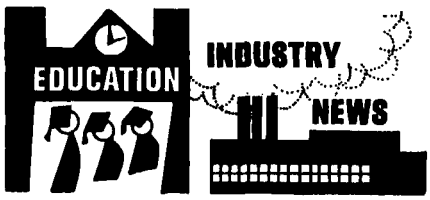
roofs and unfriendly officials. There are many minor hazards and discomforts that can be recalled, including drinking water in which camels, dogs, burros, sheep and humans have waded. We discovered that lime juice and commercial powdered orange juice go a long way toward disguising the horrible taste. However, neither many minor nor the major drawbacks have detracted from the satisfaction of doing the work one wants to do in whatever far corner of the world that that work may take one.

As all world travelers know, one of the joys of traveling is returning home. And to this traveler, one of the rewards of homecoming is attending Society Conferences and greeting old friends.



Hope Reports

Tom Hope, author of "Market Review: Nontheatrical Film and Audio-Visual," which has been printed annually in the *Journal* since 1959, has announced that he will publish the report personally.

Hope is leaving the Eastman Kodak Co. to devote full time to audio-visual communication market reports and consulting work. He anticipates releasing four market reviews by midsummer: a general-type report such as used by security analysts; one on education, religious and related markets; another on business, industrial and government markets; and a comprehensive survey of the entire field including product studies and other data designed for management use. Additional reports are in the planning stages for later release.

These reports will be issued by the new firm, *Hope Reports,* at 58 Carverdale Dr., Rochester, NY 14618.

During World War II, Hope was a cinematographer and later a photographic officer with the rank of captain. In one tour of duty he headed the Army motion-picture school in Long Island City and wrote the first Army manual on movie making. For over eight years he was in charge of the film unit at General Mills, Inc., in Minneapolis, where he produced 64 films and other visual programs. He was charter member and rose to first vice president of the Industrial Audio-Visual Association. In 1952, on a leave of absence from General Mills, he served as a film consultant to the French government as part of the Marshall Plan's Mutual Security Agency.

At Kodak Hope was an advisor on nontheatrical films for eleven years. He authored numerous magazine articles, coedited the benchmark business film book for the Association of National Advertisers, "Dollars and Sense of Business Films," and wrote many manuals and data books. In 1965 he was appointed to the position of market analyst in the newly formed Motion Picture and Education Markets Division. He has conducted numerous product and market surveys specializing in the business and educational fields.

He began his statistical work in 1956 by cooperating in research which led to the reports published in the *Journal.* Since 1962 he has compiled and written the annual market reports personnel as a member of the SMPTE.

Presently Hope is on the board of directors of CINE film festival coordinating group in Washington, DC, and has served as its information vice president for seven years.

Two years ago he was made a fellow of the SMPTE. He serves on the board of the Council of Mass Media of the United Presbyterian Church, is a member of the University Film Association and the National Audio-Visual Association where he serves on its statistical committee and equipment manufacturers council.

Hope served three years on the board of governors of the National Institute of Visual Selling at Indiana University. He has lectured there and spoken at numerous national conventions and conferences. In past years he was Minnesota state chairman for the Film Council of America, was a member of the Films Committee of the Association of National Advertisers and worked on the A-V committee of the National Industrial Advertisers Association.

The SMPTE participated in the recent Rochester Engineering Society Week at the Rochester Midtown Plaza. The exhibit was very well attended and caused a good deal of comment from viewers. The booth was staffed by officers of the Rochester Section of SMPTE and members of the Rochester Institute of Technology Student Chapter. Photographs depicting photo engineer training were on display and a three-minute sound film, "What Is a Photographic Engineer" was continuously projected. The well-designed film was a group effort of the Student Chapter with Michael DeSantis, Chapter President, and Professors Reid Ray and John Carson giving a guiding hand. A specially designed Plexiglass case covered the 16mm Graflex-Singer projector which was provided through the courtesy of Howard Deck, coordinator of the display.

A special summer course on Image Enhancement, Coding and Recognition will be offered by the Massachusetts Institute of Technology from June 29 through July 10. The course presents the basic digital computer, optical and electrooptical image processing techniques, with applications to selected problems in image enhancement, pattern recognition, and efficient coding of pictures for transmission or storage. The Program is intended for engineers and scientists who are working with advanced image processing systems. Background in linear system theory (convolution and Fourier transform) is necessary for this Program, and some contact with computer programing is desirable.

