

breakoffs are, but at present we assume that \$30 is the maximum price most churches will pay for a film. Above this price, they expect to rent the product.

The broken line on the chart indicates the same film in 8mm sound. The production cost, \$20,000, and the merchandising and promotion costs, \$10,000, are the same as the 16mm film. The only difference is the price of the individual prints. This we estimate at approximately half that of 16mm.

The graph shows that at 1500 copies the 8mm cost is within a few dollars of the magic \$30 price; by 3400 copies, it is reached. We feel that by combining 16mm rental income with the 8mm price structure we can lower the release print price of this twenty-minute film in 8mm sound to around \$30 and, thus, draw the quantity unit price.

Who will buy them? Who is the market? There are about 25,000 16mm projectors in Methodist churches but no 8mm sound projectors. The history of 16mm indicates that the establish-

ment of a new audio-visual medium in the church is usually a slow process. But because of the promise of this new medium, the church is prepared to invest some money in some system to accelerate the use of 8mm sound films.

Under investigation now are systems involving simultaneous sale of equipment and materials. But many questions remain unanswered.

Gaining Acceptance

Is the church ready for the new medium? Quite a lot of time and money has been expended to educate leaders in the church to use motion pictures. In spite of this, motion pictures are frequently misused. Will it now be possible for church leaders to learn to use these new tools with small groups and smaller screens? Are procedures and organizations in church A-V committees and/or libraries adequate to handle distribution and storage of films?

Is the church financially able to re-

spond to the new medium? Will churches with 16mm projectors purchase a new 8mm projector? If some system of merchandising equipment and films together is attempted, will response be heavy enough and immediate enough to offset the immense expenditure of money to underwrite such a venture?

Are the general agencies of the church ready for this new medium? Have they educational needs that can be met with short motion pictures? Can the machinery of film production—script clearance, production supervision—be streamlined sufficiently to provide enough titles for a market expansion needed to make 8mm sound film economically feasible in a direct sale market?

Research on all these questions is in process. At this time results are encouraging. With the other advantage of 8mm—lower cost equipment, lighter and more compact equipment—it will be a real loss if the church cannot discover some way to utilize this medium soon.

The Application of 8mm Film for Commercial Use

A Digest

By G. W. STANWIX

THE Author advances the interesting proposal that 8mm library subjects could be released in the form of 16mm "double-8" film. Such double-width films could carry two 8mm subjects, printed in opposite directions "head-to-tail." Thus, Reel 1 would be projected in one direction and, at the end, the entire film spool could be turned over, which would bring the other half, or Reel 2, in position to be shown. At the end, the film would be ready for showing again without rewinding. Advantages and disadvantages of this method are pointed out. Such films could be made by special reduction from 16mm or 35mm originals.

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It is suggested that the double-8 film would be less liable to damage than the single-8 and also that greater image steadiness would be encouraged. Existing double-8 subjects in this form could be slit into single-8's if required. The use of projector cassettes would be feasible. A projector could be made to run either double-8 or single-8. For special purposes, it would also be possible to produce the 8mm original as a single row of pictures on one side of a 16mm film, making the other half of the film available for special soundtrack or identifying purposes.—*Russell C. Holslag*, JM Developments, Inc., 116-118 West 29 St., New York 1, N.Y.