

Exhibit Directory

Exhibit Hours

Monday, Oct. 5.....	5:00-8:00
Tuesday, Oct. 6.....	12:00-8:00
Wednesday, Oct. 7.....	9:00-3:00
Thursday, Oct. 8.....	10:00-5:00

Admission to the Exhibit will be by Registration Badge or Exhibit Pass. Passes may be purchased for \$2.50 each at the Registration Desk.

Amega Corporation Booth 3 8750 Shirley Ave., Northridge, CA 91324

Exhibiting: Amega's latest State-of-The-Art Solid State Film Recording Equipment consisting of:

1. A multi-channel combination 16/35mm recorder/reproducer with up to 3000 feet of film handling capability. The amplifier features the new Pic-Up Electronics which will enable a producer to back up his system, in sync, and insert any additions or corrections to his pre-recorded material, from a self-sync position, without any discernible clicks, pops or noise introduced on the film. He can also playback from one or more channels and record onto another also in sync.

2. An all new single system sound editor for Mag-Stripe Film. This machine will position an original edge stripe sound track back 28 frames in line with the picture area to enable the deletion of even a single frame along with its associated audio. After splicing, the sound is repositioned to its original 28 frame separation for normal projection. This process is accomplished at double sound speed, eliminating many delays in setting the news on the air. This unit can double as a standard recorder/reproducer when operated in the normal 24 F.P.S. mode by means of its two speed motor. Light weight—under 60 lbs. which means it can go where you go.

Personnel: Morton S. Lazarus, Irving Brodsky.

American Photomec Corp., Subsidiary of Du Art Film Laboratories, Inc. Booths 66, 67 245 West 55th St., New York NY 10019

Anton/Bauer Inc. Booth 45 356 Ely Ave., Norwalk, CT 06854

Exhibiting: Anton/Bauer Crystamatic computer camera control for Arriflex 16S, 16M, 16BL, 35IIC, and Eclair; new shoulder balance kit for the Eclair NPR; Anton/Bauer back magazine system for the Arri 16BL; new servo controlled zoom motors with electronic speed and directional control units built into the camera grip; Anton/Bauer Electronic Shutter Control which will always stop the shutter on any Arriflex in the viewing position.

Personnel: Anton Wilson, George Bauer, Thomas Dorr.

A.V.E. Corporation Booth 59 250 West 54th St., New York, NY 10019

Arriflex Corp. of America Booths 80, 81 25-20 Brooklyn-Queens Expressway West, Woodside, NY 11377

Exhibiting: The Arriflex 16BL with a new Arri Precision Exposure Control. This is a new system of exposure control and information, built into the reflex viewfinder of the 16BL. Additionally, the Arriflex 16BL will be shown as a complete filming system in which major components on display will include: Precision Crystal Controlled Motor cordless sync; Variable Speed Control unit for Universal Motor; new Zoom Motor Control with control center hand-grip and remote control unit for panhead handle mounting; Single System Sound Module and Arri Recording Amplifier; Universal Lens Housing for fixed focal length lenses, etc. Also on display will be the Arriflex 16S/B and Arriflex 16M/B cameras with the latest Bayonet Lock Lens Mounts. Major accessories will include 10-100 Zeiss Vario Sonnar lens, new improved Zoom Motor Drives for 10-100 Vario Sonnar and 12-120 Angenieux zoom lenses; and other items. Also included: Arriflex 35 2C cameras with Bayonet Lock Mount; model 120S Blimp with Conversion Kit for 25-250 Angenieux zoom lens; new Tele-Lens System that includes the 600/800 Tele-Kilar lens kit with 2X Extender. Display will also include model 100 Arri Silver Recovery Plant. This is a high efficiency silver recovery unit capable of recovering up to 10 ounces of silver per hour in motion picture film laboratory operation.

Personnel: Volker Bahnmann, Victor James, Wolfgang Roessel.

Atlantic Audio Visual Booths 57, 58 630 Ninth Ave., New York, NY 10036

Bardwell & McAlister, Inc. Booths 86, 87 12164 Sherman Way, N. Hollywood, CA 91605

Exhibiting: Bardwell & McAlister will introduce the new "Baby 'Quartz' 10kw" with interchangeable 13 and 20 in lens, the latest addition to their lightweight tungsten-halogen lighting line. The new Slim-Set 1000, a smaller set light; the new PAR-MAC PAR 64 holder; the very popular 2000 W SLIMLINE II; the "Clipstrip" system of speedlighting; the BRITE-EYE portable focusing kit; plus both MINI-MACS and the super-intensity CYC LIGHT. Also on display will be the more traditional Fresnel Spotlights, ventilated to use modern tungsten halogen (quartz) lamps. A selection of unique grip equipment will be shown, including outdoor type reflectors.

