

92d SMPTE Convention and Equipment Exhibit

OCTOBER 21-26—DRAKE HOTEL, CHICAGO

Theme: Communications Progress—Television and Motion Pictures in Industry and Education

SEVEN YEARS have passed since the Society last met in Chicago. Many members will now welcome this opportunity to renew acquaintance with the manifold commercial, industrial and educational film and TV activities concentrated in this area. To enable them to do this effectively, a suitable program for the Fall Convention is already in preparation which will cover all the new and important developments that have been taking place in these aspects of the industry, and particularly in the applications of 16 and 8mm film.

The Program Chairman for the 92d Convention is *Jack Behrend*, Behrend Cine Corp., 161 E. Grand Ave., Chicago 11. Author Forms are now available, and applications to present technical papers are being received by the Topic Chairmen. Deadline for the receipt of abstracts of proposed technical papers by the Program Chairman and Topic Chairmen is July 1, 1962.

The list of topics and Topic Chairmen follows. If anyone wishing to submit a technical paper is in doubt about which Topic Chairman to send it to, the Program Chairman will gladly refer him to the right one. It should be noted that the latest list of Papers Committee Regional Chairmen and National Regional Chairmen (abroad) is in Part II of this issue. Advice on submitting papers can be obtained from any of these men.

Cinematography: Dr. HANS WOHLRAB, Bell & Howell Co., 7100 McCormick Rd., Chicago 45.

8mm Films: ROBERT A. COLBURN, Geo. W. Colburn Laboratories, Inc., 164 N. Wacker Dr., Chicago 6.

Education, Industry News

Tutorial Papers for the Journal

The Subcommittee for Tutorial Papers, a new subcommittee of the Papers Committee, has the responsibility of preparing appropriate tutorial papers on various subjects and of encouraging the preparation of such articles by others. Wide areas of interest are expected to be explored by authors of forthcoming tutorial papers and members of the committee will author on subjects of which they have special knowledge and are highly qualified to discuss.

Chairman of the Subcommittee, which was set up in January, 1962, is Walter I. Kisner, Motion Picture Film Dept., Eastman Kodak Co., 343 State St., Rochester 4, N.Y.

Committee Members are: F. L. Eich, Technicolor Corp.; Herbert E. Farmer,

University of Southern Calif.; Frank N. Gillette, General Precision, Inc.; Gerald G. Graham, National Film Board of Canada; Calvin M. Hotchkiss, Eastman Kodak Co.; Steve Knudsen, Iowa State University; and Robert W. Wagner, Ohio State University.

Examples of contributions already planned are papers on the elements of color description and specification; the basic chemistry of color photography; and factors to consider in selection of cameras for motion-picture work. Members of the Society can be of great assistance in this worthy project by sending to Chairman Kisner suggestions for needed tutorial papers and perhaps also the names of authors who might write such papers.

Image of the Sea and the **Sound of Speed** are the short-subject films selected by the Committee on International Nontheatrical Events (CINE) to represent the United

Films and TV in Education: WILLIAM D. HEDDEN, Calvin Productions, 1105 Truman Rd., Kansas City 6, Mo.

Industrial Audio-Visuals: HARRY E. PANEY, Arthur Andersen, Inc., 120 S. LaSalle, Chicago.

Instrumentation and High-Speed Photography: DANIEL S. GIROUX, Argonne National Laboratories, P.O. Box 299, Lemont, Ill.

Laboratory Practices: WILLIAM H. SMITH, Allied Film Laboratory, 9930 Greenfield Rd., Detroit, 27, Mich.

Projection Practices: I. F. JACOBSEN, Balaban and Katz, 175 N. State, Chicago.

Sound Recording: ELLIS W. D'ARCY, D'Arcy & Associates, Box 1103, Gary, Ind.

TV Equipment and Closed-Circuit Applications: WILFORD C. PRATHER, National Broadcasting Co., Merchandise Mart, Chicago 54.

