

The 85th Convention, Miami Beach

THE THEME of the 85th Convention, *Films and Television for International Communication*, is an impressive reminder of the Society's ever-widening area of interest and responsibility in a changing world, a reminder which received special emphasis in the Thursday Morning Session on "Multilingual Films," and which was reflected in the dynamic approach to contemporary problems manifested in the Papers Program and discussions.

Although the papers were fewer than for recent Conventions, they conformed to a high standard of quality in content, presentation and timeliness. Credit for a polished performance and overall effectiveness of the entire program is due Program Chairman Garland C. Miscner, and Associate Program Chairman C. Henderson Beal.

The international interests of the Society were also happily illustrated by the presence on the Program of members from Argentina, Canada, Cuba, England, Italy and Mexico.

Topic Chairmen

The Society's Convention Programs in recent years have been developed by a slate of subject area chairmen who assist the Program Chairman and work across the geographic lines of the Papers Committee Regional Chairmen (p. 247 of the April 1959 *Journal*). The Topic Chairmen for the Miami Beach Convention were:

Dr. Sydney W. Head - *Audio-Visual Communications*

Dr. John Storr - *Cinematography*
Lincoln L. Endelman, assisted by Gaver M. Powers - *Instrumentation and High-Speed Photography*

Harold Jones - *Laboratory Practice*
Max G. Kosarin - *Multilingual Films*
Boyce Nemece - *Sound Recording and Reproduction*

Philip M. Cowett - *Standards and Standardization*

George H. Gill - *Studio Lighting and Practices*

Glenn H. Dorsey - *Television: Broadcast and International Facilities*

M. Peter Keane - *Television: Film Techniques*

John L. Koushouris - *Television: Recording*
Willy Borberg - *Theatres and Projection*

The Advance Program in the March *Journal* was essentially the Final Program; but there were some changes as usual when the show went on. Copies of the Final Program are available from Society headquarters. Changes from it were:

On Monday afternoon's Laboratory Practice session, "Setting up a Cinematographic Department and Color Laboratory in Cuba" by Pablo Epstein was not delivered.

On Tuesday morning's Audio-Visual Communications Session, the paper "Professional Motion-Picture Training, Liberal Education and the Communication Arts Curriculum" by A. Nicholas Vardac and the related Symposium Discussion were canceled.

On Friday morning's Television Facilities Session, "A Program-by-Program Billing System for Pay TV" by K. A. Simons was withdrawn.

On Friday afternoon in the session on Television Recording a paper was added: "The Ampex Videotape Recorder and Its Performance on Foreign Television Standards" by Kurt R. Machein.

Format of the Convention

The arrangement made by Chairman Miscner for the fewest compromises and critical conflicts began with a high-speed photography papers session on Monday morning. Attendance during the session ranged from 110 to 160. Some sessions, depending on the subject, had average attendances of 50 to 60; others ranged around 100; 250 were on hand for the film *Nautilus Under the North Pole*; some 400 heard Gen. Medaris on Monday evening; and an average of over 100 attended Friday afternoon's television recording session.

The traditional (for some 20 years) Get-Together Luncheon was graced by Mitchell Wolfson who, from his interests both motion-picture theaters and in television stations, addressed the Society with pertinent thoughts on communication, internationally and in general. The highlights of Mr. Wolfson's message appear on earlier pages of this *Journal*.

In the afternoon nine papers comprised a session on laboratory practices.

Major General John B. Medaris, Commanding General, U. S. Army Ordnance Missile Command, gave an instructive and sobering exposition on Monday evening as to where we then stood in space. Excerpts of his address are being planned for later publication. Television and newspaper interest was extensive: the General's press conference was telecast by the three TV stations in Miami, broadcast by the radio stations and carried across the country by the two major wire services. General Medaris forecast at this time what later proved the trip to and from outer space by the monkeys Able and Baker.



Guest speaker Mitchell Wolfson.



