

# 91st Convention and Equipment Exhibit

April 29—May 4, 1962—Ambassador Hotel,  
Los Angeles

It is always gratifying to find another Hollywood Convention looming up on the horizon. Two years ago, almost to the day, more than 2000 people thronged the Ambassador to make the 87th Convention a high point in the Society's history. In the expectation that the 91st will be even bigger in every way, preliminary organization work was started unusually early.

The theme of the Convention this time is to be: **Advances in Color Motion Pictures and Color Television.** Solicitation of papers has started, according to the Program Chairman, **Edward P. Ancona, Jr.**, 3170 Lake Hollywood Drive, Hollywood 28. Those intending to contribute should note that the deadline for abstracts to be submitted to the Program Chairman and Topic Chairman is February 12, 1962.

In recognition of the expanding international character of the Society and increasing participation by visitors from overseas in recent conventions the Program Chairman is to be assisted this time by an Associate Chairman for International Papers: **D. J. White**, Magnasync Corp., 5546 Satsuma Ave., North Hollywood, who will coordinate papers from abroad.

Topics and Topic Chairmen for the technical program of the 91st Convention are as follows:

**Cinematography:** WILLIAM WIDMAYER, Columbia Pictures Corp., 1438 Gower, Hollywood 28.

**Closed-Circuit TV Systems:** D. C. YARNES, RCA Film Recording & TV Systems, 1560 N. Vine St., Hollywood 28.

**Instrumentation and High-Speed Photography:** CARLOS H. ELMER, Traid Corp., 17136 Ventura Blvd., Encino, Calif.

**Industrial and Educational Films:** JOHN C. MAHON, JR., 15335 Del Gado Dr., Sherman Oaks, Calif.

**Laboratory Practices:** FRED J. SCOBAY, General Film Laboratories, Inc., 1546 N. Argyle Ave., Hollywood 28.

**Optics and Optical Systems:** ALAN M. GUNDELFINGER, Technicolor Corp., 6311 Romaine St., Hollywood 38.

**Photographic Materials and Equipment:** JOHN M. WANER, Eastman Kodak Co., 6706 Santa Monica Blvd., Hollywood 38.

**Projection Practices:** WALTER BEYER, 1110 N. Ardmore Ave., Hollywood 28.

**Set Construction and Special Effects:** HERBERT MEYER, 325 Sequoia Dr., Pasadena 2, Calif.

**Short Film Subjects:** TED FOGELMAN, Consolidated Film Industries, 959 N. Seward St., Hollywood 38.

**Sound Recording and Reproduction:** FRED G. ALBIN, Ryder Sound Services, Inc., 1161 N. Vine St., Hollywood 28.

**TV Equipment and Techniques:** EDWARD E. BENHAM, Crowell-Collier Broadcasting Corp., 6419 Hollywood Blvd., Hollywood 28.

**Television Recording:** ELIOT BLISS, CBS Television, 7800 Beverly Blvd., Los Angeles 36.

For the convenience of contributors in all parts of the world in need of advice or assistance in the preparation and submission of papers there follows the list of Regional and National

Regional Chairmen of the Papers Committee. These gentlemen have Author Forms available. The National Regional Chairmen will assist the Associate Chairman for International Papers, D. J. White, in providing papers from other countries.

**General Chairman,** Robert C. Rheineck, CBS News, 485 Madison Ave., New York 22.

## Regional Chairmen (United States)

*Charles D. Beeland, Chairman, Atlanta,* Charles D. Beeland Co., 70 Fourth St., N.W., Atlanta 8, Ga.

*Harold E. Edgerton, Chairman, Boston,* MIT, Dept. of Electrical Engineering, 77 Massachusetts Ave., Cambridge 39, Mass.

*Jack Behrend, Chairman, Chicago,* Behrend Cine Corp., 161 East Grand Ave., Chicago 11, Ill.

*Roddy K. Keitz, Chairman, Dallas-Ft. Worth,* Keitz & Herndon, Inc., 3601 Oak Grove, Dallas 4, Texas

*Ralph L. Hucaby, Chairman, Nashville,* 945 Caldwell Lane, Nashville, Tenn.

*J. Paul Weiss, Chairman, New York,* E. I. du Pont de Nemours & Co., Photo Products Dept., Parlin, N.J.

*C. Loren Graham, Chairman, Rochester,* Eastman Kodak Co., Bldg. 65, Kodak Park, Rochester 15, N.Y.

*R. A. Isberg, Chairman, San Francisco,* 2519 Parker St., Berkeley 4, Calif.

*Max Beard, Chairman, Washington,* 10703 East Nolcrest Dr., Silver Spring, Md.

## National Regional Chairmen

*Western Hemisphere (except United States)*

**ARGENTINA:** Pablo Taberero, Laboratorios Alex S. A., Dragones 2250, Buenos Aires

**BRAZIL:** Joseph Illes, Laboratorios Policrom, Rua 13 de Maio, 402, Sao Paulo

**CANADA:** Rodger J. Ross, Canadian Broadcasting Corp., 354 Jarvis St., Toronto, Ont.

**CHILE:** Andres Martorell De Llanza, Casilla 3043, Santiago

**COLOMBIA:** Pablo E. Carrasco, Kodak Colombiana Ltd., Carrera 13, No. 18-66, Bogota

**MEXICO:** Paul M. Wilson, Kodak Mexicana Ltd., Londres 16, Administracion De Correos 68, Mexico 6, D.F.

**PUERTO RICO:** Pedro Mabanta, Kodak Puerto Rico Ltd., 305 Ponce de Leon, P.O. Box 5006, Puerta de Tierra, San Juan 4

**VENEZUELA:** Alfredo J. Rosaiano, Bolivar Films, C.A., Apartado 786, Caracas

**PERU:** Jose Maria Rosello, Estudios Cinematograficos Rosello, Casillo Correo 3116, Lima

## Europe

**DENMARK:** Michael M. Jacobsen, Filmteck Copenhagen, Jenslovs Tvaervej 1A, Charlottenlund

**FRANCE:** Fred Orain, 128, Rue La Boetic, Paris 8e

**GERMANY:** Adolf Kochs, Wilhelm-Keim-Strasse 23, Munich

**GREAT BRITAIN:** Leslie Knopp, The Cinematograph Exhibitors' Assn. of Great Britain & Ireland, 164 Shaftesbury Ave., London W.C.2

