

Phillips, Jack Louis, Univ. So. Calif. Mail: 241 S. Crescent Dr., Beverly Hills, Calif. (S)

Rockwell, Charles B., III, Technical Dir. & Pres., Rockwell Films, Inc., 26 Church St., Cambridge 38, Mass. (M)

Rosenzweig, Morris, Quality Film Lab. Co., 450 W. 56 St., New York 19. (A)

Shaffer, Hyman, Industrial Sales Mgr., Smith Photo. Mail: 15 Glizzer Rd., Newton, Mass. (M)

Shelly, Leon, Pres., Shelly Films Ltd., Brockhouse Rd., Toronto 14, Can. (M)

Smith, James Gilbert, U.S. Army. Mail: Army Pict. Center, 9440 TU, 35-11 35 Ave., Long Island City, N.Y. (A)

Sweeney, Hartwell Townes, Mot-Pic. Film Tech., Eastman Kodak Co. Mail: 90 Buffard Dr., Rochester 10, N.Y. (M)

Sweet, William J., Cine Tech. Repr., E. I. du Pont de Nemours & Co. Mail: 248 W. 18 St., New York, N.Y. (M)

Tamblin, Hal L., Univ. So. Calif. Mail: 140-K S. Fairfax, Los Angeles 36. (S)

Tasker, Hardwicke S., Pres., Ilford, Inc., 37 W. 65 St., New York 23. (M)

Tata, Buffor, Cine Tech., Rajkamal Kalamandir Ltd., 37 Altamount Rd., Bombay 26, India. (A)

Taylor, Gordon Robert, Eng., 126 Park La., Hayes, Middlesex, Eng. (A)

Taylor, Harold E., Univ. So. Calif. Mail: 2232 Cross St., La Canada, Calif. (S)

Thomas, David Alfred, Cameraman, Universal International. Mail: 4600 Alonzo, Encino, Calif. (M)

Truedell, Theodore H., Chief Eng., D. B. Milliken Co. Mail: 441 N. Grove St., Sierra Madre, Calif. (A)

Uzoff, Vitaly, Cameraman-Director, Free-Lance, 611 W. 141 St., New York 31. (A)

Van Duyn, Gerard, Art Dir., CKNX-TV. Mail: Josephine St., Wingham, Ont., Can. (A)

Vervoort, Ray Wesley, Film Technician, C. Hunt Co., Mail: 504 N. San Vicente Blvd., Hollywood. (M)

Wasser, George L., City Col. N. Y. Mail: 1845 Phelan Pl., Bronx 53, N.Y. (S)

Weiss, Harry, Recording Eng., Audio-Video Recording Co. Mail: 68-72 136 St., Flushing 67, N.Y. (A)

Weituschat, Fred H., Sound Specialist, U.S. Army. Mail: 21-15 33 St., Long Island City, N.Y. (A)

Werner, Alfred Fischer, Elec. Eng., T. J. Wolff & Co., Inc., 480 San Luis, Manila, P.I. (A)

White, Robert F., Supvr. Broadcast Coordination, National Broadcasting Co. Mail: 85 Perry St., New York. (A)

Williams, Raymond Andrew, Control Instruments Maintenance, Eastman Kodak Co. Mail: 13285 Montague St., Pacoima, Calif. (A)

Wisner, Albert Paul, Cambridge School of TV & Radio. Mail: 6818 Elliot Ave., Maspeth, L.I., N.Y. (S)

Wolf, Richard, Mot.-Pic. Soundman, IATSE Local 52. Mail: 55 Ellwood St., New York 40. (A)

Worster, Robert V., Quality Control Inspection, Eastman Kodak Co. Mail: Box 250, R.D. 2, Topanga, Calif. (A)

Wright, Melvin F., Mot.-Pic. Cameraman, Eastman Kodak Co. Mail: 207 Plymouth Ave., S., Rochester 8, N.Y. (A)

Yarbrough, George Johnston, Electronic & Photo. Tech., Radiation, Inc. Mail: 5220 Hermosa St., Orlando, Fla. (A)

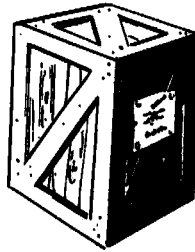
Young, Robert Milton, Mot.-Pic. Cameraman, Free-Lance, 511 E. 20 St., Apt. 12E, New York 10. (M)

Yugala, H. R. H. Bhanu, Business Pres. of Asvin Pictures, Asvin Palace, Rajavidhi Rd., Bangkok, Thailand. (M)

Ziemke, Arthur H., Sound Eng., Atlas Film Corp. Mail: 3942 N. Troy St., Chicago 18. (M)

Zorbas, Steven, TV Eng., WQED. Mail: 178 Marsden St., Pittsburgh, Pa. (M)

Zukor, Adolph, II, N. Y. Univ. Mail: 35-11 35 Ave., Long Island City, N.Y. (S)



new products

(and developments)

.....
 Further information about these items can be obtained direct from the addresses given. As in the case of technical papers, the Society is not responsible for manufacturers' statements, and publication of these items does not constitute endorsement of the products or services.

