



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.

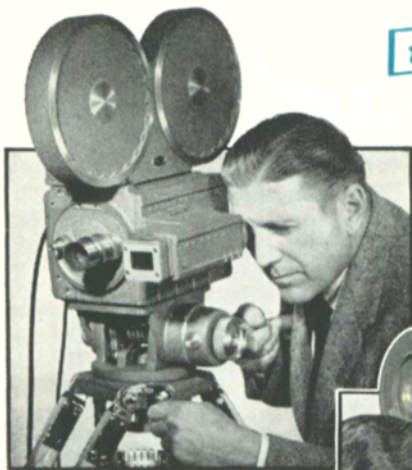
Dr. Land discussed some implications the phenomenon may hold for the theories of color perception and the evolutionary development of color vision, including the possibility of an atavistic binary receptor system as a stage in the evolutionary process. The investigation of the red-white phenomenon was 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



Auricon
Hollywood

↑
"Auricon Pro-600"
with Single-Lens "C" Mount,
Tele-Finder Objective, plus
Standard Auricon Finder.



↑
"Auricon Pro-600"
with Critical Ground-Glass Focusing,
available on 3-Lens Turret Model.



Preferred by PROFESSIONALS... THE ALL NEW "AURICON PRO-600" with FILMAGNETIC® 16 mm sound-on-film (OR OPTICAL SOUND-ON-FILM OPTIONAL)

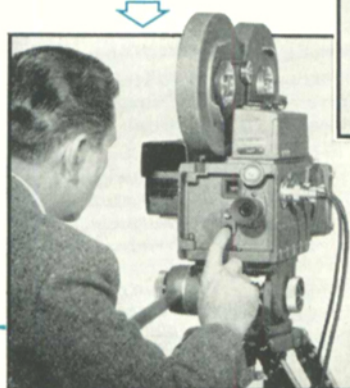
- ★ Self-blimped for completely quiet studio operation. The whisper-quiet film flow of The "Auricon Pro-600" is silent proof of precision design. Your sound-recording microphone never picks up "Pro-600" Camera noise!
- ★ 600 ft. film Magazines with Auricon-Electromatic Take-up, for 16 minutes of continuous "Talking-Picture" filming.
- ★ Synchronous Motor Drive for "Single-System" or "Double-System" Recording.
- ★ \$1,871.00 list... for Auricon Pro-600 "Double-System" professional picture-camera with built-in features. Also available at added cost is "Single-System" equipment for Optical Sound-Track-On-Film, "C-mount" Lenses, View-Finders, Film Magazines, 3-Lens Turret, Critical Ground-Glass Focusing, Lens Sun-Shades, Tele-Finders, etc. . .
- ★ Sold with 30 day money-back guarantee, you must be satisfied!

Write for free illustrated "Auricon Pro-600" literature and price schedule.

Auricon
A PRODUCT OF
BERNDT-BACH, INC.
6946 Romaine Street, Hollywood 38, California
MANUFACTURERS OF SOUND-ON-FILM
RECORDING EQUIPMENT SINCE 1931

Auricon
Hollywood

↑
"Auricon Pro-600"
features Push-Button "On-Off,"
with safety-interlocked
film-flow mechanism.



↑
"Auricon Pro-600"
Turret Model with
"Zoom" type Lens
and Finder in use.