Film Showings: *Associate Chairman in Charge* — KENNETH M. MASON, Eastman Kodak Co., Prudential Plaza, Room 2006, Chicago 1.

Equipment Exhibit

The Drake Hotel has rather limited space available for exhibits. Manufacturers who want to take this opportunity of showing their products among the wealth of new equipment now being designed for the audio-visual fields in which the Convention will specialize, should get in their requests for space early to the Exhibit Chairman. He is: *Allen Hilliard*, Geo. W. Colburn Laboratories, Inc., 164 N. Wacker Dr., Chicago 6.

States in the 1962 Cannes Film Festival, May 7-21. Announcement was made by John Flory, National Chairman of CINE. The films, neither of which contains any dialogue, were chosen from among more than 200 entries. *Image of the Sea*, was produced by Richard Alan Gray, a graduate student in cinema at the University of California, Los Angeles. The film is in black-and-white and has a running time of 10 minutes. It is accompanied by a musical score composed especially for the film. *The Sound of Speed* is a 19-minute color film produced by Bruce Kessler and Michael Doyle of Hollywood. It shows the reactions of a racing car driver.

Other than the two to be shown at Cannes, a total of 61 nontheatrical films have been selected for showing at other film festivals.

The Gevaert Company of America, Inc., 321 W. 54 St., New York 19, has announced

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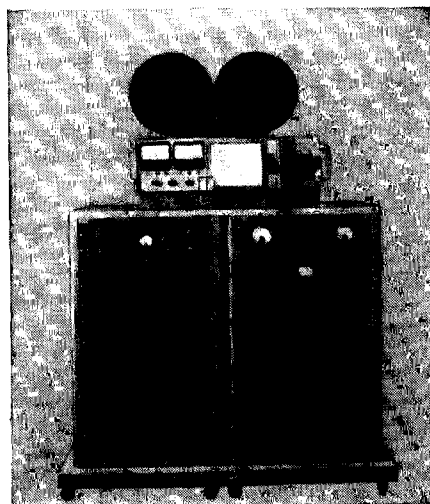
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Throughout the world, wherever motion pictures are made *efficiently* you find the Reevesound DL Optical Recorder producing quality sound track negatives and direct positives. This workhorse equipment is the first choice of professionals for 16mm and 35mm optical tracks. Operation is straight forward, maintenance approaches zero and reliability is high. Now available are models for 35mm negative and direct positive, 16mm negative and direct positive and 16mm mag/optical. If motion pictures are your business, it's good business to look into the famous Reevesound DL Recorders.



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Good enough to be used in the making of million-dollar Hollywood movies.

Good enough to revolutionize the movie lighting industry.

**That's how good a movie light can get... when it's
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SYLVANIA

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that the firm will move its headquarters in the near future to a building near Teterboro, N.J. The firm will occupy a one-story building covering 225,000 sq ft on a 15-acre plot. The building will house executive offices, warehouse, and laboratories.

Programmed learning, an educational technique developed by Encyclopaedia Britannica Films, Inc., 1150 Wilmette Ave., Wilmette, Ill. (*Journal*, Aug. 1961, p. 644), has been introduced in Italy and will shortly be tested in several other countries including France, Greece, Germany and the Federation of Rhodesia. Programmed courses in plane geometry and algebra will be distributed to 30 schools throughout

Italy. About 2000 students are expected to take the programmed courses which have been presented without charge to Italy's Unified Middle Schools (*Scuole Media Unificate*). In the programmed courses, the subject matter is broken down into tiny fragments and then arranged in a logical sequence of thousands of "frames." The information is simple at first and gradually becomes more advanced. The student works through a course at his own rate, under the teacher's supervision, responding to each frame before moving on to the next. The courses in algebra and plane geometry have been translated into Italian.