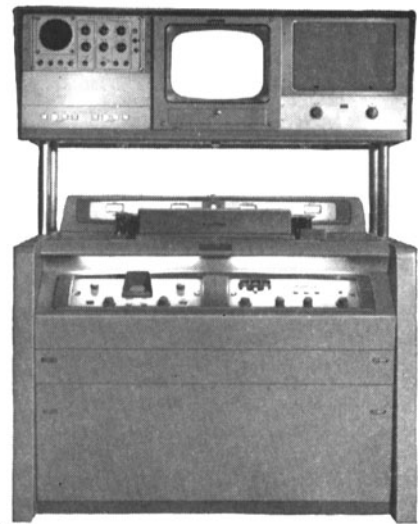
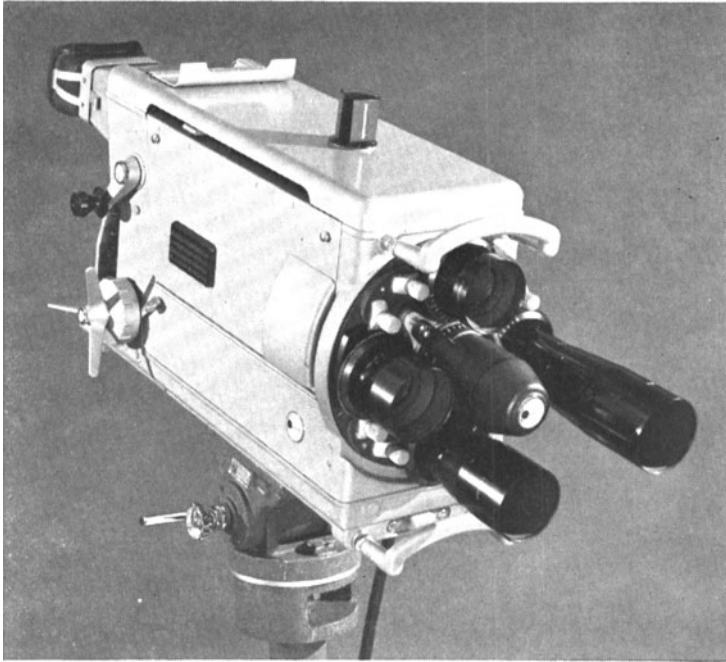
**ITALY:** Mario Calzini, Tecnostampa Labs, 38 Via Albalonga, Rome

**THE NETHERLANDS:** E. J. Verschuere, Wagnerlann 9, Hilversum

**SWEDEN:** Osten Soderlund, Hasselblads, Fotografiska AB, Motion Picture Dept., P.O. Box 428, Goteborg 1

**SWITZERLAND:** Robert Suter, Turicop SA, Regensbergstrasse 243, Zürich 11/50

**U.S.S.R.:** Victor G. Komar, Cinema Photo Research Institute (NIKFI), Leningradsky Prospect 47, Moscow



**MARCONI**

*and*

**AMPEX**

## **TEAMED FOR UNPARALLELED EXCELLENCE IN U.S. TELEVISION**

57 Individual MARCONI MARK IV Image Orthicon television camera chains were installed and operating in the U.S.A. at the beginning of this year.

In 17 separate installations the MARCONI MARK IV cameras have been teamed with Ampex's VIDEOTAPE\* Television Recorder to produce television tape recordings of the utmost quality.

Such installations range from the CBS Television Network to individual television stations . . . from Government training centres to one of the country's largest Universities.

**The MARCONI MARK IV camera is distributed in the U.S.A.  
solely by:**

**AMPEX Video Products Company  
REDWOOD CITY • CALIFORNIA**

**MANUFACTURERS OF THE VIDEOTAPE Television Recorder**

\*TM Ampex Corp.

**SYLVANIA ANNOUNCES A SUN GUN MOVIE LIGHT YOU**



CAN USE ANYWHERE!

# NEW 30-V BATTERY-POWERED SUN GUN...

*Most versatile movie light ever made!*

It goes anywhere. Lights anywhere. Makes it easier for you to shoot effectively under *any* conditions.

New 30-volt, Battery-Powered SUN GUN Movie Light is completely portable. Gives plenty of light for any job. Allows complete flexibility for every kind of news and location situation.

It's a battery-powered version of the remarkable SUN GUN that Hollywood studios have proved in use for over a year. So small it fits in the palm of your hand. Complete unit weighs only 16½ lbs. including battery. Yet pound for pound it outperforms any other battery-powered movie light made!

The SUN GUN battery pack is the finest portable power supply in the world today. It's specially designed for SUN GUN Movie Light by Frezzolini . . . world's foremost power pack designer.

It measures only 10" square by 3" wide. Recharges automatically in a short time on ordinary house current. Built-in recharger with automatic cutoff prevents overcharging . . . assures extra-long life. Entire unit can be transported and operated in any position. Nickel-Cadmium

battery is sealed in leakproof metal case. SUN GUN attaches to battery case for compact carrying.

Battery-Powered SUN GUN is easy to handle . . . fits any camera. Head tilts for bounce and indirect lighting. Bulb has rated life of 12 hours with SUN GUN battery pack.

For more details, see your supplier or write SUN GUN Dept., Sylvania Lighting Products, Division of Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.



# SYLVANIA

SUBSIDIARY OF

**GENERAL TELEPHONE & ELECTRONICS**



### Africa

SOUTHERN RHODESIA: *Geoffrey Mangin*, Associated Rhodesian Telefilms, 47 North Ave., P.O. Box 8252, Salisbury

### Asia

INDIA: *H. Krishnan*, Kodak Ltd., P.O. Box No. 343, Kodak House, Dr. Dadabhai Naoroji Rd., Bombay 1

JAPAN: *Kiyohiko Shimasaki*, Motion Picture Engineering Society of Japan, Inc., Sankei-Kaikan Bldg. No. 3 Otemachi-1, Rm. 271, Chiyoda-ku, Tokyo

PHILIPPINES: *Juan D. Fornoles*, L. V. N. Pictures, Inc., P.O. Box 3610, Manila

### Australasia

AUSTRALIA: *P. H. Budden*, Commonwealth Film Labs, 35 Missenden Rd., Camperdown, N.S.W.

