great-grandmother. The couple inherited the farm in 1972, and it was in this year that Bitler began a crash course in farming. Bill, stationed in Korea, came home just in time to plant the crops, and upon leaving, left Bitler to the harvesting. Her master's degree in French was of little help with the task she was now about to tackle. "I can remember asking people, 'Is this a weed or a plant?'" she recalls.

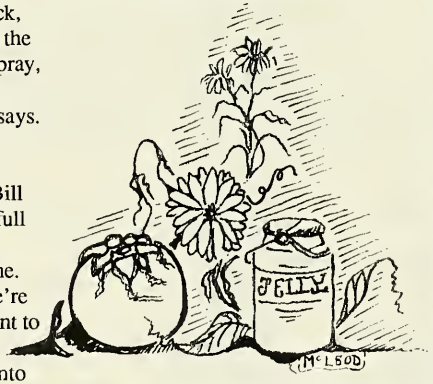
Almost single-handedly, Bitler now plants, cultivates, picks, grades, and sells the produce grown on 20 of the farm's 60 acres. Her husband, a Dickinson University graduate and Army officer stationed in Frederick, Md., takes three-day weekends in the summer to help plow, cultivate, spray, and prepare for Saturday market.

"Bill grew up farming," Bitler says. "He likes it. He went to college because you cannot make much money farming." Soon to retire, Bill will return to work with his wife full time.

The Bitlers prefer to work alone. "We have concluded, for what we're trying to do, that it is more pleasant to do it ourselves than to try to hire somebody to do it. You will run into people who are reliable, but they are a minority. Besides, I like to work with Bill," she says, "He takes orders very well."

Bitler began going to the farmer's market in Bloomsburg by accident. "There was an old man who lived nearby who would stop here at the farm to take some of my flowers and things to market. The next year I began going with him, until one day he said, 'Hey, you've got to stay. I've got a job up at Maple Crest.' So off he went, and I became a full-time marketer."

Until recently, the parking spots were on a first-come first-served basis. Bitler laughs when she recalls what she had to go through to get her favorite spot. "I can remember there was a lady who would come on Saturdays, in the season of gladiolus. We started arriving earlier and earlier so we could beat each other to that corner spot. I was coming in at 2 a.m. and sleeping in my truck. I was determined I was going to get that corner spot!"



Now, there are parking permits guaranteeing spots. Selection is determined by who has been in market longest, or whose family has the longest line of marketers. The Bitler name was Rachel's ticket to her corner spot, and she no longer has to worry about camping out.

The Bitlers grow everything from corn to cucumbers, from eggplant and tomatoes. "You can name almost any kind of normal vegetable, and we probably grow it" says Bitler. She also makes her own jams, jellies, pickles, sauerkraut, relish, hot peppers, and catsup. "I found with my jams and jellies that I'd picked up several good customers from out of town. I don't know how they heard about them, but they are very valuable to me because they keep coming back."

Business is something Bitler knows a lot about. "A lot of people are so regular. I see them, if not every market day, at least every week. You learn what they want and save that little bit extra in there. The repeat customer is absolutely essential."

Photo courtesy of the Press-Enterprise

Rachel Bitler used to have to get up at 2 a.m.just to pick her favorite corner location on the Market Square. Now there are parking permits guaranteeing spots.

Even when it comes to setting up her stand, Bitler demands perfection. "A lot of salesmanship depends on how you display your wares, so you had better do it carefully. I've gotten pretty meticulous with how I do it.

'You can name almost any kind of vegetable and we probably grow it'

I'm a real pain to my husband because he just wants to put everything out there, which probably sells just as well." She pauses, then adds, "But I like to think I do it better."

Bitler, smiling the whole time she's been talking about her life as a marketer, says, "I like the work. There's a lot of self-satisfaction in it. I grew it, I cleaned it, I displayed it, I sold it. If I didn't take care of it, it would have bugs, worms, or rots, so it is a direct result of my efforts. It's one of the clearest cases of cause and effect I can think of."

Bitler can be found every Tuesday, Thursday, and Saturday morning, April through November, in downtown Bloomsburg's Market Square. Whether you want to talk business, tomatoes, or even French, there's a lot to be learned from this independent woman who seems to have made happiness her language of life. S

Frog Legs to Flounder

Bringing the ocean to Columbia County

by Staci Wilson

Fresh seafood! Thanks to Eddie's, LeVan's, and Al's seafood stores, people who enjoy ocean delicacies don't have to drive four hours to the shore to get the type of food they love.

Eddie's receives a shipment three times a week from a supplier in Hazleton. The supplier receives fresh seafood daily from drivers all over the East Coast. The drivers come directly from the ports where the fishing boats come in, and take the catches right to the warehouse. Sometimes the supplier even makes a trip to the Philadelphia ports early in the morning and delivers the seafood to the stores that buy from him.

Al's on the New Berwick Highway is owned by Al Green, Jr. Al's is in a trailer which contains a walk-in cooler and two display cases. Based in Frackville, where the main store, offices, and warehouse are located, Al's also has stores in Shamokin, Pottsville, Lehighton, and Wilkes-Barre. In this area, haddock and flounder are the big sellers. Shrimp, with its many different ways of preparation, is also very popular. Judy Kessler of Eddie's sells a school of Cajun Catfish. She says," I would like to take some home with me at night for dinner, but there usually isn't even enough to keep the customers satisfied."

The Orange Roughy, an imported fish from New Zealand with a very mild flavor, is a local favorite, as are Brazilian Lobsters.

Believe it or not, squid is a permanent fixture in all of the stores. LeVan says, "There are a lot of Italians in the area. You have to carry squid." Serucci's restaurant, Bloomsburg, has a squid dish on its menu.

Many say frog legs taste just like chicken. To bring out their flavorful best, marinate them in garlic and butter and fry them up. Octopus makes a great hors d'oeuvre. Boil until it's tender and serve it with a dip. Buccula is a heavily salted cod. It's a very popular Italian holiday dish.

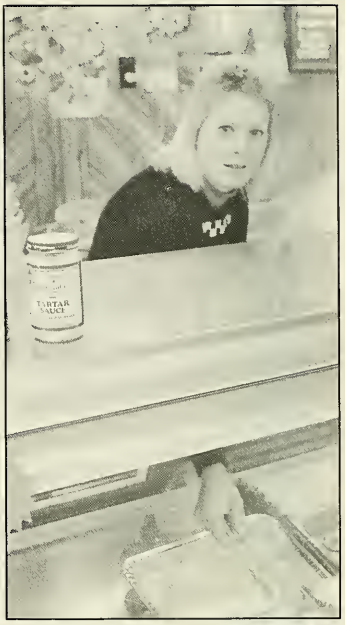


Photo by Tom Spock

Debbi LeVan says haddock and shrimp are big sellers.