The Third American TV Commercials Festival and Forum Awards Presentation will be held May 4 at the Waldorf-Astoria Hotel in New York. Awards for the best commercials shown on television in the United States and Canada selected by a panel of judges, consisting of prominent advertising executives, will be presented. Awards presentations will also be held in Chicago, Toronto, Dallas and Los Angeles, on May 11, May 16, June 7 and June 13, respectively. Headquarters for the Festival is 40 East 49 St., New York 17. Festival Director is Wallace A. Ross.

A workshop for advertisers sponsored by the Film Producers Association of New York in cooperation with the Association of National Advertisers was held January 17 at the Plaza Hotel in New York. Developed around the theme of "How to Get Maximum Results From Your Business Films," representatives of major advertisers showed clips from films which had been successful in various areas of advertising. The workshop was conducted by Willis H. Pratt, Jr., of American Telephone and Telegraph Company.

The Fernseh-Allianz GmbH, a German TV production organization with studios in Hamburg and Berlin, has been formed by a merger of UFA (which has abandoned its motion-picture production activities) and Studio Hamburg Atelierbetriebsgesellschaft mbH (a subsidiary of Nordeutscher Rundfunk). The merger makes available 18 studios and eight dubbing and recording units. About 2000 persons are employed by the new firm. Co-Directors are Max Bruecher, who was appointed chief executive of UFA in November 1961 by a consortium of German banks, and Gyula Trebitsch, General Manager of Studio Hamburg. Dr. Bruecher has long been associated with heavy industry in the Ruhr and has specialized in international steel trading.

Color processing equipment constructed according to machine design drawings and specifications purchased from Eastman Kodak Co. is now in operation at Southwest Film Laboratory, 3024 Fort Worth Ave., Dallas, Tex. The new equipment enables processing of Ektachrome Commercial and Ektachrome ER color films. More than 1500 drawings were used in building the 35-ft-long machine. Film can be processed at three speeds with a top speed of 3000 ft/hr, according to the announcement. Processing equipment is used for refrigeration, temperature control, recirculation and replenishment systems, chemical mix, quality control and chemical analysis. In addition to its color processing services the firm also offers black-and-white processing and printing. Other services include editing, sound recording, and titling as well as sale and rental of equipment.

About 4000 Government-produced films are now available from Norwood Studios, Inc., 926 New Jersey Ave., N.W., Washington, D.C., under terms of a government contract covering distribution and sale of all government films. Until the effective date (February 6, 1962) of the new contract



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TYPE 1740**

Watch that **WOW!** with the Rank Kalee **FLUTTER METER**

Accurate measurement of sound equipment speed deviations

The Flutter Meter measures those components which are commonly described as "Wow" and "Flutter" resulting from speed variations in sound recorders and reproducers. This instrument is equally suitable for use with machines employing perforated film, tape wire or disc records.

Type 1740 is of entirely new design. More compact, lighter in weight and costing considerably less than earlier Rank-Kalee Flutter Meters, but with the same high performance and facilities.

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Operating carrier frequency
3,000 c.p.s. $\pm 5\%$
Minimum input signal
50 mV R.M.S.
Input impedance
1 Megohm
Input amplifier bandwidth
-3 dB at 2,500 & 3,500 c.p.s.
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 ± 10 dB
Meter scaling—"Peak wow"
0 to $\pm 1\%$ (centre zero)
"Wow" and "Flutter"
0 to 1% and 0 to 0.2% R.M.S.
Crossover frequency
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"Flutter" meter response
-3 dB at crossover
-3 dB at 200 c.p.s.
"Wow" meter response
-3 dB at crossover
-1 dB at 0.5 c.p.s.
C.R.O. output frequency response
level down to zero frequency
-3 dB at 200 c.p.s.
3,000 c.p.s. oscillator output level
5V R.M.S. into 0.5 Megohm
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Accuracy
Meter presentations $\pm 2\%$ f.s.d.
Power consumption
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Mains
100/150v. and 200/250v. single phase
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Dimensions: Height 10 $\frac{1}{2}$ " 26.04 cm.
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Net Weight: 29 lbs. 13.15 Kilos.

