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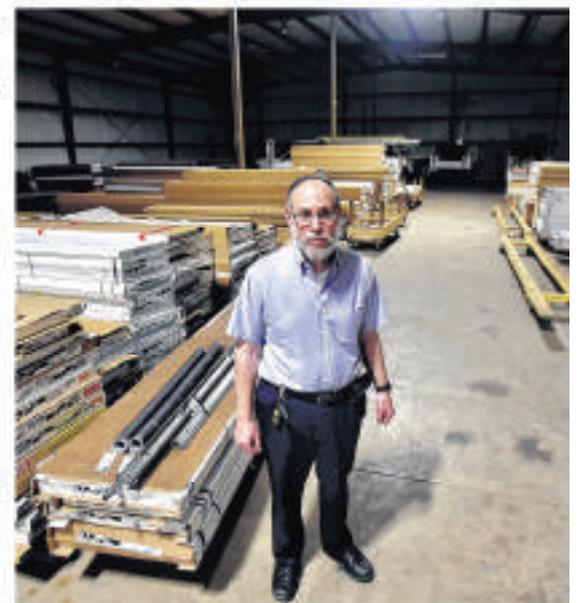
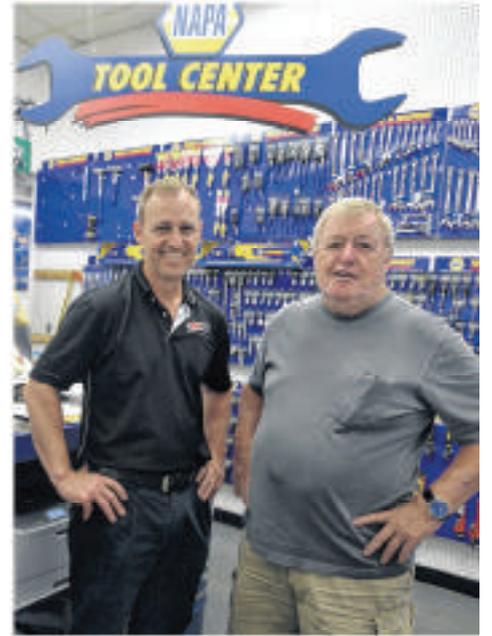
CELEBRATE
50+
YEARS
AND
THRIVING

of Business

Sunday Dispatch

An edition of TIMES LEADER

SUNDAY, JULY 29, 2018



WATCH FOR OUR MONTHLY EDITION OF 50+ YEARS AND THRIVING WHICH WILL HIGHLIGHT BUSINESSES THAT HAVE BEEN A PART OF OUR COMMUNITY FOR MORE THAN HALF A CENTURY.

ROWE DOOR SALES COMPANY

Owner just loves helping people

By Gene Axton
For Sunday Dispatch

DURYEA — Rowe Door Sales Company was founded to be a doorway.

Owner Alex Gans' father, Jimmy, spent 47 years operating the family business — a grocery store in Scranton called Gans' Midget Market. In 1967, Jimmy's brother Burt came to him with a proposition and an ulterior motive.

"My uncle wanted my father to get out of the grocery business, which was a very time-consuming business," Alex Gans said. "He bought a garage door business and he came in and told my father to run it. After a year, my father bought my uncle out because my uncle never wanted it to start with."

For Jimmy, Rowe Door Sales Company acted as a doorway to more time with his family. For Gans, whose tenure at the business started in 1978 before he became owner in 1996, Rowe Door

Company represents a fulfilling career.

"I like people," Gans said. "I like helping people; I like helping them find what they need."

Rowe Door Sales Company marketing lead Ashley Hunting said Gans' philosophy is what energized her when she joined the company a year ago.

"I sat down with Alex and I asked him what he wants people to know about his company, and he said, 'That we help people,'" Hunting said. "I thought, 'Wow, that's awesome.' There are so many other things people could say and he definitely stands behind being friendly, being honest and being affordable. Those are his key values."