NEW ZEALAND: *M. J. Ashley*, National Film Unit, Darlington Rd., Miramar, Wellington E.4

### Local Arrangements

The mammoth job of organizing the physical arrangements and supervising the myriad details of a big SMPTE Convention in Hollywood on this occasion will be under the capable direction of **Ralph Lovell**, 2554 Prosser Ave., Los Angeles 64, as Chairman of the Local Arrangements Committee. Assisting him will be:

Vice-Chairman: *Jack Kiel*, Photo-Sonics, Inc.

Hotel Arrangements: *D. J. White*, Magnasync Corp.

Exhibit: *George Kendall*, Moviola Mfg. Co.

Projection: *Merle H. Chamberlin*, M-G-M Studios

Hospitality Co-Hostesses: *Mrs. Ralph E. Lovell*, *Mrs. Harry Teitelbaum*

Publicity: *Thornton Sargent*, *Jack Goetz*

Further appointments will be announced later.

### Equipment Exhibit

Visitors to the last Hollywood Convention will remember the busy and bustling exhibit of millions of dollars' worth of video and film equipment that filled the Ambassador's Sunset Room and spilled out into the Registration area. So many would-be exhibitors were turned away that time that for the 91st arrangements have been made for double the amount of space for the Exhibit. Both the Sunset and Boulevard Rooms, lying each side of the ballroom where the technical sessions will be held, have been made available, and the resulting show should be something indeed to see. There is little doubt that we can expect last time's attendance of 2000 plus to be easily topped.

Brochures and order forms for reserving space are now being mailed. Anyone who has not received these and who wants to be sure to get them would be well advised to contact the Exhibit Chairman — **George Kendall**, Moviola Mfg., 1451 Gordon St., Hollywood 28 — and indicate his interest.

### New Equipment and Techniques

As in the past, there will be an Equipment Papers and Demonstrations Session at this Convention consisting of short, practical papers and talks by exhibitors. Only exhibitors will be invited to participate in this session as speakers; attendance will be open to all holders of Exhibit Passes as well as convention registrants. The equipment described or demonstrated must be new and never before shown at an SMPTE convention.

Acceptance of the MOVIOLA CRAB DOLLY for motion picture and television cameras is world wide as evidenced by unsolicited testimonials.

Users have learned through experience that the Moviola Crab Dolly provides a mobile platform for their camera that can be precisely positioned with more facility and speed, and with greater accuracy than any other type of camera support.

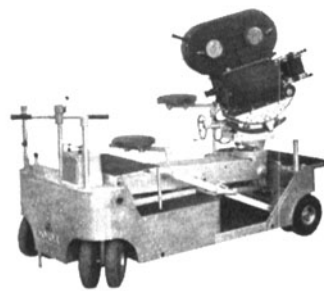
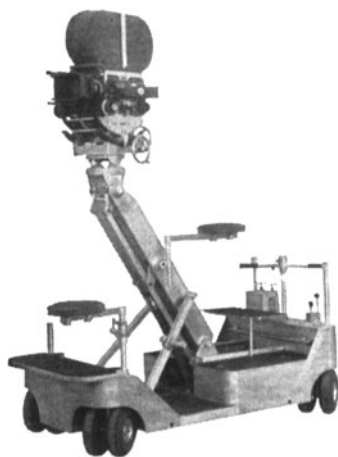
Regardless of the shot — moving or static — all people engaged in the creative phases of the industry recognize that production values are enhanced by the use of the Moviola Crab Dolly.

**PRODUCERS** see additional set-ups and more fluid camera work resulting in a quality product even on a tight budget.

**DIRECTORS** can add the dimension of camera movement to their sequences and, through continuous composition, give dramatic force to their story.

**CAMERAMEN** are able to "roll-in" on tight shots, exploit lighting setups to greater advantage, match "takes" to rehearsals through faithful dolly tracking and re-position quickly by smooth precision adjustment.

**EDITORS** welcome "dailies" that have an infinite variety of shots and added coverage. These values provided by the Moviola Crab Dolly eliminate "choppy" continuity caused by limited set-ups on ordinary camera supports.



**for HIGH production value . . . on a LOW budget**

**WRITERS** see that the Moviola Crab Dolly broadens their scope in its use for dramatic effects.

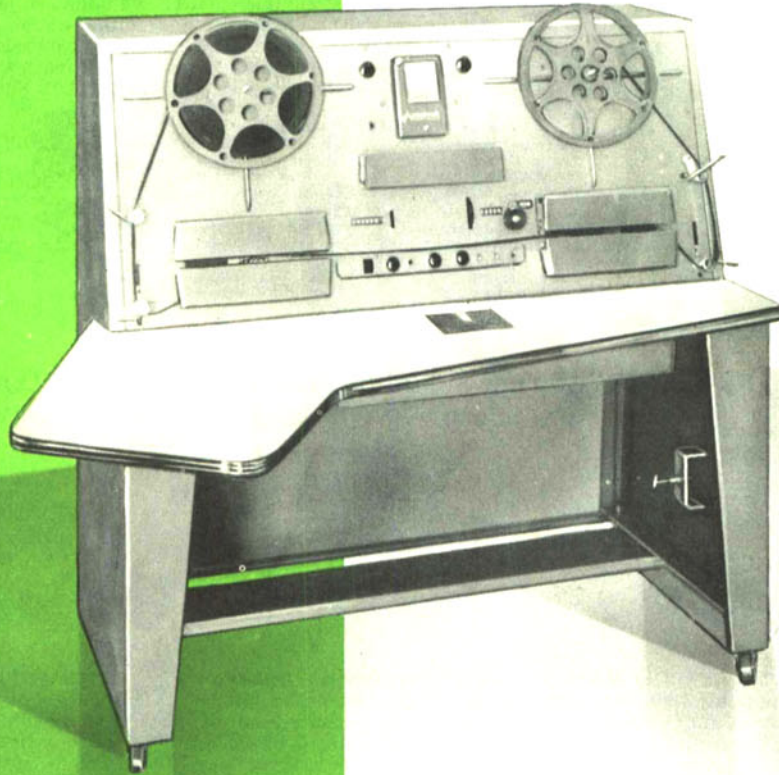
You can break the stalemate of production values versus cost with the help of the Moviola Crab Dolly. Call or write now for a free brochure—HOLLYWOOD 7-3178.

