



"... And you say the girls in my club talk a lot!"

Sight & Sound

By Ernest Kreiling

Part I of Two Parts
HOLLYWOOD — Southern California, alone among the leading cultural and educational centers of the nation, has been without a second television service, namely a non-commercial educational station.

Today 63 cities, including places like Andalusia, Alabama and Mayaguez, Puerto Rico, have been able to avail themselves of educational television. Recently New York acquired such a station, leaving Southern California as the major missing link in the chain of stations necessary to complete a fourth national television network, one based on the concept of using the unique qualities of television to awaken curiosity and imagination, to inform, interest and inspire Americans of all ages.

The reasons such a major educational TV station has not sprung to life here are many and complex. What is important now is that something positive and promising is being done. It's a story that needs telling.

New Cancer Film Ready

"Life Story," an American Cancer Society lifesaving film about cancer of the colon and rectum, is available at the District Eight office.

Dr. Richard J. Lescoe, district education chairman, said, "The showing of 'Life Story' is part of the American Cancer Society's nation-wide drive against this form of cancer, which kills nearly 40,000 Americans a year.

Free showings of "Life Story," which is in color and runs 15 minutes, to adult groups can be arranged through the District Eight office of the society at 804 E. Manchester Blvd., Inglewood, OR 2-8148.

Area Retired Teachers Plan Tuesday Event

Miss Rebecca Hayslip, of South Pasadena, will show slides and speak about her trip to Russia at the regular meeting of the South Bay division of California Retired Teachers' Assn.

All retired teachers are invited to attend Tuesday at 1 p.m. in the recreation room of the Edison Co., 125 S. Catalina, Redondo Beach.

For reservations call W. W. Roblee, FR 5-6728; Miss Alice Blake, EA 2-4154; Miss Bessie Stipe, OR 4-3098, or Mrs. Ruth Naughton, PL 8-4035.

with the principal educational, cultural, and governmental interests in the area.

CTSC is headed by Dr. Lee DuBridg, president of the California Institute of Technology, and an eminent Board of Directors representing many facets of the business, cultural, and educational community. The organization is now ready to move into the next phase of its plan, that of seeking financial support from corporations, foundations, commercial broadcasters and other sources to enable it to open negotiations for the purchase of an existing VHF station (channels 2-13).

When such a commercial station will be on the market and what it might cost are facts not currently known. But for several reasons it is important that CTSC obtain such a channel rather than apply for one of the UHF channels (numbers 14-83) which are currently unused. (Several UHF channels have been reserved for educational institutions; one, Channel 24, licensed to San Bernardino Valley State College, has recently gone on the air for a few hours a day.)

FIRST, VERY few TV receivers in Southern California today are capable of receiving the UHF signals, a situation that will prevail for some years to come. Second, UHF signals do not have sufficient range for any one station to reach all of Southern California to the extent channels 2-13 can.

The day non-commercial educational TV comes to Southern California is still in the future, but a sound and promising start has been made. The second column in this series will discuss what such a service can mean to Southern California and how the success of Community Television of Southern California is important to us.

Firm Course Diploma Given

Jerry W. Jourdan, claim representative for State Farm Mutual Automobile Insurance Co. at 3810 Pacific Coast Hwy., has been awarded a diploma from Vale Technical Institute at Blairsville, Pa.

Jourdan has just returned from a three-weeks advanced training course in auto damage estimating and repair techniques at the institute. He is one of 800 State Farm men who will complete the course this year.



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