

89th Convention — Toronto, Canada



Some of the top echelon at the Convention. Left to right: Reid H. Ray, Executive Vice-President; Gerald G. Graham, Local Arrangements Chairman; Harry Teitelbaum, Convention Vice-President; John W. Servies, President; Norwood L. Simmons, Past President.

A GREAT MANY years passed between the time that the Society first ventured beyond the borders of the United States to hold a convention until May 7th of this year when the 89th Convention opened at the King Edward Sheraton Hotel in Toronto, Canada, to discuss International Achievements in Motion Pictures and Television. The success of this meeting belied the fact, however, and indicated rather that the SMPTE was most welcome and at home in Canada.

Perhaps more than any other convention in recent years, the success of the 89th was dependent upon the precise arrangements of the local committees. This group, operating under the general supervision of Convention Vice-Presidents Reid H. Ray and Harry Teitelbaum, was made up of hard working individuals whose contribution to the success of the meeting extended over almost two years of careful planning. Originally constituted in 1959 as the Toronto Convention Planning Committee, with Gerald G. Graham as chairman, these Canadian Section members held regular meetings, circulated detailed progress reports, and devoted hours and hours of time and effort to preparing the unaccus-

tomized details of an SMPTE Convention in Canada.

The Papers Program was well organized in advance under Editorial Vice-President Glenn E. Matthews, with Rodger J. Ross of Canadian Broadcasting Corp. as Chairman of this Papers Program Committee activity described later.

Local Arrangements Chairman Gerald G. Graham, who changed his hat from Chairman of the Toronto Convention Planning Committee to become Local Arrangements Chairman, is due a tremendous amount of thanks for his great contribution in all phases of the convention arrangements. His on-the-spot Vice-Chairman, Roger Beaudry of Toronto, served with exceptional vigor as the liaison between the committees and Mr. Graham and Mr. Teitelbaum. Ralph C. Ellis of Fremantle of Canada Ltd. was responsible for the selection of the many interesting motion-picture short subjects shown during the week.

Registration, always one of the big convention jobs, was especially busy and, fortunately, especially well organized and supervised by the Chairman, Donald W. Dixon, Canadian Kodak Sales Ltd. There were no precedents to rely on; few really

expected that a convention in Toronto would attract more registrants than a convention in New York, or the 5th Congress in Washington. But this is what turned out to be the case. Beginning with four times as many people registering on Sunday as had been expected, heavy business continued at the Registration Desk all week — with a total of 928 registered, including 64 ladies. Under Don Dixon's capable management the whole operation ran smoothly and efficiently.

Lou T. Wise of Avro Aircraft Ltd. was the expert manager of hotel arrangements. The Ladies Program was in the capable hands of Chairman Frank L. Tate and Co-hostesses Mrs. S. W. Caldwell and Mrs. F. L. Tate.

A. D. Turnbull and W. L. Walterhouse of General Sound and Theatre Equipment Ltd. were in charge of public address, recording and projection, an exacting task which was managed admirably, with the assistance of Joseph Grimaldi of Pathe-DeLuxe Labs, W. D. Devitt of Odeon Theatres of Canada, A. L. Greer of Twentieth Century Theatres and Kenneth Reason of General Theatres. The sound recording was carefully done by Hugh P. Mackin under Frank Knudsen of Professional Sound/Picture Service.

Reginald S. "Tex" Rekert was special assignments chief and, as Mr. Teitelbaum remarked, "official worrier" in commending his terrific job. The delightful banquet was arranged by Arthur Chetwynd with professional skill. Spencer W. Caldwell engineered the highly successful Get-To-



Guest speaker John J. Fitzgibbons with Spence W. Caldwell, Chairman of the Luncheon Committee.



Overseas attendants at the Get-Together Luncheon; left to right: Dr. M. Jahoda, Ing. Jiri Struska, of the Czechoslovak State Film Corp.; Crista Singer of the Canadian Broadcasting Corp.; Leon Shelly of Leon Shelly & Co. Ltd., Toronto; Fred Orain, President, Commission Supérieure Technique du Cinéma, Paris; U. Karatsouba, Mark Krivocheev and Yuri Kroupin, of the Ministry of Communications, Moscow; and Frantisek Pilat of the Czechoslovak State Film Corp.



Another international table at the Luncheon; left to right: Percy Corry, Strand Electric Ltd., England; Miss Clark, Strand Electric Ltd., Toronto; Rollo G. Williams, Century Lighting, Inc., New York; Viktor Komar, Ministry of Culture, USSR; M. Z. Vyssotsky, Union of Cinematographers of the USSR; David W. Ridgway, CHEM Study, Harvey Mudd College, Calif.; unidentified guest; and F. P. Bentham, Strand Electric Ltd., England.

gether Luncheon. James B. Bach and Donald L. Clayton of Cinesound Ltd. audited the extensive registration, membership and publication sales.