Major General John B. Medaris explains a point to SMPTE President Norwood Simmons.

Although the seriousness of the Monday evening session was wholly in keeping with convention technical sessions, the occasion was lightened for a moment by the reading of a "poem" allegedly written by one of the engineers working on the missile project:

Medaris, Von Braun and Me

In the missile game we've won great fame
The world knows our Jupiter-C
And what we've done with Explorer I
Medaris, von Braun, and me.

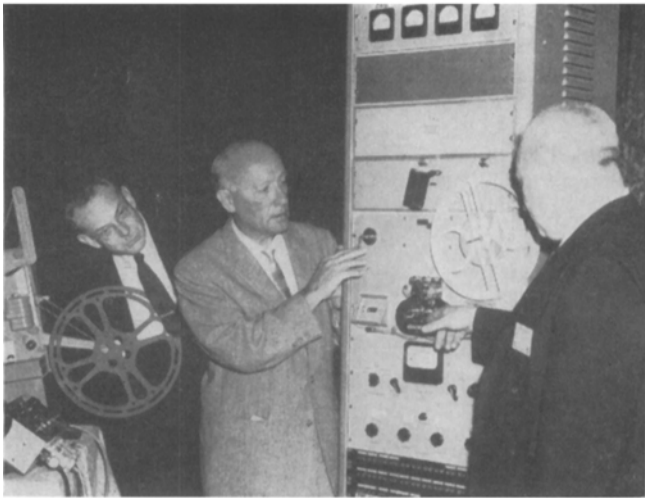
Oh watch our smoke as we go for broke
To solve the space mystery
We have a thirst to be there first
Medaris, von Braun, and me.

Our skill we pride, we'll travel wide
Into space so wild and free
To the moon, then Mars, then to distant stars
Medaris, von Braun, and me.

When finally we've planned a space ship
that's manned
And they call for brave men — two or three
To try first for the moon in that metal
balloon
Call Medaris and von Braun — NOT ME.

Programmed on Tuesday morning was a third session on high-speed photography, appropriate for this convention held so near Patrick Air Force Base and Cape Canaveral. Tuesday afternoon was a new type of session, described below along with the Equipment Exhibit to which it was related. On Tuesday evening a session on cinematography and projection was the final technical session to be held during an evening.

The Society's interest in education and its policy of encouragement of its younger members were exemplified by a paper presented at the Monday Afternoon Laboratory Practices Session, "Student-Built 16mm Positive Film Processor," by John C. Stormont, a student at the University of Miami. The Society's educational interests were also reflected in papers presented at the Tuesday Morning Session on Audio-Visual Communications, held concurrently with the high-speed photography session. The Session was especially well arranged to pre-



Loris M. Gardner and George Lewin are attentive as Max Kosarin explains the operation of the Multivox recorder.



Irving Ewig welcomes guests to the L. B. Russell Chemicals Coffee Shop.

sent a comprehensive picture of the various directions in which television and audio-visual technique are going. Some of the fields of application described in the papers include military training, community and adult education, and college courses. A paper by C. Walter Stone, of the Federal Office of Education, on "Education for Tomorrow," analyzed the National Defense Education Act of 1958 with references to concepts of audio-visual communication.

Concurrent sessions were scheduled on Wednesday morning: ten papers on sound subjects; five papers in a session on studio lighting and practices. Wednesday evening was devoted to the Banquet and Dance.

Thursday morning's session, Multilingual Films, contained four papers and also the films and demonstrations noted later below. An interesting paper on "International Use of Educational Films" was

presented by Miguel Pereyra, Telesistema Mexicano S.A., Mexico City. Sr. Pereyra also graciously served as Vice-Chairman of the Thursday afternoon papers session. Thursday afternoon was a session of six papers on television film techniques. Thursday evening was kept "open."

