

The Spring Convention

TORONTO, CANADA

King Edward-Sheraton Hotel

May 7-12, 1961

*International Achievements in
Motion Pictures and Television*

THE INTERNATIONAL theme of the 89th Convention of the Society is attracting special attention in overseas countries. According to Local Arrangements Committee Chairman Gerald Graham, indications have already been received that representatives from Italy, Sweden, England, France, Czechoslovakia, the Union of South Africa, and the USSR will attend the meeting.

"International Achievements in Motion Pictures and Television," is the theme of the week-long convention scheduled to take place May 7-12, at the King Edward-Sheraton Hotel in Toronto, Canada.

Convention arrangements are speeding along at such a pace that all past records for early preparations will probably be broken. Social Arrangements Committees report great progress. The Get-Together Luncheon on Monday of Convention Week will feature an address of great interest by a prominent Canadian member of the industry. There will also be a timely report presented at the Luncheon by a well-known Canadian newscaster.

The Program Chairman and Local Arrangements Chairman are busy this month putting together preliminary details about the technical program and other events for inclusion in the general Announcement of the convention which will be mailed to members early in March. Although there will be no Advance Registration this time, it will still be possible, and desirable, to make hotel reservations ahead of time, and a reservation card for this purpose, addressed to the King Edward-Sheraton, will be a part of the Announcement.

Papers Program

Program Chairman Rodger J. Ross indicates that the program should be well set by mid-February. Mr. Ross's statement came after a report from Topic Chairman that some of the technical papers sessions were in fine form early in January. However, authors are urged to observe the February 12th deadline for the submission of abstracts and author forms.

One interesting item of advance information from Mr. Ross is that Technicolor Corp., whose participation in technical programs of SMPTE and elsewhere has been something of a rarity, plans to present no less than four papers, two from its Hollywood installation and two from its English and Italian companies. These will be: "Evaluation of Negative Exposure via an Ar-



bitrary Scale," by W. E. Pohl; "Technirama 70," by D. S. Nickolson; "International Facilities for Release Printing by Technicolor," by L. B. Happe; and "Selective Printing," by I. Tinari and W. B. Tucker.

Equipment Exhibit

Ken Oakley, the Exhibit Chairman, reports that a display of products and services is already assured that alone will warrant a visit to the Convention. At the time of writing, well over three months before the Convention opens, all the space planned for booths has apparently been reserved and the matter of finding additional space is under consideration.

Many U.S. companies are making the trip to Toronto to show equipment in this Exhibit, which will have quite an international flavor — especially so since many of the Canadian concerns represented will be showing products from Europe. Thus far, the following companies have taken space for displays:

Beckman & Whitley, Inc. (U.S.)	Film Editing Equipment, Inc. (U.S.)
Bell & Howell Co. (U.S.)	Florman & Babb, Inc. (U.S.)
Behrend Cine Corp. (U.S.)	Harwald Co. (U.S.)
Berndt-Bach, Inc. (U.S.)	Philip A. Hunt Co. (U.S.)
Birns & Sawyer Cine Equipment, Inc. (U.S.)	Lipsner-Smith Corp. (U.S.)
Braun of Canada Equipment Ltd. (Canada)	MacKenzie Equipment Ltd. (Canada)
Caldwell A/V Equipment Ltd. (Canada)	Magnasync Corp. (U.S.)
Camera Equipment Co. (U.S.)	McCurdy Radio Industries Ltd. (Canada)
Canadian Broadcasting Corp. (Canada)	Precision Cine Equipment Div. (U.S.)
Canadian Applied Research Ltd. (Canada)	Robert Rigby Ltd. (England)
Alex L. Clark Ltd. (Canada)	L. B. Russell Chemicals, Inc. (U.S.)
Eastman Kodak Co. (U.S.)	S.O.S. Cinema Supply Corp. (U.S.)
Ferrania Div., Viditon Corp. (Canada)	Strand Electric Ltd. (Canada)
	Wollensak Optical Co. (U.S.)

Anyone interested in participating, if further space becomes available, should get in touch immediately with Kenneth S. Oakley, c/o Bell & Howell Canada Ltd., 88 Industry St., Toronto 15, Ont. (RO-7-3131).

Ladies Program

Details are now beginning to come in from Frank Tate, Chairman of the Ladies Committee, indicating that ladies from both sides of the border can count on a full week of interesting activities. A pre-release film on Sunday night and a get-together tea on Monday, sponsored by Photo Importing Agencies Ltd., will start the week. On Tuesday there will be a trip to Niagara Falls, with lunch at the Brock Hotel, courtesy of Minnesota Mining & Manufacturing of Canada Ltd. Other events planned are a visit to CBC for the "Front Page Challenge" program; a cocktail party sponsored by the National Film Board of Canada; and a tour of Casa Loma, famed replica of a battlemented medieval castle, with tea served courtesy of Alex L. Clark Ltd.

At various times during the week there will be opportunity for shopping and sightseeing around Toronto, with guides and transportation provided. Those who plan to stock up on some of the attractive Canadian and imported British goods available in the Toronto stores should note that two hundred dollars' worth of merchandise may be brought into the United States, duty free, by visitors who have spent more than forty-eight hours in Canada and who have not claimed a similar exemption during the past thirty days.