Personnel: John Murray, Keith Covey, Stewart Martin, Arthur Florman, John Babb, Len Hollander, Dom Notto, Otis Bruce, Ed Burns, Bob Poole, Robert Kaplan.

Bell & Howell Co. Booths 90, 91, 92 7100 N. McCormick Rd., Chicago, IL 60645

The Camera Mart Inc. Booths 74, 75, 76 456 West 55th St., New York, NY 10019

Exhibiting: Dynalens Optical Image Motion Compensation Systems; Audio Engineering Crystamatic Computer Camera Control Systems. The complete line of International Audio Visual projection equipment; Camart-Yoder Cine-Voice (R) Conversion; Cinema Product Development

**Dave Marx shoots
NFL Football games
for NFL Films Inc.
From the sideline.**

**With a 12 to 240 mm
zoom lens. At 24
to 200 frames per
second, mostly 200.
Hand-held? Yes.**

**He uses an Eclair
GV16. NFL Films Inc.
owns 10 of them.**

Dave Marx is the Director of Photography at NFL Films Inc. Each week during the season, NFL Films shoots eight National Football League games. From this footage, two half-hour TV shows are assembled; and they are then aired by syndicated TV stations nationwide as "NFL Game Of The Week" and "NFL Highlights."

At every game there's a GV16 on a tripod, up in the press box. There's also an Eclair NPR. Both cameras are covering the action at normal speed and using different focal lengths on their zoom lenses to give the editors both close-ups and long shots of the same action. What all the editors constantly demand, however, is super slow motion footage. So during crucial plays, the GV16 cameraman shoots at 200 frames per second.

Both cameramen have to know the game in order to anticipate the plays. It's easy to run out of film in the middle of *any* unrehearsed ac-

tion, of course—and at 200 frames per second, you get only 80 seconds shooting from 400 feet of 16mm film! But that's not a problem for NFL Films. Why? Because both the NPR and the GV16 have 400 foot magazines that you can change in less than five seconds. And they accept both core wound film and daylight loading spools.

Dave Marx himself used to be a college football player. He covers a game each week from the sidelines, with a hand-held GV16 shooting mostly at 200 frames per second. Tripods aren't allowed down there, of course; and if they were, he wouldn't use one. As the play moves, so does he—at a run.

When a player throws the ball, Mr. Marx swish-pans to the receiver to see him faking the defense before the ball arrives. Then he

switches from 200 to 24 frames per second for cutaway reaction shots of the players on the bench. Tripod heads just aren't that flexible; but you couldn't cover a whole game hand-held if the camera were either bulky or heavy. The GV16's body and motor weigh six pounds, and can be rested on your shoulder. The lens mounts on the front, the magazine on the back. Balanced. Overall, it's a pretty athletic camera.

For a GV16 brochure, write to Eclair at 7262 Melrose Ave., Los Angeles 90046; or at 73 S. Central Ave., Valley Stream, New York 11580

eclair

CAMERA MAKERS SINCE 1909

See us at Booths 68, 69 and 70, SMPTE New York Conference, Hilton Hotel, October 4-9



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Cine Color

Chemistry

**a superior reversal processing chemistry
for Ektachrome motion picture films.**

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- ER Film, Types 7257 and 7258
- MS Film, Type 7256
- R Print Film, Type 7388
- Reversal Print Film, Type 7386
- And any other Ektachrome films, regardless of size, using the ME-4 process

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Saves mixing time

Assures best working solution uniformity

Has no irritating dust

Is compatible with your present color developer.

Control methods remain the same.

■ **All Cine Color chemical steps are completely compatible with your present replenisher chemistries—no need to dump processor or replenisher tanks.**

■ **Hunt Cine Color Chemistry has been used successfully in all of today's leading machines designed for processing Ektachrome films.**

Hunt Cine Color Chemistry is packaged in the conventional 100 liter size.