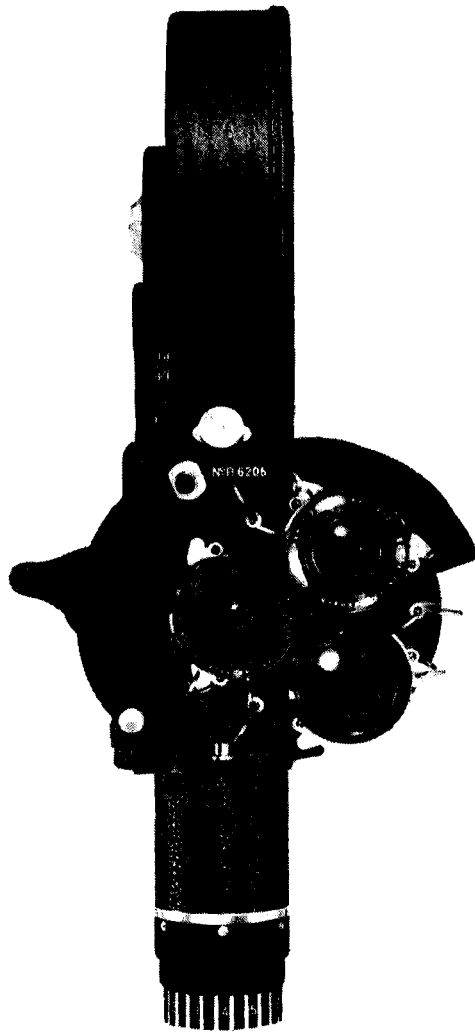
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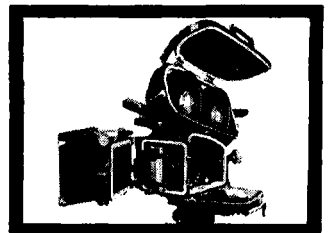
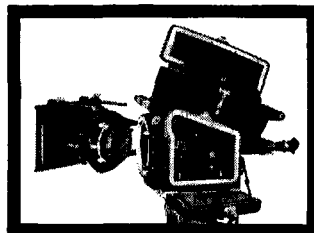
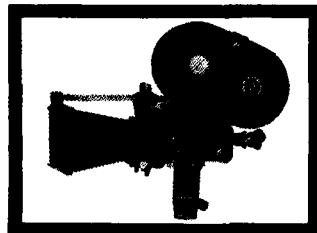
This 35mm motion picture camera was literally born a classic. Not through appearance alone ...but through function and performance! The very first Arriflex 35s, built in 1938, gave filmmakers unprecedented versatility, operating ease, technical capabilities, and money-saving advantages... through a completely original optical system designed around a mirror-reflex shutter. One of the few genuine innovations in cine camera engineering since the days of Lumière, Friese-Greene, and Edison . . . the mirror-reflex shutter is today's most desired and most imitated motion picture

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in its
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camera feature. It provides continuous through-the-lens viewing while filming . . . eliminates parallax! And it all but antiquates an assortment of finder correcting gear most other cameras still require. Wherever film releases must meet the highest standards of theater-quality, Arriflex 35s are chosen. They're lightweight, so they make excellent newsreel and location cameras; rugged, so they can take extremes of climate; dependably precise under all conditions . . . ideally suited for every assignment from missile tracking to full-scale studio productions!



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INCOMPARABLE VERSATILITY! The Arriflex 35 is shown: as a hand camera (left), with 400-foot magazine, matte box, and 16-volt variable-speed DC motor; and as a studio sound camera, fully blimped with 400-foot magazine (center); and with 1,000-foot blimp (right).

ARRIFLEX

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the contract had been with United World Films, Inc., beginning in 1947. Films produced by all government agencies are distributed under the new contract.