Arthur C. Benson and Frank Young worked long and hard on the successful publicity campaign. Hospitality Chairman Mrs. A. L. Clark, Alex L. Clark Ltd., was assisted by Mrs. G. W. Farrow, Mrs. E. Patter and Miss J. Allen in that successful activity. The important job of meeting, escorting and generally looking after the visitors from overseas was most ably carried out by Tom Johnson of the National Film Board.

Membership Chairman John Alex Buist and his assistants, Bernard McAllister and Norman J. Valin, all of Minnesota Mining & Mfg. Co., set a record for obtaining new members during a convention. Ronald E. Ringer of DuPont Co. of Canada, who was responsible for transportation, was properly complimented for having met all requests with prompt service. Administrative Assistants Norman R. Olding, Eldon W. Hamilton, Albert H. Simmons, Rudolph R. Epstein and Michael Stechly did a wonderful job of aiding wherever they were needed.

Papers Program

Under the guidance of the tireless Rodger J. Ross, the papers program expanded into a very large and diversified series of interesting sessions. As on other occasions, the participation of Editorial Vice-President Glenn E. Matthews was a helpful factor in the preparation of the program. Useful assistance was also given by Robert C. Rheineck, General Chairman of the Papers Committee and the successor of Bernard D. Plakun who was Chairman during the earlier phases of the program's development. Program Topic Chairmen were: Cinematography, Ivor B. M. Lomas; Films and Television in Education, Rudolph R. Epstein; Film Projection Equipment and Practices, Eric C. Johnson; Image Forming Systems, Allan L. Sorem; Instrumentation and High-Speed Photography, Morton Sultanoff; Laboratory Practices, Harold Jones; New Developments in 8mm, John Flory; Sound Recording and Reproduction, Kenneth MacKenzie; Standards and Standardization, Charles E. Anderson; Television Equipment, Richard E. Putman; Television Film, John G. Stott; Television Recording, Helmut Berger;

and Television Studio Practices and Station Operation, Harold Wright.

From the quantity and high quality of papers on the program it is obvious that all of these men contributed a tremendous amount of effort to their tasks.

Record Sunday

Sunday, May 7th will no doubt go on record as being one of the most active Sundays in convention-week history. Some 350 persons registered between the hours of noon and 6:00 P.M. While the registration desk was being kept busy by arriving conventioners, the SMPTE Governors were meeting in their regular session under the Chairmanship of President John W. Servies. Later in the day a near crisis developed when 350 persons showed up for the buffet dinner that had been planned for 75. Hotel officials met the emergency in haste and everyone enjoyed an excellent meal. Following the buffet, which was a new feature of Society Conventions, a showing of the new release film, *Pure Hell at St. Trinians*, was attended by most delegates. The film, distributed by 20th Century-Fox of Canada, was screened through the cour-



Norwood L. Simmons, left, and John W. Servies, right, talk with the guest speaker, John J. Fitzgibbons, before the Get-Together Luncheon.



Program Chairman Rodger J. Ross and Garland C. Misener, Sections Vice-President.



More visitors from abroad: Peter P. Rigby, Robert Rigby Ltd., London, and Harold P. Bastie, Ernest F. Moy Ltd., London.

tesy of Rank Film Distributors of Canada Ltd.

Big Opening Day

Monday morning, the already rapid pace of the convention increased greatly. The registration desk reported brisk business during the first few hours. As quickly as they registered most delegates rushed off to the nearby Tivoli Theatre where the first technical session of the convention was opened by Editorial Vice-President Glenn E. Matthews. An animated film welcome was presented by Norman McLaren of the National Film Board of Canada. The session was presided over by Kenneth M. Mason as chairman with Robert C. Crone as Vice-Chairman. Decidedly international in flavor, with representatives from the United States, Canada, Czechoslovakia and Russia participating, this session dealt with psychological aspects of motion-picture montage; effect techniques as aids to low budget production; motion-picture techniques and equipments in Czechoslovakia; international standardization of 70mm films; simulated night photography using color reversal films; and the super Technirama 70 Process. A very interesting 70mm film demonstration closed the morning session. The Society is grateful to the management of the Tivoli Theatre for making their facilities available for this session.

Overseas Participants

The volume of international attendance at this convention was matched only by that of the 5th International Congress on High-Speed Photography. Representatives from England, France, Belgium, Italy, Germany, South Africa, Japan, Czechoslovakia and the USSR participated in the meeting in addition to delegates from Canada and the United States.

Get-Together Luncheon

Prior to the luncheon, President John W. Servies entertained head table guests and members of the press at a reception in

honor of the Luncheon Speaker John J. Fitzgibbons, Sr., President of Famous Players Corp.