# Moviola

MANUFACTURING CO.

1451 N. Gordon St., Dept. SM, Hollywood 28, Calif. • Cable address: Moviola, Hollywood, Calif.

## *The Ultimate in Automatic Film Inspection*



Now has  
Auto-Load  
and Electronic  
Scratch Detection  
with Automatic  
Recording and  
Splicing

# MARK IV

**...the Futurmatic-Styled Inspect-O-Film  
with amazing performance...**

The Mark IV is the "ultimate" machine for those "who want everything". Designed as a research unit into the needs of the film libraries of the future, this unit has been put into pilot production because of the demand of leading commercial libraries who must furnish customers proof of print condition. The Mark IV retains from the past only what has been demanded by progressive libraries and could not be left out of a modern machine—features from the Mark II, such as eye-level loading, triple jewel sensitive low pressure detection, console and large work surface design etc. The Mark IV represents a technological breakthrough comparable to Harwald's invention of Automatic Electronic Detection. It gives an electronically written graph of the degree of film scratching by the foot so that

libraries and sponsors can judge print quality on an objective basis. The machine also features "Auto-Load" the easy loading system that will be a part of all film equipment of the future. Other features include: Selective detection, radioactive plutonium antistatic protection, no-scratch vacuum cleaning of film and ultra smooth all direct drive system. The Mark IV is particularly suited for duplex and other multiple machine arrangements. Naturally, electronic liquid cleaning and conditioning are also available along with a host of other features, get full details and see demonstration at coming conventions.

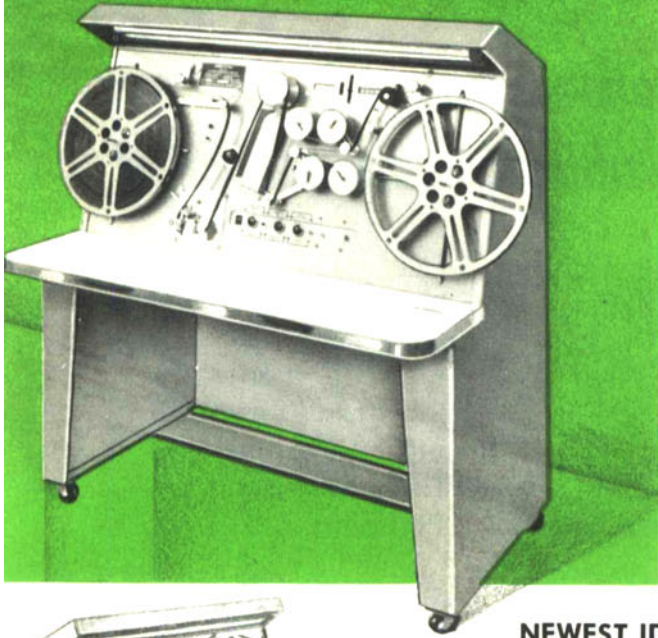
No. 21105 Ship. Wt., 375 lbs.

\$3,450.00 to 5,895.00 depending on accessories

**THE HARWALD COMPANY INC.**

1245 Chicago Avenue • Evanston, Illinois • DAVIS 8-7070

## MODEL "U" MARK II



## America's most popular film inspection unit

USED BY LEADING FILM LIBRARIES OF THE WORLD

The Model "U" Mark II is a dynamic machine that has won the praise of leading film library managers everywhere. It is considered the "Work-Horse" of the film inspection field. Designed to be the fastest, easiest to use, easiest to service, most accurate, top performing machine (exceeded only by the Mark IV) but for the vast middle of the road conservative managers market—this unit is the one.

Features eye-level non-stoop open path loading, for operator ease and convenience. Has Harwald originated "Plug-In" interchangeable service parts construction. All console style machines can

be used with electronic cleaning and conditioning. Can be duplexed—used as double "L" or double "H". Electronic loading available (see Deluxe Model). Special Features: Triple jewel controlled low pressure detection, ultra smooth drive, no break no snap starting. Top performance—for the pros!

Since this unit is constantly improved as results from the field show new features valuable, so be sure to get the latest information on it before buying. Simply contact our sales dept., and ask for special 81 feature list.

No. 2J102 Ship. Wt., 350 lbs. \$2,795.00

### DELUXE MODEL "U" MARK II

Same as above unit, but with large table, magnifier electronic loading, special wind switch and other deluxe features. Please contact us for features and details. Price \$2,995.00

### MODEL "U" SPECIAL

Here's a superb product for the little library to start on. Designed with ample space for adding most Mark II features. It is real easy to use. Full console size with big work surface. Features easy eye-level loading and has Harwald's patented Triple Jewel Detection System.

No. 2J103 Ship. Wt., 270 lbs. \$2,449.00



### PROFESSIONAL OPERATOR CHAIR

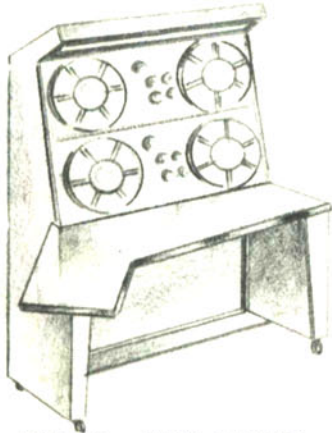
This famous Harwald professional operator chair is designed for maximum comfort. Beautifully styled, strong and it's cool. Has 6 separate adjustments and it is practically indestructible. Ship. Wt., 20 lbs. Sells elsewhere at \$39.95.

No. 13J101 only \$34.95

SAVE \$5.00

## NEWEST IDEAS FOR MODERN FILM LIBRARY INSTALLATION

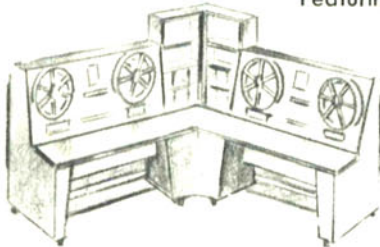
Featuring easy eye-level non-stoop loading and famous triple jewel detection



### MARK IV or MARK II DUPLEX

Smallest floor area, greatest comfort and output for Duplex setup. Ideal, where space is prime consideration. Permits operator better control over reels with less fatigue than other stacked or Duplex arrangements. Please write for list of features.