A TNT Eidophor projector supplied to CBS-TV by Theatre Network Television Inc. was used at Grand Central Station to present minute-by-minute television coverage of the flight into orbit and the orbiting around the Earth of the first American in outer space. The pictures were projected onto the large screen at Grand Central which covers an area of more than 250 sq ft. In addition to the Grand Central presentation three more of the projectors were used at NBC and CBS for man-into-space broadcasts.

Equipment to set up a preset program switching system has been delivered to Station WABC-TV (American Broadcasting Company) in New York by Visual Electronics Corp., 356 W. 40 St., New York 18. The system was described by Charles E. Spicer and F. Cecil Grace in a paper on "Automatic-Sequencing Equipment for Television Operation," published in the March 1961 *Journal* (pp. 150-155). Mr. Spicer was recently made General Manager of Visual Electronics. The equipment, which operates from paper tape, will handle the on-air program to the local transmitter, switching video and audio, starting and stopping film projectors and video-tape machines, changing slides and operating multiplexers. Similar systems

have been installed at KYW-TV in Cleveland and WDSU-TV in New Orleans.

Color Tran Industries, 630 S. Flower St., Burbank, Calif., is the successor to Natural Lighting Corp. Announcement was made by Milton Forman, Executive Vice-President of the former firm in his capacity of Executive Director of the new firm. Lyndon V. Grover, President of Natural Lighting Corp., is not associated with the new firm. The announcement noted that "financial interests from the motion-picture industry will participate as partners of the new organization."

Opening of an Oxberry film equipment sales and service office in a suburb of London has been announced by Animation Equipment Corp., 38 Hudson St., New Rochelle, N.Y. In charge of the new office at 33 Libert Lane, Addlestone, Surrey, is Peter Neilson who will also continue to act as European Manager for the company.

Marconi's Wireless Telegraph Co., Chelmsford, Essex, England, is equipping and installing two television stations in Lebanon. One transmitting station will be located near Beirut with a studio in that city. Programs will be brought from the studio to the transmitter, a distance of about 10 miles, by microwave radio link. The second station will serve the Tripoli area with the signals from the Beirut station picked up by a receiver and fed via a second microwave link to the second pair of vision and sound transmitters for rebroadcasting. Transmissions will be to CCIR standards. The installation is proceeding under a contract with the Compagnie de Télévision du Liban et du Proche-Orient (SAL), a Lebanese commercial TV organization.

Radio Eireann has entered into a contract with Marconi's Wireless Telegraph Co. Ltd. for a Band 1 TV transmitting station at Maghera, County Clare, Ireland, with equipment and installation to be supplied by Marconi. The vision transmitter will be a Marconi BD 371 rated at 8kw. This will operate on the wideband 625-line system. Its associated sound transmitter will be a BD 325C of nominal 2kw output power. Transmitters of this type have been installed in other countries, including Australia, Sweden and Venezuela.

The British Amateur Television Club has announced its Sixth Amateur Television Convention to be held in Conway Hall, Red Lion Square, London, W.C.1, England from 10 A.M. to 7 P.M., September 8, 1962. Amateur-built television cameras, slow scan television equipment, flying spot scanners and transistor pulse generators will be exhibited. Amateur-built color equipment may also be shown. A cordial invitation is extended to SMPTE members who might be in London on that date.

Electronic advances in medicine in Great Britain reported recently by the British Information Service, Rockefeller Plaza, New York, include techniques based on use of the electronic image-storage tube,

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Cranes, Dollies: Crab—Western—Portable Panoram

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Projection Equipment: 16mm & 35mm—Sound & Silent—Slide—Continuous

