

# Exhibit Directory

## EXHIBIT HOURS

**Monday, March 29** ..... 5:00-8:00  
(Exhibitors' Open House-5:00)

**Tuesday, March 30** ..... 11:00-8:00

**Wednesday, March 31** ..... 9:30-4:00

**Thursday, April 1** ..... 11:00-6:00

*Admission to the Exhibit will be by Registration Badge or Exhibit Pass. Passes may be obtained free of charge at the Registration Desk.*

**Amega Corporation** Booth 109, 110  
11817 Wicks St., Sun Valley, Calif.

*Exhibiting:* Amega Sound Systems: M-3 portable, over-the-shoulder 16mm recorder and other single-case and double-case recorders for 16mm production. Portable or studio recorder for 16mm, 17½mm and 35mm. 4-channel mixer for portable or studio use. New desk-top console mixer.

*Personnel:* William H. Stutz, Ted Alexander, Richard L. Schubert.

**Amco Engineering Corp.** Booth 211  
Super 'A' 3 & 4, Industrial Estate, Guindy, Madras-32, India

**Ana-Tec/Air Cargo Div. of Monogram Industries, Inc.** Booth 115  
8525 Steller Drive, Culver City, Calif.

*Exhibiting:* Model 405 Midget Film Processor, all stainless steel automatic continuous for 16mm and 35mm black-and-white or microfilm. 5 ft long, 1 ft wide, 4 ft high. 110-120v a-c 60-cycle, 18 amps.

*Personnel:* N. P. Rousseau, Y. A. Marquis.

**Arriflex Corp. of America** Booth 201, 202  
257 Park Ave. S., New York, N.Y. 10010

*Exhibiting:* New Arriflex-16 BL, self-blinded 16mm professional camera; New Arriflex-35 Model 2C; Arriflex 16S Camera; Arriflex-16M Camera; Arriflex-35 Blimp, Model 120S; Universal Fibre Glass Blimp for Arriflex-16S/Arriflex-16M; accessories, lenses, magazines, motors, tripods and other items representative of the complete Arriflex line.

*Personnel:* Paul Klingenstein, Victor James, Michael Zois, Abbott Sydney.

**Bach Auricon, Inc.** Booth 101  
6950 Romaine St., Hollywood, Calif. 90038

**Bell & Howell Co.** Booth 143, 144, 145  
7100 McCormick Rd., Chicago, Ill. 60645

*Exhibiting:* The Model "C" Additive Color Printer will be shown with the latest engineering changes. The trim knobs, formerly on the rear of the main housing, have been moved to the front panel for better accessibility. The new design 6173 Checker-Duplicator Unit will also be shown.

*Personnel:* Jim Wassell, Chuck Zichterman, S. Kurtzweil, John Terry, Arnold Zentz.

**Birns & Sawyer Cine Equipment Co., Inc.** Booth 121, 122  
6424 Santa Monica Blvd., Los Angeles, Calif. 90038

*Exhibiting:* New B & S VG100 Jr wooden tripod; new B&S VGM200 wooden tripod; new sound blimp for projectors; new 30-volt underwater light; new tripod elevator; new 3-wheel dolly; new bodypod camera support.

*Personnel:* Cliff Sawyer, Hal Ray, Dick Halpert.

**ColorTran Industries, Inc.** Booth 203  
630 S. Flower St., Burbank, Calif.

*Exhibiting:* New shadowless quartz light; new focusing quartz light; new quartz conversion for 2K and baby studio lights; new medium flood, high-intensity quartz-iodine PAR 64 lamp in Cine Queen housing, operating from 120 volt a-c or d-c; new stands; new ColorTran Pole-Kings; new light boom; new hardware; new electronic controls; an entire new array of quartz-iodine lights, accessories and hardware never before exhibited at an SMPTE Show.

*Personnel:* H. A. Hollander, Jack Horne.

**Andre Debrie of New York** Booth 140  
14-29 112th St., College Point 56, N.Y.

*Exhibiting:* Tipro Optical Printers; Sonocolor Magnetic Striping Machine; CTM Film Base Polishing Machine; Aiglonne 35mm Processing Machine.