All day Friday was devoted to television: eight papers on facilities in the morning and nine papers on television recording in the afternoon. The final paper described the Ampex Mobile Videotape Recording System.

Demonstrations and Films

The live show values of a convention are important: seeing people, seeing equipment, seeing how things have been done and seeing films. Especially important in this regard were these technical demonstrations and related papers.

"Audio-Visual Communications in Missile Training" by Col. H. S. Newhall, Commandant, U. S. Army Ordnance Advance Guided Missile School, Redstone Arsenal, Ala. Col. Newhall gave a special presentation with an impressive arrangement of projectors, television units and TelePrompTers.

"A High-Speed Color Negative Film" by Dr. Merle L. Dundon of Eastman Kodak Co. was enhanced by the projection of demonstration prints.

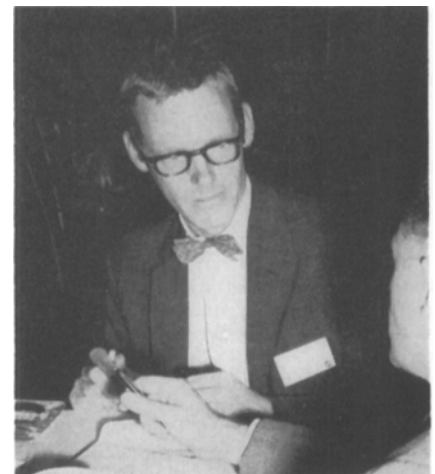
"Simultaneous Theater Reproduction of Four Languages," Part II of this paper showed the use and demonstration of Multivox equipment and some of the special films prepared for use at the Atoms for Peace Conference at Geneva.

"A Mobile Videotape Recording System," a paper by J. Byrne Hull and H. G. Hummel of Ampex Corp., described the full-sized cross-country type bus (Videotape Cruiser) parked at the Convention Entrance of the hotel during the entire week. Video pictures were shown in the Cruiser as they had been made on Videotape while cruising in Miami.

Also, available for inspection at the Convention was WTVJ's television remote pick-up van with a full complement of cameras and associated equipment, ingeniously installed.



At the Local Arrangements Dinner. Left to right: Garland C. Misener, C. Henderson Beal, George Gill, Norwood L. Simmons, Mrs. Garland C. Misener, Convention Bureau representative, Mrs. Norwood L. Simmons, Larkin C. Webb, Mrs. Reid H. Ray, Charles S. Stodter, Mrs. George Gill, Norman Bean, Denis A. Courtney, Allan Nolte (Fontainebleau Hotel), Redstone Arsenal representative, William J. Reddick, Reid H. Ray.



C. Henderson Beal, Assistant Program Chairman, at the Coffee Shop.



One aisle of the Equipment Exhibit, showing approximately half of the 41 booths on display.

Films represent an integral and very important part of each Convention. Besides those already mentioned, a film feature was "Photography of Atlantic's Farthest Shores" by Newman Bumstead of the National Geographic Society who gave a nontechnical commentary of how he shot the sections of movies shown.

A most outstanding film, *Nautilus Under the Pole*, was specially scheduled Monday afternoon. It showed man's first voyage of discovery under the North Pole. Photographed in 35mm Eastman Color, it was

produced by the Naval Photographic Center.

Another film not scheduled in the printed program was *On Target*, the story of the flight test of the Atlas AFICBM, courtesy of Convair-Astronautics, a division of General Dynamics Corp., a 28-min 16mm sound film in color.

Motion-Picture Short Subjects Chairman James A. Moses had a full schedule of appropriate films listed in the Final Program to provide this important part of the program for registrants.

Equipment Exhibits and Session

The area used for the exhibit was the only part of the Fontainebleau's new convention facilities that was ready for use by the time the convention opened, and that by the narrowest possible margin. Two days before the equipment was due to be moved in work was being finished on the floor and glass was going into the windows. One end of the room, as yet unbuilt, was protected from the blue Florida sky by a temporary wall. Yet the combination of hard work and good cooperation contributed by the hotel management and the display company resulted in one of the smoothest-run and best looking exhibits the Society has had. The area was completely filled by 41 booths of highly varied and interesting equipment assembled from the U.S., England, France, Switzerland and Germany.