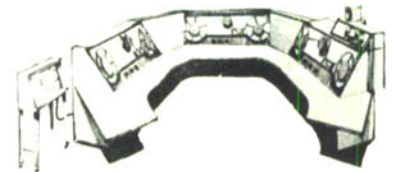
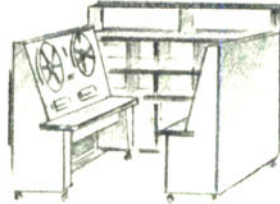
Priced \$3,995.00 to \$6,995.00 depending on accessories



### MODEL "U" MARK II or MARK IV Custom "L" or "Double L" Installation

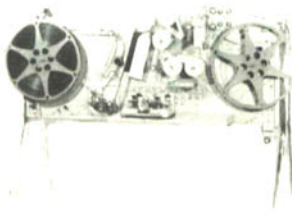
The most popular 2-machine setup. Here is by far the most popular arrangement of film inspection machines, used by perhaps 9 out of 10 leading libraries. It gives maximum output per unit floor space with greatest operator comfort—from easy eye-level loading.

No. 2J110 Ship. Wt., 750 lbs. \$2,950.00 per unit



### "TRIPLEX" MARK II or MARK IV

The concept of the future. For those who wish to maximize operator performance, yet have easy eye-level operation. This setup is a custom installation. Please write for list of features.



### MODEL "R" INSPECT-O-FILM

The famous "Old Reliable". As rugged as the old "DC-3" air plane. Designed for medium-speed inspection of release prints in 16mm libraries. These machines simply will not die! Ship. Wt., 250 lbs.

No. 2J101 \$1,995.00



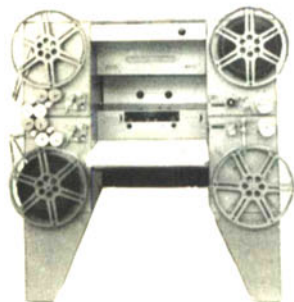
### QUALITY PUSH CART

Scientifically designed to solve the problems of holding and moving film easily. Adjustable shelf for right height. Sturdy construction. Holds up to 30-2000 ft. reels. A Quality Product. 40 lbs.

No. 13J106 \$49.00

## CONSOLETTA STYLE FILM INSPECTION

Superior Competitive Units for the Small User



### ULTRA MODERN DUPLEX Junior Challenger

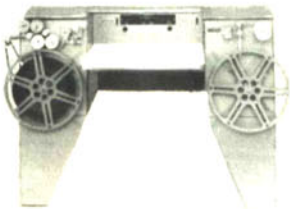
A superior competitive unit for less. Next to stacked Model "U" or Mark IV units, these give maximum output per unit floor space. You must see this unit and compare, prove to yourself how it exceeds competitive units, for less cost.

No. 2J109 600 lbs. \$2995.00

### DUPLEX-DELUXE

Extra features for greater performance. Low stretch—low stoop design. Please write for complete list of superior features. 625 lbs.

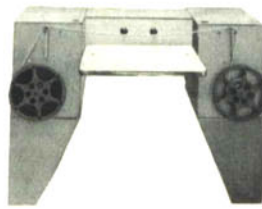
No. 2J107 \$3,895.00 to 5,950.00 depending on accessories



### MODEL 76 "CHALLENGER" Junior Consolette Inspect-O-Film

A superior competitive unit for less. Priced for the little library where consolette design and low loading are acceptable. This machine is in every way superior to competitive makes and we willingly offer it for your close examination and test against any other film inspection machine. Often copied, but never equalled, this all American-Made machine has Harwald's patented detection and outstandingly smooth drive system, safe on film—a real bargain. Please write for feature list.

No. 2J104 325 lbs. \$2,249.00



### JUNIOR DELUXE INSPECT-O-FILM

(Not Illustrated) Similar to Model 76 "Challenger", with extra features of Electronic Loading, Triple Jewel Model "U" type detection system and others. For details, please write for complete list of features.

No. 2J106 350 lbs. \$2,495.00

### REWIND-O-FILM

A dandy consolette style hand inspection and automatic rewind set up. Trade this machine up as your library grows, to automatic inspection for any Harwald model.

No. 2J108 270 lbs. \$799.00

## NEW and USED UNITS—RENTALS —LEASES

Rental to purchase agreements, available on all equipment. Get a FREE industrial engineering analysis. If you have over 200 films, you are probably paying for automatic inspection but not getting it.

## PLANNING A MODERN, PROGRESSIVE FILM LIBRARY?

Get Harwald's famous "Past and Future" literature and get help from our qualified sales engineers.

## HARWALD'S FAMOUS SERVICE POLICY

Available for all units. We trade, repair, rebuild, redesign and modify all and any type of film handling equipment. Call Mr. Service for details.

We are a service oriented organization. Our sales come largely from recommendations of happy customers. Take advantage of our original "Collect Call Service". An expert is as near as your telephone. Our nationwide organization is always at your service.

# MODEL "Q" MARK IV

A new concept of the famous Model "Q" Editing Machine. Ideal for TV Stations, Producers, Distributors, etc. Here is the ultimate in film handling for professional film men in TV stations and for film distribution. This machine not only has all the features of the Mark IV, described on the front cover, including the availability of scratch detection, etc., but also has a viewer and sound reader arrangement so that films may be viewed, edited, cut and an entire TV Show put together with the greatest of ease, in a professional manner.

Often times users report cutting down their time as much as in half of that with normal complicated arrangements and this machine does a complete job. Not only inspects film and cleans it, but times the film and allows it to be viewed at an extremely fast pace. For instance an hour program can be completely pre-viewed in less than five minutes. Complete smooth control over the film movement is possible and all the way from zero to 450 feet a minute, forward and reverse. No solenoids, easy service, no belts—a whole new concept in design!