Today, Gans practices those values from a showroom at 77 Foote Ave. but Rowe Door Company wasn't always a Greater Pittston staple. The business was located in the Green Ridge Section of Scranton until 2006 when the remnants of Hurricane Katrina caused flood damage to



Sean McKeag | Sunday Dispatch

Alex Gans, owner of Rowe Door Sales Company, stands in the warehouse of his garage door business in Duryea.

its building. After accepting a buyout, Rowe Door Company traveled south on Interstate 81 to Duryea, a move that positioned the business closer to the center of its service area.

Rowe Door Sales Company services an approximate 30-mile radius, which includes the Scranton,

Wilkes-Barre and Greater Pittston areas, along with the Poconos, Tunkhannock and Clarks Summit. Gans said he plans to expand that radius further and bring on more installation trucks to handle its three main products — garage doors, rolling steel doors and electric door openers.

Rowe Door Sales Company is currently holding a contest to celebrate its 50th anniversary by giving away an electric door opener and installation — entries may be made in person at the showroom until Aug. 30. While they're there, Gans suggested customers look into one of the garage door industry's hottest trends.

"Wood-toned doors, in different shades and different colors," he said.

Alex may be in the showroom when you stop by, ready to help. He may even open the door for you — it's a family tradition.



Sean McKeag | Sunday Dispatch

A garage door on display at Rowe Door Sales Company in Duryea.



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A sample of garage door sections at Rowe Door Sales Company in Duryea.

Reach the Sunday Dispatch newsroom at 570-655-1418 or by email at sd@psdispatch.com.

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Benco Dental officers say company's success is in serving community

By Geri Gibbons
For Sunday Dispatch

PITTSTON TWP. — Benjamin Cohen founded Benco Dental in 1930 when he was just 26 years old in the Miners Bank building in Wilkes-Barre, after several years of peddling dental supplies throughout New York and Pennsylvania.

Today, the business' main office in Pittston Township is about seven miles from its original site.

Sharing his father's passion for dentistry, Larry Cohen grew the business into the Mid-Atlantic leading distributor, with the mission now being passed on to his sons, Chuck

and Rich.

And, although much of what the Cohens have accomplished is in regard to provision of state-of-the-art equipment and services to dentists around the country, the key to their success, they say, is putting customers first and serving the community.

In 1968, for example, the company was the first to hire an equipment specialist to help dentists navigate the complexities of a new office.

In 1978, the company was the first to hire a professional dental space planner.

In 1988, Benco was the first company to allow its customers to order via fax, evolving

into an e-ordering system that facilitates online orders for its customers.

In 2003, the company implemented a system to monitor and report customer satisfaction.

In 2011, with the opening of a fifth distribution center, Benco took its company coast to coast.

"Our firsts have made a difference for dentists, team

**Story continued
on page 5**



Sean McKeag | Sunday Dispatch

Chris Sedon, OneVisit experience manager, and Christina Munski, OneVisit experience coordinator at the OneVisit® Innovation Center for CAD/CAM dentistry at the company's newly renovated East Coast showroom. Within the past 87 years, the company has grown from a single downtown location to a national network of more than 65 regional locations, five distribution centers, and three design showrooms. Those design showrooms, one at the company's Pa. headquarters, one in Southern California, and one in Texas, feature North America's largest selection of dental equipment and technology.

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Story continued from page 4

members, laboratory technicians and patients,” the company’s website proclaims.

Although Benco has continued to grow for eight decades, it has not been without challenge.

In 1972, after the business was flooded during Hurricane Agnes, Larry Cohen re-opened the business, even though it was not insured.

Benco’s statistics reflect its commitment to customers and continuing success.

Each year, the business answers over 700,000 customer service calls, processes 1 million orders, answers 110,000 service calls with members of its leadership visiting 1,200 customer offices.

In addition to providing quality products and services

and remaining profitable in the long term, the business also sets its sights on being an integral part of the community.

“We actively look for ways to improve the communities in which Benco does business. You can find our associates participating in charitable walks, volunteering in classrooms and helping to build homes. We also donate five percent of our profits to charity,” the business’ website reads.

The company is also associated with the Benco Family Foundation, which is dedicated to improving the dental health and quality of life in local and global communities.

