

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

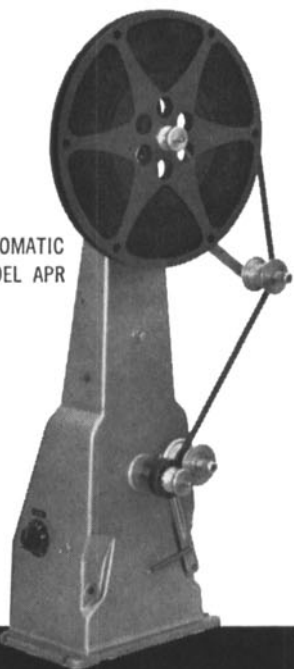
Rewinds from or to any combination
of cores and reels. May be used in
conventional manner if required.

convenience

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

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MODEL APR



moviola
manufacturing co.

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The Variable Magnetic Field Specimen Holder, a newly developed attachment for the RCA electron microscope, places a variable magnetic field around the specimen under study, thus enabling scientists to observe the movement of tiny "magnetic domains" in certain metals while they are energized by a magnetic field. The announcement from the RCA Broadcast and Communications Products Div. noted that the microscope, which provides magnification of up to 200,000 times, has a low magnetic field at the specimen position. This low field has little effect on magnetization of the specimen under study, thus simplifying measurement of the effect of the varying field. The announcement suggested that the new attachment would enable studies that may lead to the development of new ferromagnetic materials and thus to the development of smaller and lighter motors, faster computers, better magnets, and other advances.

Technicolor Corp. has announced the opening of a new plant in San Francisco at 201 8th St. This is the second Technicolor plant in San Francisco, the first having been opened in 1960. Harry Stuurmans has been appointed General Manager of the new plant. Mr. Stuurmans was formerly General Manager of the firm's Hawaiian plant and later of the Consumer Products Division in New York.

A new firm, Photosystems Corp., has been established at 9 Pinehurst St., Lido Beach, N.Y. 11561, for the design, development and manufacture of specialized photographic equipment for research in government and industry. President of the new firm is Richard A. Hayes. Mr. Hayes was formerly Engineering Vice-President of Photronics Corp., Flushing, N.Y. The firm's first commercial product, now under development, is a high-speed camera designed to record at rates from 10,000 to 1 million pictures/sec.

David C. Yates has been appointed Sales Engineer for S.O.S. Photo-Cine-Optics, 387 Park Ave. South, New York, N.Y. 10016. His headquarters will be in the firm's Western Office in Hollywood. Mr. Yates has a background of motion-picture production in medical films. He was recently associated with the Educational Films Division of the Portland Cement Association.

A new subsidiary, Videoflight Corp., has been announced by Sony Corp. of America, 580 Fifth Ave., New York, N.Y. 10036. The new subsidiary will be responsible for video-tape transfer and distribution of motion pictures used in the firm's airborne entertainment system, according to an announcement from Akio Morita, President. American Airlines is now installing the system in 45 Astrojets under a \$1 million contract, the announcement stated. The motion pictures are taped on a Sony Videocorder located in the cockpit and are transferred to transistor television sets installed for passenger viewing. Individual earphones are provided for private listening. Passengers may select motion pictures, live television, if

Obituary



Edward Lachman

Edward Lachman died suddenly August 4 from a heart attack which occurred while he was attending a convention of the Allied Theatre Owners of New Jersey. He was 56 years of age. He was President and founder of Carbons, Inc., Boonton, N.J. and its two divisions, Lorraine Arc Carbons and XeTron Products. He also owned a theater in Boonton. He was born in Chester, Pa., in 1908 and entered the theater business at an early age in association with his father. Later he was associated with Roth Theatres and the Wilber Snaper Circuit. A member of the Society since 1951, at the time of his death he was serving on the Film Projection Practice committee. He was also active in various exhibitor associations.

within range, stereophonic music and live pictures of take-offs, terrain and landings.