Fairchild Motion Analysis Cameras (industrial model, HS 101, at left; and aerial model, HS 100, at right) were announced and displayed at the recent Society Convention in New York by Fairchild Camera and Instrument Corp., Industrial Camera Div., 88-06 Van Wyck Expressway, Jamaica 1, N.Y. The aerial model is also shown here, opened for inspection. Of 10 to 11 lb in weight and 11 X 4½ X 4 in. and 7 X 6½ X 8½ in., respectively, the cameras take 100 ft of film on daylight-loading spools. Speeds are 32 to 5000 frames/sec, depending on motors chosen. There are four choices of motors and also choices of take-up spindle and main-drive assemblies which are outlined in a 12-page specifications digest prepared by the manufacturer. The motor normally supplied is a 28-v, d-c unit for a speed of 100 to 1000 frames/sec. Auxiliary high-speed equipment provided is: (1) optical — lenses, extension tubes, boresight finder, fiducial marker; (2) tripods; (3) lighting equipment — stands, lamps, focusing spots, exposure meter, hi-lo switches, schlieren system; (4) control equipment — camera and event timer, camera and event timer with rectifier, programmer; (5) power supplies — batteries, rectifiers; (6) analyzing equipment; (7) carrying cases; (8) miscellaneous — 200-ft spools, 400-ft spools, daylight projector screen; (9) timing-light generators.

CLASSIFIED ADVERTISING

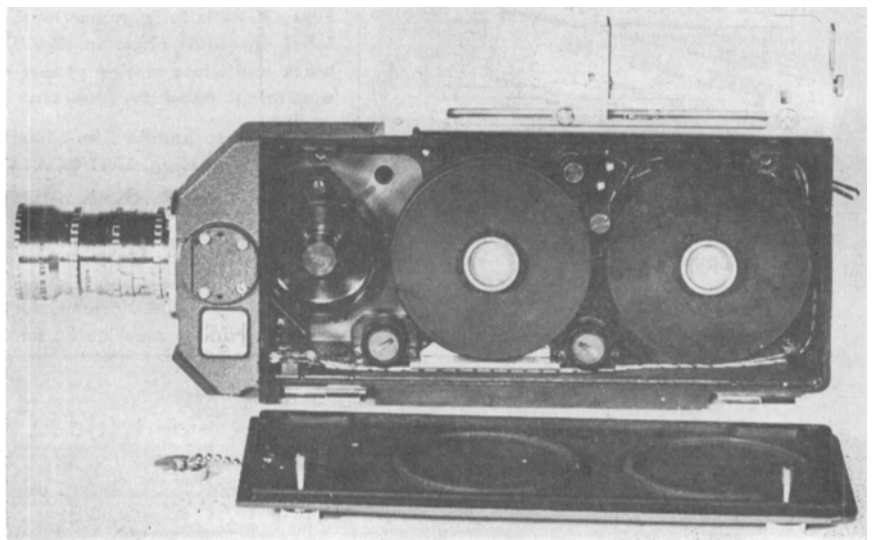
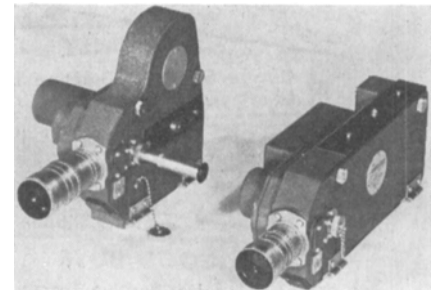
First three lines \$5.00
 Each additional line \$1.00
 per inch \$13.00

AVAILABLE SOON. DEMONSTRATOR HILLS FILMATIC reversal processor. Excellent condition, big discount. Harolds Photo and TV, Sioux Falls, S.D.

RANGERTONE SYNCHRONOUS CONSOLE MODEL. Reasonably priced. Will give terms. Write: 260 Speer Ave., Englewood, N. J.

A new 8-page catalog featuring instrument-type switches is announced by Cinema Engineering Co. Aerovox Division, 1100 Chestnut St., Burbank, Calif. Illustrations, a complete code system outline and complete specifications are included in the data. Production switch parts are prefabricated to ensure speedy production, but all Cinema Engineering switches are custom-built. Cinema has a special facility department for heavy-duty industrial type solenoid operated rotary tap switches. Other switches are available with special terminal boards, dust-covers, ball-bearings, stainless steel shafting, coin silver contacts, special detent positions and high voltage construction. For switches requiring more than eight decks, additional decks may be gear driven to achieve the equivalent of 32 decks.