The following companies displayed equipment to an audience of more than 700 exhibit visitors during the week:

Ampex Corporation
 Animation Equipment Corporation
 Bell & Howell Company
 Benson-Lehner Corporation
 Birns & Sawyer Cine Equipment, Inc.
 Camera Equipment Company
 Century Lighting, Inc.
 Société de Gérance des Etablissements
 Cinématographiques Eclair
 Electronic Applications, Inc.
 Flight Research, Inc.
 Florman & Babb, Inc.
 The Harwald Company
 Hollywood Film Company
 Houston Fearless Corporation
 Kling Photo Corporation
 Lipsner-Smith Corporation
 Magnasync Manufacturing Co. Ltd.
 D. B. Milliken Company
 Motion Picture Enterprises, Inc.
 Moviola Manufacturing Company
 Paromel Electronics Corporation
 Perfectone S.A.
 Precision Laboratories
 Prestoseal Manufacturing Corporation
 RCA Film Recording
 Ro-Nan Plastic & Manufacturing Company
 S.O.S. Cinema Supply Corporation
 Studio Supply Company
 Time Automated Manufacturing Co., Inc.
 Unicorn Engineering Corporation
 Vicom, Inc.
 Wollensak Optical Company
 Zoomar, Inc.



The Ampex Videotape Cruiser attracted a steady stream of visitors.

An innovation at this convention was the Equipment Papers and Demonstrations Session, held on Tuesday afternoon, at which exhibitors presented ten-minute papers describing new equipment, and/or demonstrated the equipment itself. Since this was the first time such a session had been arranged, much valuable experience was gained in the mechanics of organizing and staging it to the best advantage, which should make this feature a more valuable opportunity for exhibitors and audience alike at future conventions. Great credit for improvising and running it goes to Jim Wassell, of Bell & Howell, who undertook the job on short notice, and to Harry Teitelbaum, of Hollywood Film Co., who ably assisted him.

An unfortunate conflict of dates kept Exhibit Chairman John Olsson away, but the Assistant Chairman, George Gill, and the indefatigable Reid Ray filled the gap more than adequately and gave the Society one of the finest exhibits it has ever had.

The Coffee Shop, an SMPTE Institution since RCA began it at the Lake Placid Convention in 1950, was sponsored in fine style at the Fontainebleau by L. B. Russell Chemical Co., with Irving Ewig as host. It was one of the best attended hotel sites, especially before and after sessions.

The Miami Location

At this, the first convention for SMPTE in the southeast area of the U.S., many special benefits obtained. With the international aspect a strong one in the papers program, there were natural bridges for local visits.

When Channel 12 was set up in Havana as a color TV station depending exclusively on film for its programming, Telecolor was set up as its cinematographic branch. Delegates to the Convention were invited to visit the Havana Hilton Hotel which houses the station, by Gaberiel Casanova, General Manager of CMBJ-TV, and also Telecolor, of which Raul Amado Blanco is Manager.

Mr. Goar Mestre, President of Circuito CMQ, S.A., extended an invitation to visit Radiocentro in Havana, including CMAQ-TV. Members who were able to accept Mr. Mestre's gracious hospitality were impressed by the excellent equipment and up-to-date facilities. Other Havana stations, including CMBF-TV, Channel 4, extended similar invitations.

Before the Convention, Program Chairman Misener visited Havana and was welcomed by a committee of four: Eduardo More of Circuito CMQ; Pedro E. Misner of Siboney Advertising; Raul A. Blanco, Manager of the Telecolor film laboratory; and Pablo Epstein of Telecolor.

