

85th Convention—Miami

Films and Television for International Communication as a theme for the Society's Spring Convention, May 4-8, has brought many papers proffered early for the Program. The deadline is February 19 for Author Forms to reach the Program Chairman, from authors or Topic Chairmen. Complete details are in the November *Journal*, p. 776, which lists Topic Chairmen who will be most immediately helpful. General information and all the forms are available from Society headquarters or from the 85th Program Chairman, *Garland C. Misener*, 1905 Fairview Ave., N.E., Washington 2, D.C.

Hotel Reservations

George Gill, Hotel Arrangements Chairman, reports that we may be running into a shortage of rooms at the Fontainebleau compared with the number usually available at convention hotels in other cities. For this reason, it is urged that those who want to be sure of getting accommodation in the Fontainebleau send in their reservations to the hotel without delay. The Newsletter printed on the reverse of the Section Meeting Notices for January will include a reservation blank for members' convenience in doing this. Those not using the blank should be sure to mention, in their letter to the hotel, the fact that they will be attending the SMPTE convention.

Rates at the Fontainebleau are \$14, \$16, \$18 and \$22 per day for room and bath, for either single or double occupancy. A one-bedroom suite is \$45, and two-bedroom suites are available at \$70 and \$80,

per day. A \$25 deposit must accompany all reservations; in the event accommodation must be cancelled, this deposit will be returnable provided the cancellation is made at least 48 hours prior to the date of the reservation.

Equipment Exhibit

Arrangements for the physical layout of the International Exhibit, which have been somewhat contingent on the hotel's plans for reconstructing its convention facilities, have now been firmed up. The Grand Gallerie, lying immediately adjacent to the auditorium where the technical sessions are to be held, and en route from the registration area to the sessions, will provide compact and unified accommodation for approximately 50 booths.

Response to the initial publicity has been coming in to an extent that indicates a sell-out. European and Japanese manufacturers have already sent inquiries to headquarters, and the first truly international display of strictly professional motion-picture and television equipment ever to be assembled in this country is now definitely in the making. This should be a unique opportunity for members to see the latest advances made by the industry in all parts of the world.

Booth assignments will be made early in January. Companies wishing to take part should contact, as soon as possible, the Exhibit Chairman, John B. Olsson, c/o Beattie-Coleman, Inc., 1000 N. Olive St., Anaheim, Calif., or notify Denis Courtney at Society headquarters. Order forms, prices, and complete information on how to participate will be sent on request.

on the University Phase for which O. Stephen Knudsen was chairman.

The six papers presented at the Education Session dealt in a realistic fashion with new teaching techniques, conveying a total impression of recognition of a crisis in education and a practical approach to new problems. A paper by Sol Roshal of Los Angeles on "New Perspectives for the Use of Film in Education" warned that in order to meet educational requirements film production must go in new directions. He advised the production of short, specific films for flexibility, as well as production of more lengthy films for entire classroom sessions.

An interesting account of the new studio at Brigham Young University, Provo, Utah, was authored by Robert W. Stum and R. Irwin Goodman, and delivered by Herbert E. Farmer.

The growing importance to industry of nontheatrical films was ably brought out by six papers presented at the Session on Business. A paper by John Flory and Thomas W. Hope, "Analysis of Growing Business Film Usage," discussed the areas in business and industry where films are being effectively used. A paper by E. H. Plant, L. W. Jenkins and J. B. DeWitt of Eastman Kodak Co. made the interesting observation that the camera is used as a "thinking tool" in photographing plant operations.

The Monday Evening Session on Documentary and Educational Film Production had an exciting quality both in subject matter and presentation. The presentation by William R. Witherell, Jr., of Video Films, Detroit, on creativity and flexibility in the use of unusual or substandard equipment had the happily chosen title of "Milking the Oddball Camera." Geoffrey T. C. Mangin, Central African Film Unit, Salisbury, S. Rhodesia, Africa, described the organizational and technical problems of producing films for local demands.

A description of the work at Bob Jones University, Greenville, S. C., noted for the professional quality of its films and training, was presented by Mrs. Gilbert Stenholm in a paper, "The Unusual Films Motion-Picture Production and Training Unit at Bob Jones University."

An especially stimulating exchange of ideas and information took place Monday afternoon following the annual Business Meeting. The Symposium on 16mm Color Intermediate Negative/Positive Release Printing, under the guidance of Robert A. Colburn of Geo. W. Colburn Laboratories Inc., Chicago, afforded an interchange of laboratory methods used by leading Midwest laboratories, with representatives of each laboratory describing its processes and special equipment.