No. 3J102 Price, depending on accessories, \$4,495.00 to 7,995.00

## STANDARD MODEL "Q" INSPECT-O-FILM EDITOR

Here is a professional tool offering electronic inspection, cleaning, measuring, viewing and sound reading for fast and accurate editing. You can inspect, clean and view a one-hour program in less than 5 minutes. Variable film speed from zero to 450 feet per minute both forward and reverse. Machine automatically stops at completion. Guaranteed against defects in material and workmanship. Ship. Wt., 235 lbs.

No. 3J101 Price, depending on accessories, \$3,950.00



## PROTECT-O-FILM

World's Finest Film Conditioner

### 4-WAY PROTECTION

1. Maximum Scratch Protection
2. Cleans and Conditions
3. Anti-Static Action
4. Kills "Greenness"



Two types of fluids available. Formula 101X is ideal for use on release prints and for continuous projection as well as general purpose cleaning. Formula 201X is a treatment for originals, intermediate negatives and for use in the Protect-O-Film Electronic Cleaning Machine. It is superb for quantity printing from a given negative without degradation of picture quality. PROTECT-O-FILM is completely SAFE. It contains NO Carbon Tet and it's also Non-Flammable.

Size	Type 101X	Type 201X	Price
Pint	10J101	10J121	\$ 1.75
Quart	10J102	10J122	2.82
1-4 Gal.	10J103	10J123	9.60
5-54 Gal.	10J103	10J123	9.00
20 Gal. Drum	10J104	10J124	165.00
55 Gal. Drum	10J105	10J125	395.00

## ELECTRONIC CLEANING MACHINE

World's Finest  
Film Cleaner and Conditioner!

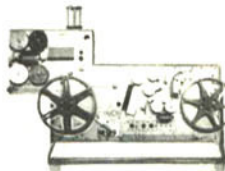
The Harwald Protect-O-Film Machine applies PROTECT-O-FILM Cleaning fluid to 16mm film at speeds up to 1000' per minute. It guarantees excellent 4-way protection. 1 . . . provides cleaning action, 2 . . . prevents scratches, 3 . . . anti-static, 4 . . . knocks "greenness". The cleaning fluid is electronically controlled to provide uniform wetness regardless the speed of the film.

An efficient exhaust is provided to eliminate fumes from the working area. This unit is designed as an attachment to fit any senior type Inspect-O-Film Machine and is controlled by it. Also can be used on a developing machine or bench rewind. When ordering, please specify type of service intended so that the proper type electrical connectors are supplied. Ship. Wt., 100 lbs.

No. 17J103 Price, depending on accessories, \$995.00



Illustration shows an actual installation used with an Inspect-O-Film (Fits any senior type Inspect-O-Film machine)



## CEMENT-O-FILM

The Amazing  
Lightning-Fast  
Super-Speed  
Film Cement



Cement-O-Film is a radically new splicing fluid developed in Harwald's laboratory. Now, for the first time, an instant splice can be made—even without heat! Cement-O-Film not only is lightning fast, but it makes extremely strong long-lasting splices. The reason is a new solvent combination which makes a true weld on even the new triacetate film bases. Just order a pint today and see for yourself. Users tell us they save so much time and film, using Cement-O-Film, that they throw out their stock of older type cements. It is absolutely non-corrosive and actually helps to keep your splicer clean.

No. 10J147 One Pint Can Price, depending on accessories, \$2.95

No. 10J149 One oz. Bottle with Brush Price, depending on accessories, .50

## HARWALD'S SPLICE-O-FILM

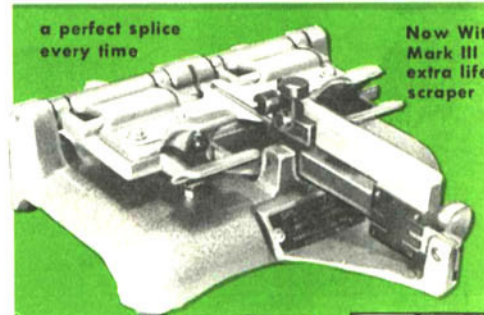
World's finest splicer . . .

The major cause of film failures is poor splicing . . . and the major cause of poor splicing is improper scraping. SPLICE-O-FILM solves these problems with its electric heat and automatic scraper that takes off exactly the right depth of emulsion every time.

In just 9 SECONDS you can get a perfect splice—accurate within 1/10,000 of an inch. For laboratory use, SPLICE-O-FILM's registration accuracy makes it ideal for A-B roll preparation. (No. 4J106 recommended) and its preset scraper permits reliable splicing of raw stock in the dark. (No. 4J105 or 4J101 recommended).

The new SPLICE-O-FILM is equipped with special features not found on the earlier models. Among these is the Mark III scraper assembly with its extra long life tungsten steel blade which can be changed and adjusted perfectly without tools. You can put this unit on your older Harwald splicers if desired. (Part No. 4S3100 Price, depending on accessories, \$12.50)

The main difference between the Model B and AR are size and pin arrangement. Model B is larger with pins in the center of the bed for fast working with both B-W and color films. AR is indicated where top quality splices are desired at a minimum cost. Model C is for 35 MM only. The Model B 4J105 is our most popular model for film libraries. Ship. Wts., Model "AR" 5 lbs.; Models "B" and "C" 8 lbs.



a perfect splice every time

New With Mark III extra life scraper



Cat. No.	Description	Price
4J101	3/32" width splice for prints, 16mm	\$ 99.50
4J102	1/16" width splice for negatives, 16mm	\$ 99.50
4J105	3/32" width splice for prints, 16mm	\$175.00
4J106	1/16" width splice for negatives, 16mm	\$175.00
4J107	3/32" width splice for 35MM Film	\$175.00
4J108	1/16" width splice for 35MM Film	\$175.00

Also available 35MM Micro-Film Splicer Price, depending on accessories, \$175.00

### HARWALD'S SEMI-PRO W.C. SPLICER

A dandy small splicer for the amateur who makes an occasional splice and wants the automatic features. No. 4J205 Ship. Wt., 7 lbs. Price, depending on accessories, \$199.50

The Harwald Co., Inc.

