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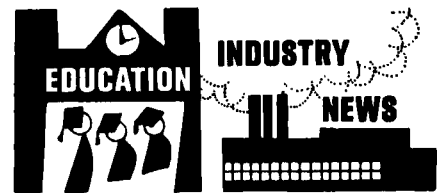
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The first class in *Color: Motion Picture and Television*, the course being conducted at the University of Southern California with the cooperation of the Society and the University's Department of Cinema, met February 15. The fundamentals of color were discussed by the instructor, Sidney P. Solow. Class discussions centered around the physics of light, physiology of the visual process, psycho-physics of color vision, filters and color temperature. Topics to be discussed at other classes, and the instructors, are: Feb. 22, Elements of Color Television Broadcasting and Reception, Edward P. Ancona, Jr.; Mar. 1, Color Photographic Materials, Edward Blasko; Mar. 8, Color Film Processing and Printing, Jack P. Hall and Edward H. Reichard; Mar. 15, Special Effects in Color Productions, Howard Anderson; Mar. 29, Color Film Production Problems, Robert Brower; Apr. 5, Live Color Television Production (instructor to be announced later); Apr. 12, Special Production Techniques, Eliot Bliss; Apr. 26, Conversion of Theatrical Productions for Television, Walter Beyer; May 3, Color Newsreels for Television, Al Walker; May 10, Operational Consideration in Color TV Programming, (instructor to be announced later). On March 22, the class will tour a color motion-picture processing laboratory (Technicolor Plant 20). The tour will be conducted by Frank P. Brackett and Don Sheaff. On April 19 the class will tour a color television facility. Walter Beyer will be tour conductor. The May 17 class will be a panel discussion on Challenges of the Future. Moderator will be Neal Kechn.

Packaging and Legal Aspects of Theatrical and TV Films is the subject of a special graduate course for film makers conducted at the University of California's Division of Cinema. Classes began February 8. Instructors are Barry M. Kirk and Donald E. Leon, both of Beverley Hills. Mr. Kirk is president of Barry M. Kirk productions which packaged and is making *Tom Swift*, a feature road show production, for 20th Century-Fox in association with Saul David. Mr. Leon was formerly counsel for the Writers Guild of America West and was also general counsel for American International Pictures. He is now in private practice, specializing in entertainment law.

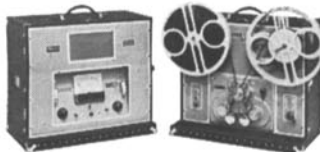
Modern Photographic Techniques for Industry was the subject of an Engineering Institute held February 23-24 at the University of Wisconsin as part of the University's Extension program. The program was presented with the cooperation of the Society, the College of Engineering at Madison and the College of Applied Science and Engineering. Technical papers presented during the two-day meeting include "Photography Applied to Engi-

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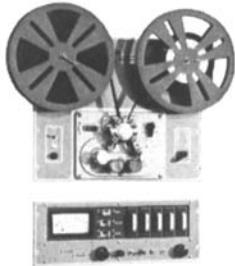


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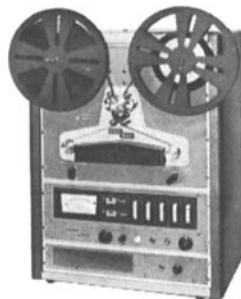
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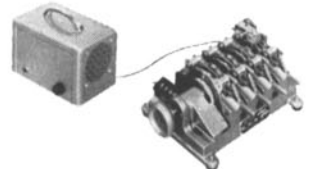
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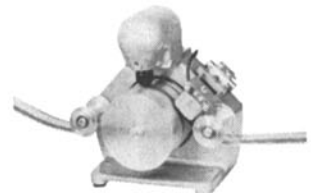
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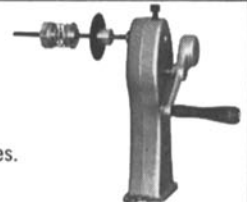
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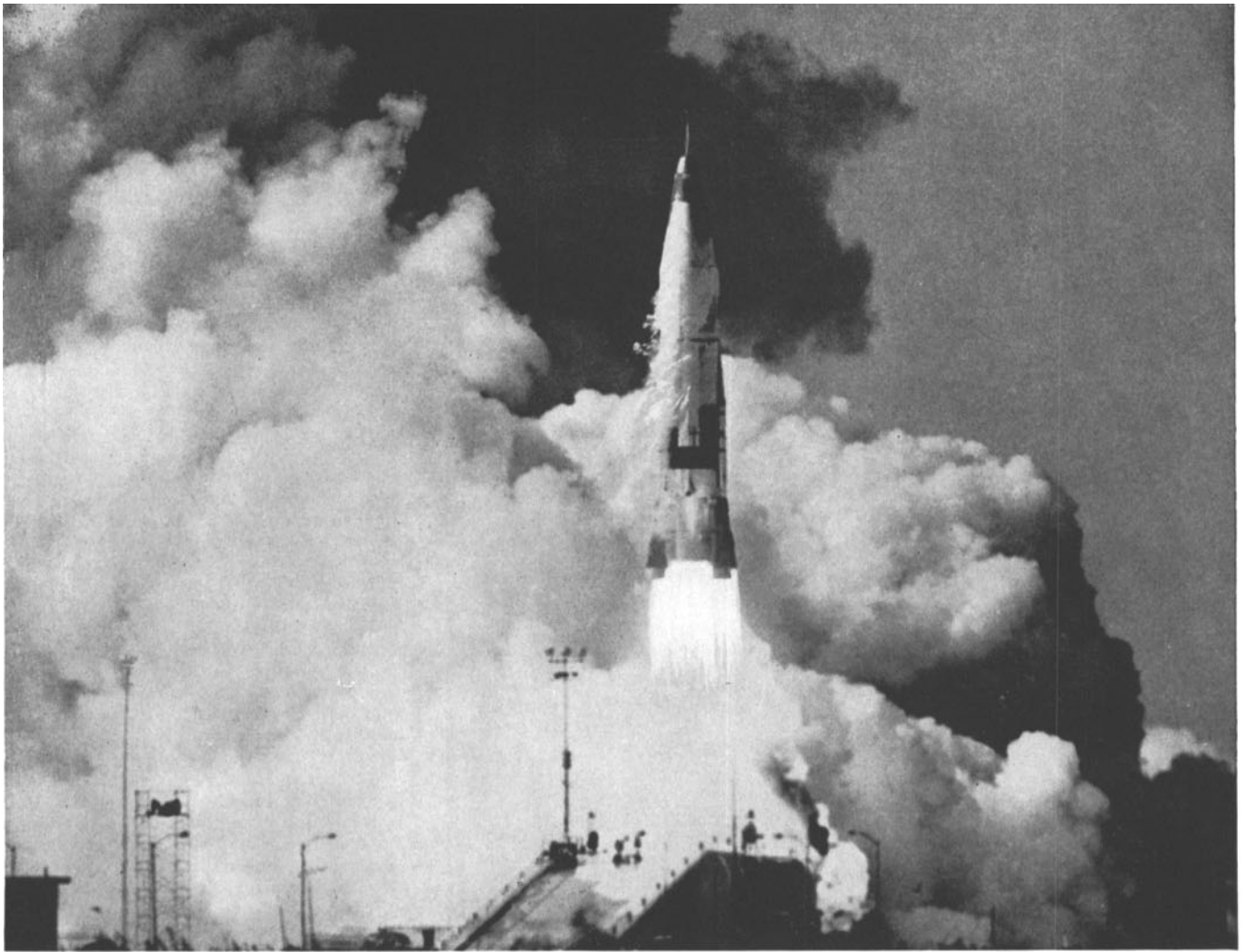