Annually, the foundation supports over 100 charities and donates 150,000 toothbrushes to children and families.



Sean McKeag | Sunday Dispatch

Standing for a picture in the lobby of Benco Dental in Jenkins Township are, from left, first row, Larry Cohen, chairman and chief customer advocate; Ed Mislitski, small equipment handler; Mario Giovanelli, equipment purchasing supervisor; Darren Savage, inventory control team lead; Linda Viti, dental lab manager; Reggie Cheesic, receiver. Second row, Chuck Cohen, managing director; Sue Evans, director of strategic vendor accounts; Mike Mangan, warehouse special projects coordinator; Howie Shiner, small equipment technician; Bernie Adamczyk, senior parts experience specialist; Rich Bonin, territory rep; Don Sullivan, territory rep; Richard Cohen, managing director. Third row, Tom Maley, receiver; Mike Cawley, receiver; Bobby Conway, equipment handler; George Suda, contact center team lead, far right.

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Founder's lunch put 'pizza' in Victory Pig Pizza 76 years ago

By Geri Gibbons
For Sunday Dispatch

WYOMING — Had Louis Ceccoli not taken his lunch to work in 1942, there may not have been any “pizza” at Victory Pig.

“My grandmother brought pizza to my grandfather for lunch when this was still just a barbecue place,” said Richard Ceccoli, who now oversees operations at the Wyoming Avenue restaurant. “There were people here from Forty Fort who wanted some so he sold them his lunch.”

Louis Ceccoli called his wife Lee at home and told her to bring more pizza, but to deliver it to the kitchen and he would take it in through the service window.

And so it began.

“After about three weeks, my grandmother told my grandfather he needed to put in an oven or she wasn’t making any more pizza,” Ceccoli said, laughing. “So they put in one oven.”

That was 76 years ago. Today, the business has six ovens and can put out 662 pieces of pizza, if necessary.

“From one oven to four ovens,” Ceccoli said. “From four slices to over 664.”

Ceccoli’s parents, Robert and Ann, joined the business in 1947, after they met in the Pacific.

“My dad was in the service in the

Pacific and his friend told him that his sister was coming,” Ceccoli said. “And my dad said your sister is coming here?”

Turns out Ann Ceccoli was in the USO and part of a group entertaining the troops.

Both knew they liked each other from the very beginning.

“We both knew,” said Ann, now 93 years old. “But my mother didn’t. She thought I was too young to get married.”

When the couple arrived back in the states, Robert arrived for a date in full uniform. When the date was over, he purposefully left his gloves behind.

“He wanted to know that he would see me again,” Ann said.

After Robert and Ann married, they joined his parents at the business.

The only problem was that Ann didn’t know how to cook.

“I didn’t even know how to fry an egg,” she said. “But my mother-in-law taught me.”

Richard Ceccoli joined his father in business in 1972, eight days before Hurricane Agnes hit the Wyoming Valley.

He was teaching in Florida when his grandparents were seriously injured in a cruise ship accident. He flew to Bermuda where they were in the hospital and accompanied them



Sean McKeag | Sunday Dispatch

Richard Ceccoli, 69, his son Richie, 37, and mother Mary, 93, stand for a picture behind the counter of Victory Pig in Wyoming.

back home, intending to stay for a few months to help his father while his grandparents recovered.

Mother Nature, however, had other plans.

“Eight days later, the flood happened,” he said. “And I knew that my family needed my help.”

His parents lost their home and were displaced for two-and-a-half years.

“There was such a big need for construction,” he said. “And it was hard to find people to do the work.”

And although Ceccoli describes that period as “horrible,” he is not without a funny story or two pertaining to the rebuilding of the business.

“We had put all the paper products in the kitchen to save them, but they were so heavy with water that the kitchen collapsed completely,” he said. “I kept forgetting and falling into the basement.”

After two weeks, his father told him, “Even a dog would remember by now that there is no kitchen.”

“I was pretty beat up,” he said, laughing.

When Ceccoli took over the business, he worked to bring in the younger generation.