*Personnel:* Robert J. Harrington, Michael Nanocchio.

**Eclair Corp. of America** Booth 235, 236  
7262 Melrose Ave., Los Angeles, Calif. 90046

**John P. Filbert Co., Inc.** Booth 111  
2007 S. Vermont Ave., Los Angeles, Calif.

*Exhibiting:* New Cine Electronics XLS-1 Encapsulated Snap-in Xenon Light System for the 16mm Jan Projector, which increases light output by 400%. It will be set up on a comparative basis against the conventional Jan with the same picture being simultaneously shown on both projectors. The XLS-1 retains the original Jan appearance with the bulb and condenser block incorporated within the standard case. Xenon condenser block and various size xenon bulbs.

*Personnel:* John P. Filbert, Jr., Spero L. Kontos, Manford E. Pickrell, Edward P. Burke.

**Frigidheat Industries** Booth 210  
P.O. Box 6037, Nashville, Tenn. 37212

**General Electric Co., Lamp Division** Booth 102  
2747 S. Malt Ave., Los Angeles, Calif. 90022

**Gordon Enterprises** Booth 126, 127, 128, 129  
5362 N. Cahuenga Blvd., North Hollywood, Calif.

**Gryphon Corporation** Booth 134  
2806 W. Burbank Blvd., Burbank, Calif.

*Exhibiting:* Gryphon HB-2 Air Squeegees: 16mm, 35mm & 70mm; Gryphon Film Splicers & Registration Film Cutters; Model E Processing Pre-Viewer; and Model S Stop-Motion Flashlight.

*Personnel:* Harlan L. Baumbach, Mel W. Jones.

*“Vision shares with speech the distinction of being the most important of the means by which we apprehend reality”*

S. I. HAYAKAWA



World Wide: Reevesound Company, Inc., 35-54 36th Street, Long Island City, N.Y. 11106 USA.  
In Canada: Reeves Industries (Canada) Ltd., 240 Bates Road, Montreal 26, Quebec.  
Subsidiaries of Reeves Industries, Inc.

*... creating production and exhibition systems to serve makers and users of communication films*

**REEVESOUND**

**Karl Heitz, Inc.** Booth 133  
979 Third Ave., New York, N.Y. 10022

*Exhibiting:* Kinoptik Apochromats 16mm and 35mm movie and TV lenses; Carena 8mm movie camera and sound projector; Astrolux High Intensity Lights; Fi-Cord 202 portable tape recorder; Alpa 35mm single lens reflex with electronically compensated, optically coupled exposure meter behind the lens; Tessina 35mm motorized twin lens reflex subminiature camera; Robot 35mm motorized cameras with complete electro-automatic recording systems; Fi-Cord 101 portable dictating machine (tape recorder).

*Personnel:* Bill Bontrop.

**Frank Herrfeld Engineering Corp.** Booth 223  
5716 Camille Ave., Culver City, Calif. 90232

**Hollywood Film Co.** Booth 141, 142  
956 N. Seward St., Hollywood, Calif. 90038

**Hughes Electronics Co.** Booth 139  
5271 W. Jefferson Blvd., Los Angeles, Calif. 90016

*Exhibiting:* Hughes XTL Xenon Twin Light Illuminator systems for 16, 35 and 70mm projection. Capacities available in 450, 900, 1600, 2500 and 5000 watts. Systems are complete with illuminator housing, igniter and regulated constant-current silicon controlled-rectifier power supplies.

*Personnel:* E. E. Hughes, Allen T. Puder, David G. Morman, Dana K. Mortensen.

**J & R Film Co.** Booth 217  
1133 Cole Ave., Hollywood, Calif. 90038

**L-W Photo, Inc.** Booth 112  
15451 Cabrito Rd., Van Nuys, Calif.

*Exhibiting:* Stop-motion analytical projectors; time-lapse cameras and intervalometers.

*Personnel:* Bob Lawrence, Geoff Williamson.