neering Analysis" by William G. Hyzer; "Do It Yourself Photoinstrumentation" by Ernest R. Dunaway; "Properties of Photographic Films for Instrumentation Applications" by J. H. Altman; "Photo-optical Data Reduction and Analysis" by Eddie H. Yung; "Applications of Fraunhofer and Fresnel Hologram Systems" by William Zinky; "Electronic Flash Techniques" by Edward R. Farber; "In-Hospital Medical Photography" by George Spuda; "Camera Selection and Lens Testing" by Jack Behrend; "Basics of Cinematography and Lighting Techniques" by Gus Papajohn; and "New Materials for Motion-Picture Production" by Robert McMurtrie.

The IEEE International Convention and Exhibition (Institute of Electrical and Electronic Engineers, Inc., 345 E. 47 St., New York, N.Y. 10017) will be held March 20-23 in New York. The technical program will include 72 sessions, a number of them dealing with various aspects of communication and education. Topics include Computer Aided Learning; Microwave Communications; The Impact of Electronic Techniques on Education; System Interfaces for Global Communications; Engineering in Surgery; The State of the Tube Art; Quantum Electronic Devices; Space Communications; New Horizons in Science and Engineering (two sessions); Expanded Broadcast TV Coverage Through the Medium of CATV; and Speech Processing.

McGraw-Hill Book Company of New York has awarded a four-year grant to the University of Southern California for the expansion of its automated catalog project (*Journal*, p. 1036, Nov. 1965; p. 1074, Dec. 1964; p. 590, July 1964). The expanded facility will be known as the National Information Center for Educational Media (NICEM). USC already has on computer tape more than 30,000 entries, primarily motion pictures and film strips. NICEM will add tapes, transparencies, programed instruction materials, disc recordings and art prints. To the memory bank will be added all listings in the 14-volume Educational Media Index (published by McGraw-Hill) which are not already in the USC collection. Organizationally, NICEM will be a part of USC's Division of Cinema.

Kinomekhanik is a new monthly journal to be issued by the Committee for Cinematography of the Council of Ministers of the USSR beginning in 1967. Announcement was made in the August 1966 issue of *Tekhnika Kino i Televizniya*. The new journal is planned to cover projection techniques, the economics and organization of theater networks and film releases, and all aspects of motion-picture techniques, including artistic and esthetic aspects as well as scientific and documentary. Papers discussing materials and equipments will appear as well as discussion of problems related to the filming and exhibiting of motion pictures. The journal will be illustrated, and frames from various Soviet films will appear as color inserts. Subscriptions are available at a

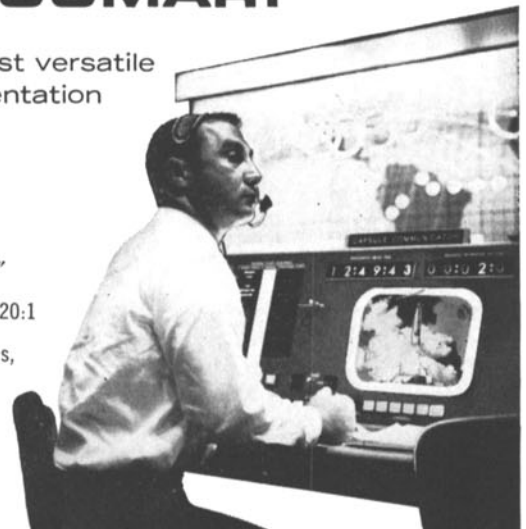


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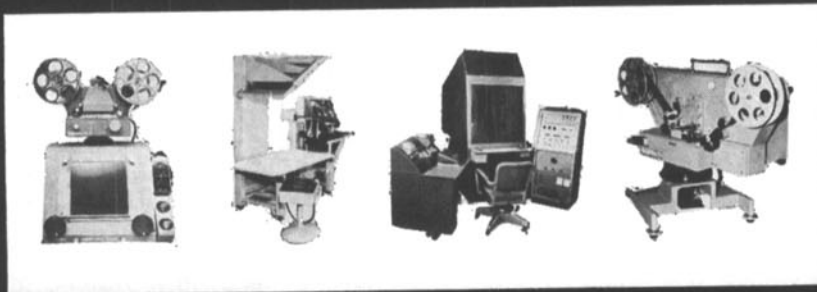
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price of 3.60 rubles (about \$4.00). The publication is expected to be available in the United States from Read More Publications, Inc., 50 Broad St., New York, N.Y., and Walter J. Johnson, Inc., 111 Fifth Ave., New York, N.Y. 10003, and in England from Collet's Subscription Dept., 45 Museum St., London, W.C. 1.

