

recipient of the Society's Herbert T. Kalmus Gold Medal Award for 1957 in recognition of his outstanding contributions to the development of color motion pictures.

Mr. Pohl was selected because of his inventions and his contributions to basic technical advances leading to new and improved methods of manufacturing color motion pictures. During his 27 years with Technicolor, Mr. Pohl has devoted himself almost exclusively to the recognition and solution of problems inherent in successful color motion-picture production and printing.

Because of his improvements in three-strip color negative processing, contributions to improvements in matrix and blank

stocks and their related printing and processing techniques, large-screen presentations of color pictures have been produced by the imbibition process with acceptable quality. He has been instrumental in developing equipment, processes and procedures which facilitated the transition from photographic systems using three-strip silver negatives to systems using integral color negatives for the manufacture of dye transfer prints.

Mr. Pohl, Technical Director of the Motion Picture Division of the Technicolor Corporation of Hollywood, joined that organization in 1930 after receiving a Master of Science Degree from the California Institute of Technology. The im-



Wadsworth E. Pohl

provements which he succeeded in making in the quality of dye transfer prints have been outstanding and have been definitely needed because of the larger area of the theater screens in use for color motion-picture film productions.

SMPTE Elections

The results of the 1957 elections for national officers and officers and managers of Sections were announced during the 82d Convention. The following national officers were re-elected for two-year terms beginning January 1, 1958:

Axel Jensen, Engineering Vice-President
John W. Servies, Financial Vice-President
Ethan M. Stifle, Sections Vice-President

For the office of Treasurer, Reid H. Ray, whose term of office as a member of the Board of Governors expires this year, was elected to a two-year term.

Six vacancies on the Board of Governors, as of January 1, 1958, will be filled by Joseph E. Aiken and Deane R. White, from the East Coast area; Don M. Alexander and W. W. Wetzell, from the Central area; and Herbert E. Farmer and Alan M. Gundelfinger, from the West Coast area.

In the Section elections, the following Chairmen and Secretary-Treasurers were elected for one-year terms, beginning January 1, 1958, and members of the Boards of Managers for two-year terms, except where otherwise shown:

Atlanta Section

Chairman: B. M. Loden
Secy-Treas.: Edward E. Burris
Managers, 1958-59: Ivan M. Miles
Earl R. Ruckdeschel
Gerden O. Russell, Jr.

Canadian Section

Chairman: Roger J. Beaudry
Secy-Treas.: Ronald E. Ringler
Managers, 1958-59: Chester E. Beachell
Donald W. Dixon
Norman R. Olding
Managers, 1958: Ron Laidlaw
Ivor B. M. Lomas
Findlay J. Quinn

Chicago Section

Chairman: Howard H. Brauer
Secy-Treas.: William H. Smith
Managers, 1958-59: O. S. Knudsen
Philip E. Smith
Hans C. Wohlrab

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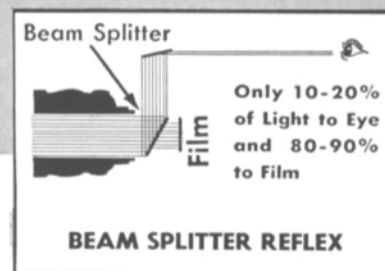
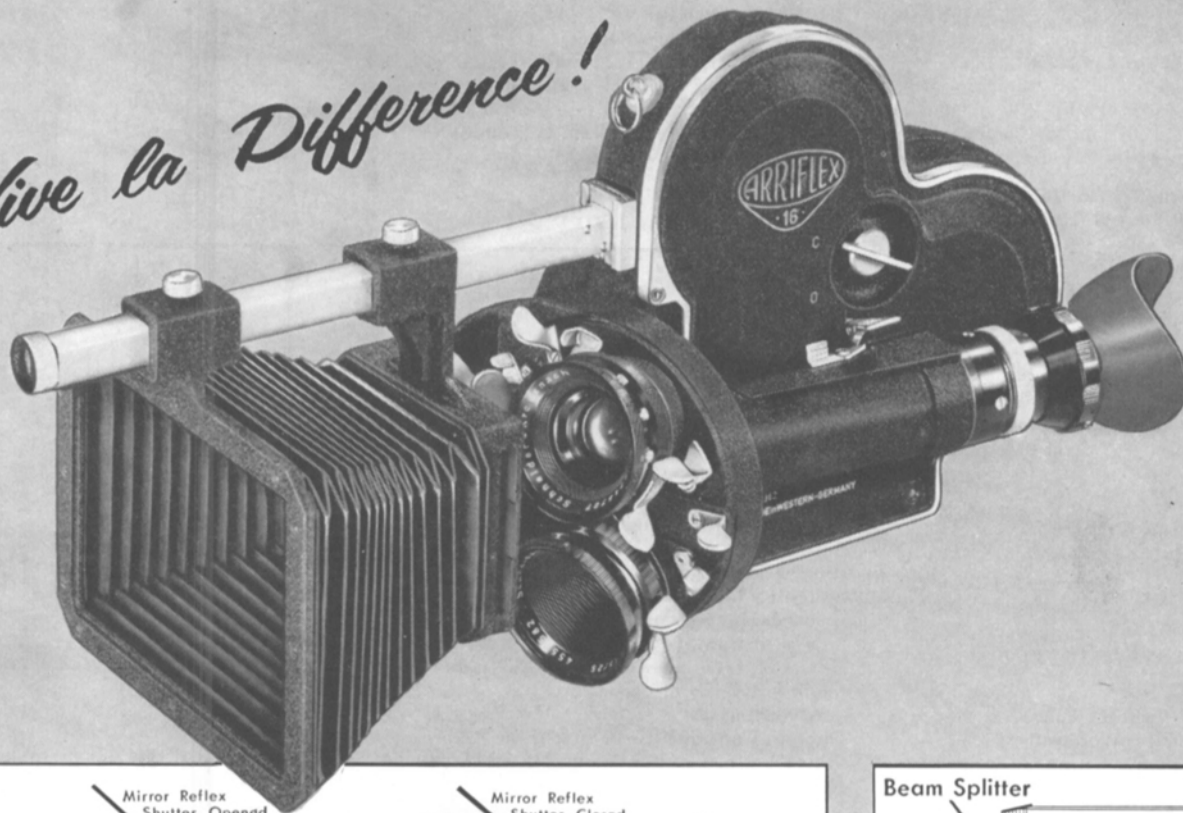


