



95th Technical Conference and Equipment Exhibit April 12—17 • Ambassador Hotel, Los Angeles



ANOTHER STEP forward in organization of the 95th Technical Conference was achieved in recent weeks with the announcement by *Arrangements Chairman John P. Kiel* (c/o Photo-Sonics, Inc., 820 S. Mariposa St., Burbank, Calif.) of the roster of conference chairmen. They are:

Assistant Arrangements: **Ralph E. Lovell**, 3M Co., Los Angeles.
Equipment Exhibit: **George Kendall**, Moviola Manufacturing Co., North Hollywood.
Registration: **E. B. McGreal**, Producers Service Co., Hollywood.
Publicity: **Neal Keehn**, General Film Laboratories, Hollywood.
Hotel Arrangements: **W. Daniel Carter**, Consolidated Film Industries, Hollywood.
Luncheon: **G. Carleton Hunt**, Glen Glenn Sound Co., Hollywood.
Banquet: **Dennis F. Godfrey**, Eastman Kodak Co., Hollywood.
Projection: **Don V. Kloepfel**, General Film Laboratories, Hollywood.
Public Address and Recording (Co-Chairmen): **Kenneth Miura** and **Eugene Petersen**, Department of Cinema, University of Southern California, Los Angeles, assisted by the **USC Student Chapter**.
Membership and Information Desk: **Hartwell T. Sweeney**, Eastman Kodak Co., Hollywood.
Hospitality: **Theodore B. Grenier**, American Broadcasting Co., Hollywood.
Assistant Hospitality: **Miss Beverly Angel**, American Broadcasting Co., Hollywood.
Transportation: **Albert R. Landers**, General Film Laboratories, Hollywood.
Ladies Program: **Mrs. William E. Gephart, Jr.**, c/o General Film Laboratories, Hollywood.

Administrative Assistant: **Marshall N. Horsman**, Loma Linda University School of Medicine, Los Angeles.
Auditor: **A. B. Johnson**, Pathé Laboratories, Hollywood.

Papers Program

Program Chairman **John M. Waner** (c/o Eastman Kodak Co., 6706 Santa Monica Blvd., Hollywood, Calif. 90038) has received abstracts for interesting and significant papers in all topic areas of the program. Reading copies of the papers are due to Mr. Waner and to the Editor at Society Headquarters by March 9.

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

Report on Soviet Motion-Picture Industry

The three Society officers who studied the Soviet motion-picture industry on a three-week trip last fall have announced the format of the special illustrated report they will present Tuesday night, April 14.

Engineering Vice-President **Deane R. White** will discuss the plans for the trip; changes suggested in Moscow; the cooperation finally received in making the visits scheduled, incidents of the trip; and observations and conclusions.

Next, Society Governor **William E. Gephart, Jr.**, will give a technical description of the equipment seen in Russia, and will show slide pictures of this equipment.

Executive Vice-President **Ethan M. Stifle** will then report on the tests being made on Soviet color film — particularly, raw stock samples and processed color negatives — obtained on the trip. He will screen U. S. color prints made from the Russian negatives.

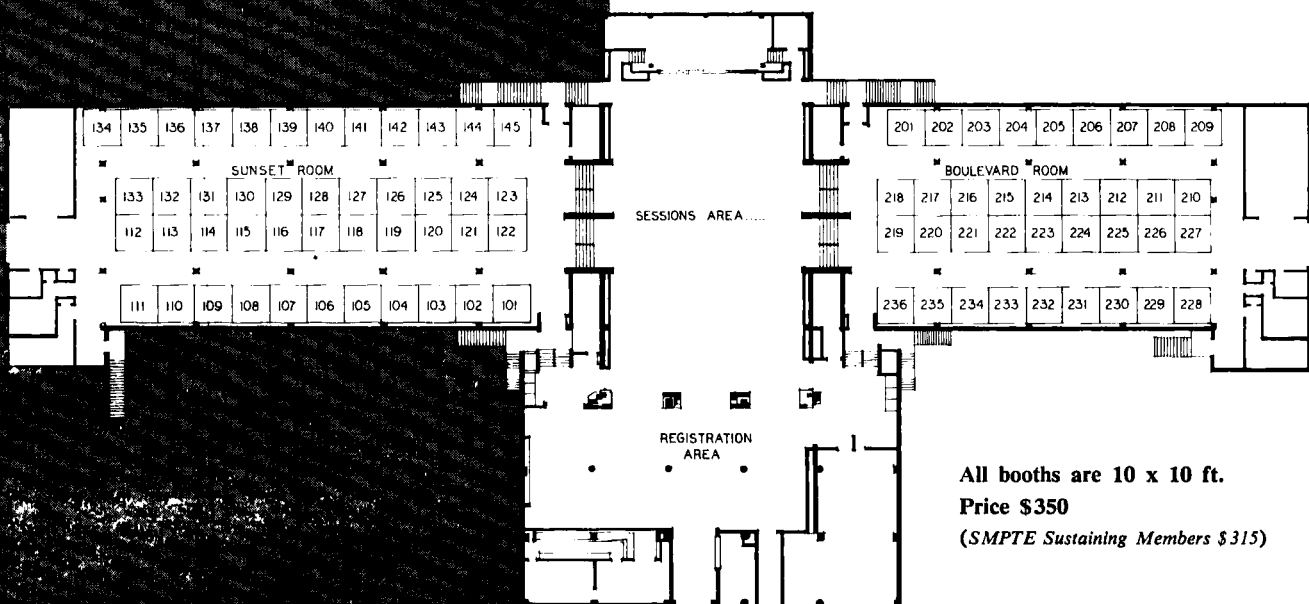
The visit, which was part of the Cultural Exchange Program negotiated between the Soviet Union and the United States, dealt with the technical aspects of motion-picture production and presentation. Eighteen sites — including studios, theaters, processing laboratories, an equipment factory, television station, design bureau and research center — were visited in