The complete processing system includes:

CINE COLOR ■ Prehardener & Replenisher ■ Neutralizer & Replenisher

■ **First Developer ■ First Developer Replenisher ■ Stop Bath & Replenisher**

■ **Color Developer ■ Color Developer Replenisher ■ Bleach & Replenisher**

■ **Fixer & Replenisher ■ Stabilizer & Replenisher**

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PHILIP A. HUNT CHEMICAL CORPORATION

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Co.'s new Model J-4 Zoom Control; Camart Add-a-Plate Unit; Camart Editing Tables and Bins; Berkey-Colortran Lighting Equipment; Leopold Products; Sennheiser Wireless, Condenser, and Dynamic Microphones.

Personnel: Samuel "Chick" Hyman, Shelly Brown, Herbert Browning, Leo Rosenberg.

Cine 60, Inc. Booth 5
630 9th Ave., New York, NY 10036

Exhibiting: A number of exclusive Cine 60 products for the professional filmmaker including our well-known Power Belts, the LW Blimp for Arri 35, a complete line of zoom motor drives, the Universal Shoulder Pod now also available for Eclair NPR, the Uni-Pack power supply, the new Cine 60 rubber sun shade for Ang. zoom lenses, the Snap-lok quick mounting device, prime lens housing for Arri 16BL, the New Cine 60 Vacu-Platform and the car door camera mount.

Personnel: Paul Wildum, Robert Kabo, Joan Kabo, Michael Hess, Carl Schietinger, Grace Newman.

Clean Air Inc. Booth 60
124 Hebron Ave., Glastonbury, CT 06003

Eclair Corporation of America Booths 68, 69, 70
7262 Melrose Ave., Los Angeles, CA 90046

Exhibiting: Eclair NPR silent 16mm camera; Eclair CM-3 16/35mm camera; Eclair GV-16 pin registered high-speed camera.

Personnel: Jeanne Balara, E. Falkenberg, J. Friedman, Robert Allen, Ken Nelson.

F&B/CECO Inc. Booths 84, 85
315 W. 43rd St., New York, NY 10036

Exhibiting: F&B/CECO Cinesync Camera Conversion, with TV reticle and short finder modification, Vicon Electric Zoom Motor Drives, F&B/CECO Pro Jr. tripods and accessories, F&B/CECO all metal tripod and accessories, F&B/CECO Editing Table and Film Trim Bin, Mitchell BNC with new SPR Reflex Pellicle Conversion, New 12-volt 4AH and 7AH Battery Packs.

Personnel: Arthur Florman, John Babb, Lenny Hollander, Dom Notto, Robert Kaplan, Otis Bruce, Ed Burns, Bob Poole, Stew Martin.

Filmline Corp. Booths 52, 53, 54
Milford, CT 06460

General Electric Co. Booth 49
(Visual Communication Products Department)
Electronics Park, Syracuse, NY 13201

Exhibiting: TE-201 Live Color Television Camera Operating Demonstration. Camera weighs 40 lbs., meets all EIA and FCC broadcast standards, is operable by non-technical personnel.

Personnel: Harry E. Smith, Chester J. Syp, Lewis F. Page, George F. Eustis, Walter A. Halbig, George S. Tillman.

General Electric Lamp Division Booth 48
Nela Park, Cleveland, OH 44112

Exhibiting: The complete line of Quartzline (tungsten-halogen) and incandescent lamps for motion-picture and television production.

Personnel: C. S. Bramley, R. D. Churchill, C.N. Clark, B.D. Price.

General Enterprises, Inc. Booth 4
10518 Detrick Ave., Kensington, MD 20759

Exhibiting: The Steenbeck ST 6000 16/35mm 1 plate combination editing table offers quick, simple threading, optical compensator, 8 x 10 brilliant picture, extremely quiet operation, excellent sound reproductions, three synchronizing points, sync adjustment during film motion, highspeed switching, accurate brake within one frame and modular construction of sound and drive system. Also available with Techniscope feature.

Personnel: William A. Engstler, Milton R. Schoch.

Gotham Audio Corp. Booth 39
2 West 46th St., New York, NY 10036

Hazeltine Corporation Booths 108, 109
59-25 Little Neck Parkway, Little Neck, NY 11362

Exhibiting: The Model 200H Solid-State Color Film Analyzer featuring simultaneous timing of 16mm A & B rolls. Fully color-corrected film is viewed in a 180 sq. in. color display which has switchable color temperature balance for incandescent or arc balance. The Analyzer provides direct reading timing information for additive and/or subtractive printers. Standard features include negative, intermediate negative, master-positive, reversal and black and white film timing in 16mm, 35mm and 35-32mm formats.

Personnel: A. Arbeeny, S. Nardella, J. Connors.