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Managers, 1958-59: Theodore B. Grenier
James L. Pettus
Petro Vlahos

New York Section

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Secy-Treas.: Robert M. Fraser
Managers, 1958-59: James W. Kaylor
John L. Koushouris
Edward M. Warnecke

Rochester Section

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Managers, 1958: John A. Rodgers
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Secy-Treas.: Roger Woodruff
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Howard C. Borden, Jr.
J. B. Steiger

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Secy-Treas.: Henry M. Fisher
Managers, 1958-59: Joseph E. Aiken
A. Prose Walker
William E. Youngs
Manager, 1958: George F. Johnston

Education, Industry News

Subscription-TV in the Far East

Subscription-TV was inaugurated in the United States September 3, 1957, when subscribers in Bartlesville, Okla., turned on their sets to view a full-length feature. On that date subscription-TV had been in operation in the Far East for three months.

On May 30, 1957, Rediffusion, a form of wire television operated by Rediffusion, Ltd., P.O. Box 121, Hong Kong, was introduced with considerable ceremony. Subscription-TV in the Far East is not, of course, comparable to that in the United States. Rediffusion is the first and only television in Hong Kong, and its primary purpose is to transmit regular broadcasts, not special entertainment for which the public might ordinarily be expected to pay.

According to a statement by Roy G. Dunlop, Controller of Programs for Rediffusion, because of the topography of Hong Kong and the many hills in and around Victoria Island and Kowloon, direct wire



service between the studio and the receiver is the only practical method of supplying television in that area. More than 3,000,000 ft of cable and some 200 amplifiers had to be installed on the Island of Victoria and the mainland area of Kowloon. Linking the two parts of the Colony is an underwater cable more than a mile long. An emergency microwave link has been set up to transmit across the water in case of cable breakage; this is also used on occasion to relay remote pickup programming back to the studio.

A special set is supplied to subscribers or a conventional set can be adapted. Cost to the subscriber is \$55.00 a month (Hong Kong — about \$10 U.S.). This sum includes hire and maintenance of a terminal unit. If a subscriber supplies his own adapted set the monthly charge is \$35.00 (about \$6). The initial connection charge in either case is \$25.00 (about \$4.50).

Programs are shown in both Chinese and English. A survey of the first 1000 subscribers showed that 583 spoke Chinese (Cantonese, 538; Mandarin, 39; Swatow, 6) and 346 spoke English. Seventy-one sets were installed in public places.

The language problem is one that presents unusual technical difficulties. In discussing this problem the Managing Director, Alan Whiting, said, "English feature programs will appear with Chinese subtitles or captions and . . . Chinese programs will be captioned in English. To accomplish this effect . . . white subtitles must be superimposed, not on the film itself but only on the outgoing picture which reaches the TV screen. The process involves previewing each film several times and writing about one subtitle per minute to coincide with the action of the show. The titles must then be edited and painted on cards, later to be photographed and processed and then run through another projector simultaneously with the showing of the program, and so exactly timed and rehearsed that the titles appear on the screen at the right time, in the right sequence. . . ."

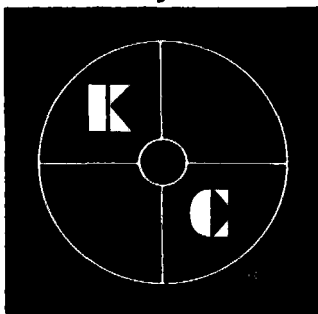
The initial cost of bringing television to

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• Special Optical Systems

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