The Fourth Annual Audio/Recording Seminar at Brigham Young University, Provo, Utah, will be held July 13–17. Topics to be featured are Studio Acoustic Reverberation Devices, Legal Aspects, Guidelines for Recording Facility Planning, Budgeting and Development, Administrative and Fiscal Guidelines, Professional Recording Studio Equipment Maintenance, Disc Mastering, Synchronous Sound Recording Techniques (Film and TV), Professional Recording Studio Equipment and Professional Recording Studio Techniques. For further information write: Special Courses and Conferences, 242 Herald R. Clark Bldg., Brigham Young University, Provo, UT 84601.

Photooptical Instrumentation — Present and Future Developments is the subject of a seminar to be held June 25–28 in Tokyo. The seminar is sponsored by the Society of Photooptical Instrumentation Engineers (SPIE-USA and SPIE-Japan). A state-of-the-art review will be presented by a group of Japanese and American engineers and scientists. The seminar will be the central feature of a specially arranged two-week travel package timed to coincide with Expo '70. Further information can be obtained by writing to SPIE Expo '70, Att: Jack Kiel, P.O. Box 288, Redondo Beach, CA 90277.

The Society of Photo-Optical Instrumentation Engineers has announced the 15th Annual Technical Symposium on the theme of "Photo-Optical Instrumentation for the 70's." The Symposium will be held September 14–17 at the Anaheim Convention Center, Anaheim, CA. Papers are now being accepted for review in the areas of: Underwater Research, Space Optics, Holographic Techniques, Range Instrumenta-

tion, Image Enhancement, Optical Data Reduction, Computer Applications, Fiber Optics Techniques, Coherent Optics and Laser Applications, Pattern Recognition, Electronic Imaging and Optical Systems Design. Further details can be obtained from S.P.I.E. National Offices, P.O. Box 288, Redondo Beach, CA 90277.

The Biological Photographic Association, in cooperation with the Rochester Institute of Technology, School of Photographic Arts and Sciences, will hold a six-day Refresher Course in Bio-Medical Photography on June 22–27 on the Rochester (NY) campus. Lectures, demonstrations and workshops will be held in the School's new studio, darkroom and classroom facilities. The Faculty will be eight highly qualified working photographers with experience in teaching their specialties. All categories of the B.P.A. examination for certification as Registered Biological Photographer will be covered. Some of the subjects are: basic principles, color, patient photography, photomicrography and medical motion-picture production. Classes will run from 8 a.m. to 10 p.m. for the six-day course. Inexpensive housing and meals will be available to students on the R.I.T. campus. The course is part of the program of the Professional Education Committee of the B.P.A. Board of Registry to secure and maintain high standards in Bio-Medical Photography. The course is open to anyone with an involvement in the Bio-Sciences.

At the Third Annual Scanning Electron Microscope Symposium Charles M. Drew reported electron microscope studies of lunar materials. This was a highlight of the symposium held at IIT Research Institute, Chicago, April 28–30. Drew discussed the properties of samples of materials as observed with the SEM. The samples were collected from the surface of the moon by the astronauts during the moon landing of the Apollo 11 lunar mission.

The third SEM symposium was equally concerned with fundamentals, techniques and applications of the scanning electron microscope. Sessions were devoted to electronics in the SEM system, instrumentation and techniques, inorganic applications, organic materials and biological applications, and medical and biological applications. Scientists from eleven countries contributed to the 65 papers and panel discussions during the three-day conference.

Cornell University, Ithaca, NY, is offering a summer session program with the opportunity to make a film with a famous independent filmmaker. In the Film Production Studio students will have the opportunity of learning and taking part in all phases of producing a feature-length film: camera work, recording, lighting, acting, editing and other studio activities. Company members will have access to a sound stage, recording studios, editing facilities and a wide variety of photographic equipment. In addition to a limited number of students, the company will consist of the filmmaker, who will direct the entire film; a master cinematographer; and two production technicians. The total program will be supervised by Professor Gordon Beck, director of the Cornell University Cinema. Meetings will be held daily and production sessions will be assigned throughout the day and evening.