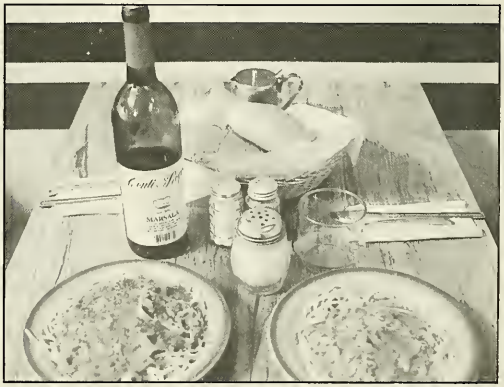


Photo by Tom Spock

Nationally it's not as popular as catfish or lobster, but in Columbia County, calamari (squid) is a popular seafood.

Photo by Tom Spock

Commuters need not worry about downtown traffic. Al's offers seafood off the truck at its Route 11 location.

If you're not satisfied with how your seafood dishes turn out at home, try some of these suggestions from Judy Kessler and Debbi LeVan. Kessler says," Boiled lobster loses some of its flavor. Broil it."

To broil a lobster, first crack the shell by hand. Cut away the membrane on the underside with scissors. Put the lobster in the broiler, shell side up, and cook until it turns red. Flip the lobster, coat with melted butter, and broil until the meat turns brown.

LeVan has different lobster preparation advice. Her suggestion is to boil the water, put the tails in, and then bring to a second boil. Pre-cooked crab legs can be boiled or steamed. They are ready to eat when the meat comes off.

Most seafood is steamed, baked, boiled, or fried, but very few people think about using their microwave to prepare the delicacies. Clams microwave well. You know they are done when the shells open up. It's quick, easy, and there is no flavor loss.

Kamaboka is an imitation crab meat used for seafood salads. It is made from Pollac fish. Kessler thinks it makes a very good seafood salad but LeVan disagrees. She says,"It's fishy tasting. Nothing at all like crab."

Whatever your seafood pleasure, the stores in the area can accomodate you. But from frog legs to flounder, any taste can be satisfied. $

by Tom Spock

While the seashore of Maryland might seem like the logical place to find something called a "Tidewater Chicken," don't expect to see one there. Unless you visit the Bloomsburg University sculpture studio, you may never discover what a Tidewater Chicken looks like.

Tidewater Chickens vary in shape and size, as do the many different social issues they represent. Karl Beamer, associateprofessor of art at Bloomsburg University, created the Tidewater Chicken theme about fifteen years ago in one of his sculpture classes. "I wanted to make a sculpture with spindally legs, which it needed for movement around the shore, and a beak to peck at clams, crabs, or seashells," Beamer says. "These are all things that are important to me because I like seafood." Beamer then named it. "It's a catch-phrase," says Beamer. "Some people might wonder what a Tidewater Chicken is. It wasn't my idea as a mental process, just more of a reflex reaction. I'll make up this bizarre thing that nobody can believe—they become a way to make serious social commentary in a humorous way."

Photo by Tom Spock

Karl Beamer uses his Tidewater Chickens to communicate his social and political views.

The Tidewater-Chicken-Punk-Rocker stands nearly three feet tall and is colored outrageously with the spiked hair on the top of its head. "I had a sad, melancholy reaction to people who feel they have to be visually outrageous to feel a sense of being special, as a unique individual," Beamer says.

Tidewater-Chicken-Tealess-Pot was made as a design situation. Beamer points out, "the oversized handle and porcupine quills are meant to puncture your fingers, and there's no spout, so there's no tea. But you can still have a party."

Beamer also uses the sculptures as a way for students to express personal opinions. The Tidewater-Chicken-Grandma, and The ROTC Rooster were the result. "One day in class we were discussing cliches and stereotypes and how truthful, untruthful, and boring they can be," Beamer notes. The ROTC Rooster reflects the military presence on campus, the Tidewater-Chicken-Grandma has an apron, and is a little wider than she is high."

The Tidewater-Chicken-Clan-Bowl-Bury-My-Heart-at-Wounded-Knee reveals the poor treatment the Native Americans received. Beamer wants to do another memorial sculpture "in the highest esteem for those people, if I can do the imagery good enough. When I evolve or arrive at that point, I'll know," he says.

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Sculptor Karl B
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The Tidewater-Chicken-Vietnam-Vet-in-Search-of-Agent-Orange relates the plight of those exposed to the potentially dangerous chemical used as a defoliant in the Vietnam War. Unfortunately, the chicken was broken some years ago. Beamer joked he had it buried in the Arlington

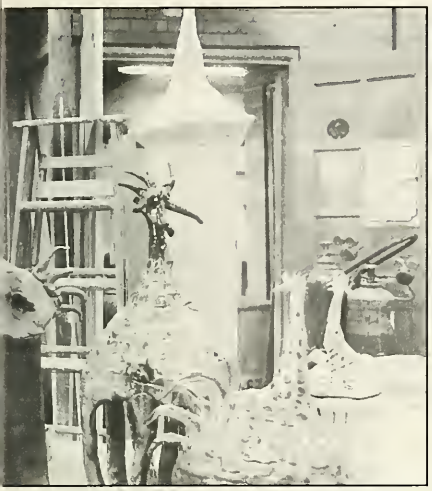

Photo by Tom Spock

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about," Beamer admits. A former student was lucky enough to receive one as a gift. "I had one senior student a few years ago and all she ever wanted was a Tidewater Chicken," Beamer says. "So when she got married I gave her one as a wedding present--The Tidewater-Chicken-with-Chicken-Pox--it had nuclear splotches all around it."

While the Tidewater Chickens don't always present what can be described as a perfect world, Beamer admits he, like most people, has imperfections. The Tidewater-Chicken-in-Search-of-the-Lost-Bat is a spoof of himself. "I know there's no reason to be afraid of bats," he says, "but put one in my house and I go bonkers. That's a personal reflection on my own vulnerability, and if I don't laugh about it, it won't have much validity."

The Tidewater-Chicken-Traveling-in-the-Fast-Lane-Gummi-Bear-Container was sculpted to hold nine inches of the chewy candy, one of Beamer's favorite snacks.

The Tidewater Chickens all seem to possess a special life spirit. Beamer says he believes this special quality is evident only in the clay chickens. "I have done some in bronze and metal, but they seem mechanical, fabricated–too much technology. My clay work is more expressive than anything I've ever done, and these [the chickens] are filled with life spirit."

Beamer can't find one of the sculptures he cares for more than the others–"That would be like asking me which one of my children I love more." S

National Cemetery next to John Kennedy "I think it's appropriate because they're both unresolved issues."