“We had had a lot of loyal customers,” he said. “But when they died, we didn’t have anyone to replace them.”

When teenagers came to Rich’s

Golf Center, also run by the Ceccoli family and now closed, many had never tasted the pizza.

“We’d have dances and we’d take little slices of pizza over and they would ask where we got it,” Ceccoli said. “And I’d tell them its only 15 steps away.”

Ceccoli’s son Richie has joined him at the helm of the business, learning the art of pizza making and business from his dad.

Sons Robert and Randy also work at the restaurant where the menu includes not just pizza but barbecues, sandwiches, chicken wings, French fries and other items.

“All my three boys graduated from college with honors, thank God,” Ceccoli said.

Ceccoli said the business continues to grow and change.

Several years ago, it launched an online business that allows people throughout the country to order pizza from their website.

Victory Pig pizza has been shipped to 47 states, including Alaska.

“We also have a Facebook and a website,” Ceccoli said. “We look forward to serving the next generation.”

Reach the Sunday Dispatch newsroom at 570-655-1418 or by email at sd@psdispatch.com.



Sean McKeag | Sunday Dispatch

Employees work in the kitchen of Victory Pig in Wyoming.



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Greater Pittston Chamber of Commerce guides area's economic growth

By Tony Callaio
For Sunday Dispatch

PITSTON — The Greater Pittston Chamber of Commerce has been aiding and servicing businesses for a long time. In fact, 2020 will mark the Chamber's 100th year of service.

The Chamber considers its role in Greater Pittston as a driving force for economic development. It is often considered the glue that keeps all businesses in the Greater Pittston area together.

The Chamber's major responsibility is to oversee and guide the community's economic growth by facilitating the growth of existing businesses and fostering new ones.

Over the years, prominent business leaders have presided over the Chamber; in fact, the 50th president was just elected as Richard Kazmerick starts his two-year presidency this summer, a term that will conclude in 2020.

The presidency is steeped in tradition with a few families boasting multiple presidents over the decades.

The late Atty. Thomas F. Burke, and his two sons, Judge Thomas Burke, Jr. and Atty. Joseph Burke, have all occupied the seat. The late Al Malone and his son, Tom, were both presidents.

Throughout the decades, the Chamber has owned and developed land such as the Barnum, O'Hara, Quackenbush and Grimes Industrial Parks. It has aided businesses such as SCHOTT America, Keystone Automotive Operations Inc. and Pride Mobility — some of Greater Pittston's largest employers.

The Chamber helped secure an \$8.75 million in grants from PA's BIOS Program to support the CenterPoint, West Commerce and

Trade parks where over 5 million square feet of warehousing space for over 30 companies has created over 2,700 jobs.

According to Michelle Mikitish, executive vice president of the Chamber, the Chamber's roll is to organize and direct those who believe in a community worth improving. It does this by offering several program to help businesses succeed.

Such programs include opportunities to network through an annual dinner, mid-winter breakfast and an autumn breakfast. The Women's Network was created with the same principle in mind.

Each year, there are several mixers and business card exchange events as well as visitation tours and business showcase events.

The Chamber offers educational opportunities and stays up-to-date with the Commonwealth of Pennsylvania through a Government Outreach program.

On the Chamber's website, you will find a calendar of events, hot deals and member-to-member discounts to keep members informed.

Another digital service performed is E-Blast, an email service announcement to help promote an event, digital advertising and social media sharing via Facebook, Twitter and Instagram.

Once a year, the Chamber conducts recognition awards such as Healthy Work Place and Continuing Excellence Awards, Outstanding Business of the Year Award and Distinguished Woman of the Year Award.

The Chamber does not stop at being involved with businesses. It also reaches out to the community by holding a Community Reading Day in the Wyoming Area and Pittston Area school districts, Career Exploration Day, Chamber Day at Montage, Greater



Tony Callaio | For Sunday Dispatch

The Greater Pittston Chamber of Commerce moved into its current location on the corner of Kennedy Boulevard and William Street in Pittston in the mid-1980s.