**Macbeth Sales Corp.** Booth 222  
P.O. Box 950, Newburgh, N.Y.

*Exhibiting:* The XBO series Short Arc Air-Cooled Lamps specifically designed for projection and display applications. The XQO Long Arc Lamp for out-door and copy board lighting. TD-203-M, Transmission Densitometer equipped with calibrated status A and status M filters and soundtrack aperture. Quantalog Sensitometer.

*Personnel:* Peter A. Jensen, Dr. I. A. Kuegler, Robert D. Lattin, Frederic McCurdy.

**Magnasync Corp.** Booth 220, 221  
5547 Satsuma Ave., North Hollywood, Calif. 91601

**Magnetic Sales Corp. & Ryder Sound Services, Inc.** Booth 120  
1147 N. Vine St., Hollywood, Calif. 90038

*Exhibiting:* Nagra recorders and accessories; Stellavox recorders and accessories; sync generators for camera synchronization; constant speed control camera drives; transfer equipment  $\frac{1}{4}$ " tape to sprocket-driven film.

## PHOTO-SONICS CINE-SEXTANT



### PHOTO-SONIC CINE-SEXTANT

#### *Spectral features:*

**Direct drive design —**  
eliminates conventional gearing to achieve maximum smoothness and accuracy in both azimuth and elevation.

**Azimuth —**  
Acceleration: 90°/per sec.<sup>2</sup>.  
Velocity: 90°/per sec.  
Drive: 1200 ft. pound DC torque motor.  
Tracking angle: 1080°.

**Elevation —**  
Acceleration: 90°/per sec.<sup>2</sup>.  
Velocity: 90°/per sec.  
Drive: (2) 600 ft. pound hydraulic rotary actuators.  
Tracking angle: 106° from -8° to +98°.

**Camera load —**  
4 camera mounting surfaces  
to accommodate a 1000 pound total camera load.

**Mounting —**  
Base mounting ring permits permanent installation  
or mobile operation from tandem trailer as shown.

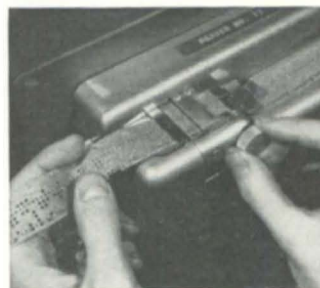
This newly developed instrument achieves maximum smoothness and accuracy in azimuth and elevation by means of its unique "direct drive" design. The thorough engineering and craftsmanship that make new developments like the Cine-Sextant possible have made the name PHOTO-SONICS synonymous with the finest instrumentation hardware.

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Contact **PHOTO-SONICS, INC. 820 South Mariposa St. Burbank, Cal. Victoria 9-6251**



Color Quality through color control. An advanced concept . . . **COLOR ADDITIVE PRINTING.** Making use of human knowledge, but eliminating human error. □ It begins with skilled Byron people, programming a controlling tape to tell the additive printer what to do. Once the precision equipment has been told, it makes no error. Punched tape automatically adjusts three light vanes—that control the intensity of each primary color—red, green and blue. Gone are the not-always-reliable filters of subtractive printing. The Color Additive Printing method gives a consistency of color and sharpness of image which never varies . . . print, after print, after print. Yours at Byron . . . where film producers from all over the world turn for the finest in 16mm color—Byron "Color-Correct"® Prints.



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Developing  
Printing  
Music  
Sound  
16 mm 35 mm  
Editing  
Color or black and white  
Complete service\*  
Everything but the original photography

*Personnel:* Loren L. Ryder, Ronald R. Cogswell, Leon Selznick, Gene Garvin, Robert Hicks.

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**Metro/Kalvar, Inc.** Booth 237  
550 Fifth Ave., New York, N.Y. 10036

*Exhibiting:* New Metro-Kalvar 16mm dual-head motion-picture printer-processor, producing black-and-white television release prints in one continuous operation, and in normal room light.

*Personnel:* N. R. Bacon, A. W. Hall, Jr, R. B. Lindemeyer, W. I. Vance, J. E. Headley.

