

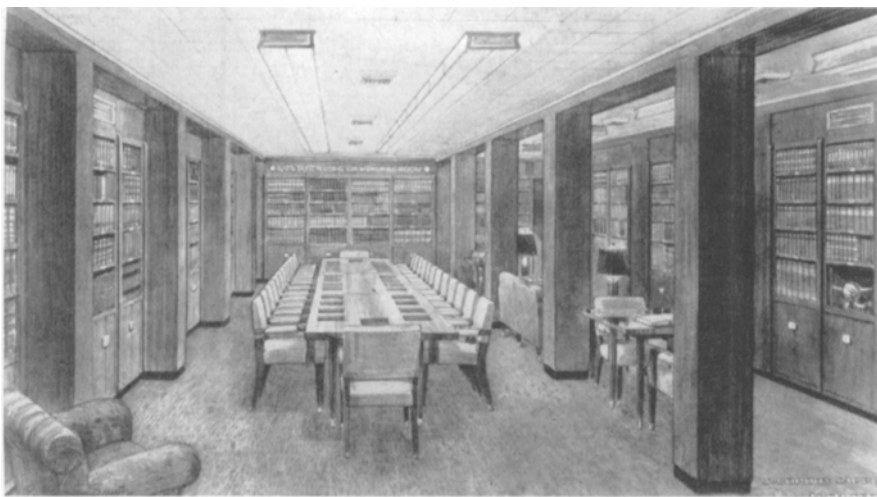
message to the FCC requesting that this type of advertising be prohibited. He said that he had been informed that at least two companies are promoting what he described as "the secret pitch."

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

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Chairman, Dr. Arthur L. Aden. Chairman of the Technical Program Committee is Dr. Kiyo Tomiyasu, 601 California Ave., Palo Alto, Calif. Authors who plan to submit papers at the Symposium are requested to send a 100-word abstract, title of paper, name and address and a 500-word summary to the Program Chairman before January 15, 1958. The abstract and summary should be in triplicate, Dr. Aden reports.

The 21st birthday of BBC's Television was celebrated on November 2, 1957. Great Britain's noncommercial television network began its service in 1936 when

there were 280 TV sets in Great Britain. By 1939 there were 20,000 sets, and the latest survey showed almost 8 million sets in Great Britain. At present, BBC is experimenting with color TV and a \$25 million headquarters is under construction in West London.

Dr. Walter Guckenburg has joined CBS Laboratories as Project Engineer. Formerly with the Institut für Technische Akustik der Technischen Universität, Berlin-Charlottenburg, Germany, he was engaged in research in the field of magnetic recording. He is continuing similar lines of research in his present position.

An article by Dr. Guckenburg in the February 1956 *Journal* (pp. 69-72), "The Process of the Magnetization of Magnetic Tape," describes certain results of his research and was an Honorable Mention for the current Journal Award. Prior to his association with the Institut, Dr. Guckenburg was associated with AEG, Berlin, where he contributed to the development of portable tape recorders.

John S. Powers has been appointed Chief Electronics Engineer for Bell & Howell, 7100 McCormick Rd., Chicago 45. He has been an electronics development engineer for the firm since 1954. Prior to that time he was Chief Electronics Engineer for De Vry Corp. A member of the Society, he is also a member of Institute of Radio Engineers and National Society of Professional Engineers. His educational background includes University of California at Los Angeles, Illinois Institute of Technology, Northwestern University and RCA Institute.