The October 1966 issue of *Tekhnika Kino i Televideniya* contained two reports that may be of special interest. A review of progress in improvement of motion-picture production practices at Mosfilm by the Committee for Cinematography under the Council of Ministers of the USSR indicated generally favorable results of production and financial activities. The Committee considered some of the investment in camera lenses unproductive. It also found an undesirable level of re-photography required for technical flaws (chiefly on account of low quality of color films). Excessive loss was traced to the number of camera starts required by the scenarios and by deficiencies in both professional and technological operations. Mosfilm studios was cited as occupying a unique position in the motion-picture industry of the USSR since its operations and practices are intended to be of a quality and efficiency to be an example to the other studios in the country. It is also the leader in the adoption of modern organization and technology.

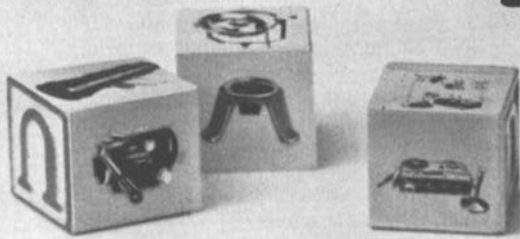
A meeting of the Technical Committee on Cinematography was held July 19 to consider the status and prospects of results in five years of production of color prints by the imbibition method. The 1965 productive capacity was given as 20 million meters of prints. It was stated that even at this relatively small output, production costs by the imbibition method were less than for the use of multilayer films. Significant expansion of facilities and output is planned. One important application is the use of this method of printing for 16mm and 8mm prints. These film widths are planned for "wide use for educational purposes and in political enlightenment work" and the time table adopted requires "already in 1967 systematic industry delivery of 16mm and 8mm imbibition prints."

Mrs. N. V. Trofimova and Dr. S. A. Bongrad, both of whom visited the United States in 1964, were mentioned in the report as being among the major participants in the discussions of this committee.

Presentation of nine awards, including two student awards, has been announced by the Institute of Electrical and Electronics Engineers, 345 E. 47 St., New York, N.Y. 10017. Recipient of principal award of the IEEE, the Medal of Honor, bestowed nonannually for an exceptional contribution to the fields of science and technology encompassed by the IEEE, is Charles H. Towne. The citation noted "significant contributions in the fields of quantum electronics which have led to the maser and the laser."

Other awards and recipients include: Edison Medal, given annually for technical achievements extending over a period of years, presented to George H.

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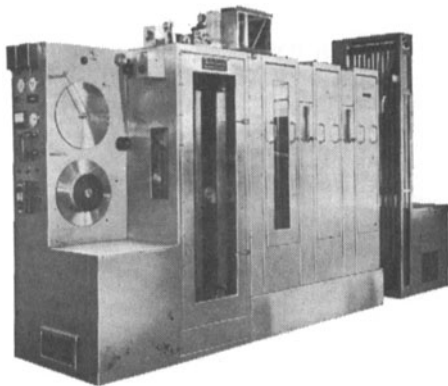
SALES ○ SERVICE ○ RENTALS

Brown; Founders Award, an annual award to recognize outstanding services to IEEE and the profession, presented to Harvey Fletcher; Lamme Medal Award, an annual award for meritorious achievement in the development of electrical and electronic apparatus or systems, presented to Warren P. Mason; Education Medal, awarded annually to recognize outstanding contributions to engineering education, presented to John R. Whinnery; W. R. G. Baker Prize Award, presented annually for the best paper appearing in the *IEEE Transactions*, presented to D. E. McCumber and A. G. Chynoweth, co-authors of "Theory of Negative-Conductance Amplification" and of "Gunn

Instabilities in 'Two-Valley' Semiconductors"; Browder J. Thompson Memorial Prize, presented annually for the best paper by an author (or authors) under the age of 30 to appear in any IEEE publication, presented to L. O. Chua and R. A. Rohrer, co-authors of "On the Dynamic Equations of a Class of Nonlinear RLC Networks"; Institute First Student Prize presented to John H. McElroy for a paper on "Laser-Induced Ionization of High-Pressure Helium and Argon"; and Institute Second Student Prize presented to Peter F. Ryff for a paper on "Current Temperature and Loss Distribution in Inductively Heated Cylindrical Workpieces."

Richard F. Walter, a 22-year-old graduate student in cinema at the University of Southern California, is recipient of a \$1,500 scholarship granted by Acme Film Labs Inc., Hollywood. Mr. Walter is a candidate for the Ph.D. degree in communications with a major in cinema. He received the B.A. degree in history from Harpur College of the State University of New York at Binghamton and was granted the M.S. degree in communications from Syracuse University where he majored in TV and radio. While an undergraduate he worked as cameraman and general production assistant at WBJA, the ABC-TV station in Binghamton. While at Syracuse he produced and sold a 15-min TV documentary, *War on Poverty*.

