

power rewinders

Automatic & Conventional Models
for 16mm, 35mm, 70mm films or
Video Tape

An entirely new concept in power
rewinding is represented by Moviola's
precision-built APR series Automatic
Power Rewinders.

safety

Automatic sensing device and electric
brake prevent film damage by
"runaway" supply reels. Built-in
tension control prevents center
"drop-out" of cored film caused by
loose, uneven winds.

speed

Up to 3000 feet of 35mm film in 1½
minutes.

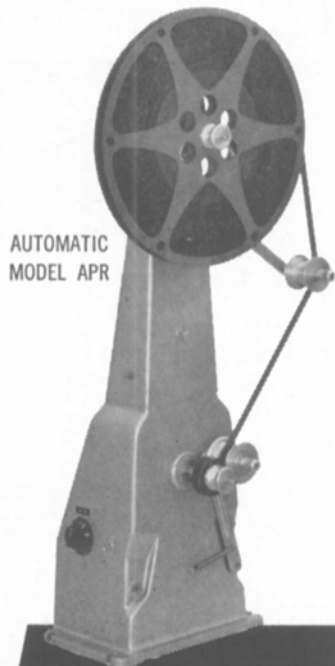
versatility

Rewinds from or to any combination
of cores and reels. May be used in
conventional manner if required.

convenience

Saves space. Operator can load,
then do other things while APR
completes its cycle and shuts
itself off.

Write for free literature:



AUTOMATIC
MODEL APR

moviola
manufacturing co.

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Telephone: 877-2173
Cable: Moviola, North Hollywood, Calif.

vances has been sponsored or developed by
the Center's Research and Development
Department. These include developments
in underwater photography and in kine-
scope recording. Sponsored developments
include that of a web processing machine.
The Center has these departments:

Motion Picture Department: Project Super-
vision; Film Depository; Productions;
Editorial; Scripts; Art and Animation;
Camera and Stage; Television.

Research and Development Department: Chem
Lab; Machine Processing; Machine Print-
ing; Specifications; Electronics; Machine

Shop; Reproduction Room; Publications
and Technical Library.

Still Picture Department: Black-and-White
Production Finishing Room; Color Finish-
ing Room; Still Picture Library.

The Twentieth Anniversary Committee
included SMPTE members Gerald J.
Badgley, Joseph E. Aiken, Joseph A.
Schantz, William M. Reid, Jack C. Green-
field, Edward S. Cobb and John B. Heikel.

Events of the day were monitored on
closed-circuit TV and video taped for later
viewing and retention in the historical film
archives.

Testimonial Luncheon: Joseph A. Tanney



Joseph A. Tanney, President of S.O.S.
Photo-Cine-Optics, Inc. (formerly S.O.S.
Cinema Supply Co.) for 37 years and long-
time member and active supporter of
SMPTE, was the guest of honor at a
testimonial luncheon held at the Traymore,
Atlantic City, during the 93rd SMPTE
Convention, to mark his retirement from
active leadership of the company. Alan C.
Macauley, new President of S.O.S., was
the host.

A large number of Joe's friends from
the industry were on hand to express their
affection for him, and brief remarks were
addressed to the gathering by several of the
guests, including: Don M. Alexander,
Chairman of the Board of Alexander Film
Co.; Geo. W. Colburn, Convention Vice-
President of SMPTE and President of Geo.
W. Colburn Laboratory, Inc.; Steve
Knudsen, Director of Motion Pictures,
Iowa State University; Reid H. Ray,
President of SMPTE and President, Reid
H. Ray Film Industries, Inc.; Charles S.
Stodter, SMPTE Executive Secretary; and
D. J. White, President of Magnasync Corp.

John Flory, Eastman Kodak Co., who
was unable to be present, sent a film record
of some of the events connected with his
long association with Joe Tanney; and
Maurice and Lee Richardson of Richardson
Camera Co. sent an original Mr. Magoo
cartoon. A plaque honoring Joe as the
"World's Greatest Salesman" was pre-
sented by Alan Macauley.

Joe's start with the motion-picture in-
dustry began at the Metropolitan Studio,
Fort Lee, N.J., in the early 20's. In 1926
he helped found a company known first as
Service on Sound and subsequently as
Sales on Sound. After a merger with a
theater equipment company in the 30's the
familiar S.O.S. became S.O.S. Cinema
Supply Co., which soon became well known
in the theater supply business and in due
course for the supply of all types of motion-
picture production equipment. The name
was changed to S.O.S. Photo-Cine-Optics,
Inc., early in the 60's.

Joe Tanney has been a member of the
Society for many years, and his company
became a Sustaining Member in 1952. In
1953 he and Edward B. Krause contributed
a paper on a new processing machine to the
Journal (March 1953, pp. 260-267). He has
been a regular attendee at SMPTE Con-
ventions and in recent years has always
used these occasions to exhibit equipment.
Now that he is Ambassador-At-Large for
his company we shall hope to see Joe at
many more conventions.

Membership Certificates (Active and
Associate members only). Attractive
hand engrossed certificates, suitable for
framing for display in offices or homes,
may be obtained by writing to Society
headquarters, at 55 West 42d St., New
York 36, Price: \$2.50.