1245 Chicago Avenue

Evanston, Illinois

DAvis 8-7070

# A Cordial Invitation

from the  
**HARWALD COMPANY**

Visit an exhibit of the world's finest Film Handling Equipment. This is a "convention booth" on paper — for your interest. Also visit us at all the leading Audio-Visual and TV motion picture engineering conventions.  
Write, wire, or call collect for immediate attention.

**The Harwald Co., Inc.**  
1245 Chicago Avenue  
Evanston, Illinois  
DAvis 8-7070

Sincerely Yours

*R. Grunwald*  
R. Grunwald (President)

Harwald sells the "influentials" — the leaders in the field who are recognized as smart buyers. Here is a list of people whose deep technical knowledge and whose service to the A-V field have made them established leaders. From experience, they can offer well-based opinions about our equipment. Although space does not permit a full listing of the leading users of our products, here are just a few . . .

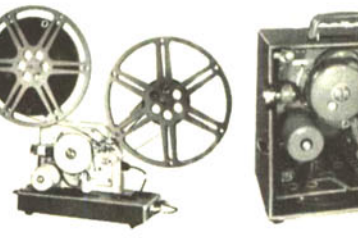
Social Security Administration  
Atlanta Board of Education  
Baptist Sunday School Board  
Gospel Films  
Milwaukee Public Museum  
Monroe County Library  
General Motors Corporation  
U. S. Department of Agriculture  
Arlington County Schools  
Province of Saskatchewan  
Viewsound Supplies  
Cartwright Schools  
Alhambra Schools

Encyclopedia Britannica Films, Inc.  
LaMesa Spring Valley City Schools  
San Diego City Schools  
San Diego County Schools  
Greenwich Board of Education  
Los Angeles County Schools  
Swift Motion Picture Laboratory  
Lederve Labs  
University of Washington  
University of Colorado  
U. S. Air Force Film Library  
Armed Forces Radio & Television Association Films

We invite you to join this group yourself.

In territories where Harwald is represented by dealers, these men are known as the top men in the field, whose judgement is highly regarded.

## "Research and Engineering for Finer Film Handling Products"



**MM SUPREME 16mm SOUND PROJECTOR**  
A highly successful unit designed for educational, industrial and entertainment use. It is compact, rugged, easy to carry, yet it performs with more massive and higher priced projectors. The MM Supreme has automatic safety trips which make film damage virtually impossible even with non-professional operators. It has a self contained screen for desk-top presentations. Film capacity 2000 ft. 105-125 volts, 25-60 cycle AC-DC. Weighs only 28 lbs. No. 91101 Ship. Wt., 30 lbs. . . . \$349.50

**MOVIE-MATE AUTOMATIC REPEATER**  
16mm Sound Projector for Sales Use  
A newly developed, highly reliable compact projector that requires no threading or rewinding. Accommodates 400 feet of continuous film. Only a flip of the switch is needed for an extremely effective and simple presentation. For 105-125 volts, 25-60 cycle AC-DC. Weighs only 23 lbs. No. 71104 Ship. wt., 26 lbs. . . . \$498.00

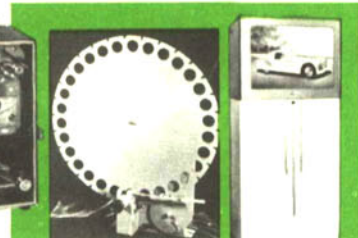


**Compo Reels**      **Split Reels**  
COMPO REELS are the best projection reels and rats available. They are die formed of hard spring steel and the 800, 1200, 1600 and 2000 foot reels have die-cast aluminum hubs. This ensures that the reels run perfectly true, thus preventing damage to your valuable film.

Cat. No.	Description	Price
12R101	16mm 400 ft. Reel	\$ .70
12R102	16mm 400 ft. Can	.70
12R103	16mm 600 ft. Reel	1.65
12R104	16mm 600 ft. Can	1.65
12R105	16mm 800 ft. Reel	2.15
12R106	16mm 800 ft. Can	2.15
12R107	16mm 1200 ft. Reel	2.50
12R108	16mm 1200 ft. Can	2.50
12R109	16mm 1600 ft. Reel	2.75
12R110	16mm 1600 ft. Can	2.75
12R111	16mm 2000 ft. Reel	4.25
12R112	16mm 2000 ft. Can	4.25

**QUANTITY PRICES ON REQUEST**  
HARWALD SPLIT REELS permit you to handle film on cores conveniently, such as leader, replacement sections, negatives etc. We carry a complete line in stock — full listing available on request

Cat. No.	Description	Price
12R113	16mm Aluminum, 500 ft.	\$ 6.00
12R114	16mm Aluminum, 1200 ft.	11.00
12R119	16mm Steel, 400 ft.	4.49
12R120	16mm Steel, 800 ft.	6.15
12R121	16mm Steel, 1200 ft.	7.65
12R122	16mm Steel, 1600 ft.	9.65
12R117	35mm Aluminum, 500 ft.	11.50
12R124	35mm Steel, 400 ft.	5.15
12R125	35mm Steel, 800 ft.	6.40



**HARWALD DISPLAY PROJECTORS**  
ADMATIC is a continuous slide projector, that will give your product or story the impact of Kodachrome slides. Thousands of Admatics have been in use for a 12-year period. It is considered the "workhorse" of the advertising field. Ideal at conventions, trade shows and in your outer office. The mechanism is ultra-reliable and rarely requires service. Slide capacity 2"x2", projection size 10"x23", time every new slide shown, 4 seconds. Height 66", Depth 18", Width 28", Ship. Wt., 160 lbs. No. 51102 . . . . . \$495.00

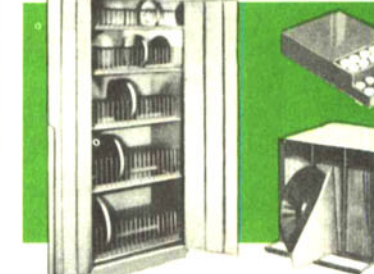
**SONOMATIC** is a continuous sound slide projector. It has all the features of the above unit, however it has fully synchronized sound. Ideal for showroom, convention or museum displays. The Sonomatic uses continuous magnetic tape for sound track and control. 1000 cps inaudible tone controls slide change. Starts with push-button in front and presentation ends automatically. Tape size, 3/4", tape cartridge capacity, up to 30 minutes. Ship. Wt., 175 lbs. No. 81101 . . . . . \$895.00

