

## Burial Rights Of Veterans Outlined Here

Veterans whose last period of service was honorable, either in wartime or peacetime, and members of the National Guard, Reserve Officers Training Corps or Armed Forces Reserve whose death occurs on active duty, are eligible for burial in a national cemetery.

Veterans Service Officer Sara R. Bridges, Torrance Veterans Center, said the "death on active duty" stipulation includes fatalities occurring en route to or from active duty.

Burial benefits may also include headstone, flag, and bur-

ial allowance, according to the veteran's eligibility.

**TO BE ELIGIBLE** for a headstone, furnished, marked erected at government expense, the veteran is required to have had honorable service during his last period of active duty.

For a burial flag, any service during wartime, other than dishonorable, or at least one full enlistment from which there was an honorable discharge, or any period of service ending with a disability discharge, is required.

A burial allowance of \$250

is available to the undertaker or person who paid the burial expenses of a veteran who had honorable service during wartime, or who had a disability discharge, or who was receiving (or was entitled to receive) disability compensation. Claims for burial allowance must be filed within two years after permanent burial.

**IF DEATH** occurs in a Veterans Administration home or hospital (to which the deceased had been properly admitted), the VA will pay actual burial and funeral expenses

not exceeding \$250, and will transport the body to the place of burial. This includes cemeteries in the same or any other states, and was recently extended to include the Canal Zone.

Burial in a national cemetery may be available to an eligible veteran's wife, husband, widow, widower, minor children, and under certain conditions to unmarried adult children, if space is available. Specific information on such availability may be obtained from the superintendent of the cemetery. National cemeteries in California include those at San Francisco, San Bruno, and San Diego.

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THE TORRANCE HERALD

## Member Drive In Progress

Palos Verdes Peninsula Civilian Club has a membership drive under way which will go through Nov. 30.

The club has been divided into two teams for the drive. Members of the losing team and their wives will host the members of the winning team and their wives at a legitimate stage production.

SIGHT and SOUND by Ernest Kreiling

## TV Ratings Are Current National Numbers Games

(Eighth in a Series)  
It's a great national numbers game, it isn't clear that anyone wins.

Nobody likes it. Still many worship it, and in so doing imbue it with an omnipotence it wasn't intended to have.

I'm talking about the sys-

tem of television ratings. What is a rating? It's simply a percentage of the homes in a given sample of homes tuned to a specific program. This percentage of the sample, is often applied to the nation's 48 million homes to get an estimate of how many people are seeing

a program and the sponsor's message.

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A sponsor has a right to know approximately how many people he may reach with his product's story. Clearly a census of every home every half hour to find out what program is on is prohibitive, so a carefully selected sample is used. Samples are subject to errors, and can only provide a probable estimate of the total national audience.

So TV ratings can and do serve an important and useful purpose. Up to a point that is, it's when they are misused and overemphasized that they deserve criticism.

Ratings can't measure people's tastes and they can't measure preferences for programs that aren't on the air; they can simply measure, within certain statistical limitations, people's tuning habits.

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If the air is crowded with westerns and game shows, the ratings will show that westerns and game shows are being watched by so many millions of people. They don't tell us that these programs are what the millions really want or would watch if other things were available.

The size of the samples used by the rating services has come under the most indignant criticism. Hoy can a sample of 11000 homes really tell us how many people in all 48 million homes are behaving toward their TV set?

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The statisticians know that even small samples are accurate enough to provide a probable profile of the total audience. They also know, however, that there simply isn't a reliable difference between a rating of 22 and a rating of 19, when these small samples are used.

On the other hand it is more than certain that "Wagon Train" with a rating of 39.4 is more popular than a program with a rating of 13.4.

An independent committee of scholars authorized by the House Regulatory Agencies Subcommittee last spring studied seven national rating services. They reported that they were "doing a reasonably good technical piece of work for the purpose to be served."

It's when they are used for purposes they weren't intended to serve, when they become objects of undue devotion to be coveted and cherished that they go beyond their valid function.

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Thomas W. Sarnoff, vice president of NBC recently said, "While ratings are highly useful as proper tools of research, by those who know how to use them, they can and have been readily abused as a false yardstick of merit and prestige. When they are published as status symbols, they make it more difficult for broadcasters to gain proper support in trying to present programs whose contribution to diversity, balance, and quality cannot be measured in ratings."

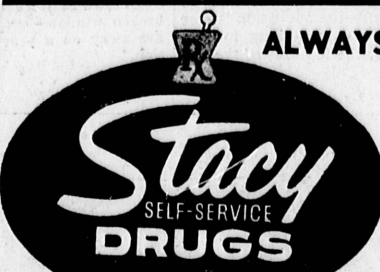
It's probable, however, that statesmanlike attempts to keep ratings and their use in proper perspective are generally drowned out in the hallowed councils of Madison Avenue by a rampant hubris and neurotic pursuit of the digits.

## Gains and Brains

An entire day has often been changed for many people by a single, sincere compliment. Many a child can point back to a special day when he received praise for a simple job well done. Encouraging words are unlimited in their powers. Often, it takes more words of encouragement than words of reproach to have an effect upon a person. Reproach often creates resentment. "A word fitly spoken is like apples of gold in pictures of silver." (Proverbs 25:11)

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