

SMPTE at TOA-TESMA-NAC Show

Through the kindly cooperation of the officers of TESMA, our Society was again able recently to demonstrate its service to an important segment of the industry by mounting its traveling display at the 1957 Convention and Trade Show of TOA-TESMA-NAC, which took place November 20-23, 1957, at the Americana Hotel, Miami. The principal emphasis was on the SMPTE test films, which were of special interest to the theatre owners and projector products manufacturers who made up a large part of the attendance.

General interest in the Society's activities was high, and there was considerable local publicity, in which SMPTE shared, about the show. Television news coverage on film, broadcast from a local station, included shots of activity at the SMPTE booth.

Credit for handling the booth and for manning it during the three days of the show with people equipped to deal with inquiries about the Society goes entirely to local members in Miami. Without this support, the opportunity to publicize SMPTE services in this useful fashion could not have been accepted, and the Society is duly grateful for their efforts. Chief among them was C. Henderson Beal, Motion Picture Director in the Radio-TV-Film Department of the University of Miami, who took the entire responsibility for putting on the display



in the Society's behalf. In the picture above, Mr. Beal is seen in action at the booth, responding to an inquiry.

Also contributing their time and efforts toward the success of the display were SMPTE members Charles Warner, who made a number of publicity stills of the booth including the picture shown here;

David Weiman; David Sperber; Peter Hallinan; and Jay Sedlik. Paul Palumbo shot motion pictures for television coverage; Helene Pardoll was secretary in charge. An interesting record of the event was made in the form of a three-minute motion-picture film, showing the booth and its environs.—D.C.

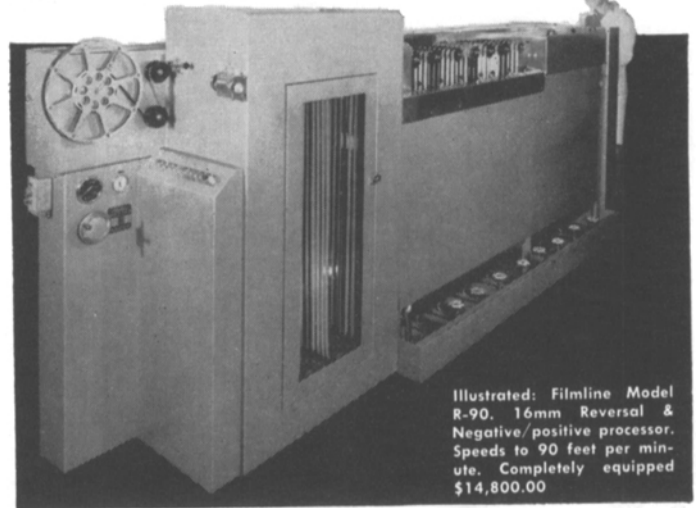
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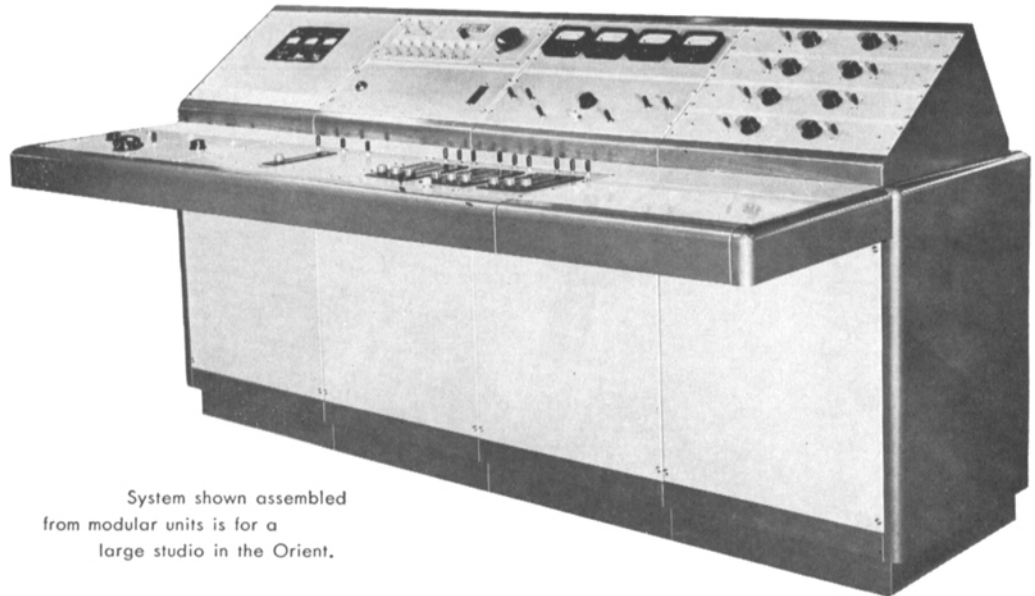
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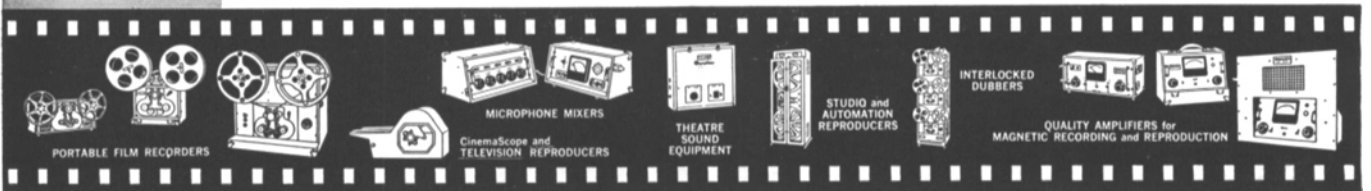
System shown assembled from modular units is for a large studio in the Orient.

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