

Channel 44 auction

"Auction 44," WVIA-TV's biggest local entertainment extravaganza and brightest bargain bonanza, is coming to Channel 44's 15-county viewing area in June.

Live and in living excitement, "Auction 44" will be a fast and furious fun event to be seen the nights of June 17, 18 and 19—and longer, if necessary.

"Auction 44" offers TV viewers an opportunity to bid on a large array of merchandise and services donated to Channel 44 by regional businessmen, industry and citizens.

The on-the-air auction is staged from Channel 44's studios at Marywood College in Scranton. Items will be presented on-camera for bidding by TV viewers. When a viewer sees something he wants, he picks up the telephone and calls in his bid. An operator at the station accepts the telephone bid and gives it to the on-the-air auctioneer. If you have the high bid, you will be announced as the buyer.

Before the merry madness auction can be a success, Channel 44 needs a small army of volunteer workers, designated as "go-getters," who will work on solicitation of the merchandise to be auctioned. Between now and June the "go-getters" will be canvassing manufacturers, wholesalers, retailers, restaurants, hotels, beauty parlors, grocery stores, antique shops, industry and individuals in search of exciting things to sell at "Auction 44." The "go-getters" will be asking for practical items as well as glamorous ones; gifts that are wild, down-to-earth, usable and priced for every pocket-book.

All merchandise donated to "Auction 44" is tax deductible. The donor's product and business are given maximum TV exposure while his auction gift is mentioned on-the-air during auction proceedings.

Women and men in the Channel 44 viewing area who can join the fun-filled "Auction 44" as a "go-getter" are asked to telephone Channel 44 in Scranton (344-8637) or write Auction 44, WVIA-TV, Box 144, Scranton, Pa. 18509. "Go-getters" are needed in Scranton, Wilkes-Barre, Hazleton, Williamsport, Sunbury and all other areas. Each "go-getter" area team will have its own planning and report meetings.

Heading "Auction 44" arrangements in these areas are: Scranton, Mrs. Albert Margolies and Donald Nolan; Abingtons, Mrs. William MacArthur; Tunkhannock, Harry Sharpe; Wilkes-Barre, Herbert Frey and Harry Hershey; Hazleton, Mrs. Robert Crawford and Mrs. Robert Price; Williamsport, Mrs. Charles Stearns; Susquehanna Basin, The Rev. Philip R. Jones.

Jane Schautz, instructional services director of WVIA-TV, is auction coordinator; Laney Mendla, assistant art director, is special auction assistant. Dorothy Smith and Adele Dinner head volunteers. Rita Jull is chairman of auctioneers.

Selling the array of merchandise will be guest auctioneers from all walks of life: mayors, sports figures, clergymen, TV, radio and news personalities.

While Channel 44's on-camera auction in June will be its first such venture, such auctions are not new in public TV. Public television stations across the country are turning to TV auctions for local financial support, while at the same time presenting several evenings of TV excitement and enjoyable entertainment. All monies raised in "Auction 44" are solely for WVIA-TV operations. Thus, the money raised is returned to the community through increased local public TV services and programming offered daily by the area's non-profit TV station.

Fame Doesn't Help

Judy Holliday, Robert Taylor, Walt Disney, Gary Cooper, all movie personalities who succumbed to cancer. Fame doesn't help when cancer strikes. But your dollars to the American Cancer Society can help in the fight.

Northeastern Fine Arts Calendar

CONCERTS

Band concert March 19 at 8:30 p.m. at Center for the Performing Arts, Wilkes College.

A concert-play by Brian George, March 20, 21 at the Kingston Armory, Kingston.

"Once Upon a Servade" concert is being sponsored by Hazleton Rotary Club at the Hazleton Senior High School, March 20-21 at 8:15 p.m.

The Rittenhouse Brass Quintet will perform March 23 at 8 p.m. at Wilkes College Center for Performing Arts.

DRAMA

The University of Scranton Players will perform Hamilton Deane and John Balderston's "Dracula" March 19, 20 and 21 at 8:30 p.m.

DANCE

March 20, All-College Dance sponsored by the student government of Wilkes College, and on the same night, King's College will hold a Midnight Dance starting at 9 p.m.

GLEE CLUB

Misericordia and Villanova Glee Club concert at Walsh Auditorium College Misericordia, Dallas, March 20-22 at 8 p.m.

ART

A metal jewelry demonstration by Margaret Hull, Waverly, will be presented at Village Craftcenter, Dalton, March 21, 1 to 5 p.m.

LECTURE

"Outlook Australia," March 24 at 8 p.m. by Eban McMilla, at Everhart Museum, Scranton, sponsored by Lackawanna Audobon Society.

FILM

Martin Luther King benefit at Strand, Scranton, March 24 at 8.

concern over depot cutback expressed

Two significant thrusts designed to learn exactly what the Pentagon has in store for the Tobyhanna Army Depot have been initiated by regional leaders who are still "critically concerned" by continuing reports that key functions and manpower will be further reduced at Northeastern Pennsylvania's largest employment facility.