Hollywood Film Co. Booths 82, 83
956 Seward St., Hollywood, CA 90038

Exhibiting: HFC Modular Design Panel Printer, HFC Reduction Printer 16 to Super 8, HFC Solvent Cleaner, Processing Splicers and Film Handling Equipment.

Personnel: Ben Teitelbaum, Harry Whitmore, Murray Teitelbaum, Henry Stemke.

KEM Electronic Mechanic Corp. Booths 40, 41
630 Ninth Ave., New York, NY 10036

Exhibiting: The KEM Universal 8-plate Editing Table, a fully modular system, for 16mm and 35mm, multi-picture and multi-track transport. The KEM Rapid 6-plate Editing Table, a compact, portable and economically priced machine available in 16mm or 35mm, with interchangeable sound 16/35 mm.

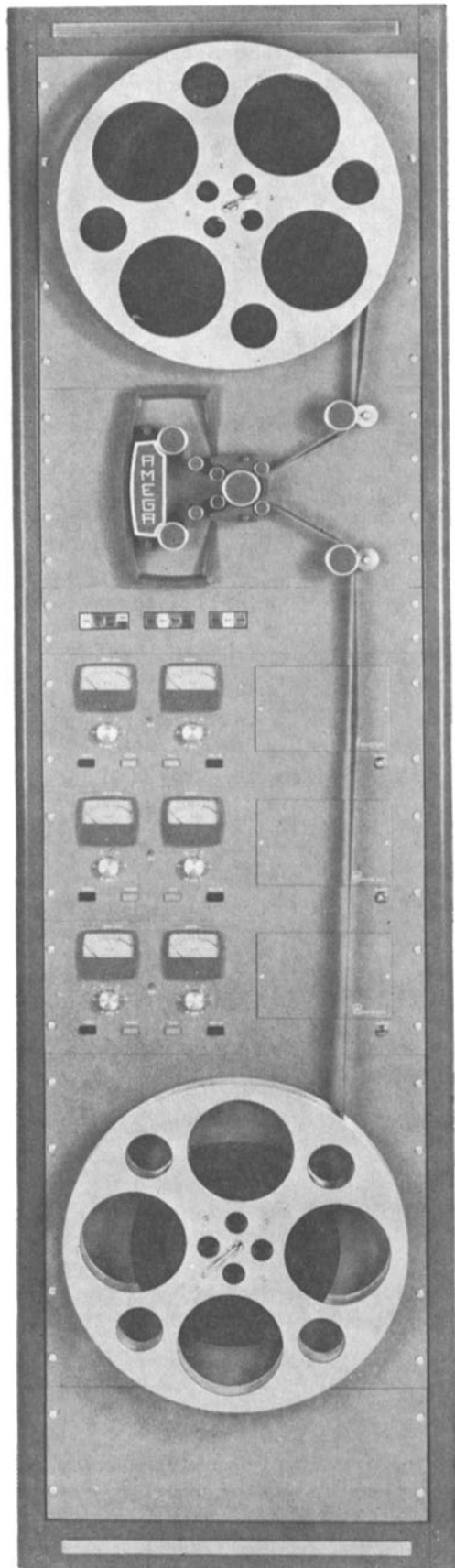
Personnel: Robert Rowen, Peter Weibel.

Lowel-Light Booth 97
421 W. 59th St., New York, NY 10019

Macbeth Corp., Div. of Kollmorgen Corp. Booth 72
Box 950, Newburgh, NY 12550

Exhibiting: Our newest densitometers, both reflection and transmission types, including a new portable reflection unit. We will also display transparency illuminators designed to the new 5000K Standard. A new TV Monitor Calibrator will be shown for the first time. The latest color analyzer with its new improved probe will also be featured.

Personnel: Thomas Smith, Brown Ferguson, Frank Cicha, Frederick McCurdy, Edward Campanella, Harry Bruning, William Blowers, Boris Monaroff.



3 Channel 35MM Pic-Up Master Recorder

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AND
ENGINEERING!**

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**The forgettable equipment
because it's engineered
that way.**

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See you at Booth 3 at the SMPTE Show.



**For immediate information contact
Irv Brodsky at (213) 987-3456**

AMEGA CORPORATION, 8750 SHIRLEY AVENUE
NORTHRIDGE, CALIFORNIA 91324

Magnasync/Moviola Corporation Booths 77, 78, 79
5539 Riverton Ave., No. Hollywood, CA 91601

Exhibiting: Editing Equipment: First showing of Moviola's years ahead 16mm Console Editor, featuring large bright picture screen, straight line threading, electronic digital display counter, modern solid state sound system, high speed and rapid rewind capabilities, and many other advanced features.

