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"Hello, Crisco Oil?" (boy, is this ever dumb!)

BY JESSIE MORGAN

"...and so the plot thickens." This is the thought running through my mind during the past two days as I've tried to uncover the story surrounding those toll-free 800 numbers and free give-aways.

But let me start at the beginning. Yesterday my editor gave me four numbers of some really big companies and told me to call them to see what would happen. "Rumor has it," he said, "that you'll get some free products. Just call the number and when the other end answers, just give them the name of the company's product and you'll get a free sample."

Never one to pass up a deal, I went home and that evening called my first company. The line was



busy. The second try proved more profitable:

"Hello," the voice said. "Hello," I said. "Crisco Oil?" ("Boy is this dumb," I thought. "What have I gotten into now?") "O.K. What's your zip code?" asked the neutral voice. "Now how about your name, address?" (Wait a minute! What am I doing? What are they going to do with this information?) "Thank

you. You'll be receiving a free recipe booklet from the American Heart Association and a coupon worth 20 cents off your next purchase of Crisco Oil." "Thanks!" I said and hung up. Happy girl.

"Geez, this is great," I thought, and proceeded to call the next number. But Sun Raisins was busy and I really wasn't interested in Kool cigarettes since I don't smoke but I decided to give them a call to get to the bottom of this "scam."

"Hello," said the voice. "Hi. This is the Dallas Post from Pennsylvania," I volunteered. "Would you please tell me the reason behind this 800 idea. Your company has a lot of people here excited about getting something for nothing, and we'd like to know the story behind it."

"Behind what?" said the voice. "What are you talking about?" "About the give-aways," I said. Click.

I called Sun Raisin again. Still busy. I guess the word is spreading. A call to Commonwealth Telephone Company confirmed just how much it has spread. "Yes," said a representative, "There has been a lot of calls on the 800 lines originating from this area."

It also seems that there have been a lot of badly made calls on the 800 lines originating from this area. When people dial a number and it doesn't work, they dial the next number, hoping to make a connection, Commonwealth told me. (For instance, 542-7140 and 542-

7141) All these calls make the Harrisburg office of Bell Telephone "unhappy," I was also informed.

Another call to Proctor and Gamble (the Crisco people no less!) put me in touch with their promotional director, Kathy Gilbert. Although she couldn't speak for any of the other companies involved, she felt that her company was using the 800 number as a means of "target market promotion" in this area.

(Now I realize that she was trying to put me off with this technical jargon, but what she doesn't know is that those courses in marketing at Wilkes finally paid off). Her company had singled out this area, and through the media, "perhaps"

newspapers or local television commercials would give the 800 number and tell people to call for a free sample of the product.

Ms. Gilbert became agitated at the thought of the Post publishing the number(s) and blowing their test. I told her the editor would have to make the decision. ("Give the public the numbers," he said. One hour later: "No don't. They probably spent \$10 zillion on this test.")

She, Ms. Gilbert, then, questioned me as to how I received the number.

So...How did I get the numbers? From the editor, who got it from his wife, who heard about it from a girl at work, who learned of it from her sister, who...

THE DALLAS POST

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Twenty Five Cents

Dallas

10 jobs at prison

Commissioner of Correction Ronald Marks and Superintendent Glen Jeffes of the State Correctional Institution at Dallas announced today that 10 new Correctional Officer positions had been allocated to the Institution. Recruitment from the State Civil Service register will begin immediately with an effective date of employment beginning May 1.

The 10 new officers after completion of seven weeks of training, will be added to the present complement of 216 Correctional Officers in anticipation of the completion of 48 new cells scheduled for July 1, 1982.

All new Correctional Officers undergo a formal four week training program at Bureau of Correction Central Training Academy at Camp Hill, Pa. During this training, they become familiar with rules and regulations of the agency. In addition, they receive intensive training in several areas including handling and dealing with offenders, weapons proficiency, self defense, and basic first aid. Upon return to the parent institution, they receive an additional three weeks on-the-job-training before being placed on a regular Corrections Officer assignment.

The Bureau of Correction and this Institution fully recognizes that its primary responsibility is "the protection of the community". A recent newspaper article failed to properly address this matter. While double celling has caused some con-

cern on the part of both the inmates and staff, Superintendent Jeffes stated that double celling is expected to continue for the next 3-5 years until the 2380 cells authorized by the Governor's Capital Budget begin to come on line. He further stated that the public must recognize that we will do our part in using every available resource and means at our disposal to insure that our public responsibilities are met.