Later, President Servies welcomed 368 delegates to the traditional Get-Together Luncheon and introduced the Prime Minister of Canada, John Diefenbaker, whose message of welcome was brought videotaped to the Convention through the facilities of the Taylor Video Corp. of Canada.

"On behalf of all Canadians," the Prime Minister said, "I want to extend a warm welcome to the members of the Society of Motion Picture and Television Engineers . . .

"I would like to convey a special greeting to the visitors from Britain, the United States, France, Germany, Japan, USSR, Italy, Belgium and Czechoslovakia.

"The theme of the Convention, 'International Achievements in Motion Pictures and Television,' is most timely, because today we stand on the threshold of international television.

"The potentialities of this new horizon appeal to me personally because of its implication among all mankind, regardless of race or creed, for which I have always contended. I am convinced that international television can be a major instrument with which this philosophy can be implemented and world understanding achieved.

"Indeed, it is only through world understanding, on a people-to-people basis, that lasting peace can be brought about.

"To facilitate the easy flow of programs from country to country, I hope that all of you will work towards technical integration and standardization in international television.

"My government is fully aware of the great potential your industries hold for Canada; we for our part will co-operate in every way with our friends in other countries.

"I hope that you all enjoy your stay in our country, and that your meetings during the week will bring us closer to world understanding through international television."

Leon Shelly of Leon Shelly and Company arranged for the Taylor Corp. to record Mr. Diefenbaker's message in the Prime Minister's Office in Ottawa.

President Servies Speaks

"SMPTE has been since the days of its infancy, an organization of international scope and international membership." President Servies told the luncheon audience. "As the years have passed, this internationalism has intensified, until now we find ourselves on the record as having sponsored two major international events within twelve months. First, the Fifth International Congress on High-Speed Photography, . . . now, this present 89th Convention of the Society, devoted to International Achievements in Motion Pictures and Television.

"Because they represent the very heart of the Society's aims and purposes," he said, "namely, the world-wide advancement of motion picture and television technology, these two international events are milestones in the Society's history. . . .

"... The exchange of knowledge and ideas made possible by the international forums provided by the Society's conven-

tions . . . will serve to strengthen the communicative powers of mankind.

"The Society has been diverse in its interests and in its endeavors through the years, as has befitting the industry which it serves. It has modernized its approach and its attitudes to keep pace with an ever-changing, ever-expanding industry. We have specialized, where specialty was the requirement, and, we have generalized, when the call has been for generalities.

"The divergent aspects of the motion-picture and television industries require that, from time to time, the Society devote more or less of its energies to one phase or the other. The rapidly changing complexion of the industries makes this approach mandatory.

"... today for every foot of film shot for entertainment purposes, considerably more feet are shot for other purposes: for education, for industry, for scientific research.

"The nontheatrical film field has fast become one of the most important areas of the motion-picture industry . . . the successful introduction of 8mm sound motion pictures during the past year portends a new age of nonentertainment utilization of motion pictures . . . the enormous capabilities of this new tool . . . indicate . . . merely the beginning of an expansion in this area of the industry that will involve tens of millions of 8mm sound machines.

"The technical improvements that brought about its introduction (8mm), the incorporation of the zoom lens, for instance, have provided amateurs with a flexibility in the making and projecting of films that was unheard of until now. The small business, in the past unable to afford to train its production and sales people in the preparation and projection of 16mm sound motion pictures, may now purchase simplified 8mm equipment, and, with a minimum of training and cost, have available to it sound motion pictures of its own making designed especially for its own use.

"In the public and private school systems, particular points in the teaching program may be illustrated with 8mm sound movies prepared by the staff. . . .

"The television industry appears to be following the pattern set by the motion-picture industry, that is, a medium which began as a purely entertainment medium is rapidly being applied to education, to industry, to business and to science.

"Educational television stations have mushroomed during the last few years, and field applications studies . . . have increased. . . . One of the greatest aids to educational television are the centers for laboratory testing of teaching by television, currently in use at many large universities. . . ."

Mr. Servies cited the many uses of closed-circuit television in business and manufacturing and in government research and development and remarked that while television has already been put to many uses, it "will assume a far greater importance in the future."

"How many years will pass before commercial television reaches the stage that commercial motion pictures have reached where a larger percentage of television shows will be devoted to something other than entertainment, remains to be seen. However. . . such a day is coming. This does not mean that there will be less entertainment television. It just means that we will

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At the 8mm sessions. Left: Geo. W. Colburn, Chairman of the morning session, and Findlay J. Quinn, Vice-Chairman; right: John Flory, Topic Chairman and Chairman of the afternoon session, and E. W. Hamilton, Vice-Chairman.

see the addition of more educational television stations, which are being promoted and encouraged by educators everywhere.

"As we have done in the past, SMPTE stands ready to meet any new challenge that the industry produces. Through our engineering committees, through the *SMPTE Journal*, and through conventions such as this one, we intend to continue to strive for the advancement of the art of recording, storing and retrieving aural and visual events."