One of the newest of the "new looks" is international television. Its potentialities were dramatized in the Thursday Afternoon Session on "Machine Language Transla-

The 84th Convention, Detroit

Built around the theme of *Films and Television in Industry and Education*, the 84th Convention was an inspiring demonstration of the Society's ability to adapt, to grow, to keep pace with the tremendous changes taking place today and to anticipate the technological and social developments of tomorrow. The word "revolution" both stated and implied seemed to be the underlying motif of many papers on the general subjects of education, new techniques, applications and developments.

The keynote speech on the New Era in Education, delivered by Maurice B. Mitchell, made reference to what he called "good news of damnation." He explained the apparent paradox by pointing out that the greatest achievements in many fields of endeavor have come about as a result of fearful events and disastrous trends forcing re-evaluations and the finding of new solutions to old problems and adequate methods of dealing with the new. (Excerpts from

Mr. Mitchell's speech appear on earlier pages of this *Journal*.)

The entire Papers Program of 82 papers was outstanding for its timeliness and for the fine manner in which the sessions were run. Such an achievement is a tribute to the devoted efforts of Program Chairman C. E. Heppberger. H. W. Kinzle was Associate Program Chairman.

The "new look" was predominant in the sessions on nontheatrical films. The Tuesday Morning Session took "A New Look at Film Techniques for Education" and the Tuesday Afternoon Session was on the "New Look" at film for business.

Topic Chairman for Nontheatrical Production and Techniques, Industrial Phase, was John Flory who has long been recognized as an authority on nontheatrical films. His devoted work for the Convention resulted in a substantial assemblage of papers. Equally impressive were the papers



Maurice B. Mitchell, President of Encyclopaedia Britannica Films Inc., speaking on the New Era in Education at the Get-Together Luncheon of the 84th Convention at the Sheraton-Cadillac Hotel, Detroit.

tion and International Television." Topic Chairman for papers on this subject was Ellis W. D'Arcy whose contagious enthusiasm has sparked awareness of its importance. A paper by Ed Dyke, Page Communications Engineers Inc., Washington, D.C., spoke of "strides being made toward realizing the dream of international television."

Topic Chairman for papers on the subject of Color Photography was John P. Breeden, Jr. Richard O. Painter was Topic Chairman for Instrumentation and High-Speed Photography papers. The three papers in a Standardization Session organized by A. C. Robertson are published in this issue of the *Journal*. Papers on Sound Recording and Reproduction were in the province of Topic Chairman Gordon L. Ellsworth.

Wednesday morning and afternoon were devoted to television with the "new look" emphasized in the afternoon Session on "A New Look at Film Techniques in Television." A paper by David W. Johnson, Univ. of Southern Calif., described certain unique production problems and flexibility requirements for educational films.

Topic Chairmen for Television Concepts and Practices were: Edgar J. Love, Commercial and Industrial; Allan M. DeLand, Educational; Film Techniques, Rodger J. Ross. Papers on Studio Lighting and Practices were under the aegis of Dennis Gillson. Topic Chairman for Theater Projection Practices was Frank H. Riffle.

A fascinating "travel-electronics-log" was presented by Engineering Vice-President Axel G. Jensen at the Session on Machine Language Translation and International Television in which he recounted his impressions during two trips to Russia. In a paper "Impressions of Electronics in Russia," he described the development and progress of television in the Soviet Union in 1957 and 1958, with emphasis on color television. He illustrated his talk with Kodachrome slides of photographs taken in Moscow and Leningrad.

Films at the Convention

As papers, parts of papers and as short-subject films introducing sessions, motion pictures were a rewarding part of the Convention.

Dana Manning of the Jam Handy Organization selected a group of 13 short subjects shown at the beginning of the various sessions for the edification and amusement of the audience. The films were all scheduled and shown in the printed Program, except for one transposition later for convenience of projection, and projection of two additional films.

In the Beginning, a Socony-Mobiloil offer-

ing produced by Cate & McGlone, conveyed an awe-inspiring view of the turbulent and monstrous youth of the Earth as revealed by the Grand Canyon of the Colorado. *American Look* produced by the Jam Handy Organization was a rich and sustained presentation of design in America today including auto designs.

An especially delightful short subject, *Le Merle (The Blackbird)*, produced by the National Film Board of Canada, was a prizewinner from the Short Film Competition at the Brussels World Film Festival.