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**Mole-Richardson Co.** Booth 114  
937 N. Sycamore Ave., Hollywood, Calif. 90038

*Exhibiting:* The new Molequartz and Solarspot Lighting Equipment which will include the Molequartz Nooklites and the "Big Eye" Tenner Solarspot.

*Personnel:* Larry Mole Parker, Howard R. Bell.

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**The 3M Company** Booth 216  
2501 Hudson Rd., St. Paul, Minn.

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**D. B. Milliken Co.** Booth 106  
131 N. Fifth Ave., Arcadia, Calif.

*Exhibiting:* Model DBM-64 Kinescope Recording Camera with pulldown speed of less than 1 millisecond. 16mm High-Speed Motion Picture Cameras for missile, aircraft and medical research. Winter heavy duty camera mounts

with azimuth and elevation adjustment for fixed camera location.

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*Personnel:* Lou Meyer, Ray Kiteley, Chuck Holzapfel, Glen Crandall, Ted Truesdell.

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**Moviola Manufacturing Co.** Booth 105  
5539 Riverton Ave., North Hollywood, Calif.

*Exhibiting:* Moviola Film Editing Machine with 4" x 5" viewing screen, facility for manual soundtrack searching, and over-and-under magnetic sound pick-up. Library Reader, a portable machine for rapid scanning or normal speed screening 16mm motion picture release prints. A new Trim Bin designed so film books may be added or spaced as desired. Editing Table with latest model Moviola Rewinds, Power Rewinds and Sound Readers. Moviola Synchronizer equipped with Model MDS motor attachment for driving optical or magnetic track at sound speed.

*Personnel:* George Kendall, Al Romoli, Mark Serrurier, Bruce Dalton.

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**North American Philips Co., Inc.** Booth 227, 228  
100 East 42 St., New York, N. Y. 10017

*Exhibiting:* Special Purpose FP-20 35mm Projector, for sound mixing studios and screening rooms, unattended reversing feature for spliced work prints in sync or interlock from local and/or remote control, high-speed rewind, tele-cine feature for TV display and simultaneous screen projection; xenon, arc, incandescent or Pulse-Lite light sources; all-electronic interlocked frame and footage

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.

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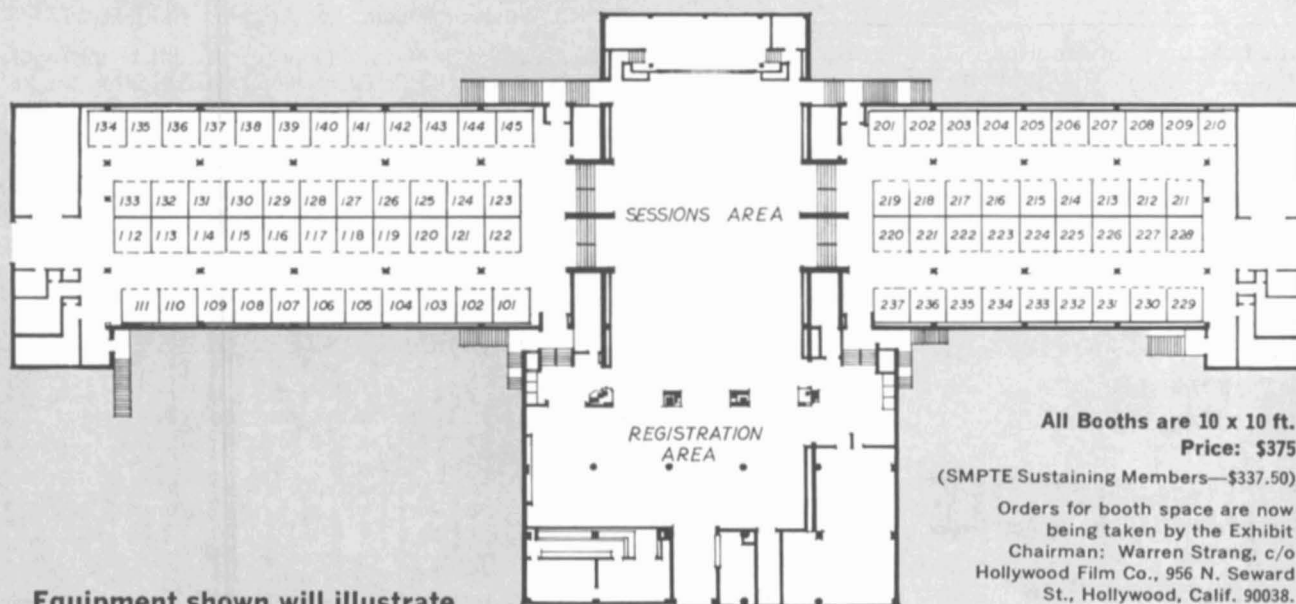
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Equipment shown will illustrate all areas included in the technical program:

