

sales were up while dollar volume was off because of lower dealer mark-ups.

The vigorous growth of the nontheatrical film and audio-visual field in recent years was not quite as apparent in 1962. While 4% is a respectable gain, it does not compare with the 7%, 8.7% and 16.7% respectively of the previous three years.

Two factors possibly contributed to the spotty performance in 1962. Some authorities feel that school purchases of equipment

and materials under the National Defense Education Act showed signs of leveling off. Commercial film producers think that the business slack-off in midyear certainly influenced in a minor way the sponsored film business.

Several trends contributed to the strengthening of the visual communication field. Business firms continued to make greater use of the motion picture, particu-

larly for specialized purposes. The vast research programs of our national government require further use of the motion picture and other photographic applications. The use of newer technological tools of visual communication, alongside of the printed word, is becoming an accepted development of the mid-twentieth century.

Preliminary estimates for 1963's non-theatrical film and audio-visual expenditures are favorable.

## 94th SMPTE Convention and Equipment Exhibit Somerset Hotel, Boston, October 13-18



**Charles W. Wyckoff,**  
Arrangements Chairman

PLANNING FOR THE BOSTON Convention has taken a big step forward with the announcement by Arrangements Chairman **Charles W. Wyckoff** (Edgerton, Germeshausen & Grier, 160 Brookline Ave., Boston 15) of the complete roster of convention chairmen. They are:

*Assistant Arrangements:* **Allan C. Johnson**, EG&G  
*Equipment Exhibit:* **Lester E. Bernd**, Cine Service Laboratories  
*Publicity:* **Howard J. Hall**, Itek Corp.  
*Transportation:* **Edward H. Rideout**, EG&G  
*Hospitality:* **Edward Kornstein**, Radio Corp. of America  
*Hotel Arrangements:* **Joseph Rothberg**, Dekko Film Productions  
*Projection:* **David Doyle**, Bay State Film Productions  
*Membership:* **E. L. Scott**, Mead Corp.  
*Public Address & Recording:* **Joseph DePhoure**, DePhoure Studios, Inc.  
*Entertainment:* **Edward Kornstein**.  
*Luncheon:* **George A. Howard**, Raytheon Corp.  
*Awards Program:* **Alexis E. Ushakoff, Jr.**, Ushakoff Enterprises  
*Banquet:* **Robert W. Parmenter**, DuPont  
*Sunday Buffet:* **Richard C. Reedy**, Hi-Speed Equipment, Inc.  
*Registration:* **Stanley L. Feigenbaum**, EG&G, Las Vegas  
*Ladies Program:* **Edward H. Rideout**  
*Hostess:* **Mrs. Lester E. Bernd**  
*Auditors:* **Harris Cohen**, Back Bay Film Laboratory, and **Thomas M. Devlin**, EG&G  
*Administrative Assistants:* **Israel Chanock** and **John R. Mackey**, EG&G

Meanwhile, *Program Chairman Morton H. Read* (Bay State Film Productions, Box 129, Springfield, Mass.) reports that the technical sessions are shaping up nicely. Many completed papers were in hand well before the deadline of August 12 in each of the topic areas: Photography in Medicine; 8mm and Small-Format Film; Instrumentation and High-Speed Photography; Laboratory Practices; Motion Pictures, Television and Education; Sound Recording; Television Engineering Developments, and Space Technology.

The format of the Papers Program by sessions will be sent all members by postal announcement later this month. The Advance Program composed of titles and abstracts of all papers will appear in the September *Journal*.

Once again providing aid and comfort for registrants, the Coffee Club will be sponsored by the Philip A. Hunt Company, Palisades Park, N.J., a Sustaining Member of SMPTE.

### Equipment Exhibit

Because of the relatively small amount of space available at the Somerset there will be considerable competition among out-of-town manufacturers to show new equipment to the many industry and research people in the Boston area. Applications for booths have just begun coming in and several companies have already indicated their intention of exhibiting, among them: Arriflex Corp. of America, New York; Pathe Products, Inc., Providence; Quick-Set, Inc., Skokie; Hi-Speed Equipment, Inc., Boston; and Precision Laboratories Div., New York.

Companies interested in showing equipment should contact the Exhibit Chairman as soon as possible to find out if any space is still available. His address is: Lester E. Bernd, Cine Service Laboratories, Inc., 51 Kondazian St., Watertown 72, Mass.

### Association of Cinema Laboratories

The ACL has planned a full day of activities at the Somerset on Saturday, October 12, immediately pre-

ceding the SMPTE Convention. There will be a breakfast meeting of the Board of Directors, followed by a general meeting of the members in the morning. After lunch, the usual Equipment and Techniques Forum, at which manufacturers of lab equipment will give brief talks on new developments in their field, will occupy

the afternoon. SMPTE members are welcome to attend this session.

A reception and dinner will round out the day. One of the highlights of the occasion will be the presentation by *Industrial Photography* of its fifth annual industrial film awards.