Other short subjects from the consistently interesting and well chosen program included *Wings of Austria*, Dick Durrance Productions; *Equation for Progress*, MPO Productions Inc.; *Navy Wings of Gold*, Jam Handy Organization; *Melbourne Olympic Games*, Australian Photography edited by Jam Handy Organization; *Knowing's Not Enough*, Wilding Picture Productions Inc.; *The Petrified River*, MPO Productions Inc.; and *Color and Texture in Aluminum Finishes*, On Film Inc. *Dial S for Service* was produced by Henry Strauss for Pan American World Airways as a part of its very extensive personnel training program.

Space Pioneer, about the satellite, was especially obtained and shown late in the week. It is a 10-minute film in black-and-white, a Hearst Metronome production for the U.S. Information Agency. Also shown one afternoon was the documentary *Tragedy U.S.A.* produced by Universal International Pictures.

The Convention audience particularly benefited from picture and sound demonstrations with such papers as "Milking the Oddball Camera," by William R. Witherell, Jr., who gave many film examples of his cases of improvisation. With the paper "Catching Bank Robbers With Cameras" by Alfred Jenkins, the audience saw film and was convinced—just as one of the robbers had been when he saw himself in robber action on television in a bar in the next state where he was the evening after the robbery. The robber was convinced and turned in his tools. G. T. C. Mangin showed films made by his Central African Film Unit.

Wine of Morning, a full-length feature in color made by Unusual Films, a department of Bob Jones University, closed the Monday Evening Session which had included a paper by Mrs. Gilbert Stenholm who directed and produced the film. Mrs. Stenholm described the extensive and very well equipped film production and training unit at Bob Jones University.

"The TV Workshop: A Unique Agency Client Service" was presented as a film by Warren G. Smith of J. Walter Thompson Co. "A Scientific Approach to Foreign-Language Dubbing" was a demonstration film provided by De Lane Lea Processes Ltd. of London.

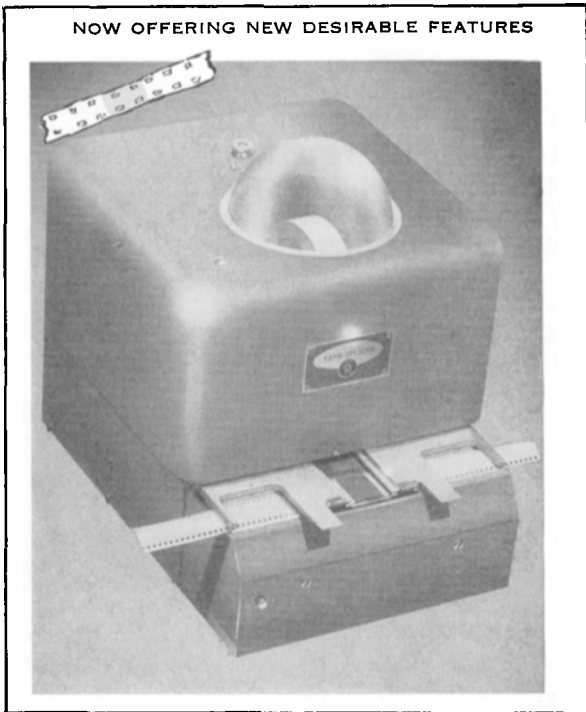
Two sound papers effectively presented with examples were: "A New Approach to Magnetic Half-Stripping of Optical Tracks" by Maxwell A. Kerr; and "A Multichannel Selective Program Repeater Utilizing the New Mackenzie Continuous-Loop 1/4-in. Magnetic Tape Magazine" by Louis G. Mackenzie.

The high-speed photography presentations benefited by films, chiefly in color, exemplifying cinemicrography and cinemacrography for various purposes and with varying illumination and techniques.



Members and guests view part of the Equipment Exhibit displayed October 20-24 at the 84th Convention in Detroit.