Besides the University of Miami, just a bit to the south, there was Patrick Air Force Base several hours to the north. A special Post-Convention tour of the Base's photographic facilities and laboratory was arranged by Major General Donald N. Yates, Commander of the Air Force Missile Base. General Gates was present on Monday evening at our Convention as a special guest of the Society. A caravan of hired autos left the Fontainebleau early on Saturday for Patrick. The group was briefed on the activities of the base by Major James



Norman Bean, Local Arrangements Committee Chairman.

F. Reid, Chief, Community Relations Branch, Patrick Air Force Base, and by Major Roy Jarman, Technical Service Laboratory. Slides and motion pictures were shown of rocket and missile firings and of the plan of the processing laboratory.

Local Arrangements

It is an axiom that no Convention can be a success without the devoted efforts of many behind-the-scenes workers. Although the local Arrangements Chairman, Norman Bean, had the intangible aid of the Florida climate in making this Convention a memorable one, the intangibles alone would have meant nothing without his earnest labors. Others who deserve more than a word of congratulation for their able handling of Convention details are George H. Gill, Hotel Arrangements and Assistant Exhibit Chairman; William J. Reddick, who was responsible for the smooth running of the Registration process; Bert Toppa, who handled Publicity; and Spears Mallis, who controlled the myriad details of the Luncheon and Banquet arrangements. The famous hospitality of Miami Beach was exemplified in the person of Edmund Read, Hospitality Chairman. The Ladies Program was in the capable hands of Mrs. George Gill. Earl Lewis, Local Membership Chairman and Auditor Arthur Hertz ably performed their demanding tasks. Projection and recording facilities were provided by Larkin C. Webb Projectionist Corp. Administrative Assistants Ralph Schneelock, Jr. and Harold Hornstein conscientiously fulfilled their duties.

Society Business and Committee Meetings

Convention time is no time for any priorities but SMPTE business for the Officers, Board of Governors, and standing and local Chairmen.

On Friday evening before a convention, the Local Arrangements Chairman and the Convention Vice-President call all hands together for a run-through of one thousand and one items accomplished or still open.

The Board of Governors meets before the Convention, usually for a full day's business and usually on Sunday. Reflections and results from these meetings ap-

pear in the SMPTE President's Monday Noon speech at the Get-Together Luncheon. These reports have been restyled and made slightly more formal and published in the *Journal* biannually in recent years.

Often amounting to almost another whole convention by itself is the schedule of committee meetings, particularly for engineering. Six of the engineering committees met at Miami Beach to consider technical specifications to be included in proposed American Standards and SMPTE Recommended Practices. As a result of the committee discussions several items of old business were resolved and many new projects were added to the committees' program of work.

Besides engineering and standardization matters, administrative (especially convention and exhibit planning) and editorial meetings are manifold. Well attended sessions were held of the Papers Committee, Board of Editors and Publications Advisory Committee. About 20 persons joined together for the Publications Luncheon on the beautiful terrace dining room facing the formal gardens of the Fontainebleau.

SMPTE Test Films

Test films planned by the Society's technical committees and produced under the Society's exact supervision are available from the headquarters office at 55 West 42 St., New York 36. Catalogs containing brief descriptions of each film are obtainable on request.

These films are used by manufacturers for testing the performance of new equipment, by television station technicians for lining up and adjusting film pickup systems, by maintenance men for "in service" maintenance of projectors and sound equipment, and by dealers for testing and demonstration equipment.

Films are available in the following categories.

Television — Picture Only, Color or Black-and-White

CinemaScope

Visual 35mm — Picture Only

Magnetic — 16mm Sound Only

Picture and Sound — 16mm

Picture Only — 16mm

Glass Slide — 16mm

Membership Certificates (Active and Associate members only). Attractive hand engrossed certificates, suitable for framing for display in offices or homes, may be obtained by writing to Society headquarters, at 55 West 42nd St., New York 36, Price: \$2.50.