The American Microwave Corp. is a newly organized electronics firm located at 11754 Vose St., North Hollywood. It is engaged in design, development and manufacture of television studio video equipment, microwave systems and custom electronic equipment to specifications.





SYNCHRONIZER HEAVEN



35mm 3-Way Synchronizer \$185.00



1. Fastens to roller arm of synchronizer.
2. Sync dailies quickly without using editing machine.
3. Ideal for checking sound track for words or effects to be replaced.
4. Fastest and most accurate in locating beginning and ending of words.
5. Tape head can be slid up and back to read a track in any position of fullcoat or magnastripe.

Selling Price:

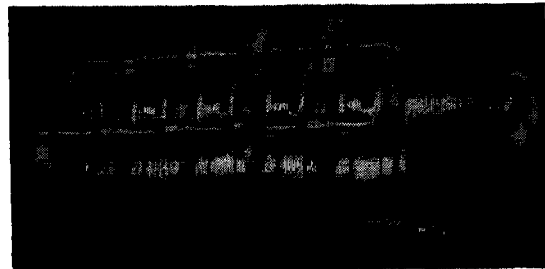
HFC Magnetic Tape Reader Synchronizer attachment	\$34.50
HFC Magnetic Tape Reader Amplifier.....	55.00
Complete Unit.....	89.50



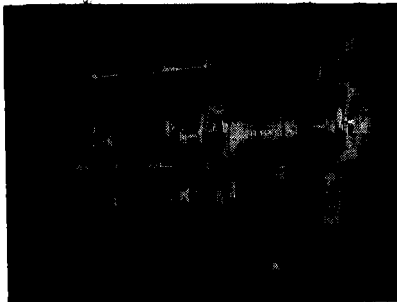
16mm 2-Way Synchronizer \$125.00



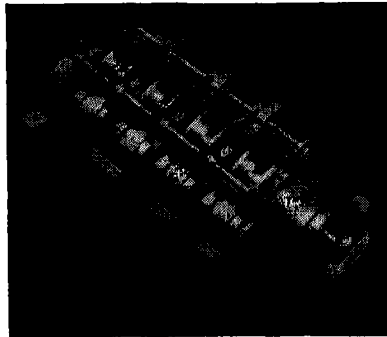
16mm Special Measuring Machine. Counts in 16 & 35mm Footage. \$180.00



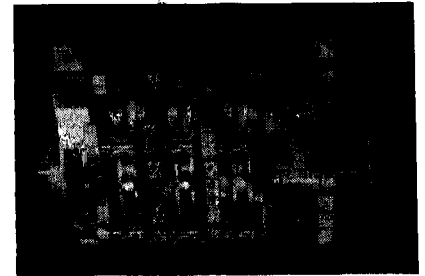
35mm 5-Way Synchronizer \$225.00



35mm 2-Way Vistavision Synchronizer with Footage & Frame Counter \$180.00



35mm 4-Way Synchronizer \$190.00



16mm 3-Way Synchronizer \$185.00



65-35mm Combination Synchronizer \$380.00

AT BETTER DEALERS EVERYWHERE

HOLLYWOOD FILM COMPANY

precision film editing equipment

956 SEWARD STREET

HOLLYWOOD 38, CALIFORNIA
Hollywood 2-3284



SPECTRA

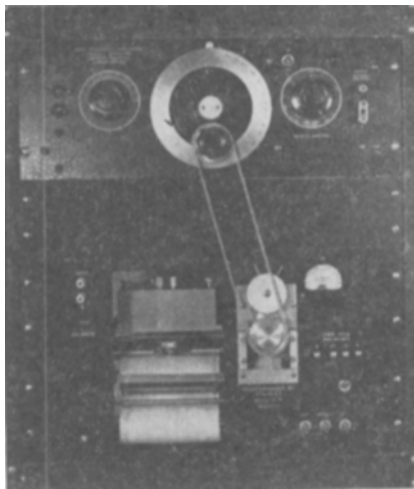
Brightness Spot Meter



- Checks uniformity of blue backing for matte shots directly from camera position
- Checks brightness of selected areas on set to determine brightness range
- Checks color temperature of light sources to maintain uniform color quality
- Shows footcandle output of individual light units without interference from other sources
- Measures uniformity of illumination and discoloration of projection screens for any distance or angle
- Maintains standard brightness and COLOR TEMPERATURE of printer lights

PHOTO RESEARCH CORP.

KARL FREUND, President
837 North Cahuenga Blvd.
Hollywood 38, Calif.



The **SL-4 Recorder**, manufactured by the Sound Apparatus Co., Stirling, N.J., was designed especially for the plotting of frequency-response curves of electroacoustical apparatus. The response curves of loudspeakers, microphones, filters, equalizers or transformers are plotted fully automatic in a minute or two. The illustration shows a recorder coupled to a General Radio Beat Frequency Oscillator for making frequency-response measurements. It is also possible to operate sound, wave, noise and vibration analyzers in conjunction with the SL-4 Recorder in order to produce a continuous permanent record of phenomena under investigation.

