

New SMPTE Sustaining Members

Allegro Film Productions, Inc., 201 West 52 St., New York 19, N. Y.

Producers of documentary, industrial and sales films. The firm specializes in news and sports films, producing most of the Ford Motor Company news releases. A new TV commercial division headed by Julius Edelman, formerly with Ted Bates Advertising, is actively engaged in the production of TV spots. A subsidiary company, Allegro Film Service Corp., handles print procurement and trafficking for many advertising agencies in New York City. Another subsidiary company, Allegro Film Talent of Florida, is engaged in booking talent for all media in the Miami area. At the main offices, the firm maintains five fully equipped editorial rooms and a screening and recording room. Allegro produces films and also offers a post-filming finishing service to outside producers.

Inquiries for: Commercial production:

Julius Edelman
Print Procurement:
Melanie Toyofuku
Talent:
Bobby Burger
All other productions:
Jerome G. Forman

Baia Corporation, 9353 Lee Road, R #7, Jackson, Mich. 49201

A leading producer of motion-picture accessories for 8mm and 16mm, silent or sound. The company is also involved in the development of 35mm accessories, and 8mm and 16mm audio-visual equipment.

Address inquiries to: *the address above.*

Carus Chemical Company, Inc., 1375 Eighth St., LaSalle Ill. 61301

Formed during World War I to manufacture potassium permanganate, the company has pioneered the manufacture and application of this chemical since that time. Dr. Edward H. Carus, founder and now Chairman of the Board, started making hydroquinone for use by the photo industry in 1931. The firm also manufactures other manganese chemicals. Wide acceptance of the company's products has been gratifying and has resulted in growth. The company's offices and production facilities are located in LaSalle, Illinois. The firm employs approximately 150 people.

Address inquiries to: T. R. Walton, Product Manager, *at the address above.*

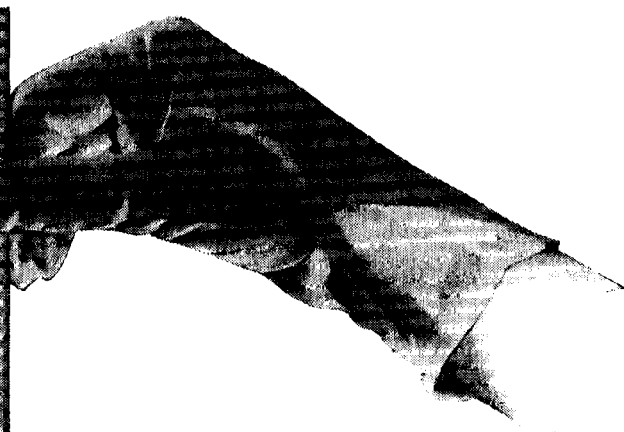
FILM CENTER—Division of Associated Film Industries Pvt. Ltd., 68 Tardeo Road, Bombay-34, India. Cables: COLORLAB. Tel: 75241

FILM CENTER, founded by the late A. J. Patel in 1945, is the pioneer colour film processing laboratory in India. Three colour systems are processed: Eastmancolor, Gevacolor and Orwoolor. Services include reduction from 35mm to 16mm. The firm maintains recording and rerecording rooms, dubbing facilities, sound stage for music recording, projection service, film cleaning by machine, about 15 editing rooms, and a negative storage vault. There is an attached machine shop for building and maintaining machines. Additional services include rental of professional recording equipments, cameras and lenses. The firm has 160 employees.

Address inquiries to: *the above address.*

We cannot emphasise too strongly that photographic film processing is a highly specialized operation, and can only be entrusted to qualified experts. It is essential that the photographic image which tells and sells is reproduced with a degree of quality that will give your message the maximum impact.

Humphries, largest Independent Film Laboratories in Europe can meet all your processing requirements, in B & W and Colour, and in all gauges.



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SSHHH!

the
QUIET
one
is coming



ARRIFLEX® 16 BL*

THE NEW LIGHTWEIGHT SELF-BLIMPED HAND CAMERA

We are not trying to soft-pedal the news but we can't shout it from the rooftops either because the new Arriflex 16 BL*, a very, very quiet SELF-BLIMPED hand camera, won't be available until Spring of 1965.

Nevertheless, we owe it to our good friends everywhere to let them know that Arriflex's 'quiet one' is now in production and that it will pay them to wait a bit. The reward will be famed Arriflex quality and reliability plus

new and exclusive features that have no counterpart in any competitive offering.

The new Arriflex 16 BL was previewed and enthusiastically received at the May 1964 Industrial Film Producers Assn. in Los Angeles and at the October 1964 Audio-Visual, Pictorial & Educational TV Exposition in Washington, D.C.

When you see the model 16BL, you'll agree that it paid to wait for Arriflex's 'quiet one'.

LITERATURE IS AVAILABLE NOW, SO PLEASE WRITE FOR THIS DETAILED PREVIEW.

* (former designation, 16Q)

ARRIFLEX CORPORATION
OF AMERICA
257 PARK AVENUE SOUTH, NEW YORK, N. Y. 10010

"THE ARRI STORY"—An absorbing 32 minute color sound film depicting the step by step manufacture of Arriflex precision cameras and their applications to varied cinematographic assignments. Available without charge for group showings. Write (on letterhead, please) Arriflex Corporation of America for bookings.