The Minnesota Videographic Society held its March meeting at the Univac Eagan Township Plant. Host was Val Fagerlie of Univac Federal Systems Div. Speakers were Bob Hinkle, who gave an illustrated talk on how Northwest Orient Airlines is using videotape, and Dave Stark who gave an illustrated talk on how to evaluate the effectiveness of training tapes. The Society is composed of persons interested in videotape and closed-circuit TV from the applications point of view. Monthly meetings are held at various locations in the Minneapolis-St. Paul area. Further information is available from Minnesota Videographic Society, P.O. Box 52, Uptown Station, St. Paul, MN 55102.

The British Amateur Television Club will hold a weekend convention July 25–26 at Churchill College, Cambridge, to celebrate its 21st anniversary. The club was founded in 1949 to inform, instruct and coordinate the activities of amateur radio enthusiasts experimenting with television transmission in Great Britain and other countries. The club is affiliated with the Radio Society of Great Britain and has a membership of over 800; about one-third of the membership resides abroad. In particular, there is much amateur activity in Australia, Canada, France, the Netherlands and the United States.

Delta Kappa Alpha, National Honorary Cinema Fraternity, held the 32nd Anniversary Honorary Awards banquet on March 8, honoring Julie Andrews and Norman Jewison. The banquet was held at the Town and Gown on the University of Southern California Campus. Delta Kappa Alpha was founded at USC in 1936. Its purposes are to provide an opportunity for fellowship among students of cinema; to maintain a relationship between the motion-picture industry and film students; and to promote the phases of film that are symbolized by the initials DKA: Dramatic, Kinematic, Aesthetic.

The American Film Institute, 1815 H St., N.W., Washington, DC 20006, has announced the addition of 150 Paramount silent feature films to the American Film Institute Collection at the Library of Congress. Under a collaborative agreement between the Institute and the Library, Paramount is donating to the Library more than 80 features and is making available some 65 other titles produced between 1914 and 1930. Included among these are some early classics and curiosities, including *Terror Island* (1920) starring Houdini, and *The Life of the Party* (1920) with Roscoe (Fatty) Arbuckle, a film that was completed but never released.

The American Film Institute Theatre has doubled its frequency of operation and now plays two weeks of films each month; the expansion was prompted by the enthusiastic response to the Theatre's first three programs. The April program included a week of Japanese films and a week of "New Directions," devoted mainly to new films. The New Directions program included short films by young American directors and avante garde foreign films from France, Poland, Hungary, Sweden and Italy.

The Japanese films included *Ugetsu Monogatari,* directed by Mizoguchi, and *Double Suicide,* based on a traditional Japanese doll play. It was noted that hundreds of motion pictures are produced in Japan each year, few of which are shown in the United States. Both the classics and the experiments of the younger directors have been neglected. The AFI Theatre program was planned to present a sampling of both. AFI headquarters are at 1815 H St., N.W., Washington, DC 20006.

National Instructional Television is supplementing "TV Today," its new series on the broadcasting industry, with a special audiotape that presents the story of the phonograph record. Through excerpts of original recordings and incisive narration, the 54-min audiotape, entitled "The Machine That Talked" recreates the history of the record and the eras through which it grew popular. Thomas Edison reciting "Mary Had a Little Lamb," William Howard Taft delivering the first political "commercial" in 1916, Chauncey Olcott singing "Mother Machree," Bing Crosby's first record, the voices of Caruso, Will Rogers. Rudy Vallee and more. "TV Today," the NIT television series that this audiotape supplements, is an analysis of the evolution and the status of the broadcasting industry designed for high-school and college students.

Standards Action is a new publication of the American National Standards Institute, Inc. (ANSI), 1430 Broadway, NY 10018. It will be issued biweekly and will report on standards that have been approved, reaffirmed or withdrawn and on standards that have not been accepted for approval. Purpose of the new publication is to solicit public comment on standards that have been submitted for approval and also on proposed actions to reaffirm or withdraw standards. Standards Action will be distributed to industrial and professional organizations, consumer and labor groups and government agencies. It will list the title and description of each standard on which action is proposed, time limit for comment and the name and address of the organization from which a copy of the standard can be obtained.

Measuring Systems and Standards Organizations, a 45-page illustrated booklet covering the history of measuring systems, is available from the American National Standards Institute, Inc., 1430 Broadway, New York, NY 10018, at a price of $1.25 a copy. The booklet covers the history of measuring systems, growth of the metric system and recent changes in metric units of measure. Also covered are national and international organizations active in the field of standards of measure and com-

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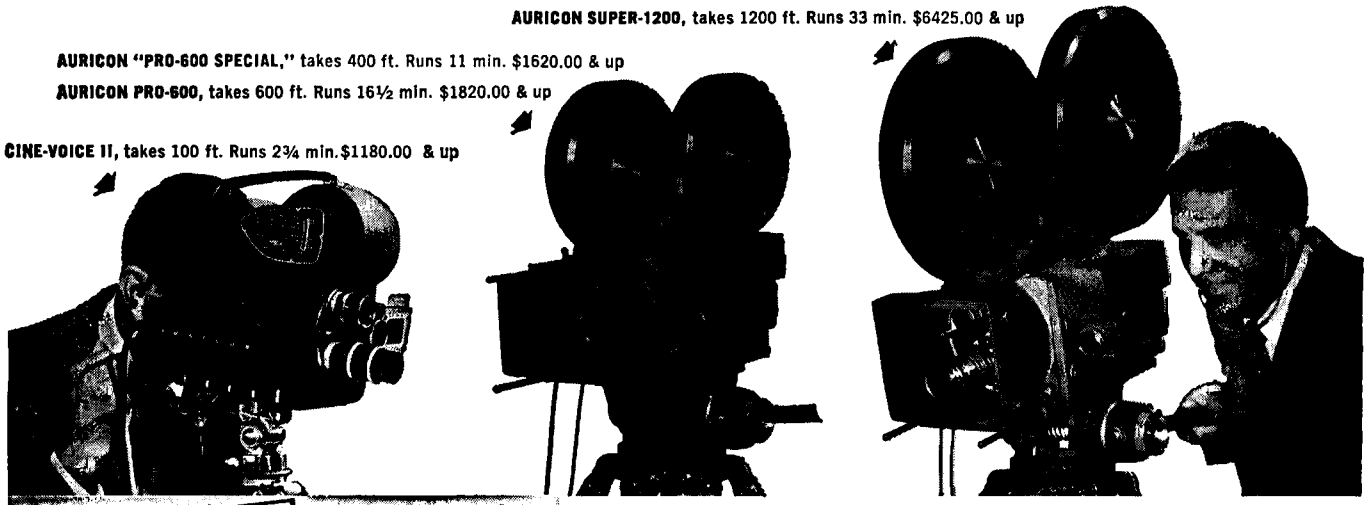

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mercial standards. The historical period covered by the first chapter, Civilization and Metrology, begins around 6500 BC. The booklet contains a great deal of highly condensed historical information in chapters on Measurements in the Middle Ages; Evolution of the Metric System; Measuring Systems in the United States; and Growth of the Metric System. The present activity in the field of measurements is clearly set forth in the chapters on The New International System of Units; Organizations in the Field of Measuring Systems; United States National Bureau of Standards; Organizations for Industrial and Commercial Standards and Status of Commercial and Industrial Standards. A Bibliography is included.

"To Improve Learning" is a report to the President and Congress of the United States by the Commission on Instructional Technology of the Committee on Education and Labor of the House of Representatives. The report includes the Commission's discussion of and recommendations for the establishment of a National Institute of Education along with a number of affiliated institutes, one of which was the National Institute of Instructional Technology. Copies of the report are available for 50 cents from the Superintendent of Documents, Government Printing Office, Washington, DC 20402.

McGraw-Hill Book Co. in cooperation with United Computing Systems have announced a time-saving system to provide professionals with a system for the quick retrieval of solutions to everyday technical problems. Such data are now accessible through a computer keyboard linked to telephones in offices throughout the United States. Using the keyboard, professionals from all fields can obtain almost instantaneous solutions to applied problems by utilizing the data (such as equations, tables, formulae, etc.) given in a book. A typical set of six to ten equations would require approximately an hour to solve and check manually; an error in calculation would involve additional time. Using this new system, the engineer finds his solution in less than a minute.

Lightguides — hair-like transparent pipes formed on glass plates — which make possible the manipulation of laser light as though it were a current in an electronic circuit, are being studied at Bell Telephone Laboratories with a view toward interconnecting them to form complex optical circuits. It is thought that in the future the lightguides may form important circuits in a laser communications system that could carry TV signals and various types of data. The thin film strips guide laser beams around relatively sharp bends because they behave like tunnels with mirrors for walls. Glass or crystal films must be used to achieve this "mirror" effect because conventional silvered mirrors would dissipate too much laser light. For a laser communications system, optical circuits could be used in a device called a "repeater," periodically spaced along the transmission route. Such a device would "amplify" or regenerate signals carried by a laser beam. The signals — voice, video, data — would probably travel as a series of light pulses.

Edward M. Whiting, Jr., has been appointed Sales Manager of the Professional Motion-Picture Project of Photographic Products Div., 3M Company. He will be responsible for West Coast sales and will headquarter at the 3M branch at 3407 W. 6 St., Los Angeles, CA 90812. He had previously been National Sales Manager for the division's graphic arts products in St. Paul. The professional motion-picture product line consists of a variety of 3M Brand 16mm and 35mm films used for camera, release printing and duplication.

Charles H. Coleman, who is Senior Staff Engineer for the Video Engineering Dept., Video Products Div., Ampex Corp., 401 Broadway, Redwood City, CA 94063, is the recipient of the 1970 Vladimir K. Zworykin Award for his technical achievements in broadcast videotape recording. The Zworykin Award is presented annually by the Institute of Electrical and Electronics Engineers. It will be presented to Mr. Coleman at the National Electronics Conference in Chicago on December 7, 1970, with an accompanying citation noting his "highly significant contributions to the technology of recording monochrome and color television signals." Mr. Coleman has been with Ampex since 1960. Among other activities he has been involved in the development of time-base correcting systems for monochrome and color videotape recorders and the development of high-band color recording.

Gerald Plemmons has been appointed Chief Engineer at KQED-Channel 9, San Francisco's public television station. He has been with KQED since 1963 and has worked in every area of studio and transmitter operations. In 1966, on a two-year leave-of-absence from the station, he served as senior staff engineering consultant to the Voice of Kenya, the government-owned radio and television station in East Africa.

Leslie U. Ostinelli has been appointed to the newly created post of Production Consultant of the Rank Organisation Film Processing Div., Denham, Uxbridge, Middlesex, England. Mr. Ostinelli has worked at major laboratories, including the former Olympic plant (now a part of Rank Film Processing). For the last 14 years he has been a color and technical consultant. In his new post he will work in an advisory capacity with production companies on their film-processing requirements.

Kenneth J. Coleman has been appointed Vice-President and General Sales Manager for Movielab-Hollywood, Inc., it was announced by Robert G. Crane, Vice-President in Charge of Sales for Movielab. Mr. Coleman has been associated with Pathé Laboratories since 1956 and was Vice-President and General Manager of the West Coast facility prior to its acquisition by Movielab.

Alan Gordon Enterprises Inc. will distribute Sony's all-new "second generation" AV series VTR equipment, including the AV-5000, the AV-3600 and the AV-3400.

Southern Film Lab, Inc., has moved to new quarters at 2381 John Glenn Dr., Chamblee, GA 30341. New services will be provided including color internegatives and positive processing and printing and the staff has been increased.

Dr. Richard J. Goldberg and Kenneth C. Cleveland, Jr., have announced the formation of Dymat International Corp. with offices located at 14241 Ventura Blvd., Sherman Oaks, CA 91403. Dymat is engaged in the technology of creating and reproducing images for the national and international photographic industry as well as for the public. Concurrently it was announced that Hollywood Valley Film Laboratories, Inc., of Burbank, CA, was merged into Dymat. Goldberg, Chairman of the Board of Dymat, was formerly Vice-President of Technicolor Corp., and subsequent to that Vice-President of Houston Fearless Corp. Cleveland, President and Chief Executive Officer of Dymat was Vice-President and a Director of Houston Fearless Corp. and was formerly with the Pike Corp. of America and TRW, Inc.

Dymat International will embark immediately in the professional and audio-visual film processing business with the merger of Hollywood Valley Film Labs, Inc. as a wholly owned subsidiary. Vernon G. Frith, who previously owned Hollywood Valley Film, continues to serve as its President. In addition, Mr. Frith has been elected a Vice-President and member of the board of Dymat. Other directors of Dymat are Walter W. Durham, President of UCC Venture Corp.; and Lawrence C. Russell, Partner in Almand, Repenning and Russell. Hollywood Valley Film has been processing 8mm and 16mm color and black-and-white for the past eighteen years.