Two recently developed **oscilloscopes** are among the new instruments listed in the Hewlett-Packard Catalog Supplement 22-A. The 130A Low Frequency Oscilloscope is claimed to be especially useful in evaluating complex voltages. The 150A High Frequency Oscilloscope is used as a general purpose laboratory instrument for fast circuit work in pulse applications such as radar, television, nucleonics and guidance systems. The catalog supplement may be obtained by writing Hewlett-Packard Co., 170 E. 80 St., New York 21.

The **Varian Model G-10 Graphic Recorder**, manufactured by Varian Associates, Instrument Div., 611 Hansen Way, Palo Alto, Calif., has been announced as a moderately priced instrument for recording phenomena capable of representation by d-c signals in the millivolt range. The G-10 utilizes the automatic null-balancing potentiometer principle. It is suitable for local or remote recording. The basic Recorder has 100-mv span, 2.5-sec balancing time, grounded input circuit and one-speed chart-drive unit. Positive-going input signals cause upscale (left-to-right) pen travel. Alternate options are available. The basic price is \$295.00.

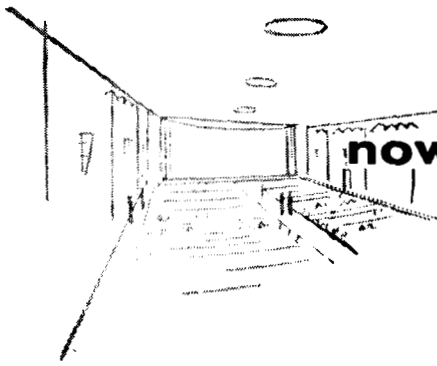
The "Acoustic Gate" principle is used in a 680A dynamic microphone produced by the Altec Lansing Corp., Dept. SE-6, 9356 Santa Monica Blvd., Beverly Hills, Calif. The microphone is designed with a peripheral sound entrance channel of 2-mil width, providing an acoustical resistance loading, virtually independent of frequency to the front of the diaphragm, thereby eliminating high-frequency peaks and extending the smooth frequency response over an unusually high range. This microphone is claimed to lessen the effects of wind, water, dirt or weather.

The **Minnesota Mining and Manufacturing Co.**, Dept A6-114, St. Paul, Minn., has issued a 12-page technical data booklet covering physical and magnetic properties of Scotch brand magnetic tapes and films. The booklet, available upon request, covers such physical properties as backing thickness, ultimate tensile strength, yield strength, elongation at break, residual elongation, tear and impact strength and coefficient of expansion. Magnetic properties include coercivity, retentivity, coating thickness, erasure characteristics, bias current requirements, relative low-frequency output and relative high- and low-frequency sensitivity.

TV-Audiotape, a new magnetic tape designed for recording both television picture and sound, will be produced and distributed by Audio Devices, Inc., 444 Madison Ave., New York 22. The tape is made on a base of Mylar polyester film 1-mm thick and 2 in. wide. It was developed for use in the Ampex Videotape Recorder described in the *May Journal* New Products column, pp. 302-304.

The **Soundcraft Timing Chart** is an accessory introduced by the Reeves Soundcraft Corp., 10 E. 52 St., New York 22, to enable the user to determine the time and length factors used in tape recording. The chart is especially helpful in planning and programming recorded broadcasts, and in determining the length of tape needed for short commercial and spot announcements. The Timing Chart is semi-logarithmic and enables the recordist to tell, before he starts, how much tape he will need to record for a certain period of time or how long a tape will last him at any recording speed. The need for such a chart has been increased by the introduction of long-play and extra-long-play tapes. The Soundcraft Timing Chart sells for \$1.20, available through dealers.





now! profit without problems



NEW VICRA-LITE

LENTICULAR SCREEN

"the screen of optical precision"

offering the first great improvement in maximum light distribution & reflection—yet priced lower than ordinary "half-there" screens!

features:

- * **amazingly low cost**
- * **maximum reflection**
- * **greatest distribution**
- * **no disturbing seams**

