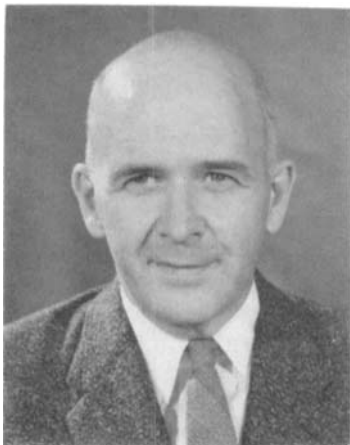


89th Convention and Equipment Exhibit

Hotel King Edward Sheraton, Toronto, Canada,
May 7-12

Theme: International Achievements in Motion Pictures and Television



Gerald G. Graham, now the Arrangements Chairman, was chairman of the Planning Committee for the Toronto Convention.

THE 89TH CONVENTION has benefited from long-range planning and much careful work during the past two years. The first formal report of the Toronto Planning Committee for the 89th SMPTE Convention was made on September 21, 1959, by Chairman Gerald G. Graham. The Papers Program planning was begun in mid-1959 by Rodger J. Ross. The results of his leadership are shown below in the Advance Outline of Sessions. The Advance Program, complete with abstracts of about 100 papers, will appear in the March *Journal*.

Convention Arrangements

Since publication of the roster of Local Arrangements Chairmen in the October *Journal*, there have been some additions. The revised list of the many who are responsible is:

Local Arrangements Chairman: GERALD G. GRAHAM
Vice-Chairman, Local Arrangements: ROGER BEAUDRY
Exhibit Chairman: KENNETH S. OAKLEY
Exhibit Committee: BOB MACKENZIE and PETE ELLIOTT
Hotel Arrangements: LOU T. WISE
Registration Chairman: DON DIXON
Auditors: JIM BACH and DON CLAYTON
Ladies Program: FRANK TATE
Co-Hostesses: MRS. S. W. CALDWELL and MRS. F. L. TATE
Public Address, Recording and Projection Chairman: AL TURNBULL
Special Assignments: R. S. (TEX) REKERT
Banquet Chairman: ARTHUR CHETWYND
Luncheon Chairman: SPENCE CALDWELL
Publicity Co-Chairmen: ARTHUR C. BENSON and FRANK YOUNG
Hospitality Chairman: MRS. A. L. CLARK
Hospitality Committee: MRS. W. G. FARROW, MRS. E. POTTER and MISS J. ALLEN
Membership Chairman: JIM BUIST
Membership Committee: BERNARD McALLISTER and N. J. VALIN
Transportation Chairman: RON RINGLER
Administrative Assistants: NORMAN OLDING, E. WALLY HAMILTON, A. H. SIMMONS, R. R. EPSTEIN and MICHAEL STECHLY

All indications are that the Toronto Convention will be a very well run show and a very good one. More information will appear in the announcement soon to be mailed to all members. That will include the convenient Hotel Reservation Card customary in such Society mailings. The rates are shown later, below.

The Papers Program

News from Chairman Ross is consistently good, with the facts, both stated and inferred, justifying an optimistic view and a confident prediction of a four-star, A-1 Convention. For example: Close to 80 papers were scheduled early and planned to fit into this *Advance Outline of Sessions*.

Monday, May 8, Morning: special cinematography including a demonstration of the Super Technirama 70 Process

— *Afternoon:* instrumentation and high-speed photography

— *Evening:* film and television in education

Tuesday, May 9, Morning and Afternoon: new developments in 8mm

— *Evening:* film projection equipment and practices including xenon rear projection and a 70mm Italian projector

Wednesday, May 10, Morning: sound recording and reproduction — control equipment, special effects, review room practices

— *Afternoon:* demonstration lectures with new equipment

Thursday, May 11, Morning and Afternoon: laboratory practices including rapid processing and papers by Technicolor Corp.

— *Evening:* television recording including a mobile color TV unit, editing video tape, standards conversion

Friday, May 12, Morning and Afternoon: TV studio practices and station operation including two papers from Japan and from England, two papers on studio lighting

The above wealth and width of program is based on the effective activities of the thirteen Topic Chairmen listed in the October *Journal*, p. 752.

Motion-Picture Short Subjects

Ralph Ellis is Chairman for this important part of the Program which will show fruits of technical and filmic efforts from many countries. A tentative list of 14 films was given in the November *Journal*, p. 826.

Hotel Reservations

There will be no Advance SMPTE Registration for Papers Program and Entertainment Events at the Toronto Convention. All members are urged, however, to make their Hotel reservations as soon as possible. As noted above, the Convention Announcement with hotel card is being mailed very soon to all members. The rates are shown below, if you wish to

write now to: *Reservation Office Manager*, King Edward Sheraton Hotel, 37 King St. East, Toronto, Ont.