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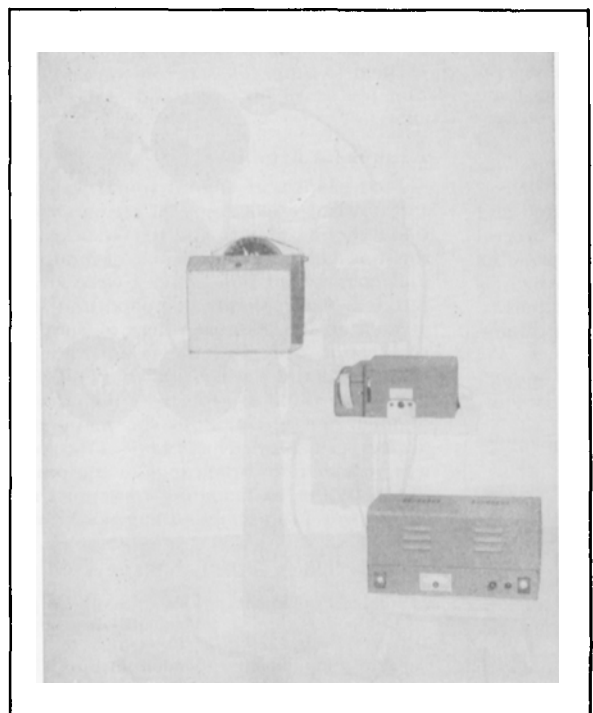
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**GM Technical Center
and Photographic Division**

Special arrangements were made for members to visit General Motors Technical Research Center. On Friday morning, the General Motors Photographic Division was host to the Society with the papers session held in their fine theater and sound stage. With a joint session split between two general subjects, there was a natural opportunity for members to inspect the audio-visual production facilities housed in two complete floors of the large building. Another complete floor is devoted to still photography. The Society enjoyed the hospitality of Philip Filmer, Director, and

Kenneth C. Dick, Assistant Director, and the opportunity to observe at first hand the numerous and varied photographic operations carried on within the Center. Each area attracted specially interested observers. The Color Laboratory, established more than a quarter of a century ago, was the first operation of its kind in the Detroit area. The present laboratory is staffed and equipped to handle all known color processes. The laboratory displays with pride its "jumbo" transparencies, one of which is 20 ft. long and made in seven sections.

The Audio-Visual Department attracted considerable interest, with James W. Bostwick, its manager, making full inspection visits generously available. It is com-

pletely equipped for handling every phase of audio-visual production, including a carpentry shop for set construction and film library of historical and other "stock shots."

Equipment Exhibit

Predictions that Detroit would welcome the unusual opportunity of seeing professional motion-picture and television equipment assembled in this center of industrial and commercial film activity were amply justified. Conveniently compact, and situated in an ideal location next to both the registration area and the sessions auditorium, the Exhibit was briskly busy all week long and exhibitors reported a high degree of interested attention to the many new devices on display. Every booth in the room was occupied, and the range of equipment shown by the participating companies ran all the way from lenses to huge processing machines.

Booth holders at the Exhibit were:

- | | |
|--------------------------------|---------------------------------------|
| Animation Equipment Corp. | Lipsner-Smith Corp. |
| Bell & Howell Co. | Macbeth Instrument Corp. |
| Camera Equipment Co. | Motion Picture Printing Equipment Co. |
| Canadian Applied Research Ltd. | Neumade Products Corp. |
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| HiSpeed Equipment, Inc. | Westrex Corp. |
| Hollywood Film Co. | Wollensak Optical Co. |
| Kling Photo Corp. | |

Great credit for this successful show is due to Ray Balousek who, in addition to his many duties as Registration Chairman, assumed the responsibility for all the preparatory work involved in getting the Exhibit organized, handled the booth orders, and was tirelessly helpful in supervising its smooth running during the week. The Society is greatly in his debt.


Comments gathered from exhibitors at the end of the week indicated that many of them will be back next spring for the International Equipment Exhibit in Miami. With many foreign companies on hand for the first time, this is expected to be the biggest and best attended show the Society has ever organized.

The Coffee Club, transient or abiding headquarters for many members, was provided by courtesy of Jack A. Frost, with Miss E. A. (Susie) Taube especially supervising the hospitality for Convention guests.

Local Arrangements

A successful Convention is produced within a structure of a myriad of large and small details, neglect of any one of which may seriously mar the week's show. Many of these details fall within the province of the Local Arrangements Chairman. Local arrangements for the 84th Convention were under the capable supervision of James W. Bostwick who, we may assume, along with the other devoted behind-the-scenes workers, drew the proverbial breath of relief as all possible crises and disasters were by-passed or nipped in the bud.