Television: Closed Circuit TV

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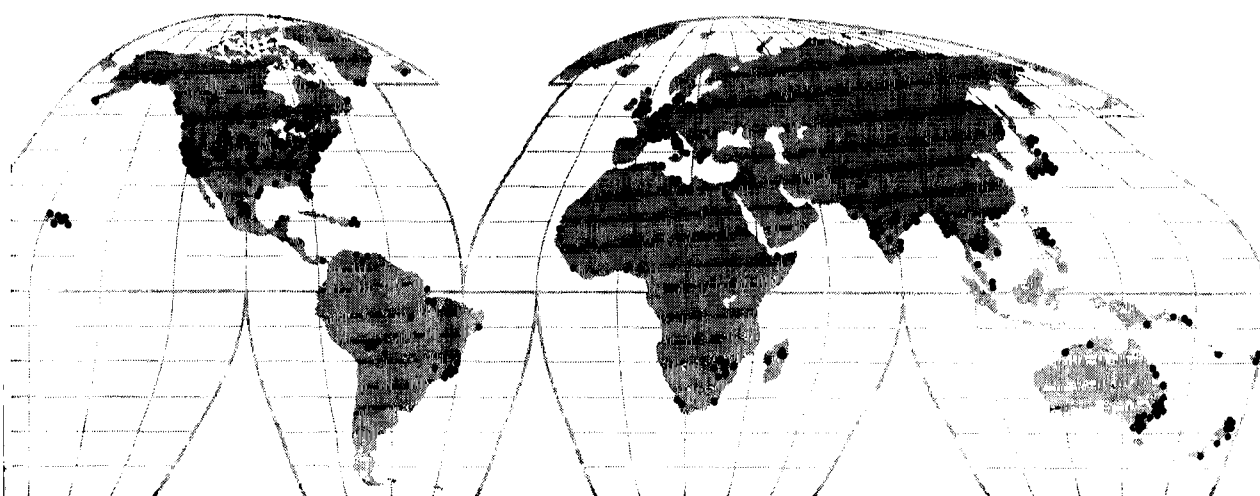
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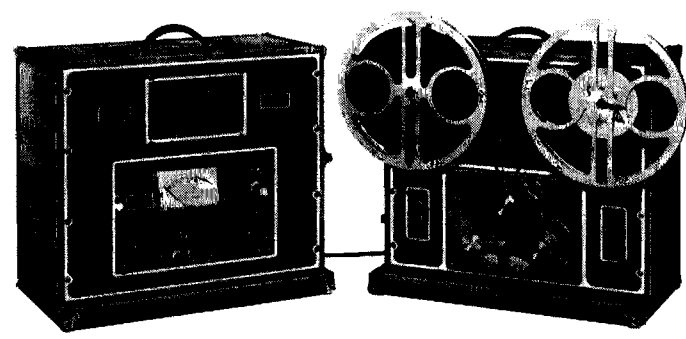