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- Laboratory Practices
- Motion Pictures and Television Abroad
- Television Engineering Developments
- Motion Pictures and Television in Education

EXHIBIT OPEN MARCH 29—APRIL 1, 1965

AMBASSADOR HOTEL, LOS ANGELES



readout counter with automatic preset stops available from Magna-Tech Electronic Co., Inc. S-8710 New Stop-Motion 35mm Projector, operates forwards or reverse at speeds ranging from 24 frames/sec to single-frame stop motion. 8710 Portable Professional 35mm Projector, 67 lb, 2000 or 6000-ft reel capacity, 1000-w lamp. Norelco Projection Lenses by Isco, T-Kiptagon for 70mm projection, Super-Kiptar for 35mm projection, Kiptar Anamorphic for CinemaScope projection.

*Personnel:* Niels Tuxen, Fred J. Pfeiff (North American Philips Co., Inc.); Norman T. Prisant (Magna-Tech Electronic Co., Inc.).

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**O'Connor Engineering Labs.** Booth 107  
385 E. Green St., Pasadena, Calif.

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**Oxberry Corporation** Booth 138  
620 Fayette Ave., Mamaroneck, N.Y.

*Exhibiting:* Oxberry line of optical printers, animation stands, process cameras and film processing equipment.

*Personnel:* Ralph D. Whitmore, Jr., Robert Troy, Jack Sobelicht.

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**Plastic Reel Corp. of America** Booth 218, 219  
612 Boulevard East, Weehawken, N.J.

*Exhibiting:* Complete line of both 8mm and 16mm Plio-Magic Film Reels. Complete line of tape reels, film cores, processing rollers and the revolutionary new Plio-Magic Film Shipping Case.

*Personnel:* Walter Elterman, Joseph Pasquale, Allen Braverman, Milt Blutter, Richard Bansbach.

**Quick-Set, Inc.**  
8121 Central Park, Skokie, Ill.

Booth 103, 104

*Exhibiting:* New models—Gibraltar Cradle Heads for movie and TV work; new vibration-free dollies with special jack screws for lifting wheels off the floor. Standard line of Super Quick-Set-Samson, Hercules, Gibraltar tripods, panheads, dollies, etc. for photo, television, remote control, high-speed or instrumentation usage; standard models and special equipment built to order. Units capable of handling loads from 5 to 200 lb on panheads and elevators, and 500 lb on tripods. Units include  $\frac{3}{4}$  and full length, with or without elevators, panheads incorporating friction and/or geared controls. Power and hand-operated pedestals and consoles. Accessories include Pelco Adapters, special apparatus for easier attachment of heavy cameras, and Lo-Hi units. Special accessories and telescoping tubing and mast assemblies available.

*Personnel:* A. J. Briglia.