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R-60S	Rev. & Neg/Pos.	B&W	16mm	60-100FPM
NP36	Neg/Pos.	B&W	16mm	90FPM
S-150	Neg/Pos.	B&W Spray	16/35	160FPM
FE-30	Ektachrome	Color	16mm	30FPM
FE-50	Ektachrome	Color	16mm	50FPM
FE-100	Ektachrome	Color	16 or 16/35	100FPM
FEC-100	Eastman Neg/Pos.	Color	16 or 16/35	100FPM
FEC-150	Eastman Neg/Pos.	Color	16 or 16/35	150FPM
FEC-200	Eastman Neg/Pos.	Color	16 or 16/35	200FPM
FEC-300	Eastman Neg/Pos.	Color	16 or 16/35	300FPM

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The U.S. Institute for Theatre Technology will hold its 7th Annual Conference May 31-June 3 in New York. The program will cover the general topics of stage design, theater architecture, construction, engineering and administration. The program will also include panels and discussions. Further information is available from USITT Conference, 245 W. 52 St., New York, N.Y. 10019.

More than 50,000 films produced by various agencies of the U.S. Government have been made available by Du Art Film Laboratories, Inc., 245 W. 55 St., New York, N.Y. 10019, for showing at Huntington Hartford Museum. (Du Art has worldwide distribution rights to U.S. Government films.) Arrangements have been made for a 13-week exclusive showing at the Museum. Old Army training films, including the *Battle of San Pietro*, produced by John Huston for the Dept. of the Army, in 1943, were shown February 19. Subsequent showings will include *Memphis Bell*, produced by William Wilder; *The River* and *The Plow That Broke the Plains*, produced by Pare Lorentz; the *Why We Fight* series produced by John Huston, William Wilder and John Ford; *The Nuremberg Trials*, *Fight for Life*, *Tale of Two Cities*, *The Liberation of Rome*, *The Case of Comrade T*, and *Report From the Aleutians* by John Huston, and *What's Happened to Sugar* by Robert Flaherty.

Fifty years of Photographic training (1917-1967) will be commemorated during the year by the Department of Aerospace Photography Training at Lowry Air Force Base, Colo. 80230. Aerial and supporting ground photographic training began at Langley Field, Va., in 1917, as part of the U.S. Army Flying Service. There are now 20 different photographic courses taught at Lowry Training Center (Air Training Command).

Brooks Institute of Photography, 2190 Alston Road, Santa Barbara, Calif. 93103, has announced its new catalog (available upon request) describing courses offered during the 1967-68 school year. The institute is a school of higher learning and confers a Bachelor of Professional Arts degree upon completion of a 28-month course in professional photography. In addition to descriptions of course, prerequisites, tuition fees, etc., the catalog contains photographs of the campus and classrooms.

If you make (or use) educational TV cameras, here's good news.



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But don't think the lower price was made possible by fudging on quality. Our cantankerous English craftsmen wouldn't stand for that. Every lens still has to pass some 450 inspections before it reaches your camera. The optical axis must be centered to less than .0005 inches. The coating

has to give better than 83% light transmission.

What are the specs? The lens for the Image Orthicon Camera ranges from 40 to 400mm at f/5.6 and weighs 10 lbs. The lens for the Plumbicon ranges from 21 to 210mm at f/2.8 and weighs only 7 lbs. The Vidicon lens ranges from 16 to 160mm at f/2.2, and also weighs only 7 lbs.

So if you sell color or black and white cameras, the Varotal XX gives you a competitive edge when you're bidding. And if you buy cameras, congratulations. You're on the receiving end.

For more information, call Jim Tennyson or Roy Leavesley at 914-358-4450. Or write Albion Optical Company, Inc., 260 N. Route 303, West Nyack, N.Y. 10094. Telex 137442.

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Chemicals used in the spray foam process developed for use in set construction are being analyzed because of the discovery of a toxicity factor. It is hoped that the findings of the analysis will lead to control or elimination of the toxicity factor. The process was described in a paper by Roy E. Long, of Desilu Productions, Hollywood, in a paper presented at the Society's 100th Conference in Los Angeles ("Spray Foam-Application for Set Construction"). The process was being used at Desilu Studios when the toxicity factor was discovered. Use of the process was halted pending completion of the analysis.

Micro-Link Systems/Varian Associates, suppliers of instructional TV broadcast networks, has consolidated its operations in new and larger quarters at 19 Wartburg, Ave., Copiague, N.Y. 11726. The 30,000 ft² facility contains research, engineering, manufacturing and general offices and also houses a topographical map room for terrain studies and a studio pre-assembly department for operational evaluation of studio equipment prior to installation.

Equipment for teaching numerical control techniques has been devised by Feed-back Ltd., Crowborough, Sussex, England, by combining the firm's Logikit LK 255 logic tutor with additional plug-in elements and Digital Encoder SE 254. According to the announcement, the equipment can be assembled and understood by an average student during a single laboratory period. In its simplest form the equipment is used by the student to construct a position control system which responds to a numerical demand in the form of a 3-bit binary number set on three switches. The digital encoder is coupled to the output shaft and this produces a Gray Code to identify any of 8 equal angular segments within a 360° rotation. The logic circuits made up by the student from simple plug-in elements convert the Gray Code to natural binary and compare input demand with encoder output. The differences (greater or less) in binary form are converted into an error signal suitable for the servo. This drives the encoder in the correct direction to reduce the difference to zero.

Input demand and the natural binary response are monitored continuously by a bank of indicator lamps so that the student can see the accuracy and speed of the system's response.

