

educational television:



help for busy teachers hope for crowded classrooms

Today, education in America faces a severe challenge. An accelerating world requires new and broader curriculums. An expanding population begs for more teachers, more classrooms.

Many communities have turned to Educational Television as an imaginative way to expand course subjects, to bring more effective teaching techniques into the classrooms without sacrificing personalized instruction from room teachers.

Because of our long experience in the research and development of telephone, television, and defense communications networks, it was natural that the Bell System was called on to develop

facilities for one of the first ETV networks in the country, in Hagerstown, Maryland.

We have since helped pioneer the first statewide, closed circuit Educational Television system, in South Carolina.

In doing this, we have developed a transmission service that is low in cost and makes use of the service and maintenance facilities of local Bell Telephone Companies in communities of any size.

Helping communities like yours find the answer to better learning through ETV is just one more way of putting Bell System research and skills to work serving you and your family.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans