A. Raymond Gallo Becomes Life Member

A. Raymond Gallo has been a member of the Society since 1946 and is now a Life Member.

He was born in Chicago in 1902. At that time, Mr. Gallo points out, Chicago was one of the "wide-open spaces" in the Midwest. His father, a veterinarian, was a skilled horseman and often engaged in "bronco-busting" for the Buffalo Bill Wild West Shows. A. Raymond ("A. for Anthony," he reveals) became interested in the theater at an early age and at one time, he recalls, he "trod the boards as an actor on the stage of the Alahambra Theater," where he appeared as a newsboy crying "Extra! Extra!"

Prior to World War I, the Gallo family moved to Massachusetts. While still in his teens, Mr. Gallo enrolled in Emerson College in Boston to study drama. Later he toured New England with the Keith Vaudeville Circuit, but he decided to abandon acting for producing and directing. He produced several roadshows with well-known stars of stage and film and, still later, relegated producing and directing to the status of hobby, while he pursued the career of editor and publisher in the theatrical field. His early editorial and publishing ventures included the American edition of the British magazine, *The Stage; New England Film News; Zit's Weekly* and *Chicago Vaudeville*. (Mr. Gallo notes, somewhat regretfully, that all these magazines have disappeared down Memory Lane and exist only as mementos in his scrapbook.)

Later, Mr. Gallo returned to Chicago where he joined Quigley Publications as an editor of the predecessor of *Motion Picture Herald*. He remained with Quigley Publications for about 30 years. When he left Quigley he engaged in a new publishing venture — that of merging *Greater Amusements* with *International Projectionist;* the latter is more than half-a-century old and is believed to be the oldest motion-picture trade journal being published in America.

Organizations, other than the Society, of which Mr. Gallo is a member include Motion Picture Pioneers, Association of Motion Picture Advertisers (of which he is a Life Trustee) and Variety Club, New York Tent #35.

He says that he is "semi-retired" and that he plans to spend his semi-retirement writing books about his varied experiences in "show business" and the publishing world. During his long years of membership in the SMPTE he attended most of the Society's Conferences in his capacity as reporter and loyal supporter of the Society's activities and aims.

Photo Expo 69 will be held June 7–15 in New York. The exposition, sponsored by the National Association of Photographic Manufacturers, will occupy all four floors of the enlarged New York Coliseum. Supporting organizations include the SMPTE, Professional Photographers of America, White House News Photographers Assn., Society of Photographic Scientists and Engineers, Studio Suppliers Assn., Master Photo Dealers & Finishers Assn., Photographic Society of America, Society of Photo-Optical Instrumentation Engineers, National Microfilm Assn., National Press Photographers Assn., National Assn. of Photo Equipment Technicians, American Society of Photogrammetry, Pattern Recognition Soc. and Biological Photographic Assn. Some 275 companies located in the United States, Germany (East and West), Japan, Great Britain, France, Italy and Australia have signed as exhibitors and more are expected. Further information is available from Photo Expo 69, 10 Rockefeller Plaza, New York, N.Y. 10020.

An Industrial and Scientific Photo Equipment Show will be held Feb. 24 through March 1, 1969, at the U.S. Trade Center in Tokyo Japan. The exhibit is sponsored by the U.S. Department of Commerce, Bureau of International Commerce, Washington, D.C. 20230.

The Export Guide, published by the Department of Commerce, reports that in 1967 Japan imported more than $4.5 million worth of advanced industrial cameras and equipments manufactured in the United States. The *Guide* notes that high-speed industrial and scientific equipment appears to have the greatest potential. While 16mm cameras are in great demand, the *Guide* states, it is expected that in the near future there will be a demand for specialized cameras larger than 35mm. Laboratory equipment, especially high-speed automatic developing and printing equipment is also in demand.

In addition to Tokyo, the Department of Commerce maintains U.S. Trade Centers in London, Frankfurt, Milan, Stockholm and Bangkok to enable United States exhibitors to assess and explore overseas markets and establish sales representation.

Rochester Institute of Technology has moved to a new $60 million, 1,300-acre campus, of which 296 acres have been developed and include an academic complex made up of classrooms and laboratories and a residence complex. A total of 101,440 ft² of floor space has been allocated to the School of Photographic Arts and Sciences which will be located on three levels of a five-level building which will also house the School of Printing and Graphic Arts Research. The School of Photographic Arts and Sciences offers BS and MS degrees.

The American Film Institute has completed negotiations with LEASCO Systems and Research Corp. of Bethesda, Md., for automation of the AFI National Film Catalog. The National Film Catalog will utilize computer technology to list every film ever produced in America with full cast, credits and synopses. It is expected that the first volume of the Catalog will be available in late 1969. It covers feature films for the years 1921 to 1930 and will contain about 1,500 pages, including an extensive index. Subsequent volumes will cover, by decades, the entire history of the American film. When all volumes are completed, the computer will cumulate the index of each.