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Zenith Cinema Service, Inc.
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Salem Camera Co.
335 Salem, BA 3-7206
DENVER, COL.
Western Cine Service, Inc.
312 S. Pearl, SH 4-1017
HIALEAH, FLA.
Camera Equipment Co., Inc.
1335 E. 10th, TU 8-4064
HOLLYWOOD, CALIF.
Birns & Sawyer Cine Equipment
6424 Santa Monica, HO 4-5166
Camera Equipment Co., Inc.
6510 Santa Monica, HO 9-5119
S.O.S. Photo-Cine-Optics, Inc.
6331 Hollywood, HO 7-9202
KANSAS CITY, MO.
Barnard's, 4724 Broadway,
Country Club Plaza, LO 1-7761
Crick's Camera Shop
6320 Brookside Plaza, HI 4-3390
MINNEAPOLIS, MINN.
Century Camera Shops, Inc.
26 S. 7th, FE 8-5857
NEW YORK CITY
Camera Equipment Co., Inc.
315 W. 43rd, JU 6-1420
Florman & Babb, Inc.
68 W. 45th, MU 2-2928
Pictronics Corporation
236 E. 46th, YU 6-3713
S.O.S. Photo-Cine-Optics, Inc.
602 W. 52nd, PL 7-0440
PHOENIX, ARIZ.
Wilson Camera Sales Co.
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ST. LOUIS, MO.
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SAN FRANCISCO, CALIF.
Brooks Cameras, Inc.
45 Kearny, EX 2-1902
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Foreman's
121 Fourth Ave., DI 3-1869
SOUTH AFRICA
Photo Agencies Pty. Ltd.
9 Kerk St., Johannesburg
AUSTRALIA, Sydney
Sixteen Millimetre
Australia Pty. Ltd.
49 Market, New South Wales
BOLIVIA, La Paz
Casa Kavlin
Casilla 500, Calle Potusi 261-263
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Rua do Passeio 42/56
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G.K. Theatre Supply Co., Ltd.
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3751 Bloor St., W.
DENMARK, Copenhagen CHL
Kinovox Electric Corp.
Jenslousvej 2
ENGLAND, London
Delane Lea Processes, Ltd.
12 Moor St., (W-1)
Gordon Cameras, Ltd.
45 Kensington High, (W-8)
FRANCE, Paris
Brockliss-Simplex S.A.
6, Rue Guillaume Tell
GERMANY, Hilden Dusseldorf
Gerhard Johansen
3 Lessingstrasse
GREECE, Athens
Christos Axarlis
50 Stadium St.
HONG KONG
Supreme Trading Co.
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Kine Engineers
25, New Queen's Road
ITALY, Rome
Reportfilm, di J.M. Schuller
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JAPAN, Tokyo
J. Osawa & Co., Ltd.
5, Ginza, Nishi 2-Chrome, Chuo-ku
NEW ZEALAND, Auckland
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PAKISTAN, Karachi-3
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“More motion pictures are produced with Magnasync Type 5 Recorders than with any other recorder in the world!”

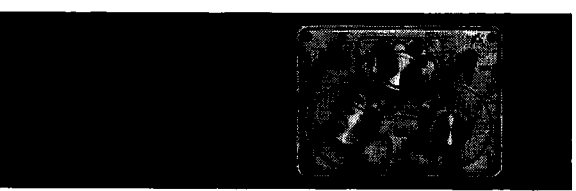
Versatility, precision engineering, nonobsolescence and rugged dependability made the Type 5 the most popular recorder in the world, and the basic ingredient of an integrated sound system to meet every recording requirement.



1. Choice of motors for 110 volts, 220 volts, 50 cycle, 60 cycle, single phase and three phase.
2. Selsyn motor attachments for Magnasync, RCA or Westrex distributor systems.
3. Selsyn or mechanical projector interlocks available.
4. Fast forward and fast rewind.
5. Portable; standard panels also permit rack mounting.
6. Complete line of companion equipment available.
7. Five distinct models to suit all film sizes and speed requirements.

from **\$1650**

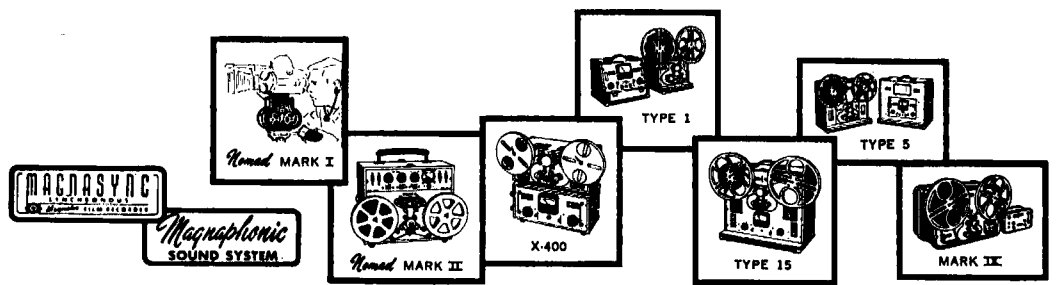
Wire, write or phone for free 42-page catalog describing Magnasync's complete line of equipment and accessories



The rugged, precision film transport is the heart of every Magnasync/Magnaphonic professional recorder. This famous "Synkinetic Motion" filtering principle, an original Magnasync concept, has contributed to the firm's international leadership in the field.