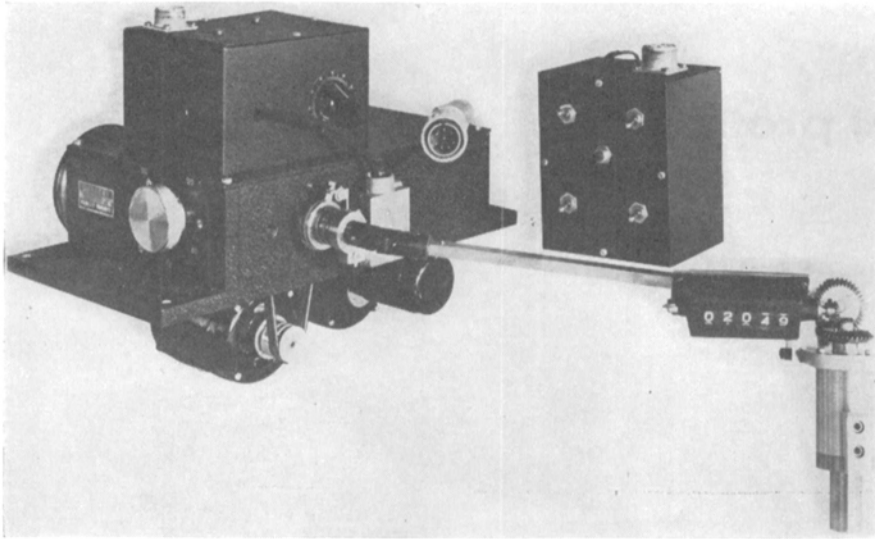
What's a "half-there" screen? It's a screen that deprives half your patrons of the brightness and original clarity of the fine new films you're showing. Now, with L. E. Carpenter's just developed screen—employing all of the important scientific findings of Lenticulation—you're assured of top light distribution and reflection. That adds up to *more* satisfied patrons—*more* box office sales—**MORE PROFITS FOR YOU!**

Get the complete facts now, today! Contact your local theatre supply dealer for prices, or write, wire or phone us for our factual booklet.



L. E. CARPENTER & COMPANY

VICRA-LITE SCREEN DIVISION • Empire State Building, New York 1, N.Y. • LO 4-0080 • Plant: Wharton, N. J.



New stop-motion motors have been designed by John Oxberry and are distributed by The Animation Equipment Corp., 38 Hudson St., New Rochelle, N. Y. The five-speed motor is shown above, with the frame counter and right-angle drive at right. The forward speeds are 60, 120, 180 or 240 rpm. They can be changed, without stopping. The rewind speed is 720 rpm (one-half live-action speed), chosen to save a great amount of time rewinding for double exposure and dissolves. Counter and camera are mechanically engaged at all times, to let the operator know which frame is being exposed at any

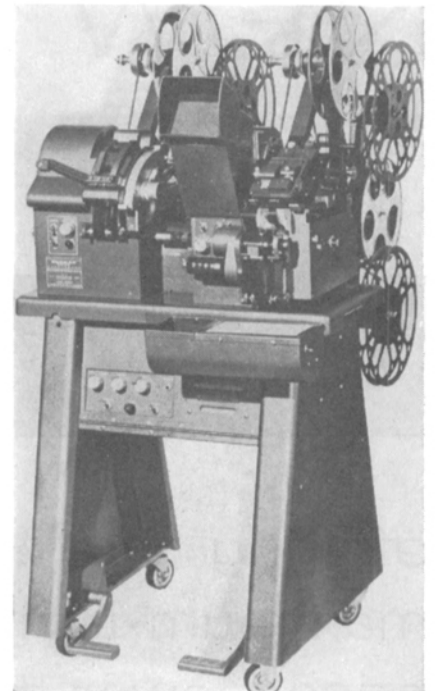
instant. Four forward speeds permit a greater choice of lens stops and the 180 and 240 speeds save time on long continuous camera runs for titles and similar work; the 60 rpm speed is for slow stock (color).

Rapid changeover from single-frame to continuous operation is accomplished through a switch on the floor-mounted control panel. Another switch on this panel changes motor rotation instantly for forward or reverse operation. For stop-motion work, start, stop and rewind action is controlled by means of a foot pedal or by a pushbutton on the control panel.

Two-speed motors are built for forward

speeds of 60, 120, 180 or 240 rpm in combination with a rewind speed of 720 rpm. One-speed units are available for the same forward speeds but do not have the fast-rewind feature.

Background mood music for dubbing on 16mm films or for using with slide films or documentaries can be found in tremendous variety in the 1956 catalog of Thomas J. Valentino, Inc., 150 W. 46 St., New York 36. Industrial firms who make their own sales presentation films can now have access to this library and clearance for dubbing rights can be arranged through Valentino's. The music is on 10-in. records which operate at a speed of 78 rpm and have a frequency of 50 to 8000 cycles. They sell for \$2.00 each.



The Edimac, a film editing machine that can run both 16mm and 35mm sound and picture simultaneously, has been developed by J. G. McAllister, Inc., 1117 No. McCadden Pl., Hollywood 38. The Edimac is claimed to run negative film with absolute safety and to simplify such operations as marking, retouching and rewinding. One mechanical electric hand brake controls both picture and sound heads. The machine also runs 17½mm magnetic.

RCA has developed a new power supply unit for use with television studio equipment that is reported to reduce tube and space requirements by more than 70%. The new power supply (WP-15) designed for both commercial and closed-circuit television applications. One of the new features of the unit is dual-chassis construction to simplify installation. It consists of a rectifier chassis, containing all rectifier and filter elements, and a regulator chassis, incorporating the six-tube complement and regulating elements. The new power supply unit will soon be available commercially, RCA announced and will sell for \$675.00.