The General Precision Systems Inc. name has been changed to Singer-General Precision, Inc., following the merger of General Precision Equipment Corp. into the Singer Company in July. The newly named firm will move its executive offices from Tarrytown, N.Y., to Singer's corporate headquarters at 30 Rockefeller Plaza, New York. Lloyd L. Kelly will continue as President of the firm and Donald P. Kircher, President of Singer, will serve as Board Chairman of Singer-General Precision.

Alan Gordon Enterprises Inc., 5362 North Cahuenga Blvd., North Hollywood, Calif., has been appointed Western United States distributor for Elemack Spyder dollies and accessories. The Spyder is especially designed for use in otherwise inaccessible areas.

The Educational Technology Act of 1968 (S 4184), a bill introduced in the U.S. Senate, provides for the improvement of the quality of education by (1) encouraging significant applications of existing technology to education in elementary and secondary schools; (2) the development and demonstrations of technological innovations in such schools; (3) the expansion of the current general application of technological materials and equipment for instruction and learning in such schools; (4) the strengthening of communications technology staff in such schools; (5) the provision of instructional technology research, statistical and information services; (6) the support of administration of educational technology by State educational agencies and (7) encouraging the operation of area communications centers. Title II of the bill is intended "to encourage the use of technological equipment and materials in institutions of higher education, thereby improving the quality of instruction."

The bill was introduced by Senator Ralph Yarborough of Texas and is now before the Committee on Labor and Public Welfare.

Spectravision, a three-dimension motion-picture system, a development of Fairchild Hiller Corp. of Germantown, Md., was demonstrated in the 11th Annual International Film Festival in New York City. The system consists of the simultaneous projection of consecutive frames of conventional motion-picture film, differentially polarizing the two images which

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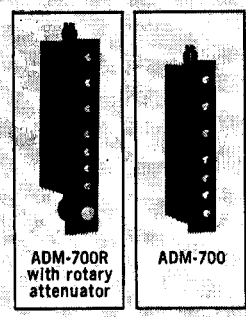

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are viewed on the screen through eyeglasses differentially polarized. The glasses, called "Polalite" were developed by Marks Polarized Corp. of Whitestone, N.Y., for use with Spectravision. The three-dimensional effect is achieved by enlarging the aperture plate in the focal plane of the projector to permit simultaneous projection of two consecutive frames. Without additional apparatus, the two frames would be projected by a single lens to form two images, one above the other, on the screen. At a position several focal lengths in front of the projector a means for polarizing and bending the light paths is inserted between the lens and screen. The optical path of the projected image can be bent back toward the optical axis of the projector by using prisms or mirrors. Horizontal separation of the two images at the screen of about half the distance between eyes allows the eyes of the viewer to converge beyond the screen. As a result, the screen appears as a window through which the projected image is seen in the distance. By reversing the separation, the image can be made to appear in front of the screen.

A technique called holographic interferometry which is used in fracture mechanics has been developed at Bell Telephone Laboratories. The new technique involves making a hologram of the surface of a metal sample before placing the sample under strain. The developed hologram is then positioned and illuminated so that the reconstructed image is viewed as exactly superimposed on the surface of the metal sample. When the sample is loaded, deformations of the surface become readily visible as interference fringe patterns. These fringe patterns show deformation contours at successive elevation differences of half a wavelength (12-millionths of a inch) of the illuminating laser light. Each fringe represents the position of points where the reflected light from the original surface of the sample, as pictured by the hologram, is a half wavelength out of step with light reflected from the now deformed surface. No alteration of the test sample is required and new holograms can be made and substituted at any point during the test. Strain contours are made visible as interference fringe patterns, light and dark areas. The usual direction of loading in such studies can be reversed since the hologram can be taken at the point of maximum load strain and the surface studied as the load is progressively removed.

Charles P. Spoelhof has been appointed Assistant to the Director of Research and Engineering, Kodak Apparatus Div., Rochester, N.Y. He has been with Eastman Kodak since 1954. He was formerly Program Manager of the Photo Science Organization in Research and Engineering.

Arthur J. Miller has been appointed Director of Print Quality Control for Inflight Motion Pictures, Inc. Mr. Miller's objective at Inflight, he said, "is to standardize the quality of all 16mm prints received from the major motion-picture studios and film laboratories. Exceptionally high-quality prints have become necessary because of the technical achievements made by Inflight in its 16mm motion-picture projection equipment." Mr. Miller's previous experience includes work on the Waller Gunnery Trainer, the forerunner of Cinerama. He also conceived and developed the Trucolor process and worked with the American Optical Co. on the Todd-AO process as consultant on optical printing problems. He also collaborated on the design of the Hazeltine Color Film Analyzer.