A student-operated closed-circuit TV system has been installed by Sylvania Electric Products, Inc., 730 Third Ave., New York, N.Y. 10017, in Northern Highlands Regional High School, Allendale, N.J. A concealed distribution cable with a system of wall-mounted jacks enables any of 79 locations throughout the building to serve as a studio or point of TV reception. Portable control and camera equipment can be rolled to any part of the school to televise lectures or special events. Hookup with the master switching console is effected by plugging into a wall jack. The portable equipment can also be removed from the school to record outside events

on video tape for later playback over the system. The 1,300-student school (called the "space-age" school) employs the system as part of its centralized Instructional Communications Center which makes available to faculty members audio-visual services and equipments for classroom instruction and internal communications. The system's being operated by students gives them an opportunity to learn production techniques; six boys are trained to operate the cameras and consoles.

The Allendale system uses five channels which can operate simultaneously, if necessary, on the single-cable distribution system. Two of the channels are used exclusively for showing films and the other three are used for other types of programs. In addition, New York City and Newark TV channels 2, 4, 7, 9, 11, 13, 31 and 47 can be received on any classroom monitor directly from rooftop master antennas. Components of the system include two film projection units, one of which is equipped to show slides; a video-tape recorder; portable audio and video consoles; a master sound system; and a modulator unit. The master switching console controls all programs transmitted over the system. The system also includes two 800-line resolution Sylvania TV cameras, each having a built-in electronic viewfinder. Each of the cameras, portable consoles and video-tape recorder weighs less than 100 lb and can be transported in a station wagon for remote shooting when desired. The equipment is powered by standard 110-V household current. The vidicon camera in each film projection unit is removable and can be used with a microscope or telescope to enable students to see on classroom monitors what is revealed. The system is engineered to permit future expansion when desired.

Ya Chung Industrial Co., Ltd., 24 Hwai-Ning St., Taipei, Taiwan, has been appointed exclusive agent in Taiwan for F&B/Ceco, Inc., 315 W. 43 St., New York, N.Y. 10036. Announcement was made by Arthur Florman, president of the firm, who is now on a trip around the world to establish a network of agencies. Mr. K. C. Woo, president of Ya Chung, also heads the Asia Motion Picture Co., as well as several hotels, travel agencies, export-import and manufacturing firms. According to Mr. Woo, Taiwan is a prime area for film production because of its subtropical climate, varied topography, inexpensive labor and living costs and widespread knowledge of the English language. Mr. Florman's goal is to set up facilities in all film producing countries not only for local producers but for location companies from other nations. In Japan the F&B/Ceco representative is Doi Works, Ltd., in Tokyo.

Pacific Instrumentation is a newly established firm located at 4950-1 Kilauca Ave., Honolulu, Hawaii, which provides engineering services in the field of photographic instrumentation. The firm specializes in high-speed photography, aerial photography, range tracking, infrared detection systems and airborne instrumentation. Consulting engineering, sys-

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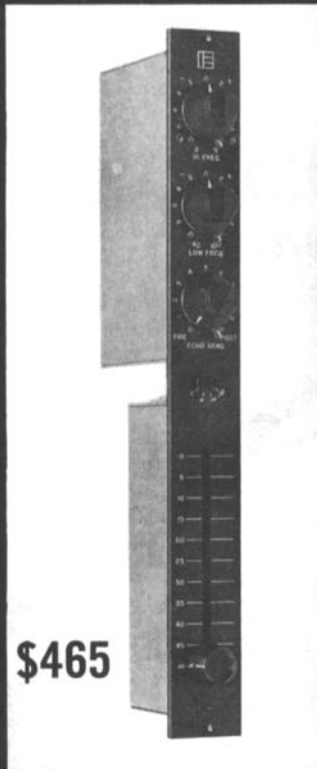
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tems engineering, equipment selection, operation and maintenance are available in such general areas as motion picture, including high-speed, time-lapse and conventional photography; metric, including range systems, tracking telescopes, cine-theodolites, cine sextants and ballistic cameras; airborne, including re-entry vehicle observation, missile tracking and reconnaissance photography; and underwater, including motion picture and still. The firm also offers the services of commercial pilots and Scuba divers to implement photographic efforts or to assist with separate projects. Owner and president of the new firm is H. S. "Bud" Weisbrod.

Riker Video Industries, Inc., has moved to a new plant at 100 Parkway Drive South, Hauppauge, L.I., N.Y. The 20,000 ft² building houses the company's manufacturing facilities, executive offices and New York sales headquarters. The firm was formerly located in Huntington, Long Island.

A magnetic sound striping service, which uses the laminated striping method for both 8mm and super 8 films, has been established by Eumig (USA), a subsidiary of Eumig, Vienna, at 101 W. 31 St., New York, N.Y. Laminated striping is done by bonding a thin ribbon of magnetic tape onto the film to provide a smooth and even surface. According to the announcement, films will be striped and returned to customers within 24 hours.

Opening of the new Eastern Regional Service Center, 411 Sette Drive, Paramus, N.J., has been announced by Graflex, Inc., a subsidiary of General Precision Equipment Corp., Rochester, N.Y. 14603. The new 2,000 ft² facility is geared to handle major and minor service work, including overhaul, for all Graflex products for customers in nine eastern States and in southern New York and southeastern Pennsylvania. Manager of the new center is Stephen Karakay.

WCWV, Channel 57, Richmond, Va., started broadcasting February 3 from a studio facility and broadcasting tower it shares with a sister educational TV station, WCVE, Channel 23, in Richmond. The two stations are owned by the Central Virginia Educational Television Corp., a nonprofit community organization. Channel 57 is expected to almost double the corporation's broadcast programs which are directed to about 300,000 pupils in school classrooms in the Central Virginia area. The two stations are using some \$1 million of equipment supplied by Radio Corp. of America. Both stations use the RCA type TTU-30 UHF transmitter. Video equipment is linked by a common switching system so that either station may draw on any of the picture sources.