Mr. Fitzgibbons Discusses Telemeter

Keynote speaker John J. Fitzgibbons, Sr., who besides being President of Famous Players Corp., is also Vice-President and Director of Trans-Canada Telemeter, was introduced by Mr. Servies as "a pioneer of the Canadian motion picture industry."

Discussing "What's New in Exhibition," Mr. Fitzgibbons told the group that "the motion picture business is not a dead business." Confirming his statement with statistics, the speaker said that each week there are 2,500,000 theater tickets sold in Canada, despite the operation of 3,900,000 television sets reaching 92% of the Canadian population. He cited gross yearly intake of motion pictures as three billion dollars.

"We have every reason to believe," he said, "that we are in the right business."

Mr. Fitzgibbons said that despite the advances of television, he believes the motion-picture theater is still "the finest place" in which to see a film since a film may be "presented in a more satisfactory manner in a theater than anywhere else."

However, he maintained that there is enough room for both television and theaters "to perform a wanted service."

Summing up, the speaker said, "No person will dispute the fact that television is the greatest development in transmission of communications today."

Canadian Broadcasting Corp. Announcer Earl Cameron presented a lively account of the current news.

Session on Instrumentation. Immediately following the close of the luncheon, the afternoon technical session began with the screening of *Night at the Peking Opera*. Chairman Charles W. Wyckoff and Vice-Chairman Allen L. Sorem presided at this session on image-forming systems, instrumentation and high-speed photography.

Films, TV in Education. Chairman Bernard Plakun and Vice-Chairman Leslie H. Holmes presided at the evening's session on Films and Television in Education which was opened with the showing of a Swedish film, *People of the City*. Delegates were told of the technical aspects of educational television in Detroit and in Cambridge, Mass.

Representatives of the CBC discussed the positive results of their training course for TV technicians. Two papers dealt with communications in education.

8mm Session a Highlight. One of the convention highlights was the section of the program which treated new developments in 8mm sound motion pictures. These sessions on Tuesday were the best attended of the week with as many as 350 persons present. *Top Dogs*, an English short subject, opened the first 8mm session Tuesday morning. George W. Colburn, Session Chairman, and Findlay J. Quinn, Vice-Chairman, presided at this meeting. Delivering the first paper in which he called 8mm sound film "another milestone in the communications revolution," Kodak's John Flory predicted that this new development may extend the boundaries of the motion-picture industry just as paper backs have extended the field of publishing.

An historical résumé of the work of the late Lloyd Thompson was presented in this session; recent developments in 8mm sound projectors, cameras, and magnetic striping equipment were reviewed; the economical projection of 8mm magnetic film was analyzed; and a recently introduced endless loop magazine for projection of 8mm silent and magnetic film was described. Two educators discussed the requirements, potentialities and successes of 8mm sound film in education.



Full attendance at the 8mm sessions.



John Maurer asks a question.



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8mm — Part II. The second portion of the 8mm section of the program took place on Tuesday afternoon under the direction of Topic Chairman John Flory and Vice-Chairman E. W. Hamilton. A 20-minute German short subject, *Capriccio*, was shown at the opening of the session. Papers were delivered which discussed a self-contained recorder, magnetic striping developments, the manufacture of 8mm prints, high-speed inspection of magnetic-stripped release prints and photographic sound. A progress report on 8mm color positive release prints with magnetic sound was presented in this session.

A major portion of the 8mm papers is scheduled to appear in the next issue of the *Journal*.

Film Projection. Data on the energy absorption characteristics of color and black-and-white release film; and the historical development of the xenon light were among the reports presented in a session on Film Projection and Television Film, Tuesday evening. Eric C. Johnson and John G. Stott presided at this meeting which was told that the future of 70mm production was largely dependent on medium-sized theaters making it imperative that economy of installation be made a primary consideration. The problems of film-making in Canada, some of which are unique, were also discussed.

Sound Recording and Reproduction. The Wednesday morning and afternoon sessions, devoted to sound recording and re-

production closed early to allow delegates to prepare for the evening's entertainment gala. In the morning session, chaired by George Lewin and Leonard A. Green, an electronic tape recorder for special sound effects was introduced; multilingual and bilingual sound was discussed as well as the improvement of 16mm optical sound, modifications of tape producing equipment, re-recording applications, integrated audio systems and projection equipment. A Canadian short subject, *Operation Vulcan*, opened the meeting.

Richard Ranger and Leo H. O'Donnell presided at the afternoon session. A 20-minute German film *Jonny*, was screened at the beginning of this session. Papers were presented on two new equipments for producing artificial reverberation and on the design and operation of an instrument for oscilloscopic observation of frequency fluctuations in the output of sound recording equipment. Two approaches to solving the television intercom problem were examined; a new 16-input fully transistorized audio console was introduced and a demonstration was given of bilingual and stereophonic recordings on 16mm film.

