

Visiting with Riders has long been enjoyable

Editor's Note: Due to a problem with the mail, Flora Jean Allevato's column is a repeat. This column originally appeared on Jan. 13, 2007.

How well I can remember hearing the good news that we East Siders would be getting a pharmacy and right on Merchant Street. Up to then, we had to drive to West Side for all our pharmacy needs or whatever else.

After living on West Side for 11 years, we moved here on East Park Avenue back in 1945. Rider's Pharmacy opened in 1967, very much to our delight as our home is on the third block of East Park Avenue.

We very often walked to Rider's since we lived so near by. The pharmacy grew and grew with beautiful gifts for children and adults. Each year, the place got better and better with more and more items. It is more than a pharmacy — it is also a store for all seasons. Regardless what one stops for, the employees are always friendly and pleasant.

This Christmas season was just breath taking with beauty with Christmas trees and every gift one could ever imagine. Sometimes I love to just walk around and see the full beauty of it all.

Dan Rider, the owner then, and I believe still, with his son Jonathan as president now, was always so polite and so friendly to all his customers that it was always a pleasure to see him there.

When I first saw Dan, he looked like a college student (and maybe he was), but he was a real businessman for the changes, and all that he has done proves that what I say is true.

The friends he had he still has, and his popularity didn't take anything away from his former self. And by no means should Barbara be left out of this article, for she is just as pleasant and caring as are her husband and son.

During the Christmas season of 2005, I believe, or maybe 2006, I attended the Christmas open house, and I saw and fell in love with the most beautiful framed picture of a village with snow everywhere and snow falling all around. I kept looking at it with such a desire to buy it for my son, John Allevato, who retired as a full colonel from the Air Force and decided to live in Redlands, Calif. But now and again he has said, "I love California, but I sometimes miss the beautiful snow that falls in West Virginia."

Well this beautiful scene would delight my son. So with high hopes, I asked Dan, "How much is it?"

When he said, "\$99," I said I would have loved to buy that for my son, but I thought it was more than I could afford.

The following day when I stopped, it was still there. He saw me stop and admire it again, and he came to me and told me to be sure and stop by after Christmas when everything left over would be 50 percent off. But I didn't invest too much hope on that. I was sure it would be sold.

A few days later, when I stopped, it was gone! Then a few days into the new year, I stopped for my Enalapril, and Mr. Rider informed me that the beautiful snow-filled picture was now \$49. It was an unbelievable moment of "huh?"

After paying for it, one of the fellow employees took it out to the car where I left it until the next day. I then took it to the mailing place on Fairmont Avenue, where they had to take it in for me. It's 2yards long and 1-yard wide. Needless to say, my son is enjoying it to the fullest extent.

Recently, I've learned that now Jonathan is taking care of the business. He is a very likable, pleasant person and always finds time to talk to the folks who deal there.

Dear readers, if you are looking for a special gift, be sure to stop at the Rider's Pharmacy—it'll be there!

God bless and happy 2007!



FLORA JEAN ALLEVATO
CITIZEN JOURNALIST