Hal Brandes has been appointed Manager of Industrial Communications Materials for Computer Image Corp., 268 South Beverly Dr., Beverly Hills, CA 94712. Brandes comes to Computer Image after heading his own firm which specialized in art direction and storyboard design for motion pictures related to industrial practice in data processing and general computer technology. Brandes designed sets for live-action, directed animation and supplied finished art for films. In addition, he directed and produced educational and industrial films, with emphasis on photographic manipulation of computer generated displays, and researched techniques in programing for variable and real-time visual displays.

William Samardak has been appointed Manager of F&B/Ceco Studios of Florida, located at 14901 Northeast 20th Ave., North Miami, FL 33161. He succeeds Harry Foster. The studios are housed in a two-story building available on a rental basis to film and television producers.

Elie C. Katz has been appointed Vice-President in charge of the Videotape Recording Div. of Sonocraft, 115 W. 45 St., New York, NY 10036. He was formerly General Manager of Ricker Information Systems, Inc.

Donal B. Leith has been appointed Chief Engineer for WPHL-TV, United States Communications flagship station in Philadelphia. He has been with the company since 1965 when he was one of a group of engineers involved in getting the station on the air. He succeeds Howard Weissenberg who has accepted a new position with Monroe Griffith Electronics, Inc., a subsidiary of USC. Prior to his association with WPHL-TV, Mr. Leith was with Hallicrafter Company, Chicago.

Stanley Gerendasy has been appointed Director of Engineering for TNT Communications Inc., 62-10 34th Ave., Woodside, NY 11377. He was formerly Acting Director of Israel Television for CBS. In his new post he will supervise and administer the technical activities of the TNT Electronics Div.

H & B Communications Corp., a subsidiary of H & B American Corp. (ASE), has developed a patented electronic device that provides instant and accurate TV program ratings in CATV systems. The device was demonstrated recently to the annual International Congress of the American Marketing Association. The system, currently operational in Santa Maria, CA, can also be equipped with a push-button attachment providing two-way communication between home viewers and a central point with the CATV system. The device can sense the channel setting of any specific TV set within a cable TV system and relay that information to a central computer, and employ a scientifically selected sample to provide precise program ratings.

H. M. Holzberg Associates (HMH), a new sales organization specializing in the marketing and distribution of broadcast, CCTV, CATV and telecommunications equipment will be marketing a complete line of TV cameras, videotape recorders, video switching, video signal processing, video test and communication equipment. Offices serving these communications industries will be located in New York City and New Jersey. The American Data Corp. of Huntsville, AL, and the Electronic Development Corp. of Newport Beach CA, will be associated with HMH.

The national sales office of Technicolor, Inc., Commercial and Educational Division, has moved to new and larger facilities in downtown Chicago to make room for expanding sales activities of Technicolor's 8mm cartridge loading projector line. The new quarters are in Suite 1805, 75 East Wacker Dr., Chicago, IL 60601, with the new phone number (312) 368-0155.

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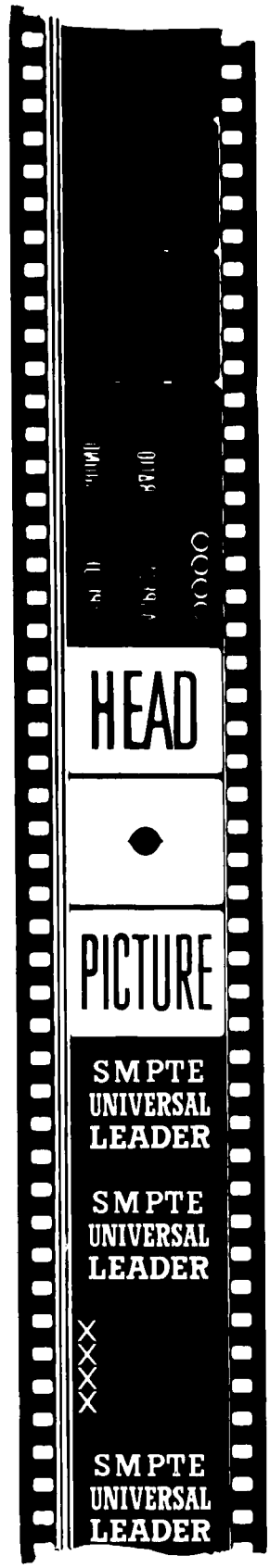