Lab Practices Discussed. A 20-minute Australian short subject, *Animal Parade*, opened the Thursday Morning Session on Laboratory Practices which was conducted by Arthur J. Miller and George J. Bova. Next to the 8mm session, this proved to be the second best attended session, with 250-300 present. Three papers from the Technicolor Corp. were presented in this session,

including some excellent film presentations. Originating in London, Rome and Hollywood, these papers dealt with Technicolor's international facilities for release printing, arbitrary scales and selective printing. Delegates to this session were told also of a national network of processing laboratories for Kodachrome film; how color negative film surface characteristics affect picture quality; reversal color printing through masters; and a new process for rating the film speed according to location conditions.

William H. Metzger and John M. Waner chaired the second session on Lab Practices Thursday afternoon. Two English short subjects, *Cultured Ape*, and *Insolent Matador*, were shown at the beginning of the meeting.

Two papers on the rapid processing of motion-picture film by the application of viscous coatings were highlights of this session. Other topics dealt with were: fiber optics in the motion-picture laboratory; a medium-priced microdensitometer for photographic research; a sensitometer designed to make sensitometric strips for film investigation in the microsecond region. A high-speed continuous 16mm to 8mm reduction printer was discussed as well as a damping device to improve image sharpness and steadiness of prints made on a continuous 16mm motion-picture printer. The session was closed with a description of a method for determining the steadiness of printers independently of the steadiness of any projection used to examine the prints.

TV Recording. Television recording was the subject of the Thursday evening session,

an SMPTE publication

CONTROL TECHNIQUES IN FILM PROCESSING

Prepared by a Special Subcommittee of the Laboratory Practice Committee of the Society of Motion Picture and Television Engineers

WALTER I. KISNER
Subcommittee Chairman

Foreword by E. H. REICHARD
Chairman, Laboratory Practice Committee

CHAPTERS

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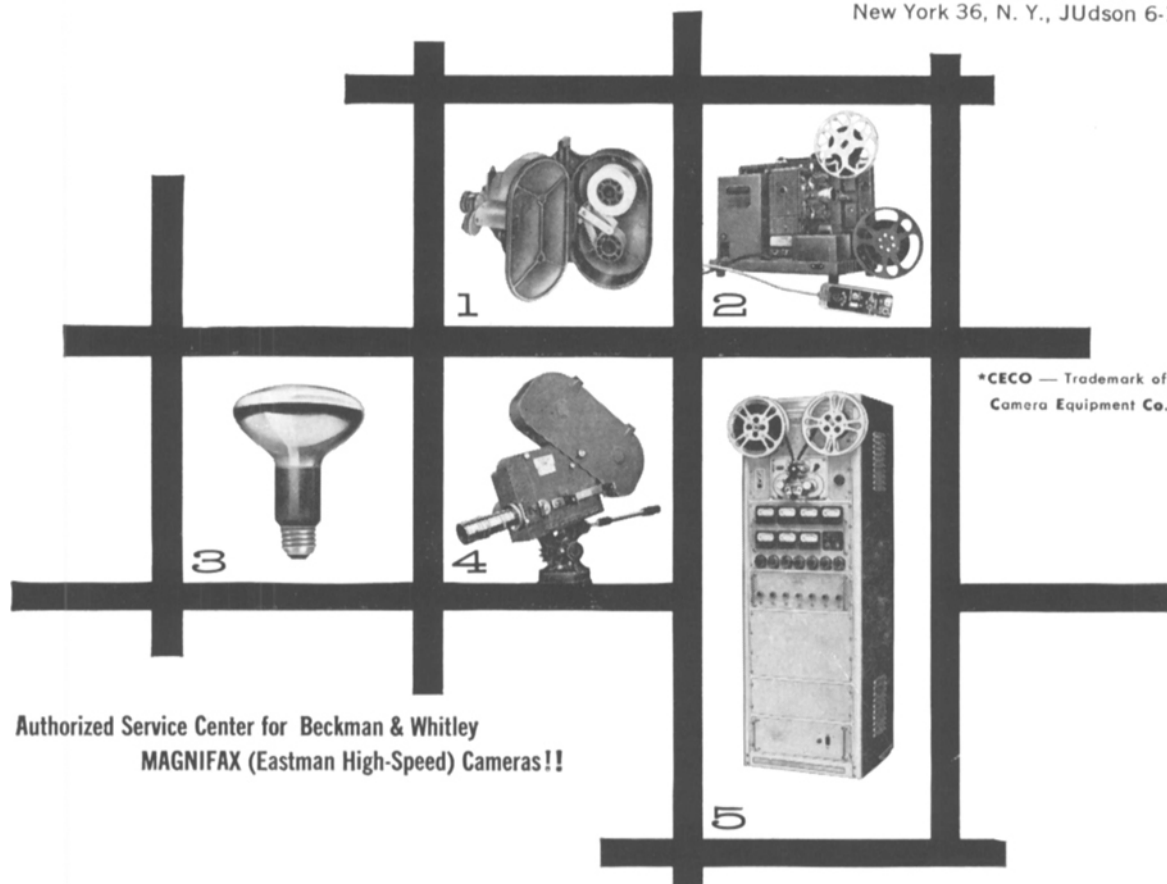
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John A. Buist, Chairman of the Membership Committee, signing up a new member at the SMPTE booth.



