



on entertainment

with Debbey Wysocki

The A.C. Nielsen Co. recently released its report on television viewing. The results of the report might be of interest to readers.

According to the Nielsen Co., most people watch TV on Sunday night. (Approximately 108 million people have viewed the average prime-time minute on a Sunday). Thursday, probably on the strength of NBC's comedy lineup, has replaced Monday as the second most popular night for TV viewing. Monday night has now moved into third place.

Overall, women watch more TV than men. Women, who are over 55, view television the most. Female teens are the lightest viewing group. Men usually watch the



WYSOCKI

most television on weekends. Sports programming is therefore geared to capture this potential male audience.

In terms of specific time periods, the 8:30 to 9 p.m. time slot attains the highest prime-time audience level, with 10:30 to 11 being the lowest. The peak months for TV viewing are November through March, with viewing levels at their peak during January and at their low during July. Ranked at the top of program genres were adventure shows. Following closely behind were feature films, dramatic series, soap operas, and sitcoms.

More than 98 percent of all households in the United States have at least one television set: 97 percent can tune in signals from four or more stations, while 43 percent receive more than 10 television signals; 50 percent of the nation's television households own two or more TV sets, while 85 percent have at least one color set.

The Nielsen Company also estimates that the average TV household watches about six and a half hours of programming daily. Translated into individual viewing, each person watches, on average, more than three hours of TV each day.

The Nielsen report makes it very obvious that Americans probably spend more time using the TV broadcast media than any other activity except sleeping and working.

In any conversation about TV, the usual gripe is about commercials. Yet, it is television advertising that keeps many shows on the air. In fact, some series are created simply for the purpose of targeting advertising toward some particular audience. Many are unaware that the FCC limits 9½ minutes of commercial time per prime-time hour program. Commercials at one time were 60 seconds in length, but are now usually 30 seconds. A future trend might be 15 second commercials.

According to the Television Bureau of Advertising, in 1984, the average cost of a 30-second prime-time TV commercial was \$107,500. The three commercial networks took in a total of \$4.6 billion in advertising revenues. The biggest moneymakers were "Dynasty," "Dallas," and "60 Minutes." This year "Dallas" and "60 Minutes" have fallen behind "The Cosby Show" and "Family Ties." NBC has set \$220,000 as the price of a "Family Ties" ad.

Speaking of "The Cosby Show," it is not only a hit in the Nielsen ratings, but also the hottest buy on Madison Avenue. NBC is getting as much as \$300,000 per 30-second spot, more than any show on network TV.

The publication "Advertising Age" reveals an interesting fact for "Miami Vice" fans. Last year the show was able to mount a meager \$70,000 per 30 seconds - the most inexpensive of any television series. Now that "Miami Vice" has become a popular program, the price has increased to \$165,000.

The leading advertiser on television is Procter & Gamble. In 1981

the company spent nearly \$130,000,000 on TV commercials. Following closely behind is General Foods, the nation's second largest television sponsor.

As is evident, favorite TV shows are certainly raking in the money in commercial time at rates previously unheard of in the television industry.

(Debbey Wysocki is the entertainment writer for The Dallas Post.)



Tony gets one

Tony Zarola is shown here with the spike buck he bagged while hunting in Shickshiny. Zarola, of 130 Wallter St., Wilkes-Barre, has been hunting for eight years.

CTE acquires Contel

A definitive agreement has been reached between Contel Texocom, a division of Continental Telecom Inc., and Commonwealth Telephone Enterprises, Inc. (CTE) for the acquisition of the physical assets, inventory and receivables of Commonwealth Communications Supply - Sterling of Kingston, Pa. This announcement was made jointly by Roy Kirkorian, President of Contel Texocom and William L. Moyer, Executive Vice President of Commonwealth Telephone Enterprises, Inc.

Commonwealth Communications Supply-Sterling is a division of the Communications Group of Commonwealth Telephone Enterprises, Inc. of Wilkes-Barre. It will be operated by Contel Texocom from its headquarters in Atlanta, Georgia. Contel Texocom is a leading distributor of telecommunications products to independent telephone companies, regional Bell operating companies and the business communications market.

Mr. Moyer stated, "This agreement will commence a transition period in which both companies will cooperate to ensure that customer

needs will be met in an efficient manner. We are certain that Contel Texocom will provide a continuation of our tradition of a strong service-oriented company."

"This transaction contributes to Contel Texocom's position among the leading supply houses," said Roy Kirkorian, President of Contel Texocom. "We intend to offer the customers of Commonwealth Communications Supply-Sterling the personalized service they have come to expect, along with Contel Texocom's broader product line, additional distribution points and on-line real time order entry system." The addition of the facilities of Commonwealth Communications Supply will yield Contel Texocom 13 distribution locations nationwide.