Girard Projection Service has announced the opening of its new offices at 4433 Bissonnet, Bellaire, Tex. 77401. Services include film rental library, projection service, and projection equipment rentals.

A licensing agreement between Will F. Jenkins, inventor of the Front Projection Process, and Front Projection Corp., 404 Park Ave. South, New York, N.Y. 10016, was recently signed, according to an announcement by Sherman Fairchild, the firm's president and founder. The terms of the agreement permit the firm to manufacture and sell the equipment, patented by Mr. Jenkins, for the composite photography of live models and projected backgrounds.

F&B/CECO, Inc., 315 W. 43 St., New York, N.Y. 10036, has been appointed sole sales agent for the new Eclair NR8 camera in the Eastern United States. The firm also maintains authorized official service headquarters for the new camera.



The modest voice of nature

Gevasonor magnetic sound films

The song of a bird, the sound of a wave, the cry of a child. The endlessly changing din of a large city. The hundred or more instruments of a symphony orchestra. Capture them all with Gevasonor magnetic sound films.

In countless film studios all over the world, Gevasonor magnetic sound film has proved to be an invariably high class film which guarantees faithful reproduction, even of notes of the highest frequency. Polished Gevasonor film is suited for all recording equipment including yours!

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Type 2.01: the standard magnetic sound film, fully coated with an iron oxide layer; available in 35, 17.5 and 16 mm widths.

Type 2.02: magnetic film, also fully coated with high output iron oxide and available in 35, 17.5 and 16 mm widths.

Type 2.21: with magnetic track and balance stripe for the synchronisation of 35 mm film productions.

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GEVAERT



A series of technical exhibits of photographic instrumentation equipment produced by Photo-Sonics, Inc., Burbank Calif.; Richardson Camera Co., Phoenix, Ariz.; and Traid Corp., Encino, Calif., has been arranged by Carlos H. Elmer, 6620 E. Cholla St., P.O. Box 875, Scottsdale, Ariz. 85252. The first exhibit of the series was held at the Society's Technical Conference in New York, Sept. 28 - Oct. 2. Subsequent exhibits in the series will include the 20th Annual National Electronics Conference, Chicago, Oct. 19 - 21; Product Display, International Hotel, Los Angeles, Jan. 13 - 14, 1965; American Society of Photogrammetry, Washington, D.C., Mar. 28 - Apr. 3, 1965; Society of Photographic Scientists and Engineers, Cleveland, May 17 - 21, 1965; American Institute of Aeronautics and Astronautics, San Francisco, July 26 - 29, 1965; Society of Photographic Instrumentation Engineers, San Francisco, Aug. 3 - 7, 1965; 7th International Congress on High-Speed Photography, Zurich, Switzerland, Sept. 12 - 18, 1965; and Instrument Society of America, Los Angeles, Oct. 4 - 7, 1965.

Among equipments displayed by Photo-Sonics are high-speed cameras, tracking mounts, special effects and process cameras, and camera timing systems. Richardson

Camera Co. will display film viewers and readers, projectors for 70mm, 35mm, and 16mm film, pin-registered film movements, and animation stands. Traid Corp.'s display will include 35mm aircraft cameras, 16mm aircraft gun cameras, 16mm high-speed motion-picture cameras, and motion-picture film analyzers.

A mobile television studio which transmits programs via coaxial cable throughout an entire school system has been acquired by the public school system of Darien, Conn. The mobile studio, equipped by Sylvania Electric Products Inc., 730 Third Ave., New York, N.Y. 10017, measures 34 by 8 ft and was specially designed for operation by the faculty and students of the Darien schools. Programs may be taped, filmed, or presented live. The camera installed in the studio is the new 800V closed-circuit camera with a built-in electronic viewfinder. Other equipment includes monitors, an intercommunications system, studio lighting (two Sylvania Sun Gun Professionals), tape recorder, tripods and pedestals for the cameras, and a projection screen. Power for the cameras and associated equipment is supplied by using available current at the various schools or by a 7½ kw generator installed in the van.