Last week the Department of Defense disclosed that 137 civilian jobs and 56 servicemen would be released as part of a nationwide curtailment.

However, persistent reports point to a Department of Defense study which, if implemented, transfers several functions to other locations and provides for heavy layoffs.

A fact-finding mission is planned to visit Washington shortly to review Tobyhanna Army Depot's status under this proposed study with Department of Defense officials and an indepth backup study is already underway to fortify the region's position that the Tobyhanna Army Depot provides efficient operational technique for less money. John S. Davidson, president of the Economic Development Council of Northeastern Pennsylvania,

and Victor C. Deihm, head of the Northeastern Pennsylvania Industrial Development Commission, jointly disclosed the next steps being launched to

minimize the economic impact of any Department of Defense move to downgrade the Tobyhanna Army Depot.

nuclear power plant eyed

The Citizens Committee for Environmental Concern has invited Dr. William A. Lochstet, assistant professor of nuclear physics at the Pennsylvania State University, to speak at its next general meeting, March 24, 8 p.m. at the Tunkhannock High School auditorium.

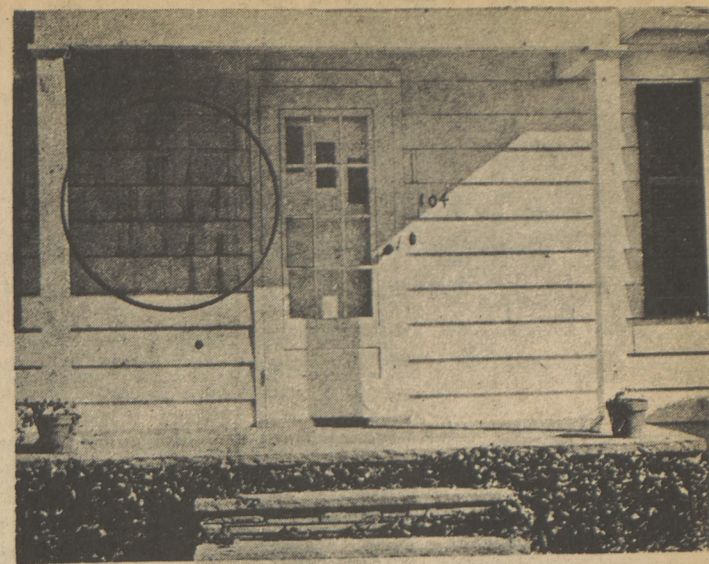
The citizens committee in its continuing effort to provide educational programs related to General Public Utility Corporations proposed nuclear power plant near Meshoppen, have asked Dr. Lochstet to discuss the operation of nuclear reactors and the nature of radioactive materials.

Dr. Lochstet, studied at the University of Rochester where he received his Bachelor of Science degree. Since 1965, he has taught nuclear physics, research and the nuclear accelerator program. He is a member of the American Physical Society.

The Citizens Committee for Environmental Concern held a public meeting March 10 in

Meshoppen under the direction of Dr. Bryan Lee to explain the purpose of the committee. Following Dr. Lee's talk, the steering committee nominated the following members: Joan Daniels, and Dr. Lee, co-chairmen, Marilyn Stark, secretary, Tracy Hibbard, treasurer, and an executive committee composed of six persons to make plans for the newly formed group.

Informational materials on environmental problems was collected and made available to the group. The books, and periodical included "The Careless Atom," Novick, Sheldon; "Perils of the Peaceful Atom," Curtis, Richard, Hogan; "Moment in the Sun," Rienow, Leona and Robert; "The Environmental Handbook," DeBell, Editor; "Science and Survival," Commoner, Barry; "The Population Bomb," Ehrlich, Dr. Paul R.; and current issues of environment, published by the Committee for Environmental information.

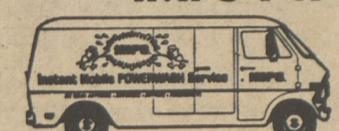


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statewide dog search on

The ding-dong from your doorbell may not be a cosmetics representative calling. It could be your dog law enforcement officer.

If it is, he's calling to see if you've purchased a 1970 license for your pooch.

T. Luke Toomey, director of Pennsylvania Department of Agriculture's Bureau of Dog Law Enforcement, said he has instructed dog law officers to begin a statewide house-to-house canvass.

Toomey said the dog law officers will be in uniform and will carry credentials. He said they will query tenants on whether their dogs have been

licensed.

"We usually know if a person owns a dog," Toomey said. "The next door neighbor volunteers this information, especially if a dog has been running loose and annoying neighbors."

January 15 was the deadline for licensing dogs. The state's dog law provides fines ranging from \$10 to \$300 for owners of unlicensed dogs.

In most of the state licenses cost \$1.20 for males and \$2.20 for females.

Dog license prices may vary in Philadelphia, Pittsburgh and Scranton which do their own licensing.

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Eimer L. Nicholson, Committee Chairman, Room 1100, 1700 Market St., Philadelphia, Pa. 19103