A portion of one of the three rooms of commercial exhibits.

which was under the direction of Robert W. Byloff and Helmut Berger. *The Kitten*, a 20-minute West German short subject adapted in the United States opened the meeting.

A video-tape editing system was introduced in this session. Papers were also presented on a standard for positioning the vacuum guide in transverse track video-tape recorders; time-base errors in magnetic television recorders; equipment and facilities of a complete recording service; TV standards conversion techniques; shutter-bar in kinescope recording; and a new TV film recorder capable of producing a high-quality 16mm film from the television system.

TV Practices. Thinking Machines, a United States film, opened the Friday morning session on Television Studio Practices and Station Operation. Chairman K. Blair Benson and Vice-Chairman L. J. Murch presided at this meeting during which papers from England, Belgium, Canada, the United States and Japan were read. Topics were production lighting controls; TV studio lighting and scenery handling; storage memorized light control; black-and-white TV picture monitoring and video levels; new TV camera tubes; picture characteristics of image-orthicon and vidicon camera tubes; and image-orthicon camera flicker.

Closing Session on TV. The final session of the Convention was devoted to Television Station Operation and Equipment. A Japanese short subject, *Tokyo Fantasy*, opened the session which was under the direction of Richard E. Putman and Maurice French.

Papers were presented on subjects including TV equipment and facilities in England; the technical organization of Eurovision; a computer control system for program switching; superimposed edging of television letters in Japan; a TV technical monitor; a progress report of European TV studio camera mounting; and a transistorized synchronizing signal generator.

The Convention was officially closed by Executive Vice-President Reid H. Ray who summed up the accomplishments of the week and the industry's indebtedness to the many who had made the program such

a solid success. Courtesy of CBC, the session rang out with films of "O Canada!" and "God Save the Queen."

Committee Meetings

Nine of the Society's twelve engineering committees met during the Convention in addition to the Papers Committee, the Board of Editors, and the Publications Advisory Committee. There were several meetings of the Association of Cinema Laboratories during the last two convention days.

Closed Circuit

Operating continuously during the technical sessions was a closed-circuit television system which allowed delegates and visitors to be informed of what was being presented in the sessions auditorium. Monitors were placed in convenient locations in the hotel, including the registration, Coffee Club and exhibit areas. The equipment was made available and maintained through the courtesy of Pyc (Canada) Ltd. under the supervision of Robert Hair.

Coffee Club

Between sessions delegates found the Coffee Club a pleasant retreat. Coffee and pastries were served during each day of the convention week. Canadian Kodak Company Ltd. sponsored the club.

Equipment Exhibit

The largest equipment exhibit ever assembled at an SMPTE convention, and matched in the Society's history only by the exhibit at the 5th Congress last fall, drew capacity crowds from Monday until Thursday when that area was closed. There were 54 display booths in four rooms.

It is estimated that nearly 400 persons, in addition to the more than 900 convention registrants, visited the exhibit area where a wide array of new motion-picture and television equipment was being shown. Included among the exhibits were four representing the Canadian Government: National Research Council of Canada; National Film Board of Canada; Royal

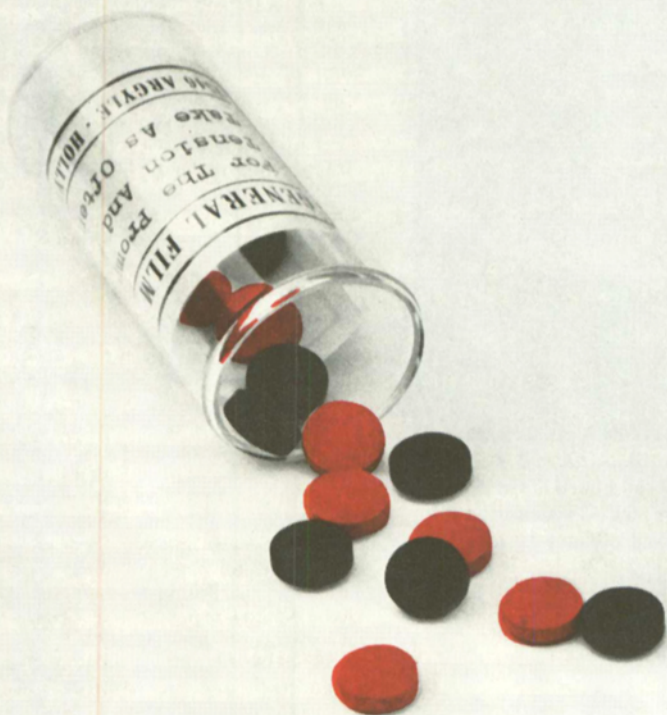
Canadian Air Force; and the Canadian Broadcasting Corporation.

