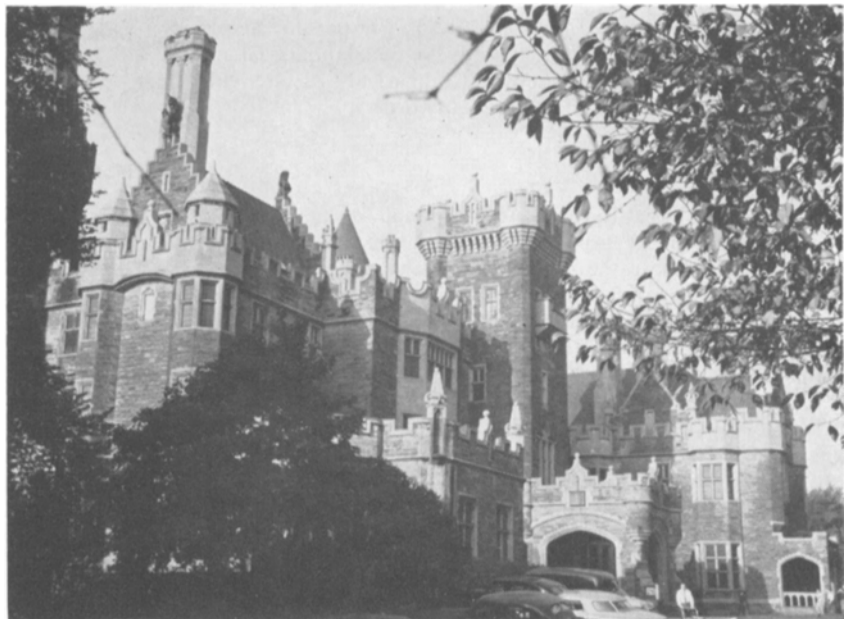


# Society of Motion Picture and Television Engineers



Medieval architecture in the New World, Toronto's famous Casa Loma.

## 89th Semiannual Convention and Exhibit Advance Papers Program and International Equipment Exhibit Hotel King Edward Sheraton, Toronto, Canada, May 7-12

The publication of the Advance Program, together with the last-minute pre-Convention announcements, represents an important and most dynamic phase of Convention planning. Every item of information relating to the forthcoming Convention has been reported by the Arrangements Committee in condensed and convenient form for the membership. Announcements in the *Journal* present detailed accounts of pre-Convention activities, together with a few highlights of the Convention City and "fun" plans. The Postal Announcement with Hotel Reservation card and information on hotel rates, together with the outline of sessions and other items, should by now have been received by all members.

This Advance Program tells its own story of top-notch papers of unusual significance which not only illustrate the broad interests of the Society on a worldwide basis, but also point to developing trends within the industry. A few changes may be made in this Program before, or even during, the Convention; but the Advance Program is as complete and accurate as it can be at this time.

The "8mm trend" is being carefully watched by industry leaders. Speculation as to its lasting importance has given way to intense interest in its possibilities for educational, industrial and other applications. This subject occupies two entire sessions — Tuesday morning and afternoon.

Other papers of considerably more than routine interest will be presented at the two Laboratory Practice sessions scheduled for Thursday morning and afternoon. Two papers will give detailed descriptions of the new viscous coating process. The papers (Parts I and II of the overall subject of "Rapid Processing of Motion-Picture Film by the Application



Rodger J. Ross, Program  
Chairman, 89th Convention.

of Viscous Coatings") describe (Pt. I) the principles of development with viscous coatings, and (Pt. II) a new machine called the Eastman Viscomat Processor, Model 10P. This machine uses viscous solutions applied at 125 F to process 16mm film at a rate of 36 ft/min. One frame is completely developed and dried in one minute. The paper (Pt. I) on "Viscous Processing of Motion-Picture Film by the Application of Viscous Coatings," is by George E. Cummins, John R. Turner and Robert J. Wilson. Part II, "A Machine for the Rapid Processing of Motion-Picture Film," is by Paul A. Hermle and Harold D. Lowry. The authors are all with Eastman Kodak Co.

Altogether, a dozen papers are scheduled for the Laboratory Practice Sessions, many of them of extraordinary merit.

The Wednesday Afternoon (2 : 00 P.M.) session on Sound Recording and Reproduction is being held concurrently with the Equipment Papers and Demonstrations.

A special guest for the Cocktail Party and Banquet will be Mrs. Ellen Fairclough, Canada's Minister of Citizenship and Immigration.