Tony Callaio | For Sunday Dispatch

Michelle Mikitish, left, executive vice president, and Brandi Bartush, administrator/event coordinator for the Greater Pittston Chamber of Commerce, make plans for the next event in downtown Pittston, 'Make My Day,' an event for future brides and grooms as well as wedding planners.

Pittston Community Night at the Scranton/Wilkes-Barre RailRiders and an NEPA Employment Expo throughout the course of the year.

Health insurance and employee benefit consulting is available at the Chamber as is information on business insurance and energy discounts through On Demand.

Chamber membership comes with use of the Chamber's conference room.

Anyone in need of support for

a groundbreaking, grand opening, anniversary or ribbon cutting ceremony, the Chamber will aid in anyway possible to make the event a success.

To join the Greater Pittston Chamber of Commerce, reach out to Brandi Bartush, administrator/events coordinator, at 570-655-1424.

Reach the Sunday Dispatch newsroom at 570-655-1418 or by email at sd@psdispatch.com.

CAPOZUCCA BROTHERS PLUMBING & HEATING

Cousins enjoy running business together

By Gene Axton
For Sunday Dispatch

PITTSTON — Capozucca Brothers co-owners Ray and Allan Capozucca are cousins, carrying on a tradition their fathers started in the 1960s.

After studying plumbing at Milton Hershey School in Hershey, Pittston Township native Raymond Capozucca returned to the area and found work under local plumbers. When he was laid off in March 1962, he went into business for himself. Later that year, his older brother, Albert, joined him after returning from military duty.

“For six months, my truck had written on it ‘Ray Capozucca Plumbing and Heating.’ When he came out of the service, I rewrote it ‘Capozucca Brothers,’” Raymond said.

When Raymond started the business, he was just 22 years old. Now 79 and retired, he completes painting projects for family and friends to pass the time. He and Albert’s sons, Ray and Allan, now complete the projects of Capozucca Brothers, located at 801 Township Blvd.

Allan, 53, started working with his father when he was 12. Growing up in the family busi-

ness — and partnering with family — is a point of pride for Allan.

“It’s a close group of people who grew up together doing it,” Allan said. “I enjoy it. We’re always with each other.”

Ray, 39, was also raised in the family business. He’s proud to carry on the tradition of the trade, but recalled sometimes butting heads with his elders while learning

his craft.

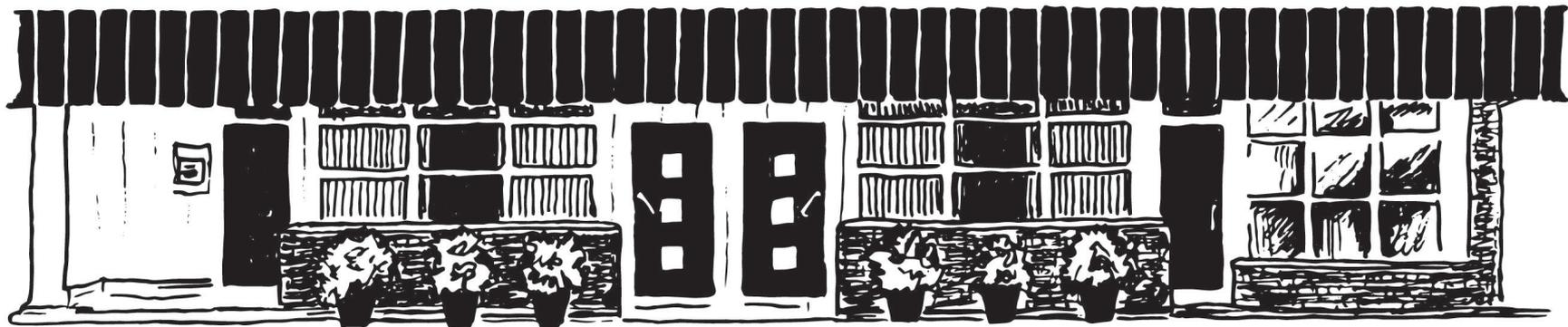
“That’s the way that they

Story continued on page 11



Aimee Dilger | Sunday Dispatch
Ray Capozucca points out receipts from 1962 in the plumbing and heating business he and his cousin Allan run.

