



Menora donated

Wilkes-Barre General Hospital's Auxiliary recently donated a menorah to the hospital in celebration of Hanukkah, a Jewish holiday commemorating the first struggle for religious freedom. The eight-branch candlestick was placed in the hospital lobby after a dedication ceremony. Pictured above are Auxiliary members who attended the menorah presentation. From left, seated, Mrs. Clayton Karambelas, Kingston; Mrs. Mortimer Goldsmith, Dallas; Mrs. F. William Strickler, Bear Creek; Mrs. Guy Serpico, Auxiliary president, Trucksville; and Mrs. David Baltimore, Kingston. Standing: Mrs. Isadore Robins, Kingston; Mrs. Irving Pezzner, Wilkes-Barre; Mrs. Sid Alinkoff, Edwardsville; Mrs. Manfred Junker, Kingston; Mrs. Max Speizman, Dallas; Mrs. Frank McCormack, Ashley; Mrs. John Hilsner, Kingston; Mrs. Gertrude Harrison, Edwardsville; Mrs. John Biernacki, Auxiliary second vice-president, Mountaintop; Mrs. George Davis, Dallas; Mrs. Michael Hudacek, Plymouth; Mrs. Gerald Gunster, Dallas; and Mrs. William Moran, Wilkes-Barre.

Wife-beating claims four a day

Wife-beating, a scourge that claims four lives a day, according to the January Reader's Digest, remains distressingly prevalent in our society. And while there's growing recognition that the problem should be treated as a crime, and offenders punished, even so, it remains the one assault for which police don't want to make arrests. In a 1985 study of big-city police departments, only 30 percent reported that they "encourage" officers to arrest wife batterers.

Says Judge William R. Sweeney of Family Court in Duluth, Minn., "People continue to think of wife-beating as a private matter. We need to see it as a public concern, too dangerous to ignore."

That's exactly how they see it in Duluth. In 1981 the police department there became the first in the nation to make arrest mandatory for domestic violence - which means the police officer, not the victim, presses charges. If an officer believes there has been an assault, and the victim is injured in any way, the batterer must be jailed overnight for a hearing. The next day, most men plead guilty and choose six months of mandatory

counseling over the alternative: 30 days in jail. Once in counseling, men are taught to deal with the problems that lead them to batter their wives and how to control the anger that often turns to violence.

Also in Duluth, the actions of every agency that deals with the victims and offenders - police, courts, shelter for battered women

and counseling groups for men who assault their wives - are coordinated through the Domestic Abuse Intervention Program.

A survey of women helped by the Duluth system revealed that 87 percent were living without violence two years later. Among the rest, the ongoing violence was far less severe and less frequent.

Seniors get reduced rates

The General Assembly has approved legislation supported by Rep. George C. Hasay which will make more senior citizens eligible for reduced automobile registration fees.

"Under this measure, signed into law by Gov. Dick Thornburgh on Dec. 13, retired persons receiving social security or other pension monies whose total income does not exceed \$14,999 will be eligible to pay only \$10 for an auto registration," Hasay said. "The reduced registration fee also applies for Class 1 and 2 trucks. However, only one reduced fee per family is allowed.

"Currently the income limits for this senior citizen benefit are set at \$9,000. The new income eligibility

standard would take effect April 1. "The reduced auto registration fee for senior citizens was enacted several years ago when the legislature authorized the property tax and rent rebate program," the lawmaker said.

"Under the original law the Lottery Fund reimburses PennDOT for the difference between the normal registration fee and the \$10 processing fee which is charged eligible senior citizens.

"This latest measure raising the income eligibility standard for the reduced auto registration fee will allow many more retired persons to participate.

"Certainly, this represents a modest savings, but for those living on fixed incomes every little bit helps. The continued success of the Pennsylvania Lottery allows us to extend this benefit to more Pennsylvanians," Hasay said.

Senior citizens desiring more information or an application for reduced license registration fee can contact Rep. Hasay's district office at 2261 Sans Souci Parkway.



on entertainment

with Debbey Wysocki

Nielsen ratings! Ratings during the sweeps! Anyone who has even the slightest interest in television has heard about ratings on the radio or TV, in other media sources, and even in ordinary conversation. But what impact do ratings actually have and what is precisely meant by the ratings?

Television ratings have a legitimate function in the television industry. An advertiser should know how many people are being reached when a spot on a particular program is purchased. The ratings are not evil in themselves, although they do have some "technical deficiencies."

Ratings are a reflection of viewer preference for one person over others that are being broadcast at the same time. Newest figures released from A.C. Nielsen Co. estimate the number of TV homes in the U.S. now totals 85.9 million. That means every rating point is now worth 859,000 homes. This figure represents an increase over the 1984-1985 total.