The millions of dollars worth of equipment, which included satellite tracking cameras, film processors, lighting consoles, laboratory and studio devices, among other items, was representative of companies in the United States, Canada, England, Germany, France and Japan. Participating in the exhibit were the following companies:

Animation Equipment Corp.
A. T. R. Armstrong Ltd.
Beckman & Whitley, Inc.
Bell & Howell Co.
Behrend Cine Corp.
Braun of Canada Equipment Ltd.
Caldwell AV Equipment Ltd.
Camera Equipment Co.
Canadian Applied Research Ltd.
Alex L. Clark Ltd.
E. M. I.-Cossor Electronics Ltd.
Eastman Kodak Co.
Florman & Babb, Inc.
Harwald Co.
Hi-Speed Equipment, Inc.
Hollywood Film Co.
Philip A. Hunt Co.
Lipsner-Smith Corp.
Magna-Tech Electronics, Inc.
Mitchell Vinten, Inc.
Motion Picture Enterprises, Inc.
McCurdy Radio Industries Ltd.
Northern Electric Co.
Photo-Animation, Inc.
Precision Laboratories Div.
Robert Rigby Co. Ltd.
L. B. Russell Chemicals (Canada) Ltd.
See Cue Devices Ltd.
Strand Electric Ltd.
S.O.S. Cinema Supply Corp.
Thompson Products Ltd.
Viditon Corp. Ltd.
Wollensak Optical Co.

The exhibit space originally contracted for by the Society was sold out in January. In order to meet the great demand for space, it was found possible to obtain an additional room to house seven more booths. It was the consensus that the exhibits as a whole were easily one of the most attractive shows ever for an SMPTE meeting.

Great credit is due to the Exhibit Chairman, Kenneth S. Oakley, and to the members of his Committee, M. M. Elliott and Robert B. MacKenzie, for the work that



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Reception line at the Cocktail Party. Left to right: Gerald G. Graham and Mrs. Graham; John W. Servies and Mrs. Servies; Charles S. Band, Member of the Board of Governors, National Film Board of Canada, and Mrs. Band; Guy Roberge, QC, Government Film Commissioner and Chairman of the Board, National Film Board of Canada, and Mrs. Roberge.

went into soliciting and organizing this fine show. With Customs requirements complicating the movement of all goods in and out of Canada there were more potential pitfalls than usually beset such an operation, and it was only by unusual efforts on

the part of the Special Assignments Chief, Tex Rekert, such as the preparation and distribution of a detailed manual of instructions on Customs procedures, that the pitfalls were successfully circumvented.

Careful watching of the administrative details during the days the exhibit was open and the maintaining of continuous contact with the representatives of the Customs and of the customs brokers, made this in the end one of the smoothest and most trouble-free shows SMPTE has ever had.

During the Wednesday afternoon Equipment Papers and Demonstrations Session, exhibitors had an opportunity to present some of their new developments. The session was admirably conducted by M. M. Elliott and Kenneth S. Oakley. Representatives of the following companies demonstrated equipment: Wollensak Optical Co.; S.O.S. Cinema Supply Corp.; Strand Electric Ltd.; Lipsner-Smith Corp.; Behrend Cine Corp.; Beckman & Whitley, Inc.

Social Highlights

The Wednesday evening entertainment started out in grand style with a cocktail party sponsored by the National Film Board of Canada. On hand to receive guests were Canadian Government Film Commissioner Guy Roberge and Mrs. Roberge; Gerald G. Graham and Mrs. Graham; Charles Band and Mrs. Band; and SMPTE President John W. Servies and Mrs. Servies.

Corsages for each lady attending the affair were distributed through the courtesy of the Ansco Corp. who provided the flowers in a variety of spring shades.

355 delegates and visitors and their wives attended the banquet and dance which followed the cocktail party. This occasion, ingeniously directed by Arthur Chetwynd,



Canadian Government exhibits. Top: National Film Board of Canada, Royal Canadian Air Force; bottom: National Research Council of Canada, Canadian Broadcasting Corporation.