The very important services of Public Address and Recording were the respon-

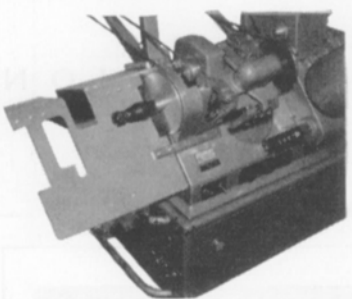


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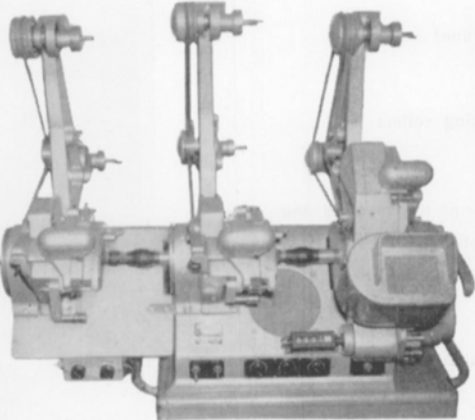
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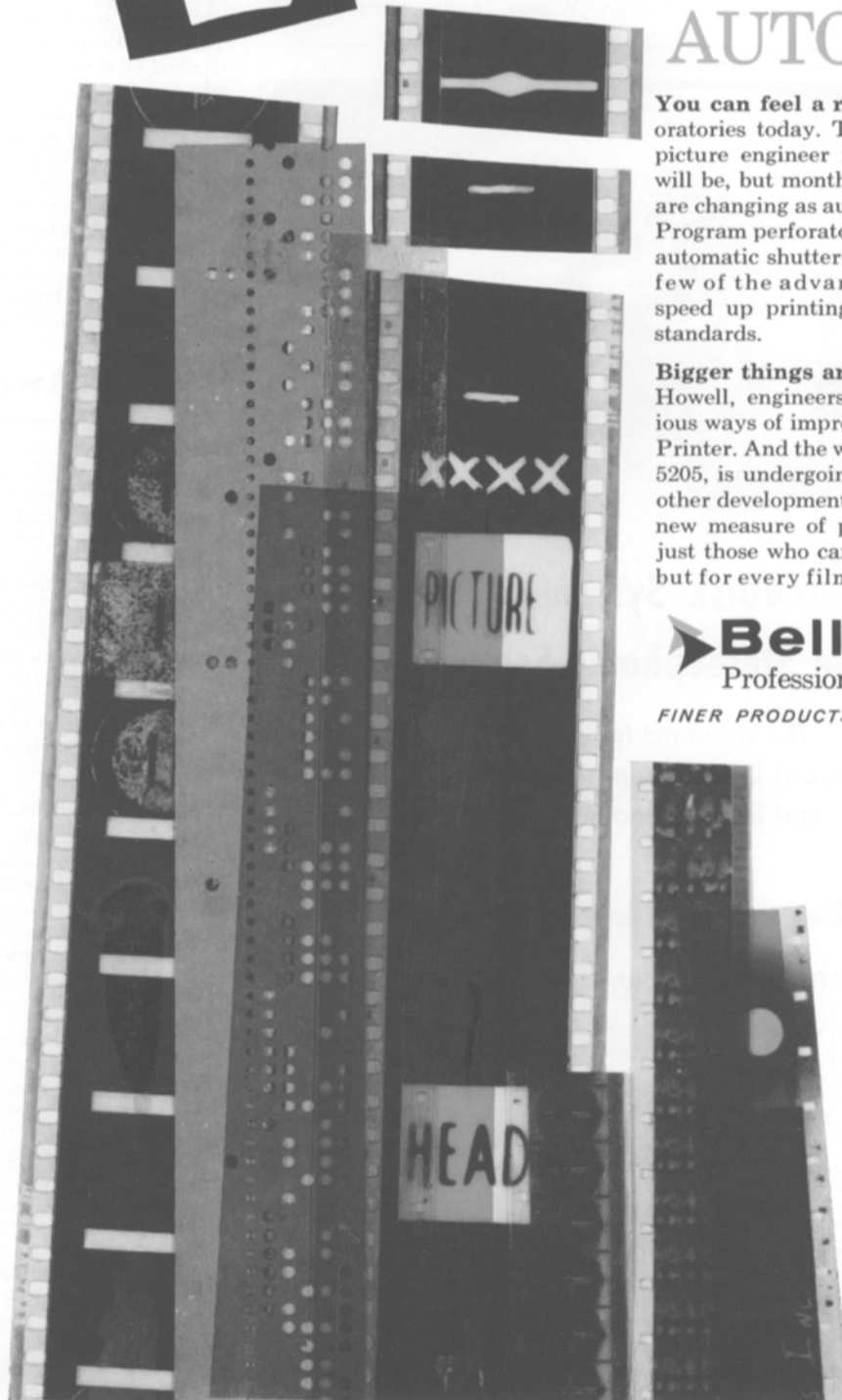
In film printing, too, it's the age of AUTOMATION

You can feel a restless change in film laboratories today. The fine hand of the motion picture engineer is still with us, and always will be, but month after month the techniques are changing as automation spreads and grows. Program perforators, electronic cueing systems, automatic shutter controls . . . these are just a few of the advanced controls designed to speed up printing while maintaining quality standards.