There are many ratings firms in America, but the two largest are the A.C. Nielsen Company and Arbitron. The national Nielsens are the most important. This company selects a sample of homes - 1200 - that represent the viewing habits in 85 million American households. Both ratings services sell their data to TV networks, program suppliers, ad agencies, and advertisers.

The Nielsen Co. attaches an audiometer to the TV set in the sample home; it indicates when the set is on and to what channel it is tuned. Nielsen supplements its audiometers with diaries. These are placed in 2200 homes, and each week viewers in 550 homes submit an outline of the week's viewing.

From the data Nielsen gathers each week two kinds of head counts are produced. The first is the program rating. A rating of 16 in prime time is satisfactory. This means that the sets in 16 percent of all homes equipped with television were tuned to that show. If you multiply that number by 2.3 (average number of people in a television home), you get the estimated audience size.

The rating is secondary to audience share, the second head count. The share is the percentage of sets in use that are tuned to a particular show. Below 30, a show can get into serious trouble. All shows have the threat of cancellation hanging over their heads.

One thing to remember is that the show that gets the

highest rating each week is not necessarily the most popular show on television. The success of a show may depend upon when it is on and what its competition is. The measure of success is very high on TV - at least 25 million people have to be pleased in order to keep a TV show on the network schedule.

1984-1985 PRIME TIME SEASON
(A.C. Nielsen Co.)

1. DYNASTY 25.0-37
2. DALLAS 24.7-39
3. THE COSBY SHOW 24.2-37
4. 60 MINUTES 22.2-35
5. FAMILY TIES 22.1-33
6. THE A-TEAM 21.9-33
7. SIMON & SIMON 21.8-33
8. KNOTS LANDING 20.1-30
9. MURDER, SHE WROTE 20.0-33
10. FALCON CREST 19.9-34
11. CRAZY LIKE A FOX 19.9-29
12. HOTEL 19.7-33
13. CHEERS 19.7-29
14. RIPTIDE 19.2-29
15. MAGNUM, P.I. 19.1-29

Arbitron ratings

1. NEWSWATCH 16 - 32
2. BILL COSBY SHOW - 30
3. ABC WORLD NEWS - 27
4. FAMILY TIES - 25
5. ALL-STAR BASEBALL - 25
6. CHEERS - 24
7. WHEEL OF FORTUNE - 24
8. HIGHWAY TO HEAVEN - 21
9. NIGHT COURT - 21
10. NEWSWATCH UPDATE - 21
11. ALL-STAR PREGAME SPECIAL - 20
12. FACTS OF LIFE - 20
13. TOO CLOSE FOR COMFORT - 18
14. WEBSTER - 18
15. WHO'S THE BOSS? - 18

Arbitron is considered to be a leader in broadcast research in local markets, surveying all markets four times a year. The preceding is a sample of a typical rate period. ADI ratings - one rating point equals 1 percent of ADI television households.
(Debbey Wysocki is the entertainment writer for The Dallas Post.)

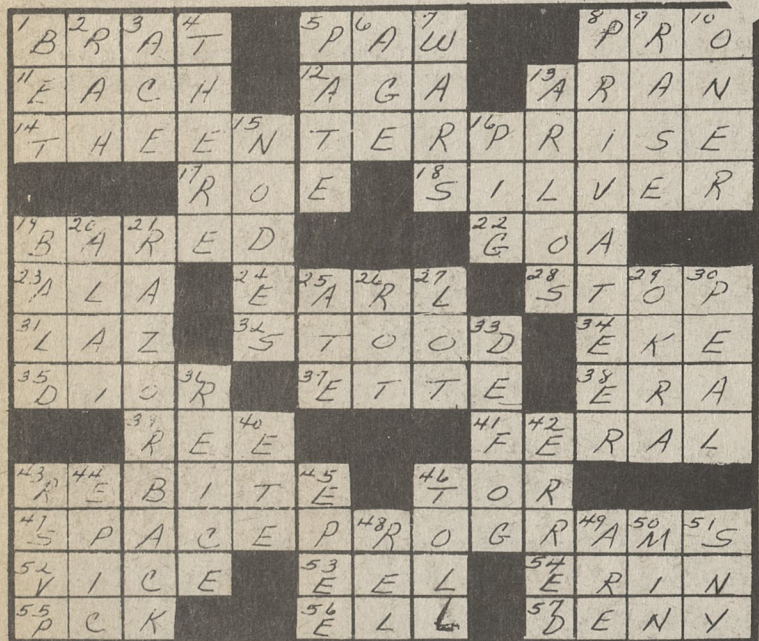


Group meets

Leadership Wilkes-Barre, the program to train community leaders for involvement in organizations and on boards, adds "real life" mentoring to its curriculum by matching each of the participants with a person already very active in local community work. Established leaders who are serving as mentors this year are shown here. From left, first row, Helen Patella, Teddie Berlatsky, Sally Lottick, Gerry Weiss, Mary Kerr, Nancy Eckert, Erin Gallagher, Virginia Myers. Second row: Bob Reilly, Mary Siegel, Sr. Siena Finley. Third row: Ron Moran, Dr. Mahmoud Fahmy, Jim Chester, Wilmer Williams, Dr. David Kistler, Gottfried Csala, Burt Berretini, Richard Connor, Ben Badman. Absent at the time of the photo were Paul Mailloux, John Morris, Frank Paczewski, Richard Pearsall, Tom Pugh, Eugene Roth, Joseph Shaughnessy.