Auricon
Hollywood



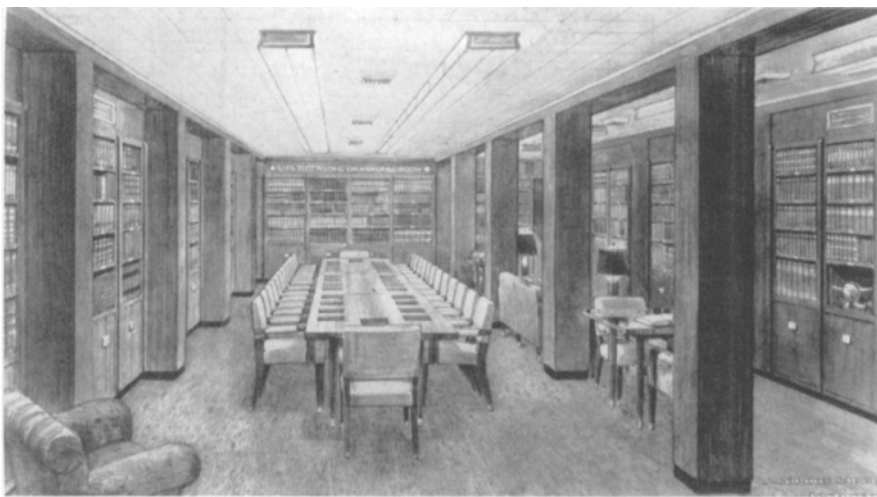
message to the FCC requesting that this type of advertising be prohibited. He said that he had been informed that at least two companies are promoting what he described as "the secret pitch."

The National Association of Radio and Television Broadcasters shares the concern of the FCC. It has issued a six-page memorandum warning the industry of possible problems that may arise in connection with subliminal advertising and recommending further research.

Dedication ceremonies for the new headquarters building of the American Institute of Physics at 335 E. 45 St., New York, on October 21, included the first presentation of the Karl Taylor Compton Medal for distinguished service in physics. First recipient was Dr. George B. Pegram, Vice-President Emeritus of Columbia University and one of the founders of the Institute.

The Institute, founded in 1931 by Dr. Compton, Dr. Pegram, Paul D. Foote and their colleagues, is a federation of the American Physical Society, Optical Society of America, Acoustical Society of America, Society of Rheology and the American Association of Physics Teachers. The Institute publishes leading journals of physics which now contain over 19,000 pages annually.

The new headquarters, necessitated by expanded activities since World War II, triples the space that was available to the Institute at its former headquarters at



57 E. 55 St., New York. One of the features of the new building is the Karl Taylor Compton Memorial Room which houses a portion of the Institute's library, illustrated above.

Education, Industry News

The Brussels Universal and International Exhibition 1958 will include a presentation of 12 Best Films of All Time arranged by the Cinémathèque de Belgique, Palais des Beaux-Arts, Ravenstein, Brussels. The films will be selected from films made

between 1895 and 1955 by a jury of film historians and will be shown October 12-18 in the main auditorium of the Exhibition. The auditorium will be equipped with a large screen accommodating all known projection systems with the exception of Cinerama. The sound system will allow reproduction of all recording systems in present use.

The 1958 National Symposium of the Professional Group on Microwave Theory and Techniques to be held on May 5-7 at Stanford University, Stanford, Calif., has been announced by the General

Stewart ONEPIECE Seamless REAR PROJECTION SCREENS

One of These Three Fits Most Needs

LUXCHROME

FOR VIEWING slides or motion pictures under roomlight conditions; for business, education, research, advertising, display.

PROCESS

FOR PHOTOGRAPHIC BACKGROUNDS; special effects in motion picture and commercial still photography.

TV BLUE

FOR TELECASTING live action in studio against projected "location" backgrounds.

OTHER TYPES AVAILABLE FOR SPECIALIZED USES

STEWART... the screen preferred by 9 of the top 10 Hollywood motion picture studios... gives you brilliant, sharply defined rear projected images for either viewing or photographing.

You, too, can now have the quality of Stewart award-winning screens, born of the demands of critical motion picture and TV studio technicians. Here is the one truly *onepiece* screen for perfect rear projection, made in all sizes from table-top to large set proportions.

Specialists in professional screens: rear and front projection.

1161 W. SEPULVEDA BLVD.
TORRANCE, CALIF.



STEWART-TRANS-LUX CORP. DEPT. SMT-12
1161 WEST SEPULVEDA BLVD., TORRANCE, CALIF.

Please send full information on award winning Stewart screens.

Send sample swatches of:
LUXCHROME
PROCESS
TV BLUE

NAME _____

ADDRESS _____

CITY _____ STATE _____

My interest is in: _____