



THIS IS THE ROUTE: Prof. Milo Ryan, University of Washington School of Communications, traces the route of microwave relay stations that will bring "live" network television programs to Seattle this summer. Interested radio-television students include Heartha Koslin, left, Bob Loudon and Marlene Miller.

\$100 in Taxes For Each \$55 Saved

WASHINGTON.—For 1950, the last full year for which official figures are available, federal, state and local government revenues totaled \$63,800,000,000. In the same year gross savings of individuals and business totaled \$38,500,000,000. Thus, government took \$1 out of the economy that year for every 55 cents saved.

More and more is being heard about electronics, and we're going to hear a lot more about this fascinating new science in the years ahead. Electronics is harder to define than most words. Put as simply as possible, electronics is the science of freeing electrons (negatively charged particles of electricity) from matter, and putting them to work. There is an almost endless variety of jobs which electronics can perform. Almost everyone has one or more electronic devices in his home, since the term covers radios, television receivers and modern phonographs. These are the best known, but there are other and very important applications of electronics in science, communications, industry, education and other fields. The electron microscope, for example, enables scientists to see some molecules, bacteria and viruses that they never saw before—and now that the doctors can see them, they have a better chance of curing the illnesses caused by these submicroscopic plants and animals. Electronic devices of various kinds can hear, see, feel, taste, smell, talk, calculate and remember—and do these things a great deal faster and more accurately than we can. Electronics can measure the speed of a bullet, guide ships and planes under conditions of zero visibility, hear a fly walking, smell the smoke of a match burning at the far end of a long warehouse, and multiply one 12-digit number by another 12-digit number. Travel by motor vehicle in this country increased about 9 per cent from 1949 to 1950.

Television May Be Practical Way Of Guarding Banks

According to television experts, banks and other institutions handling large sums of money will be able in the near future to protect all their entrances and exits by television cameras. One guard in a strategic spot will be able to watch several TV screens giving him a clear picture of everyone entering or leaving a building. The moment any suspicious activity is noted in the guard can sound the alarm and switch on an automatic film recorder. If the police will have a TV film identification of them plus the eyewitness description of the guard to aid in effecting a speedy capture.

Synthetic-Textile Output
OTTAWA.—The Bureau of Statistics reports gross factory value of products made by Canada's synthetic-textiles industry climbed to a peak of \$147,048,000 in 1950, compared with \$124,125,000 in 1949 and \$107,142,000 in 1948.

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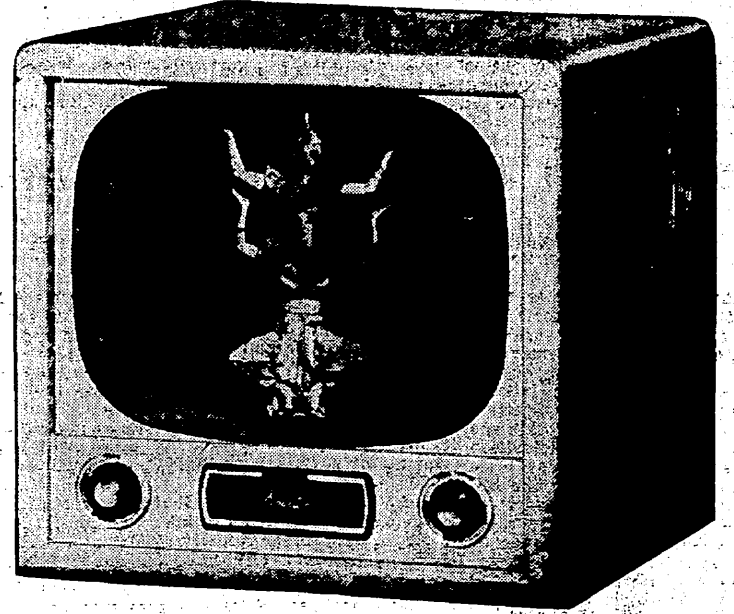
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University Prepares For Use of Television

With ten television channels in the state set aside by the Federal Communications Commission for educational purposes, state and local educational groups are intensifying their study of ways and means to utilize the opportunity and to meet the substantial cost of installation and operation.

Associated in the local group concentrating on possible use of Channel 9, designated for educational use in Seattle, are representatives of the University of Washington, Seattle University, Seattle Pacific College, city and county schools, parochial schools, the public library, mayor's office and the Seattle Committee on Adult Education. This group has been meeting at intervals for more than a year to study questions of programming, cooperative use of the single channel, and the problem of financing.

'Telegenic' Is New Word Coined for TV

Just as photography gave birth to the term "photogenic," so is television coming up with its own special word for people who look good on television: "telegenic."

The RCA Victor production staff, which travels around the country and abroad studying television applications by presenting programs at various stores and exhibitions, suggests that the following characteristics apply, generally, to telegenic people: They are completely natural. Television tends to exaggerate artificiality in speech, facial expression and gesture. They have excellent posture. As in the movies, the personalities on television tend to be idealized. Artist must look the part and pay careful attention to good posture, whether walking, standing or seated. Minor eccentricities of posture or bearing which would be hardly noticeable in real life often seem strange or ludicrous when viewed on the screen. They are carefully groomed. Hair in place. Clothing is well-fitting and pressed except when the part calls for character costume. Cosmetics are not as extreme or obvious as in the case of the theater. It's important to be prepared for the high percentage of television pictures which are close-ups.

They choose costumes for effective lines. Dramatic costume is most effective on television. Minor details, small-patterned prints and subtly blended tones—don't televise as distinctly as dominant features, bold prints, or solid colors.

Select Place For Set Before Buying
When you shop for a television set, take along a good mental picture of the furnishings in the room where the set will stand and you have a much better chance of buying a set that will blend with a room's decor and, at the same time, have the size screen and cabinet you desire. Determine in advance the amount of wall space you wish to devote to the cabinet and make actual measurements at home to be sure. Estimate the price you wish to pay and the screen size you want and select a cabinet whose style and dimensions meet your requirements. With the varied assortment of television receiver styles on the market today, you should be able to find the set you want in a minimum of grams of quality. Teachers, aware of the amount of time their pupils are spending in viewing, will find ways of utilizing good programs that become available. "The colleges and universities will help train personnel for the television industry, and perhaps conduct research to aid this young industry develop techniques and a philosophy that will improve programs and still provide the entertainment that the viewer wants."

Natural Visual Material
"As we have stated to the F. C. C., the university includes many facilities that would easily lend themselves to effective television," Adams said. "Our museum, the art gallery and laboratories in such varied fields as medicine, advertising, zoology, engineering and others, afford natural visual material for educational television."

"Of even greater importance are the faculty and teaching staff, including specialists in drama, radio, motion pictures, techniques of research, applied psychology, news, propaganda and other fields, all of which have an important bearing on the creation of effective television programs. "Regardless of utilization of the special educational channels available, educators will make expanded use of the medium of television. With more commercial stations on the air in Seattle and the state more time will be provided for educational programs of quality. Teachers, aware of the amount of time their pupils are spending in viewing, will find ways of utilizing good programs that become available. "The colleges and universities will help train personnel for the television industry, and perhaps conduct research to aid this young industry develop techniques and a philosophy that will improve programs and still provide the entertainment that the viewer wants."

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