Stepped-up publicity activities are taking place following a meeting in Toronto early in January which included Local Arrangements Committee Chairman Gerald Graham, Local Arrangements Committee Vice-Chairman Roger Beaudry, Publicity Committee Co-Chairmen Arthur Benson and Frank Young, Program Chairman Rodger J. Ross, National Film

Board of Canada Publicity Director Tom Johnston, and SMPTE Public Relations Director Barbara Skeeter. Veteran motion-picture editor Hye Bossin of the *Canadian Film Weekly* met with the group for discussion of the particular problems to be encountered in the publicity program.

The Association of Motion Picture Producers and Laboratories of Canada has scheduled its Annual Meeting to coincide with the 89th Convention. According to present plans, the AMPPLC will meet at the Westbury Hotel on Friday, May 12. This will be followed by a special form of panel discussion on Saturday morning, May 13, at the King Edward-Sheraton, and Canadian Film Awards luncheon, in collaboration with the Canadian Film Institute, which will also take place in the King Edward-Sheraton.

The SMPTE Coffee Club, always a popular feature of the Society's conventions and a useful center both for business and refreshment, will be sponsored on this occasion by Kodak Ltd., of Toronto.

Harry Teitelbaum, Convention Vice-President, will meet with Local Arrangements Committee chairmen and officials of the King Edward-Sheraton in Toronto early this month to consolidate plans for the meeting.

With the wonderful cooperation being offered SMPTE arrangements officers by the Canadian industry and news outlets and the intense interest being generated in Canada, the United States and in overseas countries, the convention seems destined for success. All members and their wives and other interested persons are urged to attend the convention and participate in an alive and interesting program and enjoy one of Canada's most fascinating cities.—B.S.

Education, Industry News

Activities of the East Coast Education Committee

The East Coast Subcommittee for Audio-Video Recording, under the chairmanship of Arthur E. Fury, will sponsor a lecture on video-tape recording at Reeves Sound Studio B in New York City on February 9th. Lecturers Robert Byloff, Manager of Video Recording at Reeves Sound, and Julian Bernstein, an instructor in video recording at RCA Institutes, will present nontechnical introductory talks on video recording.

This first meeting will serve as a preface to a series of seven technical lectures on video-tape recording which will begin on March 16th. During the series, specialists will cover various subjects from the viewpoint of operating and maintenance personnel.

Edgar Schuller, Chairman of the East Coast Education Committee, reports that the Committee is presently studying the feasibility of the publication of a handbook on sound recording.

According to Mr. Schuller, the Committee would like to see a useful handbook made available to motion-picture and television sound recording technicians. The material which the Committee suggests be contained in the handbook may be found in textbooks; however, it is the opinion of the Committee that a compilation of these materials under one cover would be of immense value to the industry.

In general, the Committee would like to see the handbook cover original re-

ording and associated problems as well as how the original recording quality may affect the quality of the intermediate and final soundtracks on various media. Other headings should be preventive maintenance and troubleshooting, procedures for operation and the tools, equipment and services available to the recording technician.

A meeting of all subcommittee members has been called for the purpose of reviewing the goals and current activities of the three New York Education Subcommittees. It is anticipated that this review and re-evaluation of the subcommittees' operations will result in more effective contributions to the Society.

The Education Committee has engaged in extensive cooperation with the Student Chapter at City College of New York. Wallace Robbins of Camera Equipment Company conducted the group on a tour of his company's facilities. Pathe Laboratories Production Supervisor, Richard Lebre, conducted a similar tour of the Pathe facilities for the student members. Also, the CCNY group attended a pre-release screening of a feature film at Twentieth Century-Fox Film Corporation's Studios. Jack Brotsky of Twentieth Century-Fox arranged the screening.

The first program over a recently installed closed-circuit TV network at the University of California, Los Angeles, was transmitted January 9. Originating in a 6th grade classroom in the University's Elementary School, the program was viewed in a teacher training classroom in the School of Education, about half a mile from the point of origin. Advantages of TV viewing over "live" classroom ob-

servations were outlined by Rudy Bretz, Head of Educational TV for University Extension, UCLA. Among the advantages, he noted a minimum of disturbance in the demonstration classroom when small, remotely-controlled TV cameras took the place of 30 to 40 observers. Other experiments exploring the educational possibilities of the network are being planned.

Fifteen evening and Saturday classes in film making are offered by the Institute of Film Techniques, City College, New York, for the Spring semester. Announcement was made by Yael Woll, Director of the Institute. Courses will cover photography, script writing, sound and film editing, directing and production. Elementary classes are open to students without previous film training or college background. Advanced courses are offered for those already having some experience.

The Inter-Society Color Council will hold its 30th Annual Meeting April 10-12, 1961, at the Sheraton Hotel, Rochester, N.Y. Plans include a two-day Symposium on the general subject of "Color in Photography and Television." Further information is available from Ralph M. Evans, Secretary, Inter-Society Color Council, Color Technology Div., Bldg. 65, Eastman Kodak Co., Rochester 4, N.Y.

The 1961 IRE International Convention will be held March 20-23 at the Waldorf-Astoria Hotel and the New York Coliseum, New York. About 275 papers are scheduled for presentation at 54 Sessions. A special feature of the Tech-