A new language called Telsim (TELEtypewriter SIMulation) has been developed at Bell Telephone Laboratories for direct communication with a computer without need for a programmer to translate a problem into machine language. Telsim was devised to be used with a time-sharing

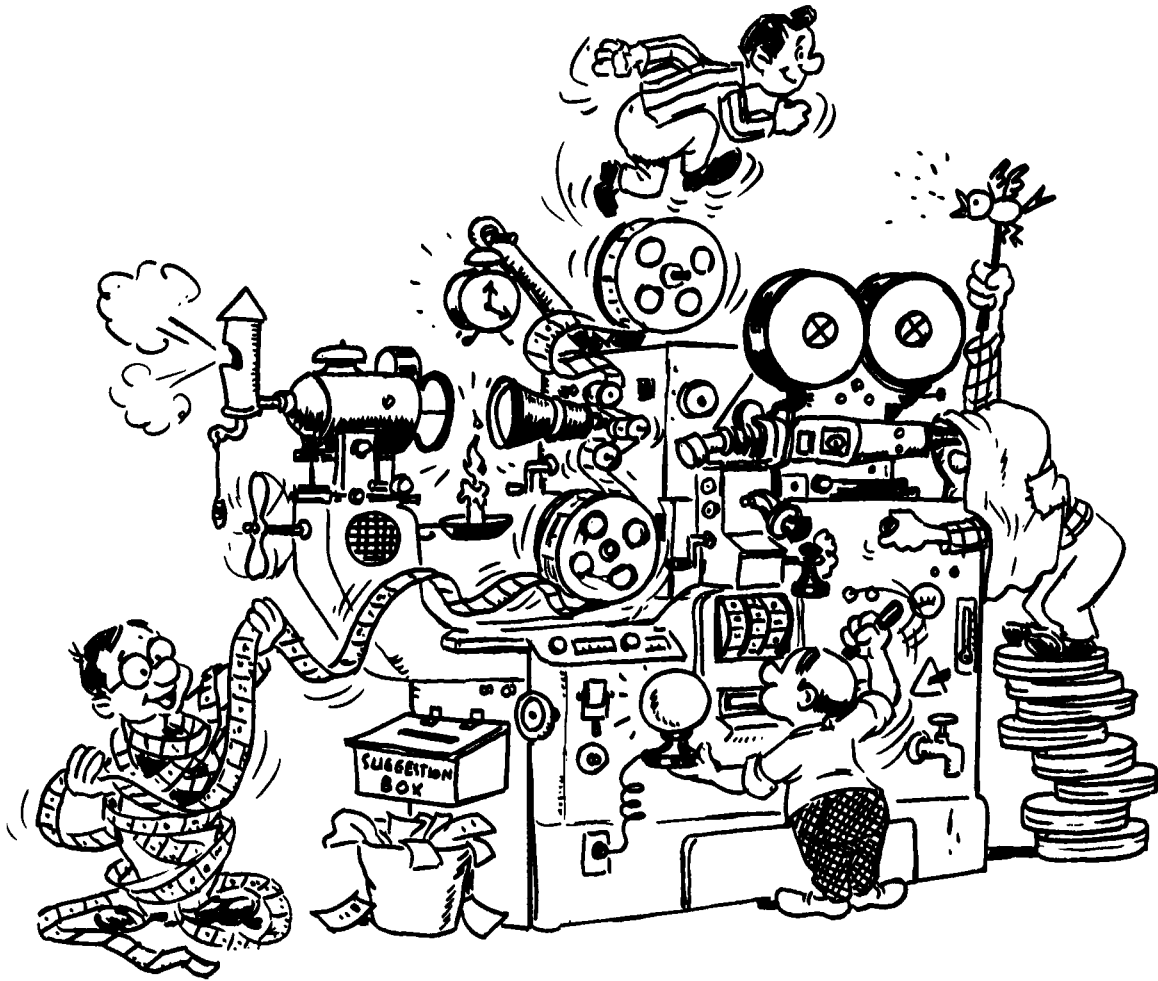
computer system. Time-sharing permits several individuals to communicate with a high-speed computer at the same time from different locations. The new language is being used to simulate a continuous system, such as those describing the dynamics of a moving object. Before communicating with the computer in Telsim, it is necessary to draw a block diagram of the system under study. The conversation with the computer begins with a brief "hello" sequence, then the computer inquires if the person conversing with it would like to have it print out an instruction manual. The next step is to describe the block diagram to the computer, box by box. The contents of each box are typed and the computer translates the descriptions into equations. Telsim automatically compiles the equations into Fortran (another computer language). In the final stage the computer runs the simulation and prints the solution on the teletypewriter.

Eugene B. Fleischer, film editor of Reela Films, Inc., of Miami, has been appointed Director of Audio-Visual Resources at Brevard Junior College, Cocoa, Fla. Mr. Fleischer did undergraduate work at the State University of Iowa, received a B.F.A. degree in 1952 from Ohio University and an M.A. degree in cinema from the University of Southern California in 1963. He also did graduate work at the State University of Iowa. He has been with Reela Films since 1964 and also served as a film production instructor in the night school of the University of Miami.

C. H. (Andy) Beal has been appointed Vice-President in charge of West Coast Activities of SOS Photo-Cine-Optics, Inc., 387 Park Ave. South, New York, N.Y. 10016. His headquarters will be at 10635 Burbank Blvd., North Hollywood, Calif. Mr. Beal was formerly Senior Communications Engineer with Dow Chemical Co. He has worked on the Saturn Apollo moon-launch program and has served with Bendix Field Engineering as a photo-optical electronic engineer. Prior to his activities on the space program he was Professor of Motion Picture and Television Technologies at the University of Miami.