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SMPTE/USC Motion-Picture Production, Procedures and Services Course. M. A. Hankins, Vice-President, Mole-Richardson Co., instructs the theatrical lighting session.

and an E.M.I. Electronics barrier grid storage tube, a type of cathode-ray tube which stores up electrical signals. The latter device is used for fundamental research on nerve impulses and their behavior. The electronic image-storage tube is used to store up x-ray pictures after the x-ray apparatus has been turned off. The tube is used with an image-intensifier linked to an industrial TV camera and monitor screen. It will hold x-ray picture without fading for approximately four minutes, allowing time for study.

The course in Motion Picture Production, Procedures and Services sponsored

by the Society in cooperation with the University of Southern California opened for the Spring term with an enrollment of 102 although the course originally had been planned to accommodate no more than 75. Almost half (43%) of those taking the course are executives and administrators in the motion-picture and television industries. The second largest group (35%) is that of engineers and technicians, and widely varied types of occupation are represented in the remaining 22% of the enrollment.

A more detailed breakdown of the employment data given on the registration forms shows that 11% of those who signed



George Lewin, center, receives the Commander's Trophy from Col. R. B. Randle, CO. Watching is Lt. Col. F. W. Hall, Chief, Pictorial Engineering and Instrumentation Div.

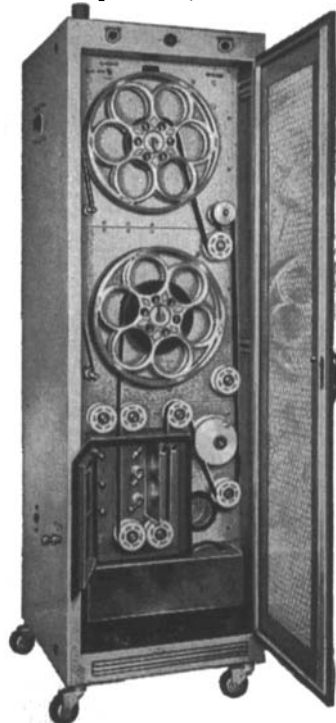
for the course are employed by TV stations and networks; 8% are engaged in film production (theater and TV); 13% are employed in laboratories; 18% are engaged in in-plant industrial film production and 11% are engaged in other types of non-theatrical production; 4% are in still photography; 3% are in advertising agencies; 8% are in nonfilm industries; 3% are entertainers; 2% educators; and various other types of occupation account for 16% of the total, including one literary agent, one publisher, and one salesman. Although it is noncredit, 3% of those taking the course are full-time UCLA students.

George Lewin has been presented the Commander's Trophy awarded annually to the civilian employee of the Army Pictorial Center, Long Island City, N.Y., chosen as best exemplifying the spirit and ideals of the Federal service and who has contributed the most to the accomplishment of the post's mission. Presentation of the trophy was made by Col. Robert B. Randle, Post Commanding Officer, during ceremonies celebrating the Center's 20th anniversary. Among many honors accruing to Mr. Lewin for his contributions to the field of sound are the SMPTE Journal Award for 1958 and the Samuel L. Warner Memorial Award, also presented in 1958. The Journal Award was presented for two papers on "The Infrared Transparency of Magnetic Tracks."

Frank Marx, Vice-President in Charge of Engineering of American Broadcasting Co., has been elected President of ABC Engineers, a newly created division of ABC. The new division, according to an announcement issued by American Broadcasting-Paramount Theatres, the parent company of ABC, has been formed to "keep pace with and take fullest advantage of rapid developments in the scientific world . . . applicable in all branches of the company including television, radio, film, theatres, records, publishing and international activities."

Barry Green has been appointed Executive Vice-President of Orbit Productions, Inc., 630 Ninth Ave., New York 36. He was formerly East Coast Representative for Technicolor Corp. In his new post he will supervise the firm's production activities.

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