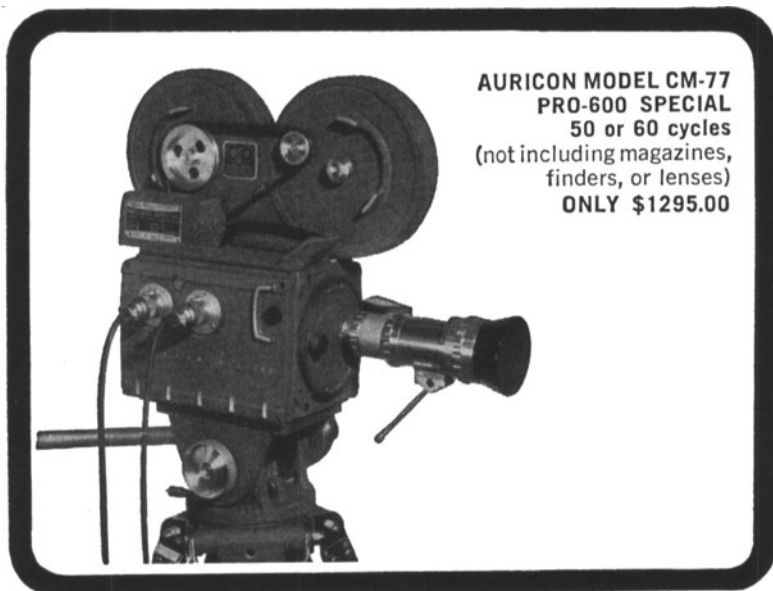
The Maryland State Board of Education has voted approval for the establishment of a state-wide educational television service in Maryland based upon an engineering design and operational study made by the Jansky & Bailey Divisions of Atlantic Research Corp. of Alexandria, Va. The plan calls for the initial construction of an ultra-high-frequency broadcast station in Baltimore and the interconnection of existing educational TV program studios at Hagerstown, the University of Maryland, Baltimore Junior College, and WETA-TV (the District of Columbia Educational-TV broadcast Station). The report proposes that 7 uhf television transmitters and a state-wide microwave network, approximately 500 miles in length, be utilized to provide both normal broadcast and closed-circuit program exchange between the educational institutions located throughout the State. Preliminary budget estimates provided in the engineering report indicate that the initial cost of the system will be about \$1,350,000.

A musical film produced by the Reid H. Ray Film Industries, *Adventures in Sharps and Flats*, has received two festival awards. A Merit Award was presented at the Professional Photographers of America 73d International Exposition in Chicago and the Chris Award was presented at the Annual Film Festival sponsored by the Film Council of Greater Columbus. The film, a 24-min color motion picture was made or H. & A. Selmer, Inc., makers of musical instruments. The film has as its theme an educational approach in creating musical interest in young people.

Videoflight, Inc., a subsidiary of the Sony Corp. of America, 580 Fifth Ave., New York, N.Y. 10036, which is engaged in the transfer of motion pictures to video tape for airplane passenger communication or entertainment, has announced the opening of service facilities in Jamaica, Queens, N.Y. The Sony system is now being used by American Airlines under the name "Astrovision."

The Midwest Program on Airborne Television Instruction, Inc. (MPATI) has reported an increase of nearly 30% in national sales of its video-taped instructional material for the coming school year. Agreements to provide 57 full-length course to 23 original outlets (plus 6 replay stations) have been signed for the 1964-65 season, the report stated. Revenue from the leases will amount to \$113,175. MPATI started its national distribution program in 1961 with the leasing of 17 courses to 7 outlets for a total revenue of \$20,793. A non-profit educational organization, MPATI is owned and operated by some 1,800 member schools enrolling 700,000 students in its six-state coverage area. Its materials are telecast 5 hours a day, 4 days a week on uhf channels 72 and 76 from an aircraft circling over north central Indiana. Detailed information is available from the Office of Information, Memorial Center, Purdue University, West Lafayette, Ind. 47902.

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