Equipment Exhibit

Los Angeles Technical Conference

Displays and demonstrations of all the important new developments in equipment for:

Cinematography—Color and New Photographic Materials—Motion Pictures and TV for Education—Small-Format Films—Instrumentation and High-Speed Photography—Space Technology—Medical Photography—Laboratory Practices—Projection Practices—Sound Recording and Reproduction—Television Engineering and Production



All booths are 10 x 10 ft.
 Price \$350
 (SMPTE Sustaining Members \$315)

RESERVATIONS for booths are now being made by the Exhibit Chairman: George Kendall, Moviola Mfg. Co., 5539 Riverton Ave., North Hollywood, Calif.

EXHIBIT OPEN APRIL 13-16, 1964

Ambassador Hotel, Los Angeles

Technical Conference



Moscow, Leningrad, Kiev, Odessa and Alma-Ata. Much of the equipment, the delegation reported, was quite similar to corresponding items in the United States and elsewhere. A few units showed interesting independent design features.

As previously noted, samples were obtained of processed color negative, color negative raw stock (masked) and color print raw stock now in use in the U.S.S.R. At the special session, the delegates have planned to report on results of tests designed to indicate the characteristics of stocks found in use and to show the technical problems to be anticipated in printing directly or through dupes from negative films processed in the Soviet Union.

Equipment Exhibit

Exhibit Chairman **George Kendall** reported that 64 of the 81 available booths had been assigned by January 24. Orders are coming in for the remaining space and it is evident that every aspect of the Society's interests will be illustrated in the largest assembly of such equipment ever seen. Most of the industry's leading manufacturers will be represented, and in some areas, such as photographic instrumentation, laboratory processing, and television broadcasting, there will be important new equipment introduced which will draw interest from far and wide. At the Wednesday morning Equipment Papers and Demonstrations Session demonstrations of new products have been scheduled by Arriflex Corp. of America, Atlas Projector Corp., ColorTran Industries, DuKane Corp., Eclair Corp. of America, Oxberry Corp., Gamma Scientific, L-W Photo Products, Research Products, W. A. Palmer Films, XeTron Div. of Carbons, Inc., and Zoomar.

Boothholders assigned to date are:

Amega Corp.	Birns & Sawyer Cine
Ampex Corp.	Equipment, Inc.
Arriflex Corp. of America	Cinerama Camera Corp.
Atlas Projector Corp.	ColorTran Industries, Inc.
Bach Auricon, Inc.	Andre Debrie of America
Bell & Howell Co.	DuKane Corp.

Eclair Corp. of America	Neumade Products, Inc.
Frigidheat Industries, Inc.	Newman & Guardia Ltd.
Gamma Scientific, Inc.	Oxberry Corp.
Gordon Enterprises	W. A. Palmer Films, Inc.
Gryphon Co.	Photo Research Corp.
Frank Herrfeld Engineering Corp.	Photo-Sonics, Inc.
Hi-Speed Equipment, Inc.	Plastic Reel Corp. of America
Hollywood Film Co.	Precision Laboratories Div.
Houston Fearless Corp.	Prestoscal Mfg. Corp.
Kollmorgen Corp.	Producers Service Co.
L-W Photo Products, Inc.	Quick-Set, Inc.
Macbeth Instrument Corp.	Red Lake Laboratories, Inc.
Magnasync Corp.	Research Products, Inc.
Magnetic Sales Corp.	S.O.S. Photo-Cine-Optics, Inc.
Metro-Kalvar, Inc.	Spindler & Sauppe, Inc.
D. B. Milliken Co.	Stancil-Hoffman Corp.
3M Company	Sylvania Electric Products, Inc.
Mole-Richardson Co.	Traid Corp.
Motion Picture Printing Equipment Co.	Treise Engineering Co.
Moviola Mfg. Co.	XeTron Div., Carbons, Inc.
	Zoomar, Inc.