A new Broadcast Systems Division has been created within Commercial Electronic Systems, a major operating unit of RCA Corp., to handle the development and worldwide marketing of radio-TV broadcast equipment, Andrew F. Inglis, Division Vice-President, CES, announced recently. The new organization is headed by Andrew L. Hammerschmidt as Division Vice-President and General Manager. Hammerschmidt has been Division Vice-President, Broadcast Engineering and Product Management, for the past two years. Departments in the Broadest Systems Division are headed by Edwin C. Tracy as Division Vice-President, Broadcast Sales Department, and by Joseph P. Ulasewicz as Division Vice-President, CES International Marketing Department. Mr. Ulasewicz continues his responsibility for all CES products in overseas markets. Mr. Inglis said the decision to raise broadcast equipment activities to Division status was in recognition of the steady growth of RCA's business in this market and an indication of Commercial Electronic Systems plans for continued expansion.

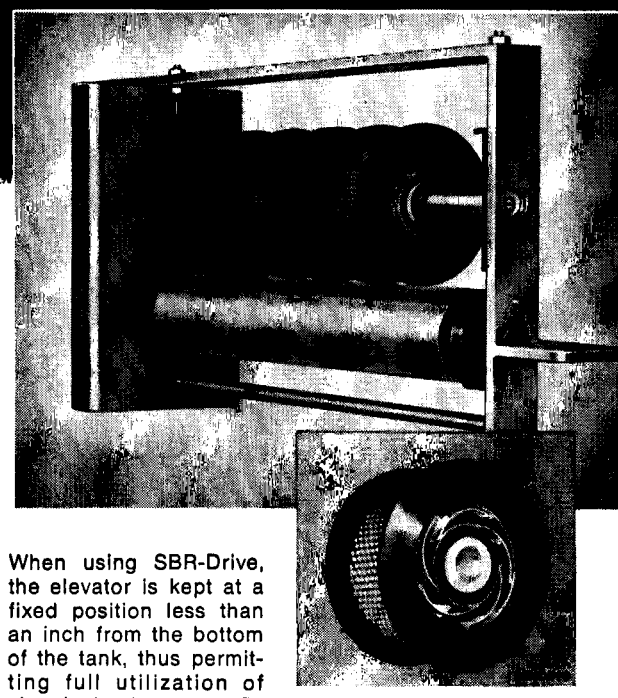
The North Acton Laboratory of Rank Film Processing Ltd., Denham, Uxbridge, Middlesex, England, has added a new sound-recording studio located beside the color processing facilities making it possible to provide comprehensive services from rushes through to show copy and release printing under one roof. The sound studio is equipped with Westrex dubbing and recording facilities. Reproducers and recorders in the transfer suite are capable of handling 35mm, 17.5mm, 16mm and 8mm magnetic and optical tracks and ¼-in tape. The recording studio specializes in narration and translation in any language for overseas documentary, feature and television markets.

Ampex of Canada Ltd. has received an order from the Canadian Broadcasting Corp. to design, manufacture and install a $2.25 million television production and network terminal system. The system will permit the eventual provision of fully automated control and routing of all terminal and network broadcasting functions of CBC's Montreal operations complex. The system will be installed in Place de Radio-Canada Building, now under construction in Montreal, to provide consolidation of CBC program origination and network facilities. The Ampex system will include an audio/video master-control routing switcher and monitoring center, nine Ampex studio vision mixers, two computerized dual-channel network/transmitter operations booths, all synchronizing electronics, test signal facilities, and machine control and assignment equipment.

CBC's new 26-story building, to be completed in 1972, will house the French Network Division and International Service management, administrative, production and technical facilities, presently located separately in Montreal. When completed, the building will serve the CBC's French network operation across Canada and the CBC's International Service, and will be one of the largest single television and radio centers in the world. The system will

NEW REISE PROCESSORS FEATURE

SBR drive!



Now you can change film sizes ...and still maintain uniform tension and constant speed!