LAST WEEK'S ANSWER

(EDITOR'S NOTE: This is the answer for the crossword puzzle that appeared in the December 30 issue of The Dallas Post. Elsa's crosswords will no longer be published in this newspaper.)



★ 2 LOCATIONS ★
**HAL'S APPLIANCE, SWEEPER,
& TRAIN SHOP**
SERVICE & SALES
Most Brands - Small Appliances,
Sweepers, Lamps, Tools, & Trains
"Don't Throw Them Away . . .
It Pays To Have Them Fixed!"
Moderate Rates • 30 Years Experience
Fast Service • Complete Repair Dept.
SALES & REPAIRS GUARANTEED
LOCATIONS & HOURS
113 E. Center St., Shavertown 283 Wyoming Ave., Kingston
696-3395 283-1671
Mon. & Fri. 9-5; Wed. 1-5 Tues. & Thurs. 9-5; Sat. 9-1
(Clip & Save For Future Reference)

Heart of Fashion
309 - 415 PLAZA - DALLAS
Roxanne Opalicki New Owner/Manager
UNDER NEW OWNERSHIP!
CLEARANCE SALE
All sweaters & sweater vests 20% off
Skirts up to 50% off
Pants up to 50% off
New Spring sweaters & skirts sets 20% off
Bon Jour skirts & jackets 20% off
Santa Cruz all coordinates 20% off
Levi's & Lee jeans
reg. \$29.00
NOW \$19.95
675-8878
LAYAWAYS
Hours: Mon., Wed., Thurs. 10-9 p.m.
Tues., Wed., Sat. 10-6 p.m.

**OLD PHOTOS
ARE ALWAYS FUN TO LOOK AT**
THE DALLAS POST
WANTS TO BRING
THE PAST TO LIFE
SHARE YOUR OLD PHOTOS
(OF BACK MOUNTAIN BUILDINGS, SCHOOL
EVENTS OR FAMILY GROUPS)
WITH YOUR COMMUNITY
CALL DOTTY
AT
675-5211
FOR DETAILS
(ALL PHOTOS WILL BE RETURNED)

THE DALLAS POST
(USPS 147-780)
FOR HOME DELIVERY/675-5211

HAVE A SERVICE PROBLEM?
Call 675-5211
Mon.-Fri. 8:30 - 5:00
Jean Brulko, circulation mgr.

WANT TO ADVERTISE?
DISPLAY ADVERTISING DEPT.
Call 675-5211
Michael Danowski, account executive
Betty Bean, account executive
Charlot Denmon, account executive
Joe Gula, account executive
Advertising deadline - Monday 11 a.m.

CLASSIFIED ADVERTISING DEPT.
Call 675-5211
Mon.-Fri. 8:30-4:30
Jean Brulko, classified mgr.
Classified deadline - Monday 5 p.m.

HAVE A NEWS TIP?
Call 675-5211
Mon.-Fri. 8:30-5:00
Dotty Martin, executive editor

HAVE A PRESS RELEASE?
Mail it to:
Editor
The Dallas Post
PO Box 366
Dallas, Pa. 18612
or hand-deliver it to:
The Dallas Post
309-415 Plaza
Dallas, Pa. 18612

PROBLEM WITH A STORY?
It is the policy of The Dallas Post to correct all errors of fact and to clarify any misunderstanding created by articles.
Questions should be directed to the News Desk at 675-5211

WANT TO ORDER A PHOTO?
Call 675-5211
Mon.-Fri. 8:30-5:00
Sandy Sheehan, production mgr.
All photos appearing in The Dallas Post that have been taken by a Dallas Post photographer are for purchase.

HAVE A QUESTION ON AN INVOICE?
Call 675-5211
Mon.-Fri. 9:00-4:30
Peggy Paynton, office mgr.

SUBSCRIPTION RATES
25c on newsstands every Wednesday; carrier delivery, 25c per week. By mail: in Pennsylvania, \$12 per year; out of state, \$14 per year. Published every Wednesday by Pennprint, Inc. J. Stephen Buckley, publisher, PO Box 366, Dallas, Pa. 18612. Entered at the post office in Dallas, Pa. 18612 as second class matter.