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sibility of N. D. Reiss of Reiss Public Address Systems. Rod Gates of General Motors Photographic was at the hotel to help set up the system and was on duty on Monday until afternoon when Harrison Engle of Wayne University took over on through the evening. He was assisted by Floyd Churchill of Jam Handy Organization Inc., and Marty Shore of Wilding Picture Productions, both members of IATSE Local 199. Others manning the system during the week were John Holowathy of Ford Engineering, Glen Fredericks of Ford Communications, Stan Cain of Wayne University, Chuck Lewis of Ford Communications, and Charles Nairn of Wayne University. Rod Gates on his home ground at General Motors Photographic was responsible again on Friday morning. Special credit is due Projection Chairman

John A. Campbell who was responsible for the well-coordinated and smoothly running program. Many hours of difficult projection requirements were met by Floyd Churchill of the Jam Handy Organization and Marty Shore of Wilding Picture Productions, both from IATSE Local 199. Alan F. Byrnes of Jam Handy also helped, especially in packing up the show.

In addition to his duties as Exhibit Chairman, Ray A. Balousek was in charge of Registration. The task of Auditor was faithfully accomplished by William B. McLaren. The complexities of Hotel Arrangements were resolved by Clifford Hanna. E. S. Purrington was in charge of Transportation. The role of guide, mentor and friend is required of the Hospitality Chairman, which was the responsibility of Sherman Willson. Larry Silverman of

Wayne University was on hand to see that accurate information and friendly greetings were offered members and guests. Jerome Diebold was in charge of Membership. The exacting chore of Publicity was undertaken by Henry Zuidema, and under his guidance publicity activities covered the highlights smoothly and effectively. Luncheon and Awards Arrangements were the responsibility of T. P. Marker whose efforts contributed to the impressiveness of the Awards Ceremony and the enjoyment of the Get-Together Luncheon. Michael Omalev was Banquet Chairman. Also contributing to the success of a memorable Convention were Administrative Assistants Kenneth Mason and W. T. Strother.

The Ladies Program was, perhaps, more heavily weighted on the side of instruction and less on the "just fun" side than usual. The visit to the GM styling studios of General Motors Technical Research Center was an exciting and informative experience, with emphasis on the future. History was illustrated by the Henry Ford collection at Greenfield Village, and contemporary trends in art and architecture could be observed by visitors to the famous Cranbrook School. The luncheon and fashion show, Friday, at Devon Gables, rounded out a most successful program. Mrs. Raymond A. Balousek, Mrs. James W. Bostwick and Mrs. Michael Omalev were in charge.

Society Awards

Among the Society's most honored traditions is the Awards Session which is a part of each Fall Convention. On Tuesday evening, October 21, the Society honored those of its members who had been selected by the appropriate committees as deserving of recognition for outstanding achievements which have furthered the progress of the industry. Among the highlights of the ceremony was the bestowal of two separate Awards, the Journal Award and the Samuel L. Warner Memorial Award, upon George Lewin, whose contributions to the sound recording field met the exacting standards of each committee.

Honorary Member

The Award of Honorary Membership was granted Dr. Herbert T. Kalmus. The honor was bestowed in absentia and was accepted for Dr. Kalmus by S. E. Howse. The citation, prepared by the Honorary Membership Committee under the Chairmanship of Deane R. White to accompany the Award, stated:

Dr. Herbert T. Kalmus, more than any other person, has been the dynamic influence which has brought color pictures to the motion-picture theater. As the founder and guiding hand of the Technicolor Corporation, he sought out and developed a commercially practical system of color photography which has supplied the great majority of motion pictures in color over the past thirty years.

It is interesting to note that just twenty years ago, in this same city, the Society awarded Dr. Kalmus its Progress Medal. In the citation for that award, Mr. G. F. Rackett included the following comments: "Dr. Kalmus had an ideal, and, more im-

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