Reservations for the banquet, at \$12.50 per person, should be sent, the earlier the better, directly to the Banquet Chairman: Arthur Chetwynd, Chetwynd Films Ltd., 21 Grenville St., Toronto. Checks should accompany orders.

### For the Ladies

Plans for the ladies have as one of the main events a trip to Niagara Falls; there are also various tours, teas and other activities. It is more than likely that many of the ladies will regard the shopping facilities as the main attraction and will succumb to the temptation of handloomed woolens, authentic English bone china and other useful and beautiful souvenirs of Canada.

Unscheduled leisure time activities might well include a look at the many historic sites in and around Toronto. Each Convention City has its own special character and its own list of attractions. Toronto has been the site of many exciting historical events (a few of them noted in the February *Journal* on p. 115), and its present, while far removed from frontier adventure, is no less exciting.

A remarkable roster of short subject films was already in hand and listed in the November *Journal*, page 826. The Program at the Convention will show these arranged at the opening of Sessions.

### ABSTRACT OF LADIES PROGRAM

- Sunday Afternoon — Registration
- Evening — Buffet Supper and pre-release feature film, courtesy SMPTE
- Monday Morning — Registration
- Noon — Get-Together Luncheon
- Afternoon — Ladies get-acquainted tea at the King Edward Sheraton Hotel, courtesy of Photo Importing Agencies Ltd.
- Tuesday Morning — Trip to Niagara Falls
- Lunch — Brock Hotel, Niagara Falls, courtesy of Minnesota Mining and Manufacturing of Canada Ltd. Return at 5:30 P.M.
- Evening — Guests of C.B.C. "Front Page Challenge" programme
- Wednesday Morning — Open, shopping guide and transportation available
- Afternoon — Open
- Evening — Cocktail Party, courtesy of National Film Board of Canada. Banquet
- Thursday Morning — Open
- Afternoon — Tea and tour of Casa Loma, courtesy of Alex Clark Equipment Co. Ltd.
- Evening — Open
- Friday — Open, tickets available for C.B.C. programme

The Ladies Lounge will be open each day during the technical sessions for your convenience.

The Tentative Schedule of Committee Meetings, appears later on this page. The Directory of Equipment Exhibits will be found on pages 211-218.

The Association of Motion Picture Producers and Laboratories of Canada has tentative plans for a Conference for May 12, and also other activities in conjunction with the Society's Convention.

The Canadian Film Institute plans to present the Canadian Film Awards at the King Edward Sheraton Hotel on Saturday, May 13.

The social center of the Convention for refreshment and conversation, the Coffee Club, will be under the sponsorship of Canadian Kodak Ltd., of Toronto.

## Outline of Program

### Sunday

- 12:00-6:00 Registration
- 7:30 Buffet
- 9:15 Film Premiere

### Monday

- 9:00 Registration
- 9:30 Cinematography
- 12:15 Get-Together Luncheon, Guest Speaker: J. J. Fitzgibbons, Sr.
- 2:30 Image Forming Systems, Instrumentation and High-Speed Photography
- 7:30 Films and Television in Education

### Tuesday

- 9:00 New Developments in 8 mm
- 2:00 New Developments in 8 mm
- 7:30 Film Projection and Television Film

### Wednesday

- 9:00 Sound Recording and Reproduction
- 2:00 CONCURRENT SESSIONS  
Sound Recording and Reproduction  
Equipment Papers and Demonstrations

### Thursday

- 9:30 Laboratory Practices
- 2:00 Laboratory Practices
- 7:30 Television Recording

### Friday

- 9:00 Television Studio Practices and Station Operation
- 2:00 Television Station Operation and Equipment

### Tentative Schedule of Committee Meetings

#### Tuesday, May 9

- 10:00 A.M. Papers Committee
- 11:00 A.M. Board of Editors
- 12:15 P.M. Editorial Luncheon
- 2:00 P.M. Publications Advisory Committee

#### Thursday, May 11

- 8:00 P.M. Association of Cinema Laboratories Board Meeting

#### Friday, May 12

- Association of Cinema Laboratories Meetings
- 8:00 A.M. Pre-Breakfast Meeting
- 9:00 A.M. Voting Members
- 11:30 A.M. Voting and Assoc. Members
- 2:00 P.M. Committee Meetings
- 4:00 P.M. General Meeting

Engineering Committees which will meet during the week are tentatively listed below. The final schedule will appear in the Convention Program. All Committee Members will also be notified by mail.

Color	Laboratory Practice
Film Dimensions	Screen Brightness
Film Projection Practice	16 & 8 mm
Instrumentation and High-Speed Photography	Sound Standards