Beamer isn't certain how many Tidewater Chickens exist. There are ten in his office alone. "There could be some out there I've forgotten

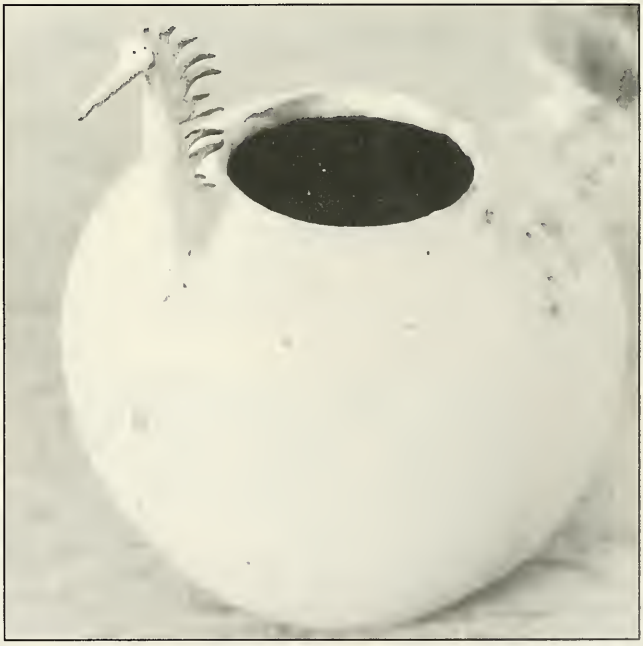


Photo by Tom Spock

One of Beamer's unique designs --- TheTidewater-Chicken-Tealess-Pot..

Catering to every [culinary] need

Pride and success are essential ingredients in a great recipe for area catering

by Linda McLeod

When we think of celebrations, we usually think of food. But in Columbia County, it's the other way around. The catering done in this area is cause enough for celebration. From meat and potatoes, to cakes and ice carvings, you can count on a job well-done. Ask anyone at Brown's, Fought's, Ridgeways, the Hotel Magee, or even the Bloomsburg Hospital, and they'll tell you catering is not just about food–it's about success.

It may come as a surprise to learn that the Bloomsburg Hospital is catering to the community. According to Xavier Abbott, food service director, the hospital began its catering services about two years ago when the kitchen underwent expansion. "We don't advertise because our main responsibility is patient feeding. Secondary is employee feeding–but when we have the chance, we really enjoy doing outside catering," says Abbott.

"It's good for public relations, because hospital food just has a bad name to begin with," he says, "But it's really not true any more. We would like to let it be known that hospital food is not what people think it is. It's really good food."

Abbott maintains that his intent is not to compete with anyone in town. Catering simply takes the edge off hospital costs and helps pick up employee morale. "We love getting involved in something where we can set up real fancy dishes and carve melons. It's really kind of rewarding."

The hospital service caters any type of event, and prepares everything from chicken to filet mignon. The staff enjoy doing buffets but can provide service personnel as well. Abbott says, "We are very flexible. We'll do just about anything."

> 'We love getting involved in something where we can set up real fancy dishes and carve melons . . . It's really kind of rewarding'

Fought's Catering of Espy, a family-owned and operated business, also caters celebrations from clambakes to reunions and weddings. If the name looks familiar, perhaps it's because you've tasted one of their delicious pancakes from Fought's Buckwheat Pancake stand at the Bloomsburg Fair.

It was this stand that inspired them to form their catering company in 1981. "We were having a dinner for those who helped us," says Britt Fought, "at which time a friend asked us to cater his daughter's wedding."

Buffets, featuring a variety of dishes made mostly from old family recipes, are Fought's specialty. Some customer favorites include Chantilly potatoes, baked macaroni and cheese, meatballs, and Italian baked chicken..

Brown's Catering of Danville also mean business when it comes to food. Brown Enterprises began in 1955 when Robert Brown Sr. moved to Danville. A student of the prestigious Cordon Bleu, Paris, with a master's degree in Home Economics Education from the University of

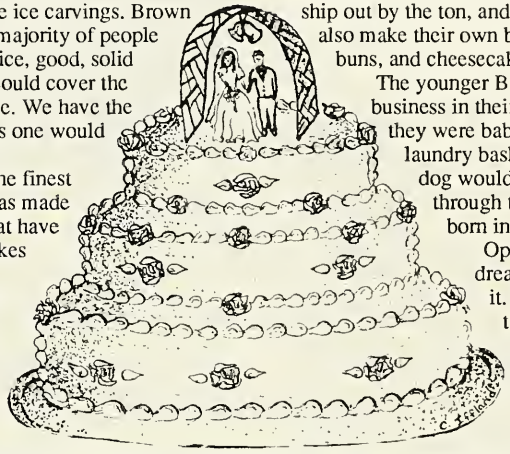
Louisville, Brown has created a multi-million dollar business that he has now passed on to his son, Robert Jr., and his daughter, Liz. The company currently employs sixty-two.

Brown's will cater any type of event. Brown Sr. says "The smallest thing we ever did was four baked potatoes, and the biggest was a meal for 10,000 at the Bloomsburg fairgrounds." They'll do as much or as little as the customer wants, supplying everything from waiters and tents to giant cakes and elaborate ice carvings. Brown says, "The sky is the limit. The majority of people around here are interested in a nice, good, solid meal at a reasonable price. We could cover the whole gamut with our experience. We have the expertise to get as extravagant as one would want to get."

Brown Sr. is considered of the finest cake decorators anywhere. He has made cakes weighing up to one ton that have served over 4,000. Often, the cakes must be made in sections, transported, and then assembled and decorated on-site.

Annually, Brown's cater the night shows at the Bloomsburg Fair and have received compliments from numerous stars, including Red Skelton, Kenny Rogers, and members of The Beach Boys. Several stars, including Bob Hope, have dined with the Browns at their Danville home.

Catering is not the Brown's only venture in the food business. Their kitchen is open daily preparing meals for the elderly and shut-ins in the Columbia County area. They also manufacture deli products for supermarket chains, their biggest sellers being baked lima beans, which they ship out by the ton, and cole slaw. From scratch, they also make their own butter rolls, pastries, sticky buns, and cheesecakes.



The younger Browns seem to have the business in their blood. Brown Sr. says, "When they were babies, we brought them over in laundry baskets at night to the kitchen. The dog would watch them while we worked through the night. They were just totally born into the company."

Opening a restaurant is their dream, but they don't plan to rush it. The elder Brown says, "We try to do our homework. I was in business thirty-three years when I handed it over to the children. Maybe it will go another thirty-three

years."

Two of the finest local restaurants provide catering services. Ridgeway's Restaurant and Lounge, Bloomsburg, a large provider of catering services in the area, offers a varied menu featuring such main dishes as Top Round of Beef, Stuffed Shrimp, Hot Roast Beef Sandwiches with Gravy, and Lasagna. As Ridgeway's is a restaurant opened to the public daily, they prefer to do most of their catering on-site, however, they are able to seat small parties of up to 30 at the restaurant. Ridgway's will serve meals either sit-down or buffet style, and custom design the menu to fit the customer's needs.