Single room:

\$6.50, \$7.50, \$9.50, \$10.50

Double Room:

\$11.50, \$12.50, \$14.50

Suite occupied by one person

\$16.00, \$20.00, \$28.00, \$32.00

Suite occupied by two persons

\$20.00, \$25.00, \$33.00, \$38.50

Suite (2 rooms and parlor) occupied by 4 persons

\$40.00, \$58.50

Entertainment

A new Society feature will be a Sunday Buffet — 7:30 p.m. — and a feature film to be shown at 9:15 p.m. The Get-Together Luncheon, the Banquet and Dance, and the Ladies Program will all be described in detail in the announcement and in the *March Journal*.



The Convention City

"Cosmopolitan as Paris and New York and as friendly and hospitable as Texas," is how one tourist has summed up his impressions of Toronto. The city has a long and interesting history. It is rather a nice coincidence that "Toronto" is a Huron Indian word that can mean either "place of meeting" or "plenty," both appropriate on this occasion.

In 1750 a fort was built by the French on a site that is now the foot of Dufferin Street. Fort Toronto, as it was then called, was burned in 1759 by the French to prevent its being taken by the British. In 1788 the site of the present Toronto was purchased from the Indians by the British (for a hundred or so blankets and some axes) and by 1793 a thriving town had been built. Then, alas, the picturesque Indian name was changed to York. Then came the War of 1812, and the Americans marched into the town, destroyed the fort, the legislative buildings and the archives, and not content with all that devastation, the rude fellows then carried off the Mace. A very short time later the British retaliated by burning much of Washington, D.C., including the White House. It has been almost a century and a half since these wild doings, and much has happened since, but

it was not until 1934 that Toronto regained its Mace. This symbolic object was returned by President Franklin D. Roosevelt, 100 years after the town became a city. Its name was formally changed back to Toronto in 1834.

In the past two decades the town has been growing with enormous rapidity. The St. Lawrence Seaway is expected to bring millions of tons of overseas commerce to the Port of Toronto.

With these few notes — just the barest hint of what to look for in Toronto — the visitor with some leisure will find a walking tour of the city, with special attention to landmarks of the past, a rewarding experience.

Equipment Exhibit

All the space originally planned for exhibits (47 booths) has been reserved and an additional room, which was to have housed the Kodak Coffee Club, has been turned over to exhibits and already partially filled. Luckily for coffee drinkers, a new location for the Coffee Club has been found, just off the Registration area.

Plans are under way for a number of Canadian Government displays, illustrating motion-picture and television activities of the Air Force, Navy, National Research Council and National Film Board. The Canadian Broadcasting Corp. will have a 4-booth display.

The latest list of confirmed exhibitors is as follows:

A.T.R. Armstrong Ltd. (Canada)	Philip A. Hunt Co. (U.S.) Lipsner-Smith Corp. (U.S.)
Bach Auricon, Inc. (U.S.)	MacKenzie Equipment Ltd. (Canada)
Beckman & Whitley, Inc. (U.S.)	Magnasync Corp. (U.S.)
Bell & Howell Co. (U.S.)	Magna-Tech Electronics Co., Inc. (U.S.)
Behrend Cine Corp. (U.S.)	McCurdy Radio Industries Ltd. (Canada)
Braun of Canada Equipment Ltd. (Canada)	Motion Picture Enterprises, Inc. (U.S.)
Caldwell A/V Equipment Ltd. (Canada)	Northern Electric Co. (Canada)
Camera Equipment Co. (U.S.)	Precision Cine Equipment Div. (U.S.)
Canadian Broadcasting Corp. (Canada)	Robert Rigby Ltd. (England)
Canadian Applied Research Ltd. (Canada)	L. B. Russell Chemicals, Inc. (U.S.)
Alex L. Clark Ltd. (Canada)	See Cue Devices Ltd. (Canada)
Eastman Kodak Co. (U.S.)	S.O.S. Cinema Supply Corp. (U.S.)
E.M.I. Cossor Electronics Ltd. (England)	Strand Electric Ltd. (Canada)
Ferrania Div., Viditon Corp. (Canada)	Thompson Products Ltd. (Canada)
Film Editing Equipment, Inc. (U.S.)	W. Vinten Ltd. (England)
Florman & Babb, Inc. (U.S.)	Wollensak Optical Co. (U.S.)
Harwald Co. (U.S.)	

The Equipment Papers and Demonstrations Session on Wednesday afternoon, May 10, at which exhibitors will have an opportunity of describing and showing some of their new products, will be under the chairmanship of M. M. Elliott, of S. W. Caldwell Ltd. For whatever space may be left, last-minute would-be exhibitors should contact the Exhibit Chairman, Kenneth S. Oakley, c/o Bell & Howell Canada Ltd., 88 Industry St., Toronto 15, Ont. (RO 7-3131).