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Story continued from page 10

were. They were old school,” Ray said. “It was either you did it their way or you didn’t do it at all.”

Ray said technology has drastically changed today’s plumbing, heating and electrical businesses.

“Everybody wants the new thing because everybody watches the DIY Channel these days,” Ray said. “I just gave a bid on a house where the people wanted two \$3,000 toilets with heated seats, a nightlight in the toilet, a built-in bidet and electronic control on the wall.”

Motion-activated faucets and temperature control systems that can be controlled from



The ribbon cutting outside of Capozucca Bros. in 1966.

smartphones round out the new technologies gaining popularity, Ray said.

The Capozucca cousins said it’s a pleasure serving their hometowns. Ray enjoys both meeting new homeowners in the area and returning to households that have looked to



Aimee Dilger | Sunday Dispatch

Allan, Albert and Ray Capozucca outside the family business in Pittston.

the business for generations. Allan doesn’t just visit homes to look at the wires and pipes — he visits to meet and visit with the people of his community.

“It’s where we grew up, where we know people,” Allan said. “You’re in different

people’s houses every day of the week. Today was probably five different houses. That’s where you get to know your people and you make friendships.”

Reach the Sunday Dispatch newsroom at 570-655-1418 or by email at sd@psdispatch.com.

Milazzo Industries has battled Mother Nature many times and won every time

By Tony Callaio
For Sunday Dispatch

JENKINS TWP. — “Uh oh, better get Qik Joe!”



Tony Callaio | For Sunday Dispatch

Brandon Baird, left, and Phil Delzei package the Polar Express Ice Melt product at the Milazzo Industries’ Jenkins Twp. plant.

That was the slogan for Qik Joe ice melt, a product of Milazzo Industries, for many years. The ice melt product has been so successful, it is now sold in hardware stores, grocery stores, pharmacy chains, janitorial services and everywhere in between in snow belt states all over the country.

The Milazzo name has been associated with Greater Pittston for 90 years, going back to the

days when Carmen Milazzo sold fruits and vegetables on carts driven by horses.

Carmen’s son, Joe, continued on but, instead of carting food, he began to sell bagged coal. With the success of selling coal, Joe created a coal-bagging plant here.

When automobiles started to become plentiful on the streets, Joe opened several gas stations in Luzerne County. His entrepreneurial skills were beginning to peak.

During the 1940s, the Milazzo family opened a large hardware store in Pittston and remained in business until 1970.

Around 1950, Joe invented Instant Light Charcoal briquets — charcoal that does not need lighter fluid to burn.

After the death of Joe, his son Sam took over and began mass-producing the Instant Light Charcoal, a product that became a true retail market item and a hit with consumers.

Sam also introduced another new product, a product that would put Milazzo Industries on the map — an ice melt agent much safer for the environment called Qik Joe Ice Melt.

Today, fourth-generation

Story continued on page 12

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family member Joe Milazzo, great-grandson of Carmen, has been running Milazzo Industries since his father Sam passed away in 2004.

Throughout the decades, competition wasn't so much an enemy of Milazzo Industries; Mother Nature was.

Two floods, the 1972 Agnes Flood and 2011 Tropical Storm Lee, were huge obstacles that nearly ended the company on River Road. A fire in 1984 was catastrophic, as well but the family persevered, getting back on its feet within a year.

Millions of dollars were lost as a result of Tropical Storm Lee in 2011. But once again,

the family dug deep and, in less than three months, the business was fully operational.

"It was a struggle (to get back in business) and we credit the loyalty and dedication of our employees, many of which have been with us for over 20 years, that got us up and running," Joe Milazzo said.

Milazzo Industries now has a dozen products under the ice melt division used for various situations.

"It's (Qik Joe) always been our flagship item and we've expanded the ice melting business to include many different types of products, not just Qik Joe," Milazzo said. "We have sodium chloride and potassium chloride and blends now."

In addition to ice melt products and charcoal and coal products, Milazzo Industries began selling mulch that can be purchased at the Jenkins Twp. property.

