

**Wilding Inc.**, a business communications agency located in Chicago, has acquired Tri-Dex Display Corp., 13790 Nelson St., Detroit, Mich. The firm designs and produces displays and exhibits for trade shows, conventions and point-of-sale. The facility covers an area of 20,000 sq ft and includes a workshop, storage space, design and drafting room and a model-building room. Operation as a Wilding subsidiary is expected to begin in December. In addition to displays and exhibits, Wilding also produces industrial motion pictures, slides and slidefilms, "live" industrial theater, recordings, TV commercials and printed materials.

**Color Film Corp.** of Mamaroneck, N. Y., has moved to larger and more modern quarters about a block from its present location. It is now located at 500 Halstead Ave., Mamaroneck, in a 10-year-old building purchased from American Avitron Corp. The building provides 6,000 sq ft of space with room for further expansion. Established in 1950, the firm specializes in printing and processing Eastman Color Negative for filmstrip use. Other services include quantity slide production and printing and processing Kodak 6008 Internegative.

**MVR Corporation** is the new name of the firm formerly known as Machtronics, Inc.

No other change has been made in the corporate structure, the announcement stated, and the firm is still located at 470 San Antonio Road, Palo Alto, Calif. 94306. The change in name was made to identify the firm more closely with its MVR product line and also to eliminate any possible confusion between "Machtronics and phonetically similar names of companies in the electronics field," the announcement stated.

**Metromedia, Inc.**, 205 E. 67 St., New York, N.Y. 10021, has acquired the entire stock of Wolper Productions, Inc., of Los Angeles, an independent producer of documentary films. Wolper Productions will become a wholly-owned subsidiary of Metromedia. Divisions of Metromedia include Metropolitan Broadcasting Television; Metro TV Sales; Metro Radio Sales; Foster & Kleiser (an outdoor advertising firm); Ice Capades; Metro Transit Advertising; Mount Wilson and SuperSpace.

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MOTION PICTURE FILM**

*Presented The Academy of Motion Picture Arts and Sciences  
Award of Merit for Outstanding Technical Achievement.*



The CF<sub>2</sub> Film and Tape Cleaner represents a major break through in the reproduction industry. By utilizing ultrasonic energy, microfilm, motion picture film and magnetic tape are thoroughly and rapidly cleaned without mechanical scrubbing and wiping.

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Film and tape emerge clean and static free with color balance undisturbed

The cold boiling effect (cavitation) of ultrasonics performs the entire cleaning operation . . . film and tape are touched only by solvent, eliminating the possibility of scratching, abrading or tearing. Forced air, flash dry-off, removes the solvent leaving absolutely no residue.

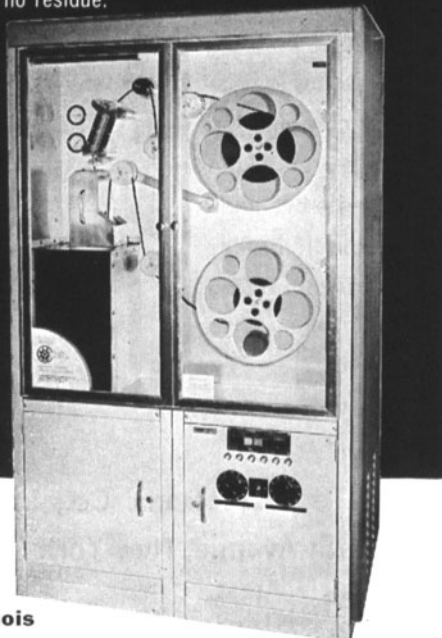
The CF<sub>2</sub> Ultrasonic Film and Tape cleaning process is completely automatic, requiring the operator only to load and unload. Costs less than 1/20 of a penny (.002c) per running foot to operate. Available on lease.

Descriptive brochure will be sent on request.

Patents

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Canada 618413, 618414,  
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CORPORATION**  
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**books  
reviewed**

### Popov and the Beginnings of Radio Telegraphy

By Charles Susskind. Published (1962) by the San Francisco Press, 255 Twelfth St., San Francisco 3, Calif., 30 pp., 5½ by 8½ in. Price \$1.25.

