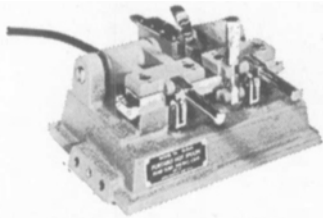


CAMERA · MART

presents the
finest in editing equipment
PORTABLE HOT SPLICER



- Cuts and splices in one operation.
- Professional model with hardened ground chrome steel cutter blades.
- Built-in carbide tipped scraper blade cuts splicing time in half.

Model 135—35mm or 16mm \$339.00
Model 116—16mm or 8mm \$239.00

RIVAS MYLAR SPLICER



Constructed to professional specifications for 16 or 35mm film. Registration pins align the film perfectly while the serrated cutter holds the tape firmly over the film during the splicing operation.

Rivas 16 or 35mm Straight \$165.00
Rivas 16 or 35mm Diagonal \$175.00

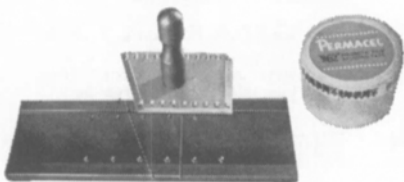
STANCO CINE SPLICER



- Automatically removes emulsion.
- Dual Film Registration pins permit perfect film alignment.
- Correct platen temperature at splicing point permits faster stronger splices.
- Heavy duty precision construction throughout

8/16mm \$239.50
35mm \$239.50

16 or 35mm SPLICING BLOCK



Birns & Sawyer Splicing Block tooled from one piece of solid bar stock. Anodized. Individually turned, accurately jig spaced brass pegs. Complete with Camart Serrator and one roll of Permacel 35mm x 66' splicing tape.

16mm\$23.50 35mm.....\$28.50

For descriptive literature write to:

the **CAMERA · MART** inc.
1845 Broadway, New York 23, N. Y.
PLaza 7-6977

Biographical Note



George Lisle Beers, Technical Advisor, RCA Patent Operations, retired June 1 after 43 years with RCA and one of its predecessor companies. Dr. Beers is a recognized authority on receiver development and all phases of television. He has been particularly interested in color television and participated in the work of the National Television System Committee in its endeavor to determine color television standards and, on several occasions, he testified before the FCC on theater television, uhf, and color television.

He was born in Indiana, Pa., and was graduated from Indiana State Teachers College in 1917. In 1921 he received a B.S. degree in Electrical Engineering from Gettysburg College. In 1947 the college awarded him the honorary degree of Doctor of Science, and some time later the Gettysburg Alumni Association presented him with a Distinguished Service Certificate. This award honors Gettysburg alumni who "have done outstanding work for humanity or who have distinguished themselves professionally."

Dr. Beers' career in electronics began in

1921 when he joined the staff of Westinghouse Electric Co. as a design engineer. In 1930 he transferred to the research department of the Radio Corp. in America in Camden, N.J., where he became a section engineer in charge of superheterodyne receiver circuit design and development. From 1935 to 1940 he was in charge of the design and development of television studio equipment, including that used by NBC at the 1939 World's Fair. In 1940 he was placed in charge of the Advanced Development Department. Subsequently he held a series of administrative positions of increasing responsibility. In 1942 he was named Manager of the Engineering and Manufacturing Service Department. The following year he became Staff Assistant to the Chief Engineer of the RCA Victor Division, and in 1945 he was named Assistant Director of Engineering for the division. In 1954 he was appointed Administrative Engineer for the Product Engineering activity in Camden, a position he held until transferring to Princeton in 1959 to become Technical Advisor of the (then) RCA Commercial Department.

Dr. Beers is a Fellow of the Society and is also a Fellow of the IEEE. He is a past recipient of the Modern Pioneers Award from the National Association of Manufacturers. More than 70 U.S. and foreign patents have been issued in his name.

He has published widely, and a number of his papers have been presented at Conferences of the Society and published in the *Journal*. His most recent *Journal* paper is "Minimizing the Effects of Ambient Light on Image Reproduction" (pp. 347-354, June 1957). He is author of "Focusing View-Finder in Television Camera" (pp. 181-196, Mar. 1943) and is co-author of five other papers on television which appeared in the *SMPE Journal* during the years from 1939 to 1943.



books reviewed

Color Television Fundamentals

By Milton S. Kiver. Published (1964) by McGraw-Hill Book Co., 330 West 42 St., New York, N.Y. 10036. 335 pp., 208 illus. (4 pages in full color). 6 X 9 in. Price \$10.95.

There have been enough developments since 1955 in the production and design of color television equipment to warrant a second edition of this work. It is aimed principally at "those who will work with

color television receivers in production, installation, or repair," i.e., those who will have to make such things function.

With these readers in mind the language has been kept very simple and all explanations aimed at showing as directly as possible how a result is achieved — with just enough background to indicate why that result is desired, and to suggest why some other procedures might not be as good.

The capsule treatment of colorimetry, including a statement on the limited visual perception of color in intermediate and fine detail, is a tall order. Nevertheless the author acquits himself remarkably well, and gives a very readable and useful summary. This holds also for other fields which he needs to treat in severely condensed fashion, as various portions of electric circuit design, color picture tube functioning, and even comparisons of alternative system designs. A comment one could make is that except in the case of the color picture tubes he does not give references to which his more ambitious readers could turn for fuller descriptions of the background material. As one example, some of them might like to find out something of the experimental effort