Tripod Perfection!

IMPROVED PROFESSIONAL JUNIOR TRIPOD

ALWAYS A GREAT TRIPOD, the new improved PROFESSIONAL JUNIOR Tripod with the removable head, announces new exclusive patented features that no other tripod can approach.

1. Simplified camera attaching method with easily accessible knob—no fumbling under camera platform.
2. Adjustable telescoping pan handle—make it longer or shorter to suit you needs.
3. Additional pan handle sockets for left, right or reverse tilt.
4. Larger gripping area and sturdier construction of tilt and pan locking levers.
5. New tie-down eyelets in flange.

And most surprising, there is **NO INCREASE IN PRICE**. See, test, try PRO JR.—you'll never want to be without it.



SALES • SERVICE • RENTALS

Lenses available in mounts for all 35 mm Motion Picture Cameras. *PHOTO RESEARCH Color Temperature Meters. *Neumade and Hollywood Film Company cutting room equipment. *Hot Splicers. *DOLLIES—Mole Richardson and Colortran Lighting Equipment. Complete line of 16mm and 35mm Cameras

SPLICES NOT HOLDING?

Try Jefrona all-purpose cement. Send for FREE sample.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
 315 West 43rd Street, New York 36, N. Y.

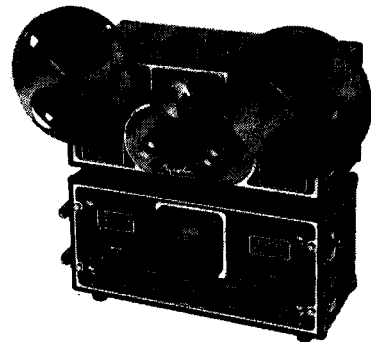


an answer

for every recording job—every budget

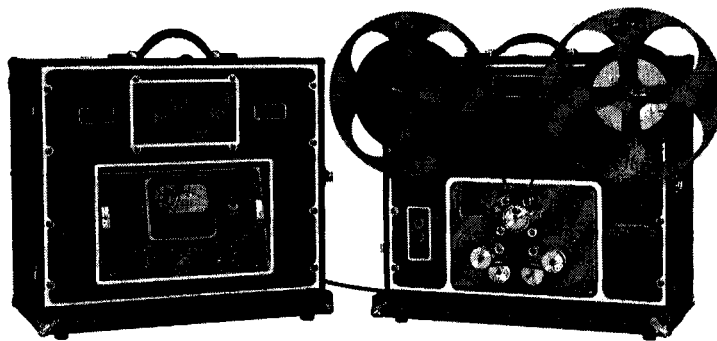
in the complete Magnasync line

from
\$895.00
to \$1,796.00



model
X-400-E-1 (16mm)

every recorder is a complete sound system!

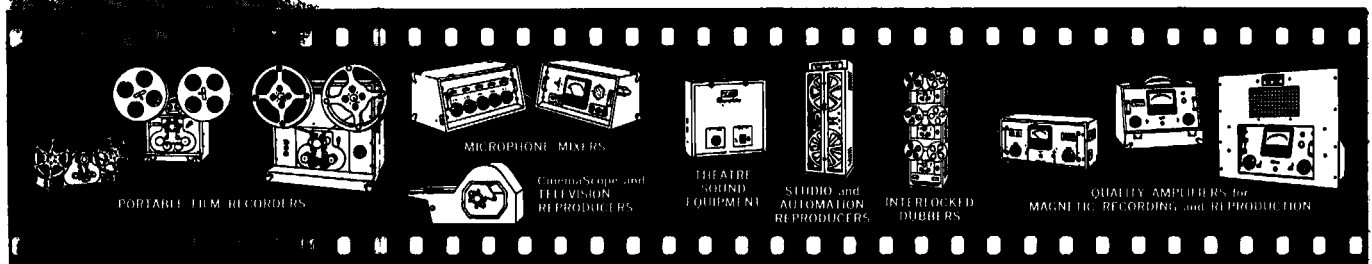


models
602-E-5 (16mm)
702-A-5 (17½mm)
135-A-5 (35mm)

16mm, 17½mm, 35mm — SINGLE CHANNEL — STEREOPHONIC —
PORTABLE — STUDIO RACK MOUNT — SYNCHRONOUS or SELSYN MOTORS

Write for your catalog today!—Specifications unconditionally guaranteed!

LEADERS IN THE DESIGN AND MANUFACTURE OF QUALITY MAGNETIC FILM RECORDING DEVICES



MAGNASYNC MANUFACTURING CO., Ltd., 5546 Satsuma Ave., North Hollywood 2, California



DEALERS

NEW YORK—Camera Equipment Co., 1600 Broadway,
New York 19. JUdson 6-1420. Cable Address CINEQUIP.
CHICAGO—Zenith Cinema Service, Inc., 3252 Foster
Ave., Chicago 25, Ill. IRving 8-2104.