Harry D. Dickinson has been appointed Vice-President, Marketing, Houston Fearless Corp., 11801 W. Olympic Blvd., Los Angeles, Calif. 90064. In this post he will have responsibility for overall marketing and sales for the firm's Westwood and Nuclear Research Instrument Divisions. Mr. Dickinson was formerly with Thompson-Ramo-Wooldridge as Director of Marketing for the Instrument Division. Earlier he was General Sales Manager for Gulton Industries, manufacturers of electronic components and systems.

Ethan M. Stifle, Sales Manager for the Eastman Kodak Division for the Midwestern Region, with headquarters in Chicago, has been appointed Kodak Director of Sales Development for Motion-Picture Markets. Other appointments within the division are: John H. Maynard,



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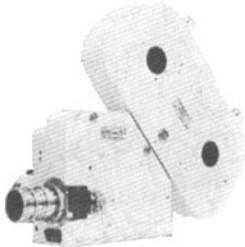
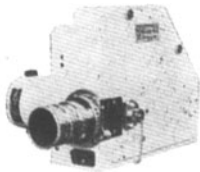
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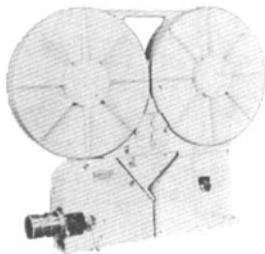
March 1967 Journal of the SMPTE Volume 76

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formerly Supervisor, Sales and Engineering Services, to succeed Mr. Stifle; William A. Koch, formerly Sales and Engineering Representative to succeed Mr. Maynard; and Leonard F. Coleman, formerly Director, International Services, to succeed Mr Koch.

Mr. Stifle has been with Eastman Kodak since 1931 when he joined Kodak Research Laboratories. In 1945 he became a motion-picture engineer in New York for the Kodak Motion-Picture Film Dept. In 1950 he was appointed Manager of the department's East Coast Division. In 1963 he was appointed Manager, Engineering Services for the division's motion-picture product sales and in 1965 he was appointed Sales Manager, Motion-Picture and Education Markets Div., Midwestern Region.

Two appointments in the film manufacturing organization at Kodak Park Works, Eastman Kodak Co., have been announced.

Joseph E. Bourcy has been appointed an assistant superintendent of the motion-picture and sheet film division and Perry W. Branch, Jr., has been appointed an assistant superintendent of the roll film division. Mr. Bourcy joined the company in 1947 as an engineer in the motion-picture and sheet film division. In 1951 he was appointed a foreman in the 35mm positive film department and in 1952 he was appointed production supervisor of the division's motion-picture film departments.

Mr. Branch joined Kodak in 1949 in the industrial engineering division. In 1951 he became a senior engineer in charge of industrial engineering activities in the Kodacolor processing division. He transferred in 1955 to the roll film division as a staff assistant. He became a technical associate in 1963.

Appointments to the post of International Coordinator have been made in four divisions of Eastman Kodak Co. They are: Professional, Commercial and Industrial Markets Div., Robert J. Kauffman; Motion Picture and Education Markets Div., John A. Pistor; International Markets Div., Manuel O. Zariquiey; and Consumer Markets Div., James W. Welch. Mr. Kauffman was formerly Sales Manager of the division. Mr. Pistor was Director of Motion Picture Sales Development for the division. Dr. Zariquiey was Product and Sales Planning Coordinator and Mr. Welch was Director of Retail Trade Relations.

Several new appointments and promotions in its Motion-Picture Division USA have been announced by Technicolor Corp., 6311 Romaine St., Hollywood, Calif. 90038. Geoffrey E. Norman has been appointed Assistant Plant Manager. He succeeds Robert G. Buckley who was recently promoted to Plant Manager. Armand Paul has been appointed Plant Superintendent for 8mm Production and S. Howard Vinc has been appointed to the new post of Plant Superintendent for 16mm Production. He has been with Technicolor for 16 years. Mr. Norman has

been with Technicolor, Hollywood, since 1956. He had been with Technicolor, Ltd., London, for 10 years.

Robert E. Leach has been appointed Technical Director, Continental Television Enterprises, Inc., 900 Seventeenth St., N.W., Washington, D.C. He will be responsible for acquiring and installing all technical equipment for UHF stations KGSC-TV, San Jose, Calif., KGSL-TV, St. Louis, Mo. and WGTC-TV, St. Paul, Minn. Mr. Leach was formerly Director of Engineering for Stations WPHL-TV, Philadelphia, Pa.

Chet Harmon has been appointed to the newly created position of Sales Promotion/Public Relations Director of Du Art Film Laboratories Inc., 245 W. 55 St., New York, N.Y. 10019. He was formerly Sales Manager for American 8mm Inc., an affiliate company of Du Art.

Barry Holland has been appointed Television Systems Engineer for Visual Electronics Corp., 356 W. 40 St., New York, N.Y. 10018. He has been with the firm since 1961 and was formerly with Marconi Co., in Essex, England.

A. W. Power has been appointed Manager, Eastern Professional Television and System Sales, RCA Broadcast and Communications Products Div., Camden, N.J., it was announced by Adron M. Miller, Division Vice-President, Instructional Electronics Dept. Mr. Power joined RCA in 1953 as a sales and merchandising analyst of broadcast equipment.

Charles Lipow has been appointed Vice-President, ColorTran Industries, Inc. (a Berkey Photo Company), 1015 Chestnut St., Burbank, Calif. His responsibilities will include general supervision of the Sales, Advertising and Public Relations departments.

N. V. Philips Celebrates 75th Anniversary

N. V. Philips Gloeilampenfabrieken recently celebrated its 75th anniversary at its headquarters in Eindhoven, The Netherlands. Among its many birthday gifts the company received a carillon from its Dutch employees who contributed 1 million guilders (\$280,000) for this purpose. Founded in 1891 with a staff of 10 employees, the firm now has more than 250,000 employees and has branches in 59 countries. In 1965, the company's sales volume totaled \$2 billion, 113 million.