Any laboratory that changes film sizes frequently or plans to process multi-perforated film will find the new Treise Processors a dream to operate. They feature a revolutionary new type of demand-drive that assures uniform controllable tension and constant film speed throughout the processor.

The heart of the Treise SBR-Drive is a unique new film roller with a flexible heavy-duty 5-leaf spring insert. The spring bearing rollers (SBR) are mounted on a stationary shaft at the top of each rack and are free to rotate. An overdrive shaft is mounted directly underneath. As film tension increases (or decreases), the SBR contact (or pull away from) the drive shaft. The result is individual strand control! Due to the unusual construction of the Treise spring insert, the distance between the rollers and the drive shaft is so small that the slightest change in film tension creates a response and thus maintains a remarkable degree of equilibrium.

All SBR are equipped with "soft touch tires" that firmly grip the film and smoothly move it along without the slightest scratch or abrasion. Treise processors operate smoother, too, because they feature heavy-duty gear box drive and torque motor take-ups.

When using SBR-Drive, the elevator is kept at a fixed position less than an inch from the bottom of the tank, thus permitting full utilization of chemical solutions. SBR-Drive comes either in individual lift-out racks or as part of a complete unit lifted out by hoist, for quick easy servicing.

SBR-Drive includes an automatic braking system to stop the processor, in the event a film breaks due to some error in handling.

The new Treise SBR-Drive Processors feature stainless steel tanks, with hastelloy or titanium components in ferri bleach areas. Models are available to accommodate any film size from 8mm to 105mm, to handle any kind of process, and to operate at speeds from 30 fpm to 250 fpm.

Bill Smith, Allied Film President, checks over his SBR-Drive.

ALLIED FILM LAB modified a 10-year-old processor with SBR-Drive . . . and now it runs like new!

Join the many leaders, like Allied Film Lab, Foto-Kem, News Film Laboratories, University Microfilm, etc., who are already benefiting from this revolutionary "step forward" in processor design. Write today for complete details about our modification program. Modernize *your* processor with Treise SBR-Drive!

Write for full information about SBR-Drive!

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also permit eventual automated handling and processing of all program material emanating from the seven production and two presentation studios in the building, and from external sources. The sequence of programing, using any combination of VTRs, film chains, live studios and external sources can be eventually operated completely by a computer, which can be programed from any standard computer input device for a particular sequence of program events. Monitor displays will tell the operator technicians what program is being broadcast and the sequence of programs to follow. Last-minute changes in program format may be inserted by means of an electronic alphanumeric keyboard. Complete manual control may be instituted easily and at any time. By wide utilization of digital logic for intersystem communications, control commands, interrogation and synchronization information, the need for thousands of interconnecting wires will be eliminated. In many cases, only two control wires will link a piece of equipment to the central system. Solid-state circuitry and modular electronics will be utilized through the entire system. Video and audio programing equipment presently owned by CBC will be incorporated directly into the system.

National Telesystems Corp., a new company formed to produce and market a new series of video-tape programs for local origination by cable TV systems, has been announced by Dick Clark Enterprises, Hollywood, CA, and International Video Corp., Sunnyvale, CA. The new company will also offer a complete package of services to CATV system owners including workshops on community level teleproductions, selection and installation of studio equipment, and advertising sales, according to Dick Clark, DCE President, and Donald F. Eldridge, IVC President.

Berkey-ColorTran, Inc., has announced the opening of a new sales office at 360 Munster Ave., Toronto, Canada. Gerry Lee, Managing Director, is in charge of the new facility that includes a showroom displaying ColorTran's product line of lighting equipment. Mr. Lee has broad experience encompassing a technical, creative and administrative background in professional lighting for motion pictures, television and still photography.

Arrow Converting Equipment, Inc., has recently moved into its new, enlarged quarters at Law Drive, Fairfield, NJ. Designers and manufacturers of slitter-rewinders, roll stands and coating-laminating equipment for a wide range of applications, Arrow is now housed in a modern machine shop. The new building, over 32,000 ft², more than doubles the capacity of the previous plant. According to B. Mastriani, President, the plant will feature a completely equipped laboratory for evaluation tests. Eight different slitter-rewinder machines will be available for on-the-premises testing. Also included in the permanent demonstration testing equipment will be a fully equipped laboratory for the coating-laminating of all varieties and combinations of web-fed materials.