'The majority of people around here are interested in a good solid meal at a reasonable price'

Covering a 150 mile radius, The Hotel Magee, Bloomsburg, is available for picnics, clambakes, weddings, cocktail parties or any other special occasion. They handle anything from small intimate gatherings to gala events for thousands of people. The hotel has a variety of banquet accomodations most conducive to business gatherings, weddings, and other large events. Their five banquet and meeting rooms can handle groups of 30 to 130 and the catering staff will assist the customer in planning the event which may include cocktail parties, hospitality suites, buffets, and elegant full course dinners.

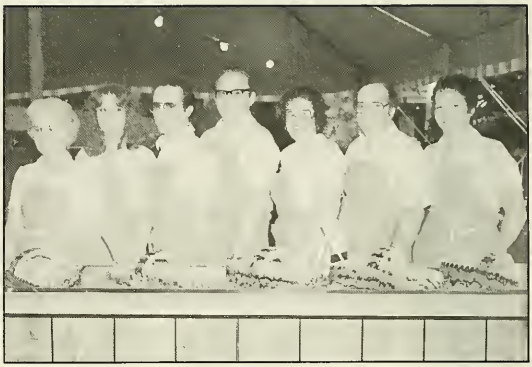


Photo courtesy of Fought's Catering

Fought's Catering is a family business.

Though methodical in it's planning and preparation, catering is an artful process that is means much to it's creators. The catering community of Columbia County seem to share in a common feeling about their work–pride. Whatever caterer you choose in this area there is one recipe that you're guaranteed to like–*success*. S

Working Together to Make a Difference!

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Supporter of Special Olympics

Alpha Sigma Tau

Supporter of Pine Mountain

Delta Epsilon Beta

Supporter of Red Cross

Phi Sigma Sigma

Supporter of the National Kidney Foundation

Theta Tau Omega

Supporter of Bloomsburg Nursing Home

Phi Delta

Supporter of the American Cancer Society

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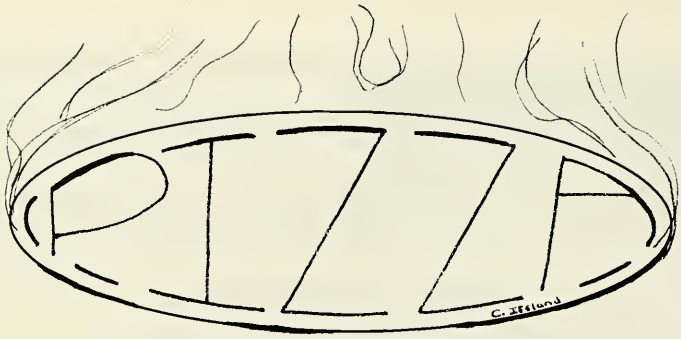


THE GOOD, THE BAD, AND THE CHEEZY

Even when it's bad, it's better than liver

by Gail Thompson Rippey

There's no disputing it. Pizza is by far the favorite food of students at Bloomsburg University. But which pizza is considered the best?

Determining which one looked and tasted the best was the task the *Spectrum* staff of sixteen journalists boldly accepted. And just to make sure the results weren't biased, we invited three community guests to sample the pizzas–Janice F. Walters, writing instructor at Bloomsburg University; Floyd Walters, reading specialist for the Lewisburg Middle School; and Deborah Barnes, assistant director of Law Enforcement at Bloomsburg University.

The crew forked out their own funds to sample slices of small pizzas from fourteen restaurants in the Bloomsburg, Berwick, and Catawissa areas.

Not every place in town that serves pizza was contacted for the survey since we tried to stay with only those that served pizza as one of their main items. So, we may have left out a lot of good pizzas from convenience stores and street vendors. [O.K., so there aren't any street vendors in Columbia County, but if there were...]

We also didn't consider the toppings. To be absolutely impartial, we only tasted cheese pizzas. Again, we may have slighted a pizza place that makes delicious pepperoni pizzas, but only fair cheese pies. What we missed out on, we may never know.

Although it wasn't taken into account on our survey sheets, those reading the evaluation should keep in mind that pizzas from the same place can taste differently on the same night, even if the same person made them.

None of our tasters knew where the pizza they were eating came from–all they saw were the boxes with the names scratched out or cut off.

Each pizza was given a number and the samplers rated them on a scale of 1 to 5 according to the appearance, amount, taste, and consistency of the cheese, sauce, crust, and seasonings. Each pizza also received an overall evaluation.

Photo by Tom Spock

Tony Serucci, Bloomsburg, tosses his dough around.

Here are the inconclusive, less-than-scientific and probably unreliable results of our taste-testing adventure.

Berrigan's Subs of Bloomsburg [12" - $3.71] No one was sure why (maybe it was because it came from a hoagie shop) but this pizza was by far the most unusual looking - it had green flecks of something on it. Those participating in the survey concluded the pizza was greasy-looking, long on cheese but short on sauce and had an "old and tough" crust. One taster summed it up like this: "It looks *strange* and it tastes *strange*." However, another thought the pie tasted great. Overall, we thought it was an average pizza.

Bob's Subs of Bloomsburg [12" - $5.25] Complaints of too much oregano dominated the evaluation of this pizza. The cheese and the sauce were good, but that crust - ugh! "It tastes just like a manila folder," one sampler said. But Bob's has no

Photo by Tom Spock

After devouring many slices, senior editor Lisa Barnes earns the title of Pizza Connoisseur.

Photo by Tom Spock

Jan Walters evaluates a mound of mozzarella.

reason to fret over that —who'd take a woman who eats manila folders seriously?

Domino's Pizza of Bloomsburg [12" - $6.29] The quality of delivery service rated higher than the taste for this pizza. Comments ranging from "bland and basic" to "better than it looked" were scribbled on the score sheets about this pie. One taster, obviously oblivious to appearance, thought it was a great pizza.

Januzzi's Pizza of Berwick [9" - $4.75] Even the students on *Spectrum* could throw together a more eye-appealing and mouth-watering pizza from a box of Chef Boyardee mix than this pizzeria-produced disaster. No doubt about it, the general consensus was this pizza looked gross. Its consistency was like paper, and if that wasn't bad enough, there was too much dough and not enough ingredients."A bargain-brand pizza," one taster concluded. "If you ordered extra of everything, this pizza might,

MIGHT be tolerable." We make no promises on that one. We hope it was a one-time mistake and not indicative of all their pizzas.

King's Pizza of Berwick [12" - $5.09] Although pizza eaters got plenty of pie for their money, it wasn't that great tasting. It looked and tasted average, the surveyors said. The greasy appearance had kept many from venturing a taste of the pizza.

Luca's Pizza in the Columbia Mall [one size only, $9.65] If you're a cheese-lover, this pizza is for you. It rated very high on cheese with our tasters, but rather dismally in the sauce category. The overall taste was considered to be above average.

Luigi's of Bloomsburg [personal size - $2.99] Favorable comments from one and all were bestowed on this pizza. It wasn't only good looking, it was good tasting, too. The crust was the one thing everyone raved about. Most tasters rated this pizza above average, and one went so far as to say it was one of the best he's ever tasted.