"Milazzo Industries will continue its research and development in new products and corresponding product lines," Milazzo said. "We have a very high regard for quality."



Tony Callaio | For Sunday Dispatch

Forklift operator Danny Vince transports a pallet of ice melt to be sealed weather tight for shipping.

The company strives to continue on by living the Milazzo motto: "Focusing on the needs of today, with an eye on tomorrow."

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Kelly Auto Parts started in the trunk of a car, now has two locations

By Geri Gibbons
For Sunday Dispatch

WYOMING — Michael Kelly, Sr. started Kelly Auto Parts in October 1967 out of the trunk of his car when he was just 21 years old, having graduated from Wilkes-Barre Business School.

With a \$300 investment, he bought auto parts and took his business on the road, establishing a different route for each day of the week.

Kelly, who had worked for Cenera Auto Parts in West Pittston since he was 16, said operating a business wasn't that difficult, but it required a tremendous amount of work.

Just before his 30th birthday and with three young children at home, Kelly opened his auto parts store on Feb. 7, 1976 at the intersection of Eighth Street and Wyoming Avenue, at the same location where it is today.

"I wanted to have a business on Wyoming Avenue before I turned 30,"

he said. "And I did."

His son Michael, Jr. has now taken over everyday operations of the business, working the long hours his father once did.

Still, the senior Kelly comes to the store every day.

"I'll never retire," he said. "I don't think I would know what to do with myself."

Kelly said the business is about 60 percent delivery to garages and 40 percent walk-in customers.

"We have three trucks on the road here," he said.

Kelly said many things have changed over the years but quality customer service is one thing that has stayed the same.

Computers, for example, have changed the way the business manages its billing and locates information about its products.

"We used to look things up and write notes," he said. "We had notes taped all over. Now, that information



Aimee Dilger | Sunday Dispatch

Kelly Auto Parts is located at the corner of Eighth Street and Wyoming Avenue in Wyoming.

is stored on the computer."

The size of necessary inventory has also increased, with many more types of cars and parts being produced.

"There used to be three different kinds of brakes and now there are 300," he said.

The store has two locations, Wyoming and Mountaintop, and employs about 12 people. The Mountaintop store also has three trucks which deliver to garages.

The business continues to grow



Aimee Dilger | Sunday Dispatch

Mike Kelly Jr., left, and Mike Kelly Sr. in their Wyoming auto parts store.

and adapt to customer needs.

"We're hoping to build a warehouse on site," Kelly said, "because our need for storing inventory keeps growing."

Kelly said Wyoming Borough and the Greater Pittston area have been a great place to run a business and raise a family.

"I've always felt safe here," he said. "It's a good place."

Reach the Sunday Dispatch newsroom at 570-655-1418 or by email at sd@psdispatch.com.



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377 Wyoming Avenue
Wyoming, PA 18644

Linda ext 643
570 Market Street
Kingston, PA 18704

Thelma ext 423
46 South Main Street
Pittston, PA 18640

Marlene ext 237, Larry ext 424
1460 Sans Souci Pkwy
Hanover Twp, PA 18706



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570-693-0500 * 800-832-9328 • www.ufcwpa.org

The Annual Percentage Rate (APR) of 2.70%, effective as of June 4, 2018, is for qualified borrowers meeting certain credit criteria. 2.70% APR for 60 monthly payments of \$17.84 per \$1,000. This payment example is for illustration purposes only. Your actual payment may vary and is based on credit worthiness and underwriting factors. Proof of income is required at time of loan funding. Loan-to-value requirements may apply. Persons who live, work, worship, or attend school located in Lackawanna, Luzerne and Wyoming Counties in Pennsylvania may open an account with UFCW Community Federal Credit Union. Must meet membership requirements and fees may apply. Please call 570-693-0500 to confirm membership eligibility. All credit union loan programs, rates, terms, and conditions are subject to change without notice. Baseball Promotion from June 5, 2018 thru August 31, 2018. No purchase necessary. Drawing for 4 MLB Jerseys will be held on September 4, 2018. One entry ticket per person per visit.