Each institution does have an Emergency Plan covering three major areas of concern to prison administrators - Escapes, Disturbances, and Natural Disasters. The plan is up-dated annually and reviewed with staff every 6 months. In addition, the Superintendent and his top administrative staff meet periodically with top area administrators of the Pennsylvania State Police to review and test the plan.

Rumors in prison are a way of life. Each must be evaluated and checked out to the best of our ability. Potential for problems in a correctional institution always exist when one considers the nature and makeup of many of the individuals committed to our care.

In spite of the problems, Corrections continues to be a very attractive vocational career. This was clearly reflected most recently where at Dallas alone over 400 individuals were tested for future Correctional Officer vacancies.

Col. William Dierolf

Col. William H. Dierolf, Jr. (retired), Forrest Drive, Applewood Manor, Dallas, president of the Dallas School District Board of Directors, died Friday, March 12, at Nesbitt Memorial Hospital.

Born in Wilkes-Barre, the son of the late William H. and Bertha Eckrote Dierolf, he resided for many years in Kingston Township and was a graduate of Kingston

Township High School. He also graduated from Austin Peay State College, Clarksville, Tenn.

He enlisted in the U.S. Army in 1941, where he served 30 years. He was a platoon sergeant with the 12th Infantry Regiment and from 1942 to 1945 served as a sergeant with the 314 Infantry Regiment in the European Theater and also served

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FOR KIDS AND PETS the USA Kennel Club of Hunlock Creek are sponsoring a cat show Saturday, March 27, and a dog show Sunday, March 28. Both shows will take place at 1 p.m. at the Paramount Theater, Public Square, Wilkes-Barre. The shows are being held strictly for the enjoyment and entertainment of the children and are

not meant to be for pedigreed animals, although as children's pets they are welcome. Spearheading the local effort are Back Mountain residents Nick DiVeronica, Joe Yurko, Richard D. Tattersall, and Richard Tattersall. (Paul Strasser photo)

Ballfield site selected, but mums the word until the deal is all sealed

BY JESSIE MORGAN

The newly formed Youth Baseball organization, Inc. hopes to name the site of the recreational complex it intends to construct by the end of the month. Joseph Kelley, chairman of the land-search committee, which comprises managers of the Back Mountain baseball leagues, says his organization is waiting word from the owner of the land before any definite plans are released. "Word should come soon," he said.

Y.B.O., acting as a parent organization for Back Mountain Baseball, Inc., was formed specifically to search for land and purchase it for the project. As reported in an earlier Post article, B.M.B. with it 64 teams, has outgrown the present land it now leases from the Dallas School District.

Plans for four 60-foot baseball diamonds, two 90-foot diamonds, refreshment stands, pressboxes, and parking facilities to be con-

structed. The cost of the project has been estimated at approximately \$200,000.

If everything goes according to schedule, the complex will be in partial operation by 1983.

In other baseball news Richard Kindler, president of B.M.B. has announced that tryouts for the teams will be held March 27 and

April 6 with teams being decided on the 6. Preparation will begin this week on the league schedule for the upcoming season which is slated to begin on May 1 with opening day ceremonies.

A meeting for all the coaches of both the major and minor leagues will be held April 5. John Burba, director of umpires, will be present

to go over rules and regulations for the managers of the farm leagues. Anyone interested in helping out in this capacity should plan to attend.

The role of the parents auxiliary, to be held later in April, will be announced at that meeting.

Back Mountain Baseball needs more sign sponsors as well as members for its bullpen club, Kelly said.

Jean Shop is robbed

Monday morning there were a half-dozen large cartons dumped on the parking area near the front entrance. The cartons came from the store.

Kozick said there is one other entrance to the steel building but it had been blocked by snow and ice to a height of about three feet. Footprints and a cleared area by the back door showed that the thief or thieves left that way. The door had to be opened from the inside, Kozick said, because a steel bar secures it and there was no evidence of jimmying.

An early inventory showed approximately 500 pairs of men's jeans, "mostly in the 31 to 34 waist size," were missing. Value was placed in excess of \$5000. Also taken were jewelry items including watches and belt buckles.

Kozick said he called police shortly after discovering the robbery around 9:30 but was still waiting at 11:30 because they were attending the funeral of a Luzerne policeman who died while jogging on the river dike in Wilkes-Barre Thursday.

One picture is worth a thousand words...