Napoli's Pizza of Bloomsburg [12" - $4.60] A real looker, but a dud on taste. Several samplers said it didn't have enough cheese, the crust was too chewy, there was too much seasoning and too many air bubbles.

Napoli's Pizza of Berwick [12" - $4.50] This pizza was no carbon copy of the one that came from its sister shop. It neither looked appetizing, nor did it taste that way. "There's too little of everything on this pizza," one taster commented.

Pizza Hut of Bloomsburg [personal size - $5.29] Everyone agreed this one wasn't up to basic

Photo by Tom Spock

Deborah Barnes and Floyd Walters select their slices.

pizza standards. The sauce and cheese were dark and browned, but this pizza was determined to taste much better than it looked.

Pizza Town of Catawissa [14" - $5.65] Cheese was the overwhelming ingredient on this one. The gang thought the pizza tasted pretty good and gave it an "above average" recommendation.

Romeo's Pizza of Bloomsburg [12" - $3.75] The conclusion of the tasters was that this pizza indeed looked as good as it tasted. "You got your money's worth on this one," an eater said. Almost everyone who rated this pizza said it had a great taste. This pizza's only downfall was that it had a slightly bland - tasting crust.

Sal's Place of Bloomsburg [12" - $4.25] There were even amounts of all ingredients on this pizza; the only problem was they were all overdone. One participant said "shoe leather would seem to have a better taste than the crust of this pizza." (The diets of some of these people must be horrendous.)

Serucci's of Bloomsburg [14" - $5.75] Rave reviews all around for this pie."It's good and cheesy. It smells good. It tastes good," said one taster. All another could say was "mmm, mmm." Overall, it was one of the better pizzas in the area. S

BAKIN' IT

Local bakeries keep their ovens hot and their businesses booming

By Cheryl Iffland

In an era when baked goods are usually mass produced for mass consumption, it's nice to find bakeries where old-fashioned charm and hospitable service are still an integral part of doing business. In this area residents are lucky enough to have two such places nearby - Stewart's Bakery in Bloomsburg and Dalo's Bakery in Berwick.

John Stewart, owner of Stewart's, has always made his living in the bakery business and has carried on the traditions started by his grandfather sixty years ago.

Roy Stewart started the bakery during the Depression in 1929. "He had three trucks and he used to deliver from house to house. He had a regular route, but it was a lot of work. Plus it was an extra expense, so he quit that in the 50's," says Stewart. His grandfather died in 1972 and that's when Stewart took over. He was still going to high school at the time, so he did both until he graduated in 1975. He says he thought about going to college, but hechose to keep his grandfather's business alive.

Much like Stewart's, Dalo's is a long standing tradition. Brothers Nick, Paul, and Donnie Dalo operate the business with their father, Donato Dalo. Their grandfather came over from Italy in 1906 and went to work for a bakery in Nanticoke. He then started his own business in Berwick in 1910. Donato eventually took over the business. "He's still here," says Nick, "but he's planning to retire. Then my brothers and I will take over."

Baking goes on at Dalo's almost continually. The baking of bread for wholesale begins at 10 p.m. Their three delivery trucks leave with it by 6 a.m. At midnight, they start making pastries, doughnuts, and cakes. At 4 a.m., they start baking for retail. This includes baking a supply of bread, rolls, cakes, doughnuts, pastries, and even pizza to fill telephone orders and those from walk-ins. Most of Dalo's business comes from walk-ins. They close at 8 p.m. and then the process starts over again at 10 p.m. Dalo's has twenty-three employees. "We have a small building, but a lot of work goes on inside," says Nick.

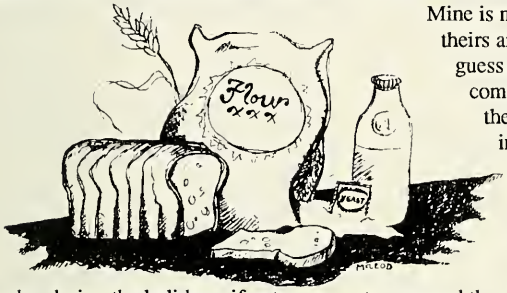
At Stewart's Bakery, there are no employees, just John and his grandmother. Together they keep busy filling orders from

Photo by Tom Spock

John Stewart, with the help of his grandmother Ruby, carries on the baking tradition begun by his grandfather Ray, in 1929.

Russell's Restaurant and from other customers.

Their day starts at 8 a.m. and the work varies each day depending on the orders needed to be filled. Typically, Stewart will work on making cookies, bread, and hard rolls. His day usually ends at 6 p.m., but he says, "I work twelve to fourteen hours



a day during the holidays, if not more." As if these long hours are not enough, he works them six days a week.

Stewart's bakery is old and small, but it has a homey atmosphere. Upon walking in, the mouth-watering aroma and warm, friendly people take you away from the hustle and bustle of everyday life. The kitchen and the store are all in one room. Customers must pass by the oven and the tall racks of baked goods to get to the counter in order to purchase something. The oven is ten feet by ten feet and it takes up an entire wall. "I have to feed it with coal three times a day," says Stewart.

Stewart takes pride in his work. "It can be a pain, but it has its advantages." He doesn't make deliveries like his grandfather used to, though. He says, "I'm trying to make a living; trying to keep expenses as low as possible."

Dalo says, "I would recommend the bakery business to somebody who is willing to work. It's very expensive to start your own bakery business. The equipment cost is very high. A single mixer costs thousands of dollars." Dalo adds that the long hours make it difficult to plan ahead. "You put in fourteen to sixteen hours a day. Everything's fresh everyday. You can't catch up; you can't do anything ahead of time. But if you work hard you can make a lot of money."

Although they are small operations, they are able to compete with the bakery sections in large supermarkets. Stewart says, "Well, from what I hear my stuff is better. Mine is made from scratch; theirs are all frozen. But I guess you could say it's competitive." One thing the Stewarts take pride in is their low prices. As Stewart's grandmother says of supermarkets, "One time they're giving it to you, and the next time, boy, you're paying for it!"

Her grandson adds, "You got your people that like your homemade stuff and you got your people that like your supermarket stuff. Simple as that." S

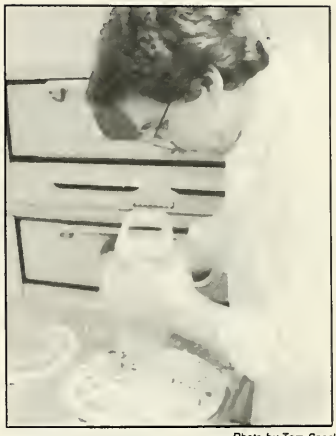


Photo by Tom Spock

Dalo's Bakery is open almost twenty-four hours a day. Paul Dalo is just one of the twenty-three employees who keep the business going.