SAN FRANCISCO—Brooks Camera Co., 45 Kearney St.,
San Francisco, Calif. EXbrook 2-7348.
CANADA—Alex L. Clark, Ltd., 3745 Bloor St., Toronto
18, Ontario. BElmont 1-3303.

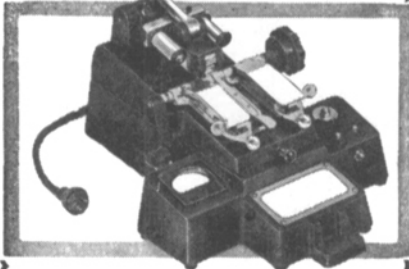


Save with the **MIRACLE PRESTO SPLICER**

The newest in film splicing!

Send in your problems and see them dissolve!

Model "Deluxe Miracle"



Available for splicing all kinds of film including Cronar (Polyester Base), CinemaScope etc., neg or print and magnetic film or track.

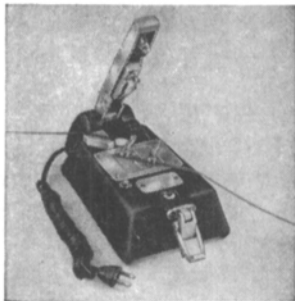
- NO CEMENT
- NO LOST PICTURE
- NO SCRAPING

in 10 seconds!

A film fusion (butt-weld), end-to-end. No double thickness. No drying. No overlap. No light required.

Model MTI-M Miracle PRESTO SPLICER

for welding any type 1/4" tape, mylar, acetate or paper tape; also for leader stock to any type magnetic tape without adhesives; Endless loop splicing no problem.



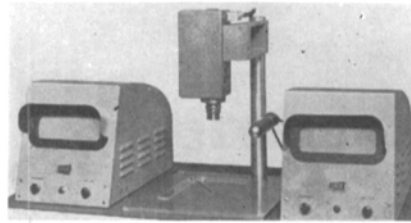
- A heat weld
- No cement
- No adhesives
- ... in seconds!

—diagonal cut capable of withstanding 5 pound pull on Mylar.
—inaudible with playback amplifier gain at maximum.

Write for Brochure & Sample Splice!
Dept. 502

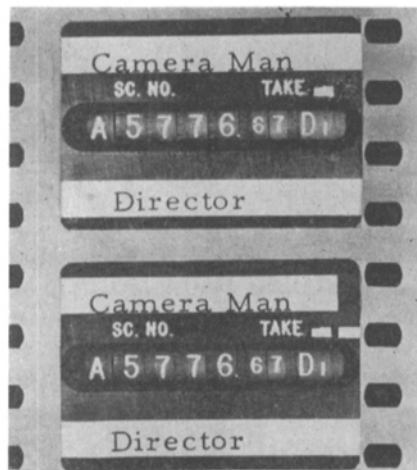
PRESTOSEAL MFG. CORP.

3727 33rd st., Long Island City 1, N.Y.



The Dage Data-Vision System, a product of the Dage Television Div., Thompson Products, Inc., Michigan City, Ind., consists of a "slow-sweep" vidicon data camera, a data control monitor, which establishes the electrical operating characteristics of the system, and a data receiver remotely connected, by radio or telephone line, to the output terminals of the data control Monitor.

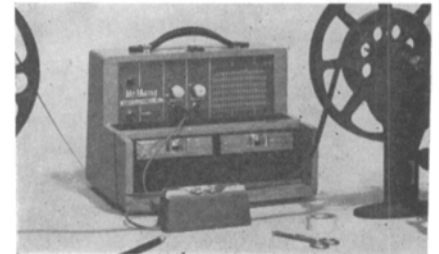
The Data-Vision System permits immediate inspection and distant reproduction of still pictures, maps or records. A complete picture is scanned and traced on a distant radar-type receiving tube in from 2 to 7 sec. Picture detail equivalent to from 180 to 400 lines vertically and with corresponding horizontal resolution can be accomplished, as appropriate, depending upon the rate of transmission and the equalization of the line. Records of moderate complexity can be transmitted for 15 miles over lines that are equalized to 8 kc or used to modulate a standard radio transmitter. The front panels of both the control monitor and the receiving monitor are available with two sizes of mask openings, and 2 X 6 in. size for checks or cards, and the 4 X 5 1/2 in. size for larger forms.



The Kinevox Slater, an automatic device developed by the Kinevox Division of Electromation Co., Burbank, Calif., records sound synchronization and slate data with an external pre-setting device and is claimed to save an average of 10 ft of film on every take. The slater includes an adapter for the BNC Mitchell camera and is also adaptable to any 16mm or 35mm motion-picture camera. In operation, the slater is swung into position before the lens before each take. The slater carries its own internal illumination, powered from batteries which are part of the unit, and is controlled by a three-step light control for complete legibility at different lens stops.