Moviola 16 mm Editing Machine & Library Reader, New Model 50 Viewer & SSm Amplifier.

Recording Equipment:

1. Solid state recorders and reproducers interlocked with a distributor and control panel.
2. A quarter inch tape to sprocketed film Transfer System.
3. A portable, single case Record/Reproducer for 16mm magnetic film.
4. Solid state custom Mixing Console.
5. Solid state Displacement Recorder.

Personnel: Ted J. Diamond, Walter Mills, George Kendall.

Mastereel Industries, Inc. Booth 61
25 Home Street, White Plains, NY 10606

Exhibiting: Mastereel Split Reel, 35 mm; Mastereel Split Reel, 16mm; Mastereel Plastic Film Case, 16 mm.

Personnel: Robert Gross, Allyn Stearns, Ruth Gross.

Memorex Corp. Booths 121, 122
1180 Shulman Ave., Santa Clara CA 95052

3M Company Booth 8
3M Center, St. Paul, MN 55101

Exhibiting: The full line of 3M brand professional motion picture products with an emphasis on the introduction of 3M Color Positive Release Print Film. The 3M booth will include a sound-on slide presentation on the new color film plus information on the complete line of motion picture films for the professional industry.

Personnel: J. Lupo, Jr., N. Whiting, K. Wulliman, C. Christian, V. Meier, M. Kasun, K. Waterman, Dr. L. Franchi, L. Thermus.

Mole-Richardson Co. Booths 50, 51
937 North Sycamore Ave., Hollywood, CA 90038

Exhibiting: New: Lightweight Aluminum family of Fresnel Solarspots; 750 watt Baby, 2000 watt Junior, 5000 watt Senior, 10,000 watt Tener and Tener Big Eye; Lightweight Aluminum Baby Brute Molaro; Molequartz Molette 1000 watt Bare Bulb Fixture; 14" Molequartz 500-750-1000 watt Fixed Focus Scoop, 14" Molequartz 500-750-1000 watt Focusing Scoop; 18" Molequartz 1000-1500-2000 watt Fixed Focus Scoop, 18" Molequartz 1000-1500-2000 watt Focusing Scoop; Molepac Litewate Pedestal; Lightweight Aluminum 10,000 watt Baby Tener Solarspot; Lightweight Aluminum 5000 watt Baby Senior Solarspot; 1000 watt Molequartz Nooklite. Also Molequartz family of Teenie Mole, Mickey Mole and Mighty Mole. Molequartz Cyc Strips, Multi Circuit—one light to twelve light, plus the Quartz Super Softlites, Quartz Broads, Fay Lights for Daylight Booster and a complete line of accessories, Special Effects and grip equipment.

Personnel: Howard R. Bell.

Motion Picture Enterprises, Inc. Booth 1
Tarrytown, NY 10591

Nagra Magnetic Recorders, Inc. Booth 7
19 West 44th St., New York, NY 10036

Exhibiting: Nagra IV and accessories, the new Nagra SN Pocket size recorder and the new Nagra radio bloop equipment.

Personnel: Ronald R. Cogswell, Robert E. Buescher, Ron Topham, Jerry Ozment.

National Cine Equipment, Inc. Booth 2
37 West 65th St., New York, NY 10023

Neptune Corporation Booth 38
35 W. 35th St., New York, NY 10036

Exhibiting: Atlas Film Editing Machine; Atlas Film Editing Equipment; Neptune 35mm Action Viewer; Neptune 16mm Projector Double System Conversion; Magnetic Drive Fluid Circulation Pumps; Neptune 16mm Projector Xenon Conversion; Neptune Projector Light Intensity Controllers.

Personnel: Sheldon Kaplan, Anton Weber, Eileen Hartman, Agnes Weber.

Optical Radiation Corp. Booth 71
2626 South Peck Rd., Monrovia, CA 91016

Optronics Technology, Inc. Booth 96
118 West 29th St., New York, NY 10001

Paillard Inc. Booth 73
1900 Lower Road, Linden, NJ 07036

Exhibiting: BOLEX 16 PRO Camera: a 400 ft camera for silent or sound filming with fully automatic threading, power zooming, power focusing, automatic exposure control; BOLEX MULTIMATIC: a super 8 cartridge projector with automