



87th Convention Exhibit being officially opened by Hollywood Starlet Karen Stefanee, with President Norwood L. Simmons, Local Arrangements Chairman Robert G. Hufford, Convention Vice-President Reid H. Ray and Exhibit Chairman Harry Teitelbaum.

87th Convention—Los Angeles

Improved pictures of high quality on TV screens, sturdier equipment and more precise and accurate techniques for recording and improving visual and aural images of the entertainment, industrial and scientific worlds were highlights of the 80 technical papers read at the 87th Semiannual Convention of the Society of Motion Picture and Television Engineers.

More than 1100 members registered for the week-long session held at the Ambassador Hotel May 1 to 6, while still another 1000 visited the exhibit of TV and motion-picture equipment which filled 5000 sq ft of space in one of the Ambassador's exhibit areas. Concentration, for the first time at the Ambassador, of the registration, session and exhibit facilities in one area of the hotel made for a more than usually successful convention, as far as arrangements were concerned, and the large crowds were handled without confusion. A new system of registration forms and good organization by the Registration Committee made it possible for the processing of registrants with even less than the usual delays.

The SMPTE Coffee Club, operating thanks to the generosity of Hollywood Film Co., and located in the beautiful Lido Patio among the tropical flowers of the hotel garden, was a pleasant retreat for the foot-weary.

The Space Age dominated many of the technical papers and also the exhibit areas with models of Tiros, the weather satellite built by RCA, and of Pioneer V and Discoverer VI built by Space Technology Laboratories.

At the same time, the talks prepared by both industrial and educational scientists called for an expansion of the program for training in the motion-picture and television fields at the college level.

Get-Together Luncheon

The convention began on Monday with the traditional "get-together" lunch at which President Norwood Simmons presided. In his opening talk Dr. Simmons said:

"In May 1950, just exactly a decade ago, the Society of Motion Picture Engineers was faced with a critical decision. Ever since 1917, when it was founded, the Society's interests had been properly confined to the 'movies' — first silent, then sound. Now television had come of age. The Governors of SMPE were, fortunately, endowed with the wisdom and foresight necessary to recognize that this product of electronic wizardry would assume great importance in the entertainment field — and as a general means of audio-visual communication in the daily lives of all of us. Thus, the name was changed — SMPE became SMPTE. We began Act II of our development.

"Now, in 1960, we again stand upon a threshold of expansion and change.

"Manifold uses of motion pictures and television have been devised by engineers, by businessmen, by creative thinkers in many places, until now we find our Society burgeoning with diverse projects. Yet, throughout all these fields of interest — missile and space technology, business and industry, education, medicine, religion, entertainment, or what have you — we find a common thread. That is the attempt to do a better job of imaging or recording an event. The recognition that SMPTE is no longer 'motion picture' oriented, or 'television' oriented — but is 'visual communications' oriented, has come to many of us. And so the curtain rises — Act III.

"The 87th Convention program reflects well this new attitude, which cuts across fields of use and encourages development of methods which will be helpful in many places in today's enlarging world of communications.

"One of the duties of a progressive engineering society is to try to impress upon management the vital need for research and development, since they are necessary parts of good engineering. Research requires the expenditure of a little today, and produces a lot tomorrow. Our Society has a heavy responsibility in this regard; some of our managements refuse to concede



President Norwood L. Simmons, Stanley Kramer and Art Linkletter chat before Get-Together Luncheon, at which the latter two were featured speakers.



Krafft Ehricke of Convair Division, General Dynamics Corp., and President Norwood L. Simmons in the Press Room after Ehricke's talk on Tuesday evening.



Banquet Chairman Walter L. Farley, Convention Vice-President Reid H. Ray, Local Arrangements Chairman Robert G. Hufford and Local Arrangements Vice-Chairman Ralph E. Lovell at work in the Lido Patio.

that scientific research is not susceptible to cost accounting before the fact. I believe that this Convention, by bringing the bright light of public attention to focus upon its engineering achievements, will elicit more interest and support by management in the affairs of our Society."

During the introductory portion of the luncheon Art Linkletter entertained the guests with a barrage of his rapid-fire wit that was greatly enjoyed.

The keynote speaker for the occasion, introduced by the President as a "man of integrity . . . who has established himself firmly as a creative motion-picture producer of courage . . . and . . . is to be admired because he is able to exert great influence of the right kind on people's minds," was independent producer Stanley Kramer. In his frank and stimulating talk, Mr. Kramer asserted the importance of motion pictures as a medium for conveying ideas which should concern our society, without regard for their acceptability. "Today," said Mr. Kramer, "in trying to reach the public the movie producer is entering a field replete with the pitfalls of controversy."

Reid H. Ray, Convention Vice-President, summed up the 87th Convention in this manner:

"The success of the 87th Convention, with the largest registered attendance in seven years, proves that a well-balanced

papers program on realistic subjects attracts engineers in the areas of motion pictures, television and allied fields. The emphasis at the technical sessions in Los Angeles was slanted on techniques that would produce improved quality in television broadcasting, acoustics and sound, films in industry, instrumentation, laboratory practices and television recording. The exhibits drew many visitors from the Los Angeles area to the booths in the Sunset Room, adjoining the Ambassador Ballroom where the technical sessions were held. This convenience was a distinct advantage both to exhibitors and those attending the convention."

Papers Program

Elimination of distortion from taped programs; the better blending of tape, live and film shows; and more detailed recording of images on both tape and film are but a few of the improvements reported by the scientists.

Equally important, the engineers observed, was the development of new TV cameras which insure uniform picture brightness, greater reliability, and more mobility. The result, they say, is the freeing of the television cameraman from technical worries to allow him time and the means for the exercise of artistic imagination and creativity.

Affecting both the TV and motion-picture fields was a new thermoplastic recording process at present in the development



President Norwood L. Simmons and Past-President Barton Kreuzer are interviewed by press and Los Angeles TV station.



A section of the Exhibit in the Ambassador Sunset Room.



Garland C. Misener, Mrs. Reid H. Ray, Norwood L. Simmons, Janet Blair (Mrs. Nick Mayo), Reid H. Ray, Mrs. Barton Kreuzer, Nick Mayo and Barton Kreuzer at the banquet.

state, which was said to be capable of recording and storing either color or black-and-white images on a reel of film.

One of the highlights of the convention was the stressing in the Space Age sessions of the important part motion pictures and television will play in reporting back findings of space probing instruments—developments which in the next few years are expected to find their way into the amateur and professional photographic and recording fields.

A startling statement came when Krafft Ehrlicke, developer of the Centaur program for Convair Astronautics and guest speaker at the Space Technology Session, implied that a fusion bomb in a nuclear-powered rocket sometime would soar through space for a year and a half, and somewhere beyond Jupiter, serve as a giant flash bulb to permit televising back to earth the content of the jet blackness surrounding Pluto.

Among important developments reported at the Space Technology Session were:

A fiber optics lens, composed of scores of tiny threads, which permit medical examination of hitherto inaccessible areas of the body, or even photographing or televising areas too dangerous for man to enter; a simple recording device which can be adapted to either 8mm or 16mm sound cameras and projectors for synchronized sound reproduction; a system of photography which indicates photographs from an altitude of 175 miles would reveal the number of parked cars in a driveway; new high-

speed film, both black-and-white and color, that will extend the photographic potential of night and action scenes for TV and motion-picture film, thereby expanding the scope of action and lowering the cost of production; and a new 8mm sound projector for home and industrial use which may make available professional motion pictures at one fourth the previous cost and which will extend the potential for amateur photographers recording and reproducing their own sound.

The early sessions of the convention were devoted to general topics, Acoustics and Sound, Optics and Images, and Films in Industry.

Several research papers included technical reports on improved lenses, new recording techniques, and methods of transmitting space images and sounds.

In the general sessions, Congressional assistance in storing and preserving many of the important documents and entertainment programs which may be destroyed for want of storage space was called for.

Heads of industrial and military film departments stressed the important part film, tape and television are playing in training personnel and analyzing mechanical and scientific production in a manner not otherwise possible.

While engineers in their sessions were reporting technical progress that would lead to improvement in the television arts, the training and teaching sessions of the SMPTE were being critical of the training facilities being offered to students of both the cinema and television. They said the United States is falling behind Russia in training personnel in the important field of motion-picture and television communications.

Where one school in Moscow is training 600 students at the graduate level, Don G. Williams, director of motion-picture production at the University of Kansas City, declared the country's top 10 schools with cinema courses are training only 685 cinema students. He also stated the Iron Curtain countries are training 10 cinema and TV students for every one in this country.

Williams pointed out that the Russian cinema students are selected on the basis of loyalty to the Communist party line, are completely supported by the government, and are given a six-year course in liberal arts, and all phases of technical and artistic production.

John Tyo of System Development Corp. reported that his survey of the 10 top cinema courses showed only 685 cinema majors and charged that many of the courses are parochial in outlook and methods.



Cocktail party at the Ambassador Pool before the Wednesday evening Banquet.



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Convention Vice-President Reid H. Ray, Auditor Frank Montfort, Public Address and Recording Chairman Ralph Sogge and Projection Committee Chairman Donald Kloepfel at the Cocktail party.

Attendance at the sessions of this 87th Convention was the largest since the 1953 Los Angeles Convention, when wide-screen techniques were first introduced. At the Thursday evening session on television recording, an audience of 700 filled the Ambassador ballroom to capacity.

Sessions of the convention were presided over by the following topic chairmen, whose intensive effort produced such a fine papers program:

Acoustics and Architecture of Studios and Stages: FRANK E. PONTIUS; Films in Industry: JULIAN ELY; Laboratory Practices: EDWARD H. REICHARD; New Photographic Materials: VAUGHN SHANER; Optics and Images: ALAN M. GUNDELFINGER; Sound Recording and Reproduction: EDWARD P. ANCONA, JR.; Space Age Motion Pictures and Television: LLOYD T. GOLDSMITH (Assisted by CARLOS H. ELMER and ROBERT D. SHOBERG); Television Equipment and Practices: THEODORE B. GRENIER; Television Recording: RALPH E. LOVELL; Training Personnel for Television and Motion Pictures: ROBERT W. WAGNER.

Equipment Exhibit

The largest and busiest Exhibit at any SMPTE convention to date, with 43 booths, was a great attraction. Live demonstrations of color video-tape recording drew much attention. Companies exhibiting were:

Ampex Corp.
 Arriflex Corp. of America
 Bach Auricon, Inc.
 Bell & Howell Co.
 Birns & Sawyer Cine Equipment Inc.
 Camera Equipment Co.
 Computer Measurements Inc.
 Electronic Systems, Inc.
 Florman & Babb, Inc.
 Great Books of the Western World
 Karl Heitz, Inc.
 Hi-Speed Equipment, Inc.
 Hollywood Film Co.
 Houston Fearless Corp.
 Lipsner-Smith Corp.

J. G. McAlister, Inc.
 Magnasync Corp.
 D. B. Milliken Co.
 Minnesota Mining & Mfg. Co.
 Mole-Richardson, Inc.
 Moviola Mfg. Co.
 Neumade Products Corp.
 Precision Laboratories Div.
 Prestoseal Mfg. Corp.
 Radio Corp. of America
 Ryder Sound Services, Inc.
 S.O.S. Cinema Supply Co.
 Telescript-CSP, Inc.
 Television Specialty Co.
 Traid Corp.
 Westrex Corp.

Banquet

Guests at the cocktail party which preceded the usual banquet and dance on Wednesday evening were treated to a Hawaiian entertainment, courtesy of W. J. German, Inc. As in the past, this event took place at the Ambassador Pool, a most agreeable setting.

The banquet which followed in the Coconut Grove was also voted a great success, partly because of the good food and music (the latter provided by Gisele MacKenzie and Freddie Martin's orchestra), and also because of the absence of speeches. Almost 600 attended.

Ladies Program

Thanks to co-hostesses Mrs. Robert G. Hufford and Mrs. Norwood L. Simmons and the Ladies Committee, the week was arranged to give the ladies attending the convention all the relaxation they desired (in the moderately good California sunshine) as well as some interesting trips. Highlights of the week were a tour and lunch at the Paramount Studios, at which Edith Head, the noted dress designer, was the speaker; an all-day tour of Disneyland; a visit to Art Linkletter's Houseparty; and a lunch at Farmer's Market.

Committees

The members of the convention committees, to whom thanks are due for a tremendously successful and well-planned convention, were:

PROGRAM — HERBERT E. FARMER

Motion Picture Short Subjects — WILLIAM GEPHART
 Papers Committee Chairman — BERNARD D. PLAKUN
 Papers Committee Regional Chairmen — CHARLES D. BEELAND, JR.; HAROLD E. EDGERTON; HERBERT E. FARMER; C. L. GRAHAM; RALPH HUCABY; R. A. ISBERG; RODDY K. KEITZ; MAX BEARD; PHILIP E. SMITH; J. PAUL WEISS; RODGER J. ROSS

LOCAL ARRANGEMENTS — ROBERT G. HUFFORD Vice-Chairman, RALPH E. LOVELL

Exhibits — HARRY TEITELBAUM
 Hotel Arrangements — DENNIS F. GODFREY
 Registration — ARTHUR JACOBS and ROBERT CREAMER
 Publicity — THORNTON SARGENT and JACK M. GOETZ

Banquet — WALTER L. FARLEY, JR.
 Luncheon — ALAN M. GUNDELFINGER
 Auditors — ARTHUR JOHNSON and FRANK MONTFORT

Hospitality — THEODORE B. GRENIER
 Membership — HARRY J. LEHMAN
 Projection — DON V. KLOEPFEL
 Public Address and Recording — RALPH SOGGE
 Ladies Program — MRS. ROBERT G. HUFFORD and MRS. NORWOOD L. SIMMONS
 Transportation — RUSS LANDERS

• Administrative Assistants — EDWARD P. ANCONA, HOWARD R. BELL, ROBERT W. BISHOP and JOHN G. STOTT

Much credit for a successful convention should also be given to the Ambassador's able Convention Manager, Harry Ker-man, and the fine service given by the hotel management on all occasions. This was the Society's fourth convention at the Ambassador.—Thornton Sargent, *Publicity Chairman*.