Competing with the Big Time

Small independent grocery stores provide old-fashioned charm to compete with chain grocery stores

By Gail Thompson Rippey

Modern conveniences. Shelves stacked to the hilt with more items than the brain can possibly comprehend. Big, bold enticing signs. Pre-packaged, pre-priced foods you can't get a look at. Bright lights. Elaborate displays. Employees that get as lost as you do trying to find something. Long lines. Cashiers who don't punch in numbers on the keyboard but instead drag your groceries across a plate that emits a monotonous beep.

If those are the things grocery shoppers yearn for, they can forget about going to the little food markets. But for people who'd just as soon shop at stores with old-time friendly atmospheres, there are still a few of them around.

As one might expect from a place named Pop's IGA, this store along Main Street in Millville presents a pleasant change of pace. Pop's has no elaborate advertising agency-style signs blaring in the windows. Instead, there are some pretty, eye-appealing plants hanging in them. Pop's doesn't have one of those handy "parcel pick-up'' lanes that some folks can't resist parking in, either.

And no, there isn't a blacktopped parking lot that has lines painted on it situated acres away from the store. But you can pull in right next to Pop's or hitch-up the horse and buggy at the post.

Photo by Tom Spock

Pop's will even deliver your groceries if you decide you don't want to venture out and get them yourself.

Enough about the outside of Pop's. It's the interior of that exemplifies what grocery stores were before they became SUPERmarkets.

The wooden floor creaks softly as one casually meanders up and down the aisles. Surprisingly, there aren't any shelves towering above your head. Most of them are right at eye-level. There's a good selection of items displayed on those shelves, but not an overwhelming one. Back at the meat counter, the red meats aren't wrapped in cellophane or stamped with prices. What the cuts cost per pound is listed on a blackboard.

Candie Funson, who owns and operates Pop's along with her husband Rich, says she knows her customers could drive into Bloomsburg and probably save a buck or two and have a better selection from which to choose. That, however, isn't going to change the way she operates Pop's.

Pop's, she says, "is basically the same thing as a chain -- store only on a smaller scale and everybody knows

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Cynthia Williams, owner of the Kwik Shop, Bloomsburg,says that while her inventory may not be as large as other grocery stores, she still gets a lot of business from customers who live near the market., and expect good service.

everybody. It's more like a family — all the help get along and the people who come in are always friendly."

Providing something the big stores don't, such as ring bologna and kielbasa made on the premises by in-house butcher Roger Wenner, has also been a plus for Pop's.

"We've had people coming in here from Berwick just to buy our meat," Funson says.

Because Pop's is affiliated with the Independent Grocers Association, the Funsons are able to offer a fairly complete line of groceries.

"We'll bring in the new items, like the fad items, and we'll just alternate a few of our regular items to keep up on the ones the kids will bug their mothers for," Funson says.

She adds that she's fortunate as a small store owner to be able to buy IGA products. "My store is one of the few its size able to be served by the IGA warehouse. Now you've got to have so many square feet or else they won't deal with you."

Having the IGA products, Funson adds, "is one way we can compete with the chain stores. I think it would be tougher for us to compete if we lost that affiliation."

Pop's location is also a boon to business. "We do a lot better in the winter," Funson says, "because customers don't want to drive to Bloomsburg. You can really see the difference in business on a day when a storm is approaching."

The Funsons have had the store for three years. It was originally Gordner's Market, but the Funsons decided to change the name to Pop's because Candie's father, Charles Thompson, had put up the money to buy it.

If Pop's seems as if it's an old-fashioned country store, Ray Shutt and Sons Meats and Groceries, along Toby Run Road, near Danville is even more so.

With its out-of-the-way location, a lot of meat and grocery orders are delivered instead of picked up, Shutt says. The meats are freshly cut and some of them are from the Shutt herds that graze near the store.

Photo by Tom Spock

Pop's IGA, Millville, still believes in good old-fashioned service. It even has an in-house butcher, Roger Wenner, who makes his own ring bologna and kielbasa.

'I think our selling point is that we really don't compete with the chain stores'

Shutt has gotten so attuned to what his customers want that he knows what to bring them even if they forget to ask. "He has one lady he delivers to that if she forgets anything, and he knows it, he just takes it up to her," says Shutt's son, Ray Jr.

The Shutts admit their prices may never come close to what the chain stores can offer, but "with all the service we give, I think our prices are better," Shutt Jr. says. "They might be a little higher, but they're worth it. Down in Danville, you're only a number. Up here, you're a customer."

The same is true at J.P.'s Cold Cuts in Espy. "The only thing that we can offer folks who live here that the chain stores can't is our location and the convenience," says Carol Pinto, who owns and operates the store along with her husband, John.

"I'd guess our prices are higher," she adds. "I know I can go into the grocery store and buy things cheaper. But only a select few. Grocery stores offer items they call loss leaders and I can buy them in the store cheaper than I can get them off a wholesaler."

Pinto says the supermarkets and fast-food restaurants along Route 11 have all but eliminated the small independent grocers in the area.

"We're one of the few left," she adds. "We've been in business fifteen years now and we've seen so many of them come and go. When we opened our store, Giant wasn't there and neither was Burger King. We used to do an awful lot for lunch—it's still a big part of our business—but we

didn't have a lot of competition."

Treating customers with courtesy is just one of many means to success for Ray Horne, a part owner of the Slabtown Convenience Market, just off Route 42 south of Catawisss. In addition to the market, Horne, his son, Wayne; and his brother, Daniel, own the Slabtown Auto Sales and the restaurant inside the market.

Along with service, having a well-stocked line of items is also essential in the grocery business, Horne says.

"I'm not saying you can come in here and buy six different brands of ketchup or anything like that, but we do have all the basics," he adds.

Horne acknowledges that his prices may not be as low as some of those at the discount food stores, but they are not as high as some of the convenience stores.

"I think our selling point is that we really don't compete with the chain stores. You know you're going to pay more at a mini-market. But if the employees are courteous, if they speak to you and say 'come again,' you probably will. The personal touch is basically how a store should be operated. That's what keeps the customers coming back."

'A lot of customers will do their main shopping at a big store and also shop the convenience stores'

Although the Slabtown Market is doing well, many 'Mom and Pop' grocery stores have gone by the wayside.

"I believe the 'Mom and Pop' stores were stores of just about what the name suggests.," Horne says. "They sort of wanted them to stay open when they wanted. They'd close

at 5 o'clock. They'd take off Wednesday afternoons. But to make a market go, you have to be open a lot of hours.

"The customer sort of governs what the hours are," he adds. "I think that has been the biggest downfall for a lot of the 'Mom and Pop' stores."

Not only did the lack of hours contribute to their downfall, so did the lack of inventory, according to Cynthia Williams, owner of the Kwik Shop Market at 223 Iron St., Bloomsburg.

"Some of the little 'Mom and Pop' shops went out because they couldn't afford to buy the inventory," Williams says.