The McMurry Magnetic Sound Reader, a product of McMurry Audio-Electronics, 9746 Irwin Ave., Inglewood, Calif., may be used together with any left-to-right 16mm viewer to synchronize magnetic soundtracks and picture with single-frame accuracy. The small reader units, with remote amplifier, can be used in pairs to permit checking synchronization of sound to picture. Threading is straight through, permitting dead sync editing with the picture frame and subsequently dead sync in the synchronizing machine without losing or gaining frames.

Interchangeable guides available for the reader accommodate 16mm magnetic film with either center or edge track, 1/4-in. magnetic tape, single or dual track and, on special order, 17 1/2mm magnetic film. An amplifier, reader and one guide may be purchased for \$149.50.



The Arri Silver Recovery Plant is a new one just announced by Arnold & Richter, Munich 13, with information also available from Kling Photo Corp., 257 Fourth Ave., New York 10. The equipment is offered in three different sizes, and can be connected to a closed fixing bath circuit with one or several developing machines. It can be installed in such a way that only the surplus of the fixing solution leaving the developing machine will be used for silver recovery. In any case the fixing solution is circulated by means of an agitation pump, supplied with the equipment, which has a capacity of 2 1/2 to 10 gpm. The complete equipment includes: polyvinyl plastic container; geared motor; gear support and anode bearing cross; cathode sheet ring; special anodes; acid-proof agitator pump with base plate and motor; rectifier with switch controls, voltmeter and ammeter, control instruments and relays.



Membership Certificates (Active and Associate members only). Attractive hand-engrossed certificates, suitable for framing for display in offices or homes, may be obtained by writing to Society headquarters, at 55 West 42d St., New York 36, Price: \$2.50.

A new production studio for TV films is nearing completion by Artransa Pty. Ltd. at French's Forest, a suburb of Sydney, Australia. Planning was begun three years ago; films are expected to be in production there this August. Australia's TV stations anticipate general transmission toward the end of this year.

The new studios cover 20 acres and house all departments of film production operation. The initial investment is 300,000 pounds. The two sound stages are each 75 ft X 50 ft with a minimum ceiling height of 35 ft. One sound stage will be equipped with the "flying batten" type of lighting and the other with the "grid" type of lighting. They are equipped with Mitchell cameras for 35mm shooting. Auricon cameras, specially adapted for the Multicam system, will be used for the continuous shooting of half-hour programs in 16mm. Rear-projection equipment also will be available.

The make-up and wardrobe departments are located near the sound stages and are connected by a covered passageway. The art department includes an animation section. An Oxberry Optical Printer, manufactured by The Animation Equipment Corp., will be used for the special effects frequently used in television commercials. A special effects studio will be available for "stop motion" production, including the animation of puppets and specialized photography of models and miniatures.

The sound-proofed dubbing studio measures 30 ft X 20 ft. In addition to dubbing sound, the studio is also equipped as a viewing stage. A control room at one end of the dubbing studio features a ten-channel mixing console and accommodates control operators and producers directing sound recording, dubbing and re-recording operations. Also built in is a sound-proof narrator's booth for the "single voice under" type of dubbing. The projection room located on top of the control room will be equipped with both 35mm and 16mm projection facilities.

The new service will offer facilities on a completely independent basis to all advertisers, advertising agencies, television stations and production companies.

Consultant on the project is Rudy Bretz whose earlier international consulting services have been in Germany and Canada. Before going to Australia, Mr. Bretz was consultant to the Alabama Educational TV Commission. Author and co-author of several books, his most recent contribution to the *Journal* was "Televising a Symphony Orchestra" in May 1953.

A 24-page brochure describing the facilities to be available to TV film producers has been released by Artransa Pty. Ltd., 132-8 Phillip St., Sydney, N.S.W.

A high intensity carbon for motion picture projection has been developed by National Carbon Co., 30 E. 42 St., New York 17. The improved 10mm X 20-in. positive carbon is recommended for operation at 95 to 110 amp and is claimed to give 11% more light at maximum current than the previous carbon did at its maximum current rating of 100 amp. At a given current rating the new carbon burns slower in the 95- to 100-amp range.

FOR THOSE
WHO CAN
AFFORD

THE FINEST

Quality...

in the East it's...

MOVIELAB

- ROUND-THE-CLOCK SERVICES
- NEGATIVE DEVELOPING
- FIRST PRINT DEPARTMENT
- ULTRA VIOLET AND FLASH PATCH PRINTING
- 16MM AND 35MM RELEASE PRINTING
- KODACHROME PRINTING
- 63 EDITING ROOMS
- SPECIAL TV SERVICES
- For Color it's

Rainbowlab Inc.

MOVIELAB FILM LABORATORIES, INC.
619 West 54th Street, New York 19, N. Y. JUdson 6-0360