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**Sarkel Corporation** Booth 108  
949 No. Westbourne Dr., Los Angeles, Calif. 90069

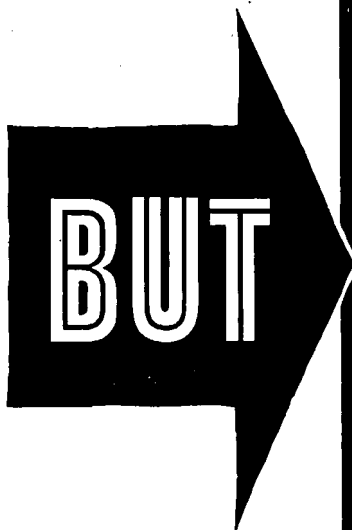
*Exhibiting:* New Mini-Crab Dolly, expected to be the smallest of its kind. Directional mechanism makes it most maneuverable. Can accommodate 16 or 35mm equipment. The Mini-Crab Dolly weighs 165 lb, is easily dismantled and fits into its roll away trunk for transport in any standard car. Equipped with unipod, low boy and seat, this eight wheeler will glide through any standard door.

*Personnel:* R. Kelljchian, W. Sargent.

**ALL FILM  
IS SUSCEPTIBLE  
to scratches and  
abrasions...**

Scratches can, and often do, occur during the first run—subsequent use and handling make such blemishes more and more apparent.

Motion picture film is not, and cannot be made, scratch-proof—



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restores originals and prints to their initial, scratch-free condition.

**COMPREHENSIVE** Rejuvenated prints are shown in first-run theatres throughout the world. Rejuvenated film stands up in repeated use like new film.

**COMPREHENSIVE** Filmtreat Rejuvenation costs you so little, saves you so much.

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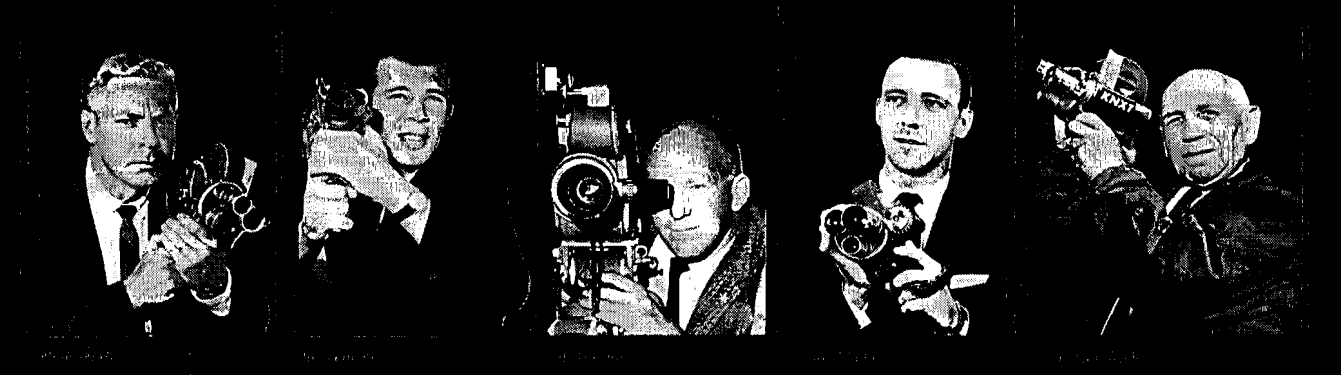
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**KNXT**  
KNOX NEWS  
HOLLYWOOD, CALIFORNIA



Doug Dare, head cameraman at KNXT, Hollywood, California, says, "Without a film we can rely on completely, our news efforts would be paralyzed. That's why we're so enthusiastic about Du Pont SUPERIOR 2.

"We cope with a tremendous range of exposures, both indoors and out—use a much higher ASA rating than is recommended for this stock. And still we find it infallible!"

Mr. Dare also finds SUPERIOR 2's pre-stripped magnetic track invaluable. "With KNXT's method of negative transmission, the magnetic stripe feature ensures clear, high-quality reproduction on the air."

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\*Du Pont's registered trademark for its photographic film.