Bayard F. Walker has joined Dalmo Victor, a Textron division, as Section Manager of Television Research. The firm, located in Belmont, Calif., produces aerospace antennas, automatic test equipment, electronic warfare systems and electrooptics. Mr. Walker was formerly Engineering Manager, Electronics Dept., Diecraft Div. of Bausch & Lomb. In his new post he will be responsible for directing all research and development projects in low-light-level television and associated systems.

Brian John Thompson, an optical scientist and specialist in diffraction phenomena, holography and image processing has been appointed Director of the University of Rochester Institute of Optics and Professor of Optics. He succeeds Prof. W. Lewis Hyde who was appointed Provost of New York University's University Heights Center. Prof. Thompson was formerly General Manager of the West Coast Branch of Technical Operations, Inc., and Technical Director of Beckman & Whitley Division of Technical Operations.

John F. Vorisek has been appointed President of Reeves Sound Studios, a division of Reeves Broadcasting Corp. He succeeds Chester I. Stewart who has retired. Mr. Vorisek has been with the studios for more than 25 years and was formerly Vice-President and General Manager. He was associated for many years with the Foreign Department of Universal Pictures and he edited the first stereophonic sound effects for the original *This is Cinerama.*

William J. Robins has been appointed Sales Manager, Original Equipment Manufacturers for the Photolamp Div. of Sylvania Electric Products, Inc., 730 Third Ave., New York, N.Y. 10017. Mr. Robins has been with Sylvania since 1953. He was formerly Product Sales Manager. In his new post he will be responsible for overall marketing activities on photographic lighting products designed for equipment manufacturers.

Bernie Farbman has been appointed Assistant to the President of Berkey Video Services, Inc., of New York, and Harvey Plastrik has been appointed Vice-President and General Manager of the Berkey Optical Division. Both men will work closely with Manny Casiano, Jr., President of Berkey Video. Mr. Farbman was formerly Vice-President and General Manager of Eastern Effects, a division of Berkey Video Services. Mr. Plastrik was head of Creative Opticals, a firm he founded in 1964 and which became a Berkey company in 1968.

Richard Griffin Palmer has joined the Mass Media Division of the English Department of Western Kentucky University as an instructor. He was formerly a staff engineer for KVCR-TV-FM and a studio technician for Santa Ana, Calif., Unified Schools.

John T. Weber has been appointed Executive Vice-President and General Manager of the newly-named Price-Weber Associates, Inc., 1416 Spring St., Jeffersonville, Ind. The announcement was made by Edward A. (Jack) Price, President. Prior to Mr. Weber's appointment, the firm was known as Jack Price Associates. The firm produces motion pictures, slide films, sales and training meetings and graphic communications for industry.

William A. Carlson has been appointed Director of Consumer Photo Sales for Bell & Howell Co., 7100 McCormick Rd., Chicago, Ill. 60645. He succeeds George Oakley who has moved to another executive position within the organization. Other executive promotions include H. William Becker from Manager, Sales Administration to Director, Marketing Administration; Robert Matthei from Regional Manager to Manager, Market Development; William Adams from Manager, National Accounts, to Southern Regional Manager; Theodore C. Donhauser from Manager, Educational Services Dept., Audio-Visual Products Div., to Manager, National Accounts; and Thomas M. Leddy from District Manager to Manager, Sales Administration.

SMPTE Test Films

The Society has over 50 test films available for testing sound reproduction and projection equipment for both TV and theatrical presentations.

Most SMPTE test films are prepared in accordance with U.S.A./SMPTE Standards. The films are used for testing picture steadiness, traveling ghosts, framing, alignment, and focusing. Sound test films are used to check sound system frequency response, magnetic head or optical train alignment, and sound optics focusing.

A list of the groups of films follows:

Television—Alignment, Resolution, TV System Evaluation

35mm—CinemaScope—Projection Evaluation; image and 4-track magnetic sound tests

35mm—Projector Screen Image Evaluation

35mm—Sound Reproduction Tests: Optical

35mm—Sound Reproduction Tests: 3-track and single-track magnetic

70mm—Test Film, Projector Evaluation and Alignment: Image

16mm—Sound Reproduction Test: Optical

16mm—Sound Reproduction and Image Tests for Projector Screen Image Evaluation

8mm—Projector Screen Image Evaluation

A catalog containing details and prices of all SMPTE test films can be obtained from Society Headquarters, Att: SMPTE Test Films, 9 E. 41st St., New York, N.Y. 10017.