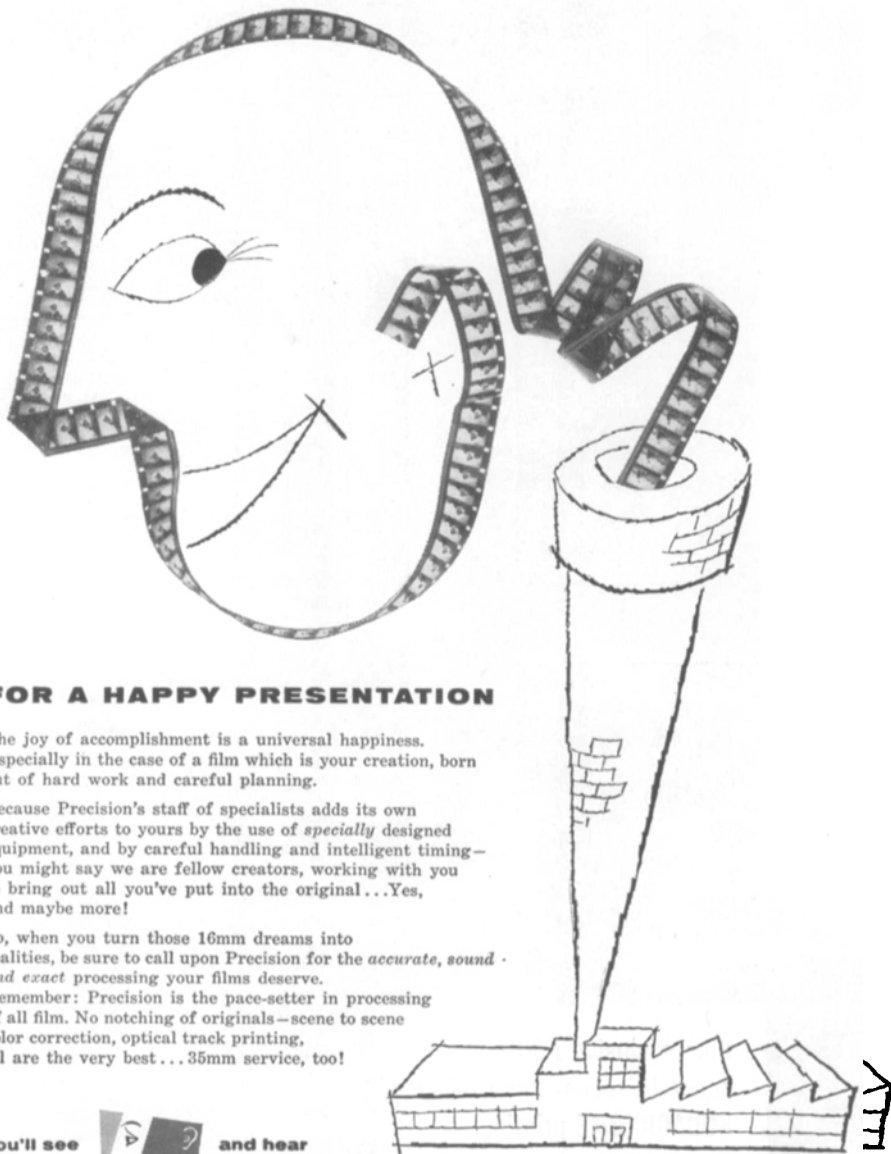
Joseph Quateman has been appointed Chief Engineer of the Microfilm Equipment Div., Bell & Howell Co., 7100 McCormick Rd., Chicago 45. Previously he was development engineer for microfilm and government products. He has been associated with the firm since 1950 and is a member of this Society.

William J. Sweet has been appointed General Sales Supervisor for the Cleveland District of E. I. du Pont de Nemours & Co., Wilmington, Del. He was formerly motion-picture technical representative in New York. He is a member of this Society, J. N. Bennett of Philadelphia has been appointed to the New York post.

Anna L. Hyer has been appointed Executive Director of the Department of Audio-Visual Instruction and Director of the Division of Audio-Visual Instructional Services of the National Educational Association, 1201 16th St. N.W., Washington, D. C. She succeeds Floyd E. Brooker who recently resigned. Prior to her present appointment, Dr. Hyer served as Director of Studies for DAVI and as Assistant Director of the Division.

Arthur P. Hill has been honored by the American Institute of Electrical Engineers by advancement to the grade of Fellow for "... contributions to the development of wire and radio communication, sound motion pictures and acoustical technology." A native of England, he came to the United States in 1922 as transmission radio engineer of the Southern California Telephone Co. in Los Angeles. During the crucial days when motion pictures were converting to sound, he was recording engineer for Electrical Research Products, Inc., a subsidiary of Western Electric, and in that capacity made many technical contributions.

A series of lectures presented by Mr. Hill as part of a course in Sound Engineering sponsored by the Research Council of the Academy of Motion Picture Arts and Sciences was published in a section of the book, *Motion Picture Sound Engineering* published in 1938 by D. Van Nostrand.



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