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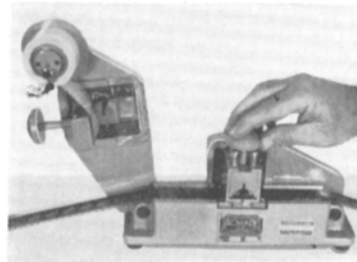
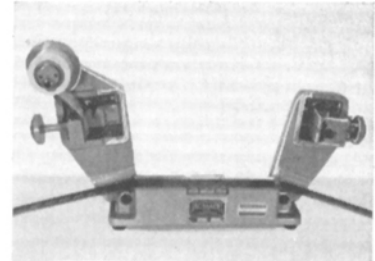
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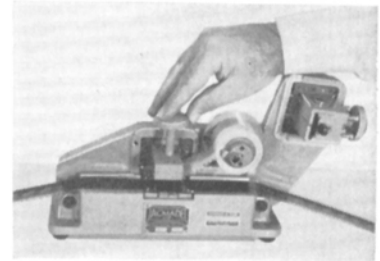
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- 66 ft. rolls — transparent 16mm — single perforation (T16S) at \$6.00
- 20 ft. rolls — transparent 16mm — double perforation (T16D) at \$2.20
- 66 ft. rolls — transparent 16mm — double perforation (T16D) at \$6.00
- 20 ft. rolls — transparent 35mm (T-35) at \$4.04
- 66 ft. rolls — transparent 35mm (T-35) at \$11.00
- 66 ft. rolls — white opaque — 16mm — magnetic film only (O-16) at \$6.00
- 66 ft. rolls — white opaque — 35mm (O-35) at \$11.00
- 1/4" splicing tape for magnetic tape (S4) at \$5.57

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was hailed as one of the great successes of the week. The Canadian Broadcasting Corp., through Norman Olding, graciously provided entertainment for the affair, including performances by Juliette, Yoland-Guerard and the Mart Kenny Orchestra. Emcee Gordie Tapp conducted the show that was produced by Doug MacDonald and recorded for broadcast over the CBC Radio Network the following Friday. The Association of Motion Picture Producers and Laboratories of Canada kindly provided dinner wine.

During the week conventioners had many occasions to appreciate the Pye closed-circuit equipment, and the photocopy service in the Press Room made available through the courtesy of Minnesota Mining and Manufacturing of Canada Ltd., The

excellent short film subjects were kindly offered by Fremantle of Canada Ltd. E.M.I.-Cossor Electronics Ltd. and Minnesota Mining and Manufacturing of Canada Ltd. made available the magnetic tape used in recording the technical sessions.

Ladies Program

The interesting program for the ladies was planned in a flexible manner to allow plenty of free time for shopping and sight-seeing. Photo Importing Agencies Ltd. gave a cocktail party for ladies and their husbands on Monday evening. Tuesday morning there was a trip to Niagara Falls and a luncheon at the Sheraton Brock Hotel, courtesy of Minnesota Mining and Manufacturing of Canada Ltd. That evening, the

ladies attended "Front Page Challenge," a live television show, as guests of the Canadian Broadcasting Corp. Alex L. Clark Ltd. sponsored a flower show and tea at Toronto's showplace, the famed Casa Loma, later in the week.

Complimentary Theater Admissions

Complimentary theater passes were distributed to all delegates through the courtesy of Famous Players Theatres, Odeon Theatres, and Loew's.

Motion-Picture Record

Almost 2000 ft of 16mm black-and-white footage was exposed at the Convention by cameramen covering the important aspects of the week's activities. This record was made possible through the cooperative efforts of Don Virgo, George Sebb and Robert Brooks of Chetwynd Films Ltd., Toronto; Roger Beaudry of Pathe-DeLuxe Laboratories Ltd., Toronto; and Sydney Banks of S. W. Caldwell Ltd., Toronto. Film and laboratory processing were contributed by these three companies.

The film will be edited and released as a 12-minute sound short subject, and presented at the Lake Placid Convention next fall.

From all quarters, the 89th Convention in Toronto has been hailed as one of the most successful in the Society's history. Those who have worked on Conventions know that its success was possible because of the untiring efforts of our Canadian Section in charge of arrangements under the very able direction of Gerald G. Graham. The careful groundwork laid nearly two years before by Executive Vice-President Reid H. Ray, then Convention VP, contributed a great deal, as did the high caliber of work done by each person concerned with the Convention. Someone remarked in Toronto at the close of the week that the success of the meeting lay in the great capacity of those who worked on all aspects, and especially the "little" jobs, to take those jobs seriously and do them well. This, it is believed, sums up the reason behind the success.

A tremendous "Thank You" is offered to our northern members and a wish that SMPTE shall not wait another three decades to visit Canada. Within the not too distant future it is hoped that another Canadian convention may be scheduled.—
Barbara Skeeter.

90th Convention, Lake Placid Club, New York. A brief note on the progress being made in planning the technical program of the Fall Convention will be found on p. 541 of this issue.

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