The firm was founded by Gerald L. F. Philips, a young mechanical engineer with a special bent for electrical engineering. He had done considerable experimentation leading to the fabrication of a carbon filament electric bulb when, with financial backing from his father, B. F. D. Philips, a banker, he bought a small shut-down textile plant in the little town of Eindhoven. The project almost immediately ran into difficulties mainly because of the lack of demand for the electric bulbs and in 1894 it was decided to sell the factory. When negotiations for the sale (at a price of less than



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\$7,000) fell through, Gerard appealed to his 20-year-old brother Anton to look after the commercial interests. Since there was little interest in electricity in Holland, Anton went abroad and by 1896 the firm began to be a profitable venture. When he was 24, Anton went to Russia where, in the face of strong foreign competition, he obtained orders for tens of thousands of bulbs. In 1903, five million bulbs were sold. In 1921, the brothers converted the firm into a limited company with a share capital of 6 million guilders (about \$1.7 million). During World War I, the firm could not rely on foreign suppliers so it commenced the manufacture of glass, the inert gas argon, and corrugated cardboard for packing. During that time, it also began manufacturing x-ray tubes and radio valves. Gerard retired in 1922 and Anton, then head of the firm, began the manufacture of film projectors, welding equipment, welding rods, radio receiver parts, battery chargers, anode voltage apparatus, and loudspeakers.

During the 30s, the firm began experimenting with television transmitters and receivers. Also, new gas-discharge lamps, such as sodium, mercury and fluorescent lamps, were developed in the Philips laboratories. In the interval between the two world wars, the firm's product range was greatly diversified. The great economic depression and the changes it brought about in commercial policy obliged the management to establish production plants in countries outside of Holland.

In 1939, Anton turned over the management of the company to his son-in-law, P. F. S. Otten, who guided the company through World War II and the post-war reconstruction. During his administration, Philips was organized along structural lines into main product divisions, namely, lighting, domestic appliances, radio, television and record-playing equipment, Elcoma (electron tubes), Icoma (industrial components and materials), computers, telecommunication and defense systems, x-ray and medical apparatus, pharmaceutical-chemical products, allied industries (paperboard, corrugated and Philite) and glass. In 1961, Frits Philips, son of Anton, became president of the firm.

The Philips Laboratory at Eindhoven has a staff of 3,000. Applications of microelectronics and digital techniques are stressed. The laboratory made an important contribution to the civil application of space flight through its work on transatlantic communication via satellites. An investigation with linear electron accelerators led to the construction of equipment for medical and industrial purposes and for use in nuclear physics. Among other research and development activities, the Plumbicon camera for color television was developed in the Philips Laboratory.

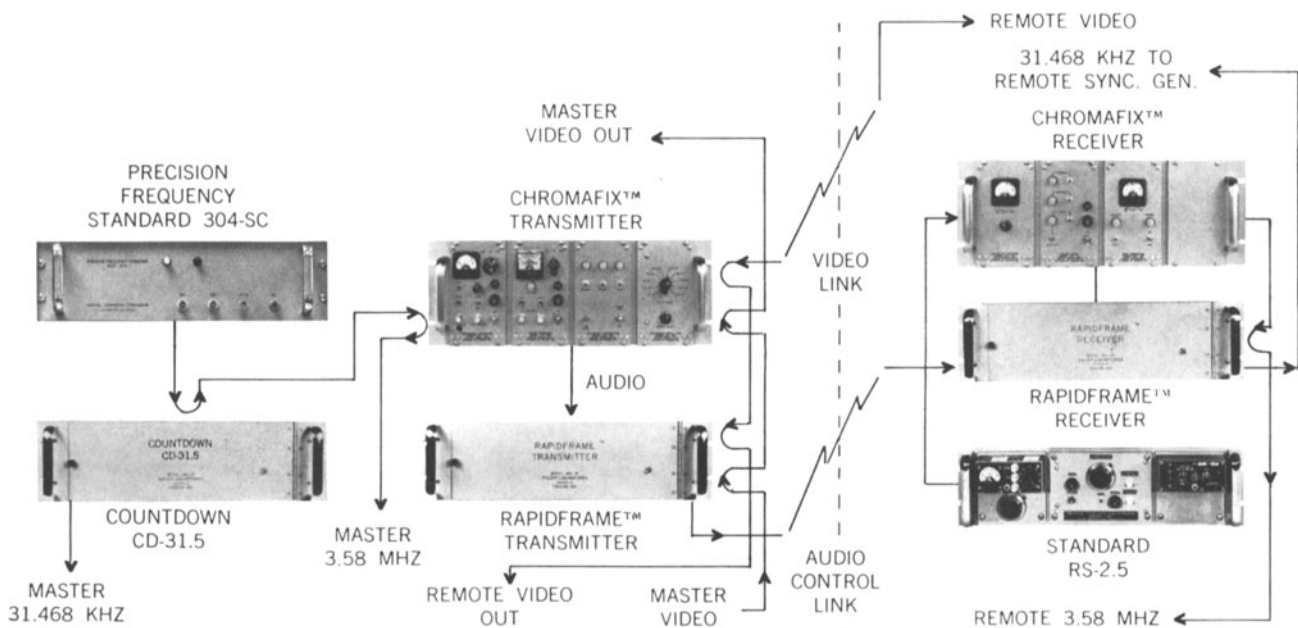
The celebrations marking the 75th anniversary of Philips coincided with the opening by H. R. H. Prince Bernhard, at Eindhoven, of the Evoluon, an \$8.3 million circular building which will house a permanent exhibition designed to illustrate the relationship between man and machine. Shaped like a disc and resting on 12 V-shaped columns, the Evoluon has 30,140 ft² of exhibit space on three ring-shaped levels, portraying the development of electronics in all its forms.

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