

March TV Set Sales

SALES OF TV receivers in Canada during March amounted to 26,260 sets valued at \$11,237,965, according to a report of the Radio-Television Manufacturers Assn. of CANADA. This brings total sales for the first three months of 1953 to 73,829 sets. The RTMAC expects to make 82,500 sets during the next three month period. Bulk of sales for March were made in southern Ontario, totalling 16,280 sets, with the Montreal area accounting for 8,023 sets, the Vancouver area 1,926 receivers, and 31 sets in other parts of Canada.

CBC-Independent TV Urged

DEVELOPMENT of a national television service by both independently-owned and Canadian Broadcasting Corp. stations was urged in a report of the Parliamentary Radio Committee at Ottawa May 9. The report pointed out that TV "should be a means of developing the human resources of Canada in talent, ideas and new abilities. While it should naturally make available to Canadians suitable programs from outside Canada, it must in our national interest have a basis of programs produced by Canadians for Canadians." Co-operation between CBC and private stations for programming service was urged and would make CBC produced programs available to additional numbers of Canadians, while assisting private stations in their operations.

Oklahoma Plans First Statewide Educ. TV System

PLANS for the first statewide educational TV system in the U. S. were created in Oklahoma May 18 when Gov. Johnston Murray signed into law a bill providing for the Oklahoma Educational Television Authority, which plans a 10-station chain to cover the state. Application by school groups for the educational channel in Oklahoma City already has been filed with the FCC.

Legislation which sanctioned the OETA specifies that educational and cultural agencies of Oklahoma will provide educational TV service under the supervision of the Authority. No advertising or political telecasting will be carried by the stations. The Authority has been authorized to issue revenue bonds to finance construction of the proposed outlets. Bonds will be serviced out of the state's Public Fund whose income is about \$200,000 each year.

The Authority will consist of 13 members active in educational institutions in the state, seven of whom will be appointed by Gov. Murray with consent of the Oklahoma Senate.

KWK Aids Students

FOR the third straight year, KWK St. Louis was host and instructor to two students of Lindenwood College, St. Charles, Mo., the station reports. The seniors worked side-by-side with various KWK department heads during a week-long "seminar." Each student spent a day in the continuity, program, production and promotion departments, and half days in traffic and news. Sales activities were explained during their turn at the sales promotion department. Lindenwood College is licensee of campus station KCLC.

Hunter Previews Future At U. of Illinois TV Meet

ADDRESS on "The Future of Educational TV" was delivered at a dinner May 11 by Armand L. Hunter, Michigan State College director of TV development and consultant to the Joint Committee on Educational Television, at a two-day conference conducted by the U. of Illinois at its Robert Allerton park, near Monticello.

The conference was presented especially for TV dealers and service men in new television areas.

Ill. Educ. TV Study Set

IN THE WAKE of controversy over construction of educational TV outlets by state-supported institutions, the Senate of the Illinois State Legislature a fortnight ago passed a bill authorizing a study of educational television. Under the measure, a commission will be set up at a cost of \$15,000 to study the medium and report to the Legislature. There has been mounting sentiment for such a review in recent months, particularly so that legislators may be apprised of the costs involved in building and operating stations. The bill was sent on to the House.

Carries TV's Standard

TV has a champion in Mrs. Frances Lander Spain. That's an unusual fact in these days when one hears the oft-repeated complaint that television is bad for children. Mrs. Spain's field is books—children's books.

As new superintendent of Work With Children for the New York Public Library, Mrs. Spain states that she will not advise parents, teachers, or librarians to keep the kids away from the TV sets—or vice versa—on the ground that it is a rival of reading. As she sees it, video is a powerful instrument in awakening children's curiosity, and she believes the youngsters will turn to books for more complete accounts of what they have seen on TV.

And besides, Mrs. Spain says, "If they don't have their own TV, they'll just go next door."

Coronation Guide Praised

PRAISE from educators throughout the country for CBS-TV's teachers guide, for use in connection with radio and television coverage of the Coronation has been reported by the network.

CBS-TV said that Harry Bard, curriculum bureau executive of Baltimore's Board of Education, called the guide "so very good that every social studies teacher in Baltimore should make use of it." KPIX (TV) San Francisco was said to have been "literally swamped" by requests from teachers for copies of the guide.

WBTV (TV) Charlotte, N. C., reported to the network that the manuals present "a wonderful public service opportunity." KFEQ-TV St. Joseph, Mo., notified CBS-TV that the supervisor of instruction there had mimeographed copies of the guide for distribution to high school teachers of government and history.

Promote Sound Equipment

NEW booklet designed to promote use of radio, TV and sound equipment in public and private schools has been published by a joint committee of the U. S. Office of Education and the School Equipment Committee of Radio-Television Manufacturers Assn. Dr. Franklin Dunham, radio-TV chief of the Office of Education, said the booklet shows teachers how to teach by use of radio and TV as well as how to apply instructional skills to all types of audio and electronic aids.

TV Retailers 'Ethics'

TV INSTITUTE at the U. of Wisconsin recently heard a "code of ethics" for television set retailers outlined by Sidney Harrell, National Appliance and Radio Dealers Assn. He stated that TV retailers must "police" their own business to gain the good will of the public.

Over 70 persons attended the three-day institute sponsored by the UW Extension Div. and the UW College of Engineering.

Upcoming Events

- May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.
- May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.
- May 28: Canadian Broadcasting Corp. Board of Governors meeting, Railway Committee Room, House of Commons, Ottawa.
- May 27-28: Virginia Bstrs. Assn., meets in Williamsburg.

**\$'s
Go
Further,
Do
More,
on
WLW radio**

... because of the promotion,
exploitation and merchandising by WLW's
client service department