**S.O.S. Photo-Cine-Optics, Inc.** Booth 116, 117  
6331 Hollywood Blvd., Hollywood, Calif. 90028  
387 Park Ave. S., New York, N.Y. 10016

*Exhibiting:* Tel-Animaprint Hot Press Outfit complete; Tel-Animastand and Table; Animation Display Items; Optical Transist-O-Sound Amplifier; Body Brace Camera Pod; Dunning Animatic Stripper; Ediola Pro-35 Viewer; Tel-Amatic 2-Position Mixer; Tel-Amatic 16mm Printer; Versa Dolly; Magnetic Transist-O-Sound Amplifier; Projectola/Magniola; Motorized Magniola; Tel-Amatic 4 Position Mixer; Tel-Amatic Bolex Conversion; Tel-Amatic Transistorized Theatre Amplifier; Tel-Amatic Wireless Microphone.

*Personnel:* D. J. Capano, Iry Turvey, Jean Richards.

**Traid Corporation** Booth 215  
17136 Ventura Blvd., Encino, Calif.

*Exhibiting:* Vue-Tronics Model 120 Video Film Recorder—

high-resolution system producing broadcast-quality film records. Vanguard Film Analyzer. New SLAP Type 80 Photometer. Consolidated Systems Corp. gun camera line—Models KS-27B, KB-3A, KD-7. New daylight load 100-ft magazine for gun cameras. Photo-Sonics high-speed cameras. Adtrol TPG timing pulse generator for high-speed cameras.

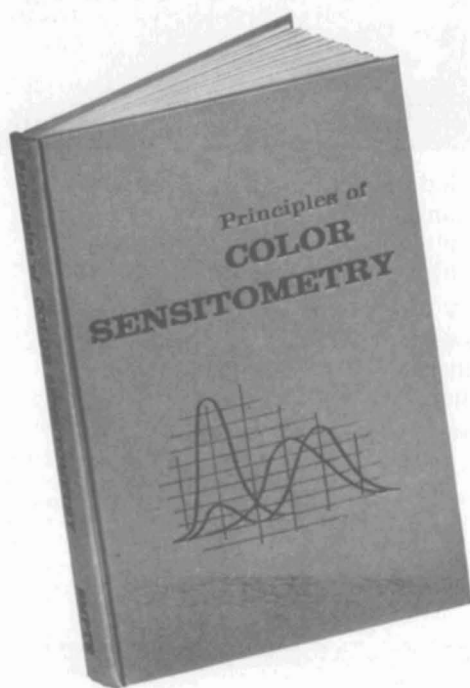
*Personnel:* Robert King, Dick Freeborg, John Kessinger, Dudley Warner.

**Treise Engineering, Inc.** Booth 229  
1949 First St., San Fernando, Calif.

*Exhibiting:* Motion-picture film processing equipment.

*Personnel:* J. Carl Treise, Kenneth M. Bell, Paul O. Sparre, Alan K. Fraser.

*Announcing a new edition of*



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*Revised by an SMPTE committee headed by Dr. Francis H. Gerhardt*

