

year's national political conventions. His obsolete detecting device would possibly turn out to be competing with hip pocket wire recorders that can be hooked up to microphones disguised as wrist watches, tie clasps or even cuff links, portable TV cameras that can be carried by one man, and pocket-size two-way radios. Every detail of the conventions will be covered by the major networks. NBC has been reported to be insuring its convention staff and equipment with Lloyd's of London for \$5,000,000.

George Gill has been appointed manager of Century Lighting Inc.'s newly opened Southern Branch at 1485 N.E. 129 St., North Miami, Fla. He is a member of SMPTE and of the Illuminating Engineering Society, and has been associated with the specialized illumination and theatrical lighting fields since 1931. One of the major services of the new branch is the rental department. A representative stock of Century's theatrical supplies and lighting equipment will be maintained on the premises.

Albert A. Chesnes has been appointed Technical Director of Chromatic Television Laboratories, Inc., 1501 Broadway, New York. Announcement was made by Robert Dressler, Vice-President.

Chromatic is a research and development organization affiliated with Paramount Pictures Corp. Its main commercial interest is the development of the Chromatron or "Lawrence tube," a single-gun color TV picture tube and its associated receiver circuitry. In his new post, Chesnes will be responsible for the overall supervision of Chromatic's color development program and for its military electronics activities.

James B. Faichney, Associate Producer of CBS-TV *Air Power* series is in Europe to secure film purchase agreements in England and on the continent for material to be used in the *Air Power* series. Faichney was formerly with the U.S. Information Agency and had charge of all overseas motion-picture production for that agency.

The Elsevier Publishing Co. of Amsterdam has granted distribution rights to the D. Van Nostrand Co., 120 Alexander St. Princeton, N. J., for the United States, Latin American Republics and the independent nations of Asia. The Elsevier line now comprises approximately 100 titles of scientific and technical works published in Europe, and from 15 to 20 new titles will be added annually. A new short title catalogue of Elsevier publications will soon be available.

"What's Available on Microprint Cards" is an 8-page pamphlet resulting from a survey of all publishers known to be active in the microprint field. The booklet classifies the information by subject fields and tells where purchases may be made. Microprint editions of reference works in various branches of science enable the research scholar to have access to rare, costly or out-of-print literature. Various government reports, patents and business

reports are available in microprint card editions. Copies of the pamphlet may be had on request to Graphic Reproduction Div., Eastman Kodak Co., Rochester 4, N.Y.

Lifelong Learning is a folder which briefly describes two new films now added to Lists 1-4 of the University Extension, University of California, 405 Hilgard Ave., Los Angeles 24. The new films, *The Foreman Discovers Motion Study*, and *Introduction to Work Sampling*, are of special interest to industrial engineers and students. Other films produced by the extension service are on subjects related to the theater, arts, science, engineering and other educational subjects. The films are for sale or may be rented. Preview prints are available to organizations interested in purchasing.

Department of Commerce Report

Motion-picture theater admissions reached a peak of \$1.7 billion in 1946 followed by a steady decline through 1953. A rise in 1954 and 1955 was not enough to offset the sharp drop which cut boxoffice receipts 25% below the peak level. The decline in the number of admissions was proportionately greater than the drop in receipts because the index of admission prices had risen 30% by 1955.

This information is contained in a Commerce Dept. publication, "Survey of Current Business, May 1956." The report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C., for 30 cents.

The report makes no attempt to interpret these figures, but the sharp drop in motion-picture income at a time when other forms of recreation were on the upgrade makes for critical speculation. It is obvious that the decline in motion-picture receipts coincided with the upswing in TV sales. This has been interpreted by some persons to mean that the younger industry was crowding out the older, although others stoutly maintain that the one trend had nothing to do with the other.

Jerry Wald, Executive Producer, Columbia Pictures, in an address delivered before American Cinema Writers 6th Annual Awards Banquet at Beverly Hills, Calif., and later printed in "TV" magazine, April 1956, said, "If you take a look at the top 20 of the all-time grossing films you will find that 13 of them have been made since the competition of television. TV has actually been a boon..." He declared that the statistics could be interpreted as meaning only that some years had been better than others. "What we need to remember," he said, "is that movies are a basic entertainment medium even if they are an invention of the 20th century. Right along they've competed successfully with the innumerable other forms of leisure time activity. They've won over radio, mah jong, miniature golf... television is just the latest of a long line of enticements."

On the other hand, testimony from motion-picture producers who appeared before the Senate Small Business Subcommittee during a recent inquiry into trade practices blamed television as a major

factor contributing to the motion-picture industry's present problems.

Abe Montague, Vice-President and General Sales Manager for Columbia Pictures, said that most of exhibition's problems stem from competition with TV and drive-in theaters. After explaining the detrimental effect of TV on the motion-picture industry, Montague made it plain that he bore no animosity for the television industry. He said: "Much as we may regret the dislocations and hardships which have resulted from them, I see nothing insidious in the rise and development of new entertainment media which have the acceptance and approval of the public."—*R.H.*

Obituary



Harry H. Strong, a Fellow of the Society and President of The Strong Electric Corporation, Toledo, Ohio, died on May 3, at the age of 69.

Mr. Strong, who was a well-known figure in the motion-picture projection and lighting industry, first achieved recognition when he invented and developed an automatic feed for carbon arc lamps in 1922. This control system simplified the job of the projectionist and made the arclamp a practical light source for motion-picture projection.

To manufacture and sell this control on a larger scale, Mr. Strong formed Strong Electric in 1923. Under his guidance the company underwent eight expansion programs since its founding and as the world's largest manufacturer of carbon arc lamps, today produces arc lighting for theaters, schools, television and the graphic arts industry as well as searchlights for the Navy, health arc lamps, slide projectors, theatrical spot lights and transformers. About 1930 Strong Electric was sold to General Precision Equipment Corp. of which it is now a subsidiary.

Mr. Strong joined the SMPTE in 1928 and became a Fellow in 1934. He served for five years—1948-1953—on the 16 & 8mm Committee.

Always active in the theater equipment field, Mr. Strong was a charter member of the Theatre Equipment and Supply Manufacturers Association and a member of its Board until 1955.—*S.G.*

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