## Best Display Award Goes to Sylvania



Sylvania Electric Products, Inc., Photolamp Division, was the winner of the SMPTE's Best Display Award for its attractive and effective booth display at the 93rd Convention Equipment Exhibit at Atlantic City. Above, left, Edward A. Gilchrist, Marketing Manager, Pro-

fessional Products, and Robert L. Kleinfeld, Vice-President, Photolamp Division, receive the Award plaque from Arthur J. Miller, Arrangements Chairman for the 93rd Convention, and Chairman of the SMPTE New York Section.

Sylvania's presentation featured the new Sun Gun professional photo light and the Sylvac system for continuous control of light output and color temperature. Although the display was not a large one, it was singled out by the Exhibit Award Committee for the care and imagination that had been devoted to presenting the technical aspects of these products to Convention registrants.

This was the third occasion on which the Exhibit Award has been presented. Instituted at the 91st Convention in Los Angeles in the spring of 1962, the Award is designed to give recognition to the efforts of exhibitors to present their material attractively and with maximum effectiveness. The first Award, at the Los Angeles Convention, was made to EMI/US Ltd. for its 40-ft display of color TV cameras in operation. The second, at the 92nd Convention in Chicago, went to the Bell & Howell Co., Professional Equipment Division, for a display built around its new additive color printer.

## Education, Industry News

**The Society of Photographic Scientists and Engineers** is sponsoring a Symposium on Color Photographic Systems to be held October 17-19 at the Marriott Twin Bridges Motor Hotel, Washington, D.C. The meeting will be concerned with all phases of photographic color processes with special emphasis on interdependence of materials, processes and equipment used. In addition to a full program of technical papers there will be an exhibit of new equipments and systems. Symposium Chairman is Howard C. Colton, Eastman Kodak Co., 343 State St., Rochester 4, N.Y.

**The 7th International Congress on High-Speed Photography** will be organized by the Physical Society of Austria and will be held in Vienna during the latter part of September, 1964, according to information received from U.S.A. Delegate Max Beard, 10703 E. Nolcrest Dr., Silver Spring, Md. Mr. Beard also announced that an extensive exhibit will be held. As announced in the April, 1963, issue of the *Journal* (p. 330) Congress Chairman is Prof. Dr. Othmar Helwich, Hoffmanstrasse 59, Darmstadt, Germany.

**The Third International Film Festival** to be held July 7-21 in Moscow will be par-

ticipated in officially by the United States. George Stevens, Jr., Director of the Motion Picture Service of the U.S. Information Agency, has been nominated to serve as Chairman of the United States Delegation. *The Great Escape*, produced and directed by John Sturges for the Mirisch Company, has been selected as the official U.S. film to be entered in competition. A number of other American films will be shown as special out-of-competition screenings.

**The XIV International Exhibition of Documentary Films** was held in Venice, Italy, July 10-20 as part of the Venice Film Festival. Thirty-two U.S. short subject and nontheatrical motion pictures were submitted by the Committee on International Nontheatrical Events (CINE). Documentary films in various categories included: Geographical, Ethnographical and Folklore, *Portrait of Mexico*, by the University of Arizona, Tucson, and *The Day Shadow Mountain Died*, by Producers Corp. of America, Beverly Hills, Calif.; Sports and Tourist, *Que Puerto Rico*, by Tibor Hirsch, New York, and *Surf*, by Homer Groening for Jantzen, Inc., both of Portland, Ohio; Technical and Scientific Information and Divulgateion, *Steel by Stopwatch*, by Julius Potocnsy for Jones & Laughlin Steel Corp., both of Cleveland, Ohio, and *The Cattle Feeders* by Iowa State University, Ames; Cultural and Educational Films, *St. John's College*, by Fordel Films, New York, and

*Cleveland Institute of Art*, by Edward Feil Productions, of Cleveland, Ohio; *Contemporary Life and Social Documentation, 111th Street*, by University of California, Los Angeles, and *Growing Up With Deafness*, by Campus Film Productions, Inc. for the Lexington School of the Deaf, both of New York; Newsreels, *Polaris: Journey of Undersea Voyage*, by Louis J. Hazam, Washington, D.C.

**Developing Human Resources for Educational Television** is a 46-page report covering professional training and experience of more than 3,000 persons now directly involved in educational television. The report, submitted by the National Association of Educational Broadcasters, 1346 Connecticut Ave., N.W., Washington 6, D.C., to the Office of Education, U.S. Dept. of Health, Education and Welfare, has been sent to colleges and universities which have expressed an interest in training personnel for educational television.

The report is based on a survey conducted by the NAEB. Vernon Bronson, Director of the NAEB Office of Research and Development, was Project Director. James Fellows, Assistant Director of the Office of Research and Development, acted as Associate Project Director. The survey found that about 30 universities in the United States offer some kind of course work in educational television, but few of