**CINEMATIC** is a continuous sound motion picture projector. Styled same as above units. Its excellent picture quality and dependability provides an ideal display or daylight classroom projection. Built-in 800 ft. capacity magazine. Film size, 16mm. Lamp size, 750 watts. Ship. Wt. 190 lbs. No. 71101 . . . . . \$1,195.00



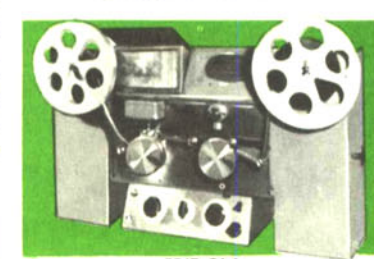
**POWER REWINDS**  
Harwald power rewinds combine unusual convenience in use with economy. One important feature of these units is their very steady speed. Both rewinds take interchangeable shafts and are of 2000 feet capacity. The STANDARD model employs a foot rheostat speed control. The DELUXE model is unusually smooth, stable and works extremely well with sound negatives. It is absolutely safe for rewinding. It uses a knee operated lever which controls a torque converter. This lever can be locked manually if desired. Other arrangements for speed control are available on special order.  
Ship. Wts. "STANDARD" 65 lbs. "DELUXE" 75 lbs.

Cat. No.	Description	Price
19J120	Standard rewind with 16mm shaft	\$110.00
19J121	Standard rewind with 35mm shaft	110.00
19J122	Deluxe rewind with 16mm shaft	215.00
19J123	Deluxe rewind with 35mm shaft	215.00



**STORAGE CABINETS**  
Harwald supplies a complete line of top quality storage cabinets for discs, tapes, films and film strips. These units are of double welded construction and hold a maximum of materials in a minimum space. For full information about these superior, yet competitively priced cabinets, write for complete catalog.

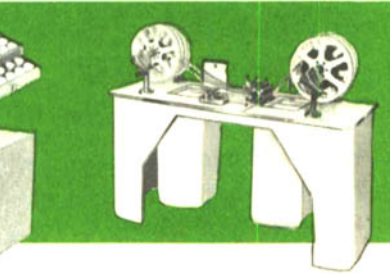
**PROJECTION STANDS**—another plus product  
The High Stand—that projects over heads—yet folds for easy storage and rolls smoothly. This amazing stand is 51" high—projects right to the middle of a 45x60 tripod screen! Made of rugged steel, yet light weight. Deluxe & Premier have special levelling feet, rock solid even on irregular floors. These modern grey stands are being specified more and more by leading professional A.V. Directors.



**EDIT-OLA**  
Here's a versatile truly professional editor at a fraction the cost of less convenient competitive equipment. Check these features: Easy to load and use—optical-magnetic sound—big built-in screen—single or double system—transistorized electronics—professional 3 motor drive—instant reversing—oversize sprockets for easy film loading—portable. The new standard for pros all over the world. For Producers, T.V., and all previewing needs.  
No. 15J106 Ship. Wt., 80 lbs. . . . . \$1,389.00

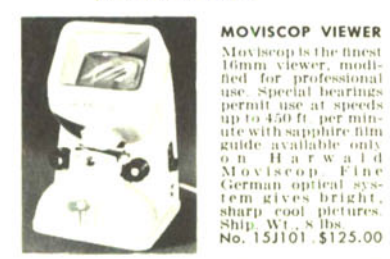


**FOOTAGE COUNTER**  
These precision counters measure feet and frames. A shoe (included) may be attached permanently to the editing bench. Counter fits into shoe, holding it rigidly, can be easily stored out of way permitting space for other equipment. Uses a 20-tooth aluminum sprocket, a Vee-ler-foot counter for lifetime service—tops for magnetic film. Ship. Wt., 3 lbs.  
No. 18J601 16mm Footage Counter . . . \$68.05  
No. 18J602 35mm Footage Counter . . . \$68.05



**"PREMIER" EDITING BENCH**  
Functionally engineered & endorsed by world's leading editors. The finest professional bench made. Check these features: Spacious top—Formica Surface—Polished Stainless Trim—Modern Style—Cloth Bins on both sides of built in light box with slide cover lens.  
No. 13J102 ship. Wt., 170 lbs. . . . . \$289.00

**PROJECTION STANDS**—another plus product  
No. 13J103 "Standard" . . . . . \$34.95  
(No casters no shelf low priced for fixed installations) 27 lbs.  
No. 13J104 "Deluxe" 41 lbs. . . . . \$39.95  
(One shelf casters and levelling feet)  
No. 13J105 "Premier" . . . . . \$69.95  
(Illustrated—the world's finest projection stand) 46 lbs.



**MOVISCOP VIEWER**  
Moviscop is the finest 16mm viewer, modified for professional use. Special bearings permit use at speeds up to 450 ft. per minute with sapphire film guide available only on H. A. F. W. Ltd. Moviscop. Fine German optical system gives bright, sharp cool pictures. Ship. Wt., 8 lbs.  
No. 15J101 \$125.00



**HARWALD "PROFESSIONAL" FILM LEADER**  
Personalized, printed and plain—that pays in money saved! You are paying for this prestige builder in lost films, lost advertising and sloppy handling. Printed every 7 inches with 3 lines of copy. Blue is for head of film, Red for tail. To Order, simply send in your wording and join all the progressive film managers.

**BLANK LEADER**  
12J107 16mm white sound perf. (1200' min) . . . . . .01/ft.  
12J108 16mm white silent perf. (1200' min) . . . . . .01/ft.  
12J109 35mm white pos. perf. (1000' min) . . . . . .0175/ft.  
12J110 16mm yellow sound perf. (1200' min) . . . . . .0175/ft.  
12J111 16mm yellow silent perf. (1200' min) . . . . . .0175/ft.

**PRINTED LEADER**  
\*Under 5,000' 15,000' Over  
2¢ per ft. 15,000' 25,000' 25,000'  
1 1/2¢ per ft. 1 1/2¢ per ft. 1 1/2¢ per ft.

\*Orders under 5,000' please add \$16.70 set up charge for initial order only.