Commonwealth Telephone Enterprises, Inc., through its three operating groups of diversified communications and high technology companies, provides telecommunications, cable television, cellular mobile services, consulting engineering and information services to a broad range of customers.



Dallas Post/Ed Campbell

Pharmacy spared

Firefighters from the Trucksville Volunteer Fire Department were quick on the season last Monday evening as fire erupted at the Trucksville Pharmacy. The pharmacy, however, was spared any serious damage.

Obituaries

FREDERICK MARSH JR.

Frederick S. Marsh Jr., 32, of RD 1, Hunlock Creek, was found dead December 2 in a wooded section near Grove Street, Harveys Lake.

Surviving are his parents, Frederick and Dorothy Weber Marsh of RD 1, Hunlock Creek; a son, Brian, Harveys Lake; brother, George, Beaumont; sisters, Miss Darla Marsh, RD 1, Hunlock Creek; Mrs. Kathy Ravert, West Wyoming; Miss Lori and Dody Marsh, both at home.

Funeral services were held December 5 from the Curtis L. Swanson Funeral Home, Pikes Creek, with the Rev. Danny L. Brubaker, pastor of the Roaring Brook Baptist Church, and Rev. Theodore Lorah, of Maple Grove United Methodist Church, officiating.

HIRAM NEWELL

Hiram W. Newell, 86, of RD 1, Harveys Lake, died December 4 in Wilkes-Barre General Hospital.

Surviving are his sons, Ted D., Harveys Lake; Richar G., Vernon; Edward C., Edwardsville; James C., Harveys Lake; Thomas E. Evans, Falls; daughters, Mrs. Eleanor Eastwood, Mehoopany; Mrs. Mary May, Harveys Lake; Mrs. Joan Ely, Noxen; 21 grandchildren and seven great-grandchildren.

Funeral services were held December 7 from the Curtis L. Swanson Funeral Home, Pikes Creek, with the Rev. Lawrence D. Reed, pastor of the Emmanuel Assembly of God Church, Harveys Lake, officiating.

J. VAN WIRT JOHNSON JR.

J. Van Wirt Johnson Jr., 30, of RD 3, Holland Township, Milford, N.J., formerly of Dallas, died last week following a hunting accident.

Surviving are his mother, Berda Stout Rittenhouse, Holland Township; his wife, the former Judith Oliver; daughter, Courtney, seven weeks; brother, Richard S., Hoboken, N.J.; sisters, Elizabeth M. Johnson, Guttenberg, N.J.; Alice S. Johnson, at home.

Lane's

ALL I WANT FOR CHRISTMAS
IS A
LITTLE SOMETHING WARM
FROM ...

Lane's

FUR SALE
20% TO 50% OFF

- MINK • LYNX • BEAVER
- TANUKI • RACCOON • FOX
- BOUTIQUE SPORT FURS

Lane's

88 South Franklin Street
Wilkes-Barre 825-3457

Hours:
Monday through Saturday
9 A.M. to 5:30 P.M.

THOMAS PRODUCE STAND
Opposite Natona Mills
Dallas-Harveys Lake Hwy.

CHRISTMAS TREES
BUNDLE OF BRANCHES, ETC.
NORTHERN SPY APPLES
CABBAGE

McIntosh, Ida Red, Delicious, Northern Spy, Red Spy, Spigold & Mustu Apples. Jayne's Fresh Sweet Cider - Quantity Discounted. Preserves, Honey, Syrup, Gift Shop.

JAYNE'S ORCHARDS
West Auburn
Rt. 267 From Meshoppen
Rt. 367 From Laceyville or Lawton
Open Mon. Thru Sat. 9-5; NOTE: CLOSED SUNDAYS

WE HAVE MOVED from the Arco Station in Dallas To the **NEW DALLAS CONVENIENCE STORE** located at the Old Wesley Towing Service Garage, just up the highway from our old location. We are featuring **SHELL GASOLINE**.

We are presently open Mon. to Sat. 6 a.m. to 12 Mid., Sun. 7 a.m. to 11 p.m. but soon we will be going on our permanent schedule where you will be able to **GAS up, or SHOP** for those necessities **24 hours a day**. Stop in for a Credit Card Application, Same Great Price on Gas, Cash or Credit. **WATCH FOR OUR BIG GRAND OPENING at the all new**

GAS-SHOP 24
566 Memorial Highway, Dallas, Pa.

EQUAL OPPORTUNITY LENDER

MEMBER F.D.I.C.

Starting Your Christmas Shopping?

WHY NOT GET A
"HOLIDAY LOAN"
from Luzerne National Bank

***1,000⁰⁰ for 12 Months**
at 12.50 APR

THAT'S ONLY **\$89⁵⁰** PER MONTH!

Why pay those high credit card rates when you can pay 12½%? No payments before Christmas.

Call 288-4511 or 287-1141

LUZERNE NATIONAL BANK
118 Main St. Luzerne
801 Main St., Swoyersville