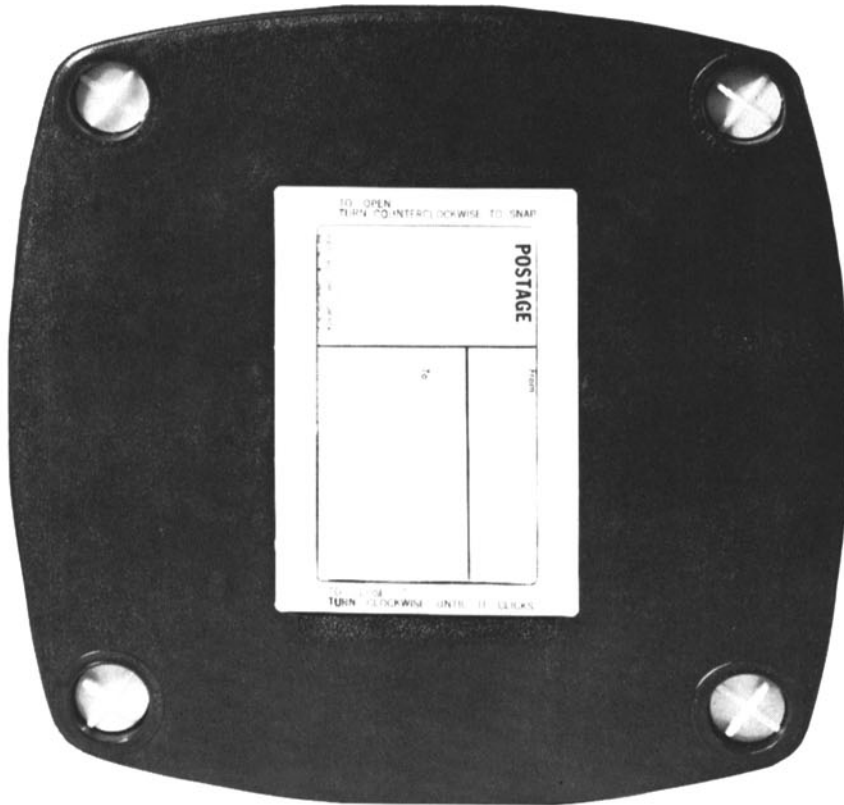
### The Invention of the Traveling- Wave Tube

By Rudolf Kompfner. Published (1964) by the San Francisco Press, 255 Twelfth St., San Francisco 3, Calif., 30 + iv pp., 6 by 8½ in. Price \$1.50.

The San Francisco Press is bringing out a number of historical monographs on recent inventions in the electronic arts, and these two booklets are part of the series.

The first, by Susskind, is essentially a reprint of a paper in the October 1962 *Proceedings of the IRE*. It compares the record of the contributions to "wireless telegraphy" (now called "radiotelegraphy") of Popov and Marconi. The conclusion the author reaches is:

"All credit should go to Popov for independently evolving the same practical receiver design [the coherer] from Lodge's first suggestion as Marconi did, and for carrying out further experiments in the face of substantial obstacles. . . . There is every indication that Popov's subsequent work was likewise of the highest caliber; had he had the opportunity (he died in 1905), he would have doubtless continued to make important contributions. The Russians have good reason to be proud to



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have produced a pioneer of Popov's rank; but the officious Soviet campaign to designate him the 'inventor of radio' and to enlarge his reputation out of proportion with his achievements amounts to a deviation from objectivity that must be deplored by all historians of technology who remain untouched by chauvinistic considerations."

The second booklet, by Kompfner, is a transcript of a 1963 lecture by the author at the University of California in Berkeley with some illustrations from his original notebooks.

The account of the procedure involved in conceiving this invention brings out the very tortuous path which the author's mind had to follow to reach the final useful solution of his problem. It certainly was beset with distractions, by-paths, and obstacles, including attempts at "elegance" in the solution of what later proved to be trivial details. The author's story carries from 1941, when he entered this field (he was an architect before this) to 1947, when the definitive papers were published. The inventive period proper, however, started in 1942, and the solution realized in 1946. The account is presented as a fascinating yarn, and obviously exemplifies the need of dogged persistence in an inventor.—*Pierre Mertz*, Consultant, 66 Leamington, Lido Beach, L. I., N.Y. 11561.

### The Eye of History:

#### The Motion Picture From Magic Lantern to Sound Film

By Julius Pfirgner (translated and adapted by Theodore McClintock). Published (1964) by Rand McNally & Co., 405 Park Ave., New York, N.Y. 240 pp. Diagrams. 5½ by 8 in. Price \$4.50.

The apparent intrusion in these columns of a book primarily intended for young people is soundly based on its unusual value for anyone involved with motion pictures. Presented here in highly readable form are accounts of the principal optical and mechanical pioneers who contributed to the development of the motion-picture industry over the last hundred years.

Beginning with the magic lantern experiments of the 18th century, the slightly fictionalized episodes describe the stroboscope of Simon von Stampfer, the early photographic work of the Niepces and Daguerre, Petzval's optical discoveries, and the pioneering work of Uchatius, Talbot, Poitevin, Eastman, Edison, Lumiere, Messter, Mihaly and many more.

Though the form is fictional, the facts have been researched with care, and the book can be recommended as a quick and handy reference for names and facts connected with the technological history of our industry. This aspect is enhanced by an excellent index supplied by the translator, which is far more than an index, since, it includes biographical and descriptive notes, definitions and illustrations.—*Ed.*

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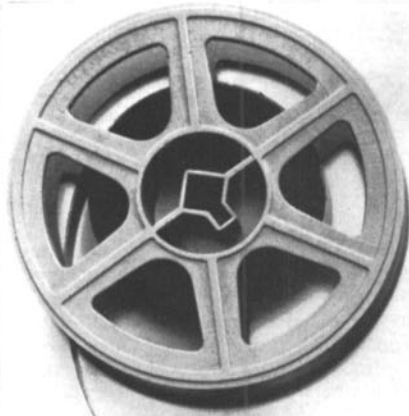
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