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- Transformations between integral and analytical densities
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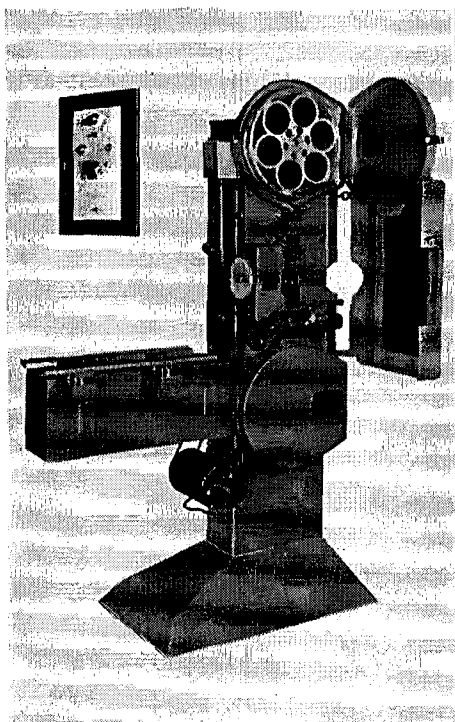
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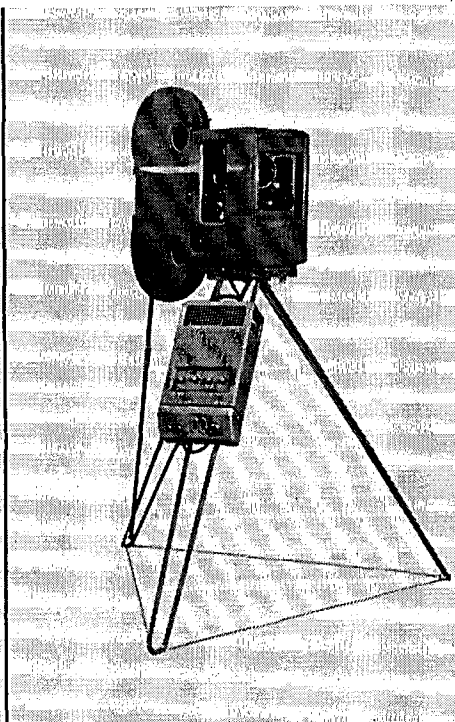
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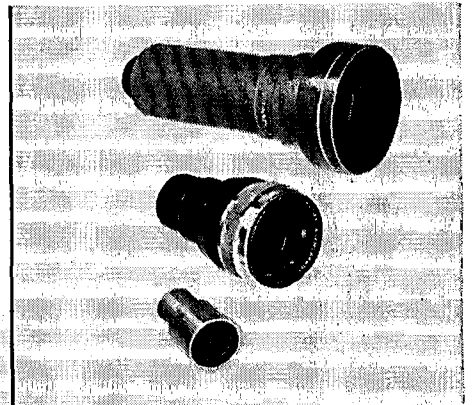
**Motion Picture Projection  
Equipment for Studios, TV Stations,  
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**SPECIAL PURPOSE FP-20 35mm PROJECTOR.** Designed for use in sound mixing studios and screening rooms. Unattended reversing feature for spliced work prints in sync or interlock from local and/or remote control. High speed rewind. Telecine feature for TV camera and simultaneous screen projection. Shown with bracket for Xenon or Arc lamp source. Also available with Incandescent and Pulse-Lite light sources. These Special Purpose Projectors are available from MAGNA-TECH Electronic Co., Inc.



**8710 PORTABLE PROFESSIONAL 35mm PROJECTOR.** Has all the outstanding qualities of fine Norelco 35mm theatre equipment, plus ease of portability. Weighs only 67 pounds. Compact, simple, rugged, easy to assemble. Available with sturdy carrying case and 2,000' or 6,000' reel capacities. Cinemascope anamorphic attachment available. Uses 1,000' Watt projection lamp and regular 2-25/32" diameter lenses.

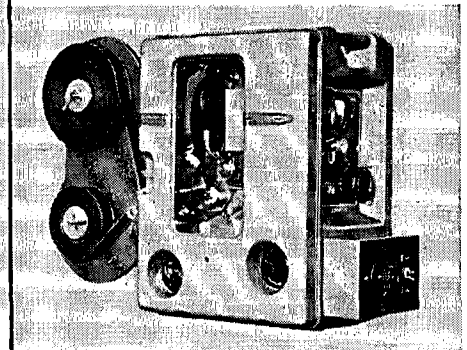


**NORELCO PROJECTION LENSES BY ISCO**

**T-Kiptagon** for 70mm projection. Most widely used in the world. 4" Diameter, focal lengths from 2.14" to 6.9".

**Super Kiptar** for 35mm projection. Super fast f1.6 lenses in focal lengths from 1.8" to 4.15", f1.7 in EF 4.35" and 4.55", and f1.8 in EF 4.75".

**Kiptar Anamorphic** for CinemaScope projection. Preferred spherical construction. Focuses for distances down to 17 feet.



**S-8710 VERSATILE NEW STOP-MOTION 35mm PROJECTOR.** Self-contained 35mm projector operates forward or reverse at speeds ranging from normal 24 frames per second to single frame stop motion. Allows prolonged display. Ideal for technical conferences, X-Ray analysis, study of medical films, etc. 115 volt, 60 cycles. Silent. Transportable. 1000 Watt projection lamp with automatic cooling. Table or tripod mounting.



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