"The big chains," she adds, "are putting out the little guy. The thing is, though, I look for it ten or fifteen years down the road to go back to the Mom and Pop stores. A lot of the chain stores are being bought out, they're not being kept up, and they're

Wendy Boyer, owner of Boyer's Country Store, Mainville, says that her biggest problem is that distributors won't drive out to her store to deliver only a few items.

Photo by Tom Spock

not being managed right."

Williams says her store is successful because it's convenient for customers, many of whom live near the market.

"It's handy for them," Williams adds. "You see their faces everyday, you know them, they know you. It's that little personal touch that keeps them coming back.

"I don't really keep in line with the big stores," Williams explains. "You have to know what your mark-up has to be and that's what you go by. Sometimes, I've been told by my customers that we're cheaper than the chains."

However, getting grocery items to sell can be difficult for the independent store owner.

"I've looked into others, but you can't get the variety. Not only that, the cost is a little higher and then you've got to raise your prices."

'I'm not saying you can come in here and buy six different brands of ketchup, but we do have the basics'

Wendy Boyer, proprietor of Boyer's Country Store in Mainville, has found that some distributors won't drive out to her store to drop off only a few items.

"Some people won't come to you, so you have to go to them and pick up items. Tastykake won't deliver out here, so I have to get them delivered to my home in Mifflinville. For magazines, I have to run to Bloomsburg three days a week.

"Some distributors are really good about it, while others says 'If you want it, you come and get it.' "

Fortunately, Williams says, she hasn't had those problems with her distributors. "We've been able to provide our customers with a variety of items. In fact, some people are surprised by what we have. They don't believe I carry what I carry. We call ourselves the smallest grocery store in the valley."

Williams, who has had the Kwik Shop Market for the past nine years, says the competition from other grocery stores has grown dramatically.

"Five or six years ago, it wasn't so bad," she adds. "But in the last two or three years, the convenience stores have been cropping up left and right."

Keeping her customers from going to the new stores has caused Williams to put even greater emphasis on the store's best asset.

"The customer is the most important person that comes through that door," Williams says. "I don't care what kind of day one of my employees is having, the customer comes first. Service is the big thing for the little guy—that's all we can give them."

While some of the grocers with small stores say the big stores owned by chains have an easier time being in business, that's not necessarily true, according to Sally Nasatka, manager of the Bloomsburg IGA.

The cost of operation is one of the biggest disadvantages to a large grocery store, she says. "Things get damaged. There's so much more damage and pilferage going on. You know you can't watch everybody every minute like you can in a small store. It's amazing how much stuff you can find opened and half gone on our shelves every single day."

Another headache for the big store is scheduling employees to work, Nasatka says. "It's definitely hard to have a schedule going that everybody can stick to. There's so many more people to work with. Having more people to work is a plus, but it's also easy to be understaffed and once you're understaffed, the only persons that really suffer are the ones who come into shop because they have to wait a lot longer. At a convenience store, there's only one register to worry about."

Although competing with the chains may not be easy for the small

grocer, Carol Ernst, customer services representative for Weis Markets, says the chain owners aren't trying to put them out of business.

"We're not in business to put them out of business," she adds. "They definitely have their place and they serve a purpose. We're all in business to serve the customers." She admits, however, that big grocery stores can offer shoppers better selection, a choice of prices, house brands and "one-stop shopping."

Despite that, the little stores can still do well, Ernst says. "A lot of customers will do their main shopping at a big store and also shop the convenience stores. So, both the big and little stores are getting the business." $

Never Say Diet . . .

A slight change in lifestyle can make an **energizing** difference

Photo by Tom Spock

Dorothy Ashman, owner of the New Age Supply, says that oat bran is both healthy and inexpensive and can be mixed with almost anything.

by Staci Wilson

Health and exercise awareness is often written off as just a fad. But time has proved that health consciousness is here to stay. People are finding out they have control over their bodies and health. Sometimes it is a medical problem that motivates a change in diet and lifestyle. Others are taking responsibility for themselves as a health problem preventetive measure.

There are simple ways to fix dietary problems. Cut down the amount of red meat eaten, and increase poultry and fish intake, and increase the amount of grains and vegetables at meals.

Since most people aren't really willing to exercise or make a substantial change in their lifestyles, bran has become an acceptable addition to the American diet. Breakfast is the meal that most people eat at home and that is where the bran is being added.

Oat Bran is the latest health fad. It is inexpensive and can be mixed with almost everything. It is being added to pasta, cookies, crackers, and candy bars. Bran itself has very little nutritional value, but because oat bran is a soluble fiber it reduces the cholesterol level in the blood.

High cholesterol levels have been recognized as early indicator of what could become a heart problem. Cholesterol is a fat, known as a lipid. It is found only in animal products such as meat, milk, and eggs. The two most recognized types of cholesterol, a cholesterol that is bad for you and one that is good for you, are low-density lipoproteins (LDL) and high-density lipoprotein (HDL). LDL is the cholesterol type that is the cause of heart disease. It carries cholesterol through the blood and deposits it in the arteries. HDL draws cholesterol away from the artery walls. Oat Bran lowers the LDL level but allows the HDL to remain in the system because it is a soluble fiber.

The human intestine is longer than the one in a carnivore, an animal that eats only meat–such as a lion; but it is shorter than one in a herbivore, an animal that eats only plants–such as a cow. It is mid-sized to handle both

plants and meat. In the intestine, the meat begins to break into toxins. The body absorbs the poison and begins to feel tired and listless. The person who eats a lot of meat often becomes constipated. The bran flows through the intestines fast and cleans them out which increases the energy level.

'As a general rule, the deeper the color, the more nutrients in the vegetable'

To really make a change, a person must make health a priority. With the skyrocketing costs of medical care, people can no longer afford to get sick, and are finally taking responsibility for their own bodies.

As an alternative to a fast - food lunch, Vital Life, New Berwick Highway, Bloomsburg, set up a lunch counter that offers soups, sandwiches, salads and other standard lunch fare that are non-meat dishes or cholesterol free.

Dorothy Ashman, owner of New Age Supply, Bloomsburg, urges people to demand healthier foods from restaurants. "The power of the pocketbook is amazing," she says.

"Without a change in the foods eaten, but just in the eating patterns, stress and overweight problems would go down," says Ashman. She advises eating a big breakfast, lunch when needed, and a light supper. "Most people are getting the most calories at the wrong time of the day -- they don't burn off any of the calories they eat at a big dinner."

Not only the time and quantity of food have to be altered, but also the quality of food needs to be improved. Soil nutrients have been so depleted that the common belief that you can get all you need from what you eat is

Photo by Tom Spock

As an alternative to fast food, Cynthia Hess of Vital Life, prepares healthy lunches for her customers.

no longer true. Even if a person feels great, natural supplements should be taken to make up for the lacking nutrients in food.