Hotel Rates and Reservations

Rates for those attending the Conference are shown below. If you write before receiving the reservation card which is part of the Postal Announcement, address *The Reservation Department*, Ambassador Hotel, 3400 Wilshire Blvd., Los Angeles 5 — and cite the SMPTE Conference.

Single Room and Bath — per day	\$13.00	\$15.00	\$17.00		
Double Room (Twin Beds) and Bath — per day	\$16.00	\$18.00	\$20.00		
Parlor, Bedroom and Bath, for One or Two Persons— per day	\$40.00	\$44.00	\$48.00	\$54.00	\$58.00

LUXURIOUS GARDEN BUNGALOWS

Room and Bath for One or Two — per day	\$28.00	\$30.00	\$32.00	\$34.00
--	---------	---------	---------	---------

Education, Industry News

Henry Lester, Editor of Abstracts of Photographic Science and Engineering Literature (APSE) since it began publication in 1962 (*Journal*, p. 888, Jan., 1962), has resigned for reasons of health. News of his resignation from APSE and consequent organizational changes have come in an announcement from T. H. James for the Committee on APSE and a joint announcement from Columbia University and the Society of Photographic Scientists and Engineers, expressing deep regret for Mr. Lester's resignation. The Columbia University/SPSE announcement stated, in part, "Mr. Lester's... vision, enthusiasm and energy were essential to this venture and its literary success is a fitting tribute to his all-out effort."

APSE publication has been disassociated from Columbia University; editorial and publication management has been transferred to the Engineering Index, with APSE as a publication of the Society of Photographic Scientists and Engineers. Miss Leonore H. Hess will continue as Managing Editor of APSE; abstracts and correspondence should be addressed to her at Engineering Index, Inc., 345 East 47 St., New York, N. Y. 10017

The Engineering Index, published by Engineering Index, Inc., is coordinated

with the Engineering Societies Library; both are located at 345 E. 47 St., New York, N.Y. 10017. Last year the Engineering Index contained some 38,000 annotated references to bulletins, reports and magazine articles, based upon the more than 3,400 periodicals and other serial publications in 20 languages currently received from 50 countries throughout the world by the Engineering Societies Library. The Engineering Index is available in three forms: a daily and weekly card service; a monthly bulletin; and an annual bound volume, which has been published regularly each year since 1884. The bound volumes are distributed annually in June. The Index is priced at \$250.00 a year, or \$150.00 to academic nonprofit institutions.

A course in Television: Current Techniques and Film Practices co-sponsored by the University of Southern California and the Society is offered for the Spring semester. Evening classes will be held each week beginning February 10 and continuing through May 25. Lecturers for the course and their subjects are:

Harry Lubcke, Edward Benham — Evolution of Television Systems and Equipment
Oscar Wick — Elements of the Picture (the electrical signal and reproduction, sharpness, brightness, resolution, gray scale, nomenclature)

Edward Ancona — Elements of Color (the eye and visual aspects, simulation of color, color TV principles)

John Frayne — Elements of Sound (recording and reproduction, mikes and microphone placement, distortions, comparisons of theatrical film and film for TV)

Ralph Woolsey — Elements of Lighting (technical and artistic considerations, comparison of live, film, and film for TV, trends)

Robert Springer — Recording Processes: VTR (tapes, tape systems and machines, NAB standards, uses in production)

Elliot Bliss — Recording Processes: VTR and Laboratory Practices (kinescopes and transfers, tape to film, film to tape, compatible standards)

T. Gentry Veal — Television Film Production Techniques (35 mm vs 16mm, color problems)

Milton Altman — Editing (Technical Director and Editor, scene to scene and sequence by sequence editing, optical and special effects)

Kenneth Erhardt — Film Projection Problems and Practices (cue systems, wide screen films over TV, film and tape handling)

Edward Benham — TV Control and Technical Operations (manual and automated systems)

Rudy Bretz — Closed-Circuit TV (industrial, classroom, theater, slow scan)