



## 83d Convention Papers — Films for Television

April 21–25 — Ambassador Hotel, Los Angeles

*Films for Television* is the theme of the 83d Convention Program for which the Papers Committee has been at work for several months. As Regional Chairman, Herb Farmer, under Papers Committee Chairman Ben Plakun, has also been working closely with Editorial Vice-President Glenn Matthews since last summer to plan a format for the program.

Topic Chairmen, listed below, are seeking to round up groups of papers for one or more sessions on their topics — but as always no paper of topical interest to the Society will be kept off the program. *If you have a subject, or know about a prospect for a good paper*, and you do not readily identify the proper Topic Chairman below, *write directly to the Editor at Society Headquarters or preferably to:*

**Herbert E. Farmer**, *SMPTE Program Chairman*, c/o Cinema, Univ. of Southern California, University Park, Los Angeles 7, Calif.

*Topics and Topic Chairmen are:*

**Closed-Circuit Television:** BOYCE NEMEC, Management Consultant, 141 East 44 St., New York 17

**Color/Black-and-White Cinematography:** ALAN M. GUNDELFINGER, Technicolor Corp., 6311 Romaine St., Hollywood 28

**Distribution of Television Programs on Film:** FRANK RALSTON, ABC Television Center, 4151 Prospect Ave., Hollywood 27

**High-Speed and Instrumentation Photography:** ROBERT M. BETTY, Lockheed Missile Division, 7701 Woodley, Van Nuys, Calif.

**Industry Milestones:** JOHN B. McCULLOUGH, Motion Picture Assn. of America, 28 West 44 St., New York 36

**Laboratory Practices:** VAUGHN C. SHANER, Eastman Kodak Co., 6706 Santa Monica Blvd., Hollywood 38

**Motion-Picture Studio Practices:** PETRO VLAHOS, Motion Picture Research Council, 6660 Santa Monica Blvd., Hollywood 38

**Sound Recording:** JAMES L. PETTUS, Radio Corp. of America, 1560 N. Vine St., Hollywood 28

**Television Recordings:** RALPH E. LOVELL, National Broadcasting Co., 3200 West Olive, Burbank, Calif.

**Television Studio Practices:** JACK KENNEDY, National Broadcasting Co., 3200 West Olive, Burbank, Calif.

**World-Wide Television:** ELLIS W. D'ARCY, Consulting Engineer, Box 1103, Ogden Dunes, Gary, Ind.

*Deadline for Abstracts* to reach the Program Chairman is February 3, and advance copies of manuscripts (reading-type drafts) are due him by March 17 — see Author Forms available from any of the above. The Advance Program is planned for the March *Journal*. Abstracts and papers submitted after deadline will be given every feasible consideration but cannot be scheduled without special permission of the Program Chairman and Papers Committee Chairman. Late papers will be assigned to unfilled sessions (whenever there are such) and amounts of time and projection facilities will be made available as best possible — but only in second priority to papers received on time.

*Exhibits at the Ambassador Hotel*

Within the commodious facilities of the Ambassador, an extensive exhibit of the latest motion-picture and television equipment is planned to equal any of the fine, recent Convention Exhibits. Information is available from Exhibit Chairman *John B. Olsson*, c/o Houston-Fearless Div., 11801 West Olympic Blvd., Los Angeles 64.

## Red + White → Spectrum

Experiments with red and white as primary stimuli for color vision were described on November 20 at a meeting of the National Academy of Sciences by Dr. Edwin H. Land, President and Director of Research of Polaroid Corp.

Dr. Land reported the results of recent investigations, made with special equipment, in stimulating the sensation of a range of colors by means of mixtures of red and white, a phenomenon first described in 1914, when William Fox and W. H. Hickey attempted to apply it to motion pictures.

In current experiments, black-and-white photographic transparencies were taken simultaneously, in pairs, one through a red filter, the other through a green filter. Using a twin projector, Dr. Land projected the black-and-white images superposed on the screen; the red-filtered image in red light, the green-filtered image in white light. The combined images appeared not in shades of pink, but in a range of hues.

Dr. Land discussed some implications the phenomenon may hold for the theories of color perception and the evolutionary development of color vision, including the possibility of an atavistic binary receptor system as a stage in the evolutionary process. The investigation of the red-white phenomenon was described as a "scientific detour" not directly concerned with the company's applied development program.

## Go Sublimey?

**Subliminal advertising** may have some aspects of a practical joke or of a somewhat nightmarish dream, but the literal-minded Federal Communications Commission is not given to investigating jokes and dreams and it is taking "invisible" advertising very, very seriously.

The "gimmick" of flashing a message on a TV screen too fast for the human eye to see, and thereby implanting the message in the subconscious to be acted upon later is a bizarre development of the advertising profession—with fearsome implications. Aside from ethical considerations, one question that has puzzled interested observers is: "How?" In other words, what is the method by which a 1/3000-sec impulse is flashed on a TV screen when it takes an electron beam 100 times that long to convey one frame of a picture?

Two firms, Subliminal Projection, Inc., 5 E. 57 St., New York, and a New Orleans firm, Experimental Films, Inc., say they have developed processes that can effect "invisible messages." The New York firm uses a method that decreases the brightness of the image as the speed is increased. It is possible that these are the two firms referred to by Rep. William Dawson (R. Utah) in a