Any dramatic change in diet should be made slowly to give the body time to adjust. But some simple measures can be taken to help get more nutrients into the body. Instead of using Iceberg lettuce, opt for Romaine or Boston Bib lettuce. Try to eat a variety of different vegetables; don't concentrate only on the greens, try the oranges, yellows, and reds. "As a general rule, the deeper the color, the more nutrients in the vegetable," says Ashman.

Another essential in changing to a healthier lifestyle is exercise. Exercise brings the body the extra oxygen it needs to raise the metabolism which burns off more fat. Dieting without exercise can result in the loss of muscle tissue. Thinness is not a good indicator of health. Fast walking and swimming are the best exercises for most people. Not only are aerobic exercises needed, but also exercises that involve stretching and flexibility.

"Do things that require more energy instead of buying more energy-saving devices that just contribute to the sedentary lifestyle; try shoveling, using a push mower on the lawn, or biking to the store," advises Ashman.

The key to a healthier life is to make health a priority. There is no perfect guide of what and when to eat. The best plan for one person could be entirely wrong for another person. Listen to your body. Pay attention to energy, stamina, and depression levels. Ashman says, "Do something and if you don't feel better- try something else." S

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INFORMATION

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Stack it HIGH Sell it LOW

by Kerry Kerak

Buy one, get two free. Hard to believe? Consumers can take advantage of bargains like this at factory food outlets, among them The Cannery Store along the New Berwick Highway in Bloomsburg.

A major misconception, claims Lon E. Seaman, store manager he says, is that products are sold only by bulk; that the store deals only in wholesale distribution. However, consumers, if they're willing to put up with warehouse style aisles and food boxes in cardboard containers, can often get good buys.

The owners of the company, John and Patty Wareheime, operate with the philosophy of "Stack it high, and sell it low."

According to Seaman, there are a number of ways the store is able to offer products at greatly discounted prices. One of those ways is when a manufacturer's truck is involved in an accident. If the manufacturer decides that there is too much damage to the products, it might sell the truckload at five percent of the original cost to the store. Undamaged products are then processed for retail. Since such a low price was paid for the products, they can be offered at a discounted price.

Another way the store buys products at lower prices is when manufacturers have overproduced through a mistake in planning. "Our buyers are very well-trained, hard-core buyers," Seaman says.

The Cannery will take the product off of the manufacturers hands if the price is low enough. In this way, the product can be discounted.

The Cannery also saves money by refusing to buy products unless the manufacturer will ship them to the store. "It might only cost $300 to ship something from California to The Cannery's warehouse in Hanover, Pa., but if we can save that amount of money on that item," says Seaman, "it means that product can be sold for maybe a nickel less. This makes a difference to the consumer."

Shipping costs are also lowered in another way. If the Cannery buys one trailerload of a product, it is split up between twelve Cannery stores. A major retail food chain may have 130 stores where the trailerload has to be distributed. Trucking costs are therefore higher, which forces that store to raise the product price says Seaman.

Photo by Tom Spock

Linda Fenstermacher, Berwick, says she doesn't mind the warehouse displays in order to get discount prices at a factory food outlet.

The store is able to generate the same volume of profit that a supermarket ten times its size generates, Seaman says. This is so because of the speed with which products are sold. "Things are sold as cheaply as possible so they are sold quickly, and the space is available for another product," says Seaman.

The Cannery is working on one-half the profit margin of major supermarkets. Two of any one item are sold in order to make the same amount of money.

Products, however, are hardly ever available on a permanent basis. The only constant items are dairy products, meats, and breads. Most of these are bought locally. In fact, eggs are so fresh they do not need to be refrigerated. In a supermarket, eggs could be a week or two old before they even get into the refrigeration cases. "Eggs are just laid the same day I receive them," Seaman says. $

EXPLODING TOMATOES

Most college students remember the odd jobs they had in school, those jobs that nobody really wants to remember but can never quite forget. For two Bloomsburg University mass communications students, these jobs are not only different, but one is dangerous and the other back-breaking.

Stacey Beltz was employed at Atlas Powder the past two summers. The company, an explosion factory in Tamaqua, specializes in making gun powder for the government. Beltz has worked with igniters for anti-tank weapons along with testing explosives for local mines. "I was scared a little in the beginning," she says. Beltz admits she only worked at the plant "for the money." Although the pay was "pretty good," she disliked the job for many reasons. The plant was not air conditioned, and she "had to wear these big, ugly, hot suits throughout the summer."

Nicole Greco worked with tomatoes at the Boyd A. Mertz Greenhouses, Northumberland, the past two summers. She prepared tomatoes for sale, doing everything from picking them off the vine, to loading them on the truck and delivering them. Greco says the worst part of the job wasn't the picking or sorting, but the loading and unloading of boxes. Each box weighed about ten pounds and Greco was lifting 1,100 of these a day. "By the end of the summer I was lifting three to four boxes at a time," says Greco, who weighs only 105 pounds.

Another problem for Greco was the early-morning deliveries. Every Tuesday and Friday at 3 a.m., Greco and another driver would deliver tomatoes to New Jersey.

But Greco can't complain about the driving as much as the lifting. She remembers her first day on the job. She was delivering tomatoes in 98 degree heat when the truck broke down. When a new truck finally arrived, she had to transfer all 11,000 pounds of tomatoes onto it. Her boss told her that she could come to work late the next day. Instead of the usual 7:30 a.m., he told her she could wait until 8 a.m.

- TARA CONNOLLY and LEA LAPPIN

NO STUDENTS NEED APPLY

Clayton Hulsizer of the Pennsylvania Society for the Prevention of Cruelty to Animals in Danville says he can't wait until the day when he's worked himself out of a job.

In 1983, 10,500 animals were brought to the SPCA, and 8,000 of those were killed. Since then, those numbers havedropped dramatically . In 1988, 7,401 animals were brought in, and 5,760 were killed. "I feel like we're headed in the right direction" says Hulsizer.

The key to this positive trend in animal welfare appears to stem from increased public education. Hulsizer says the news media is helping immensely. Also, through programs such as Pennsylvania Pets, lower income pet owners can now afford to have their pets sterilized.

Hulsizer recommends SPCA animals for adoption. "Pet shop animals are no better than ours," he says. SPCA animals are also less expensive and the adopters have the privilege of knowing that they gave an animal the chance to live.

"Pets are great for people of all ages, but the owner should be in a position to spend time and take care of their animals properly," says Hulsizer. None of the Pennsylvania SPCAs will adopt to college students because of the number of abuse and neglect cases, especially among college fraternities. Many students abandon animals after they leave for summer vacation or when they graduate. According to local landlords, cats and dogs are sometimes left behind in empty apartments to starve to death. Last year, several dogs with their eyes spray-painted shut were found near Bloomsburg University .

Hulsizer says his job at the SPCA "is the hardest thing I've ever had to do in my life, but I'm keeping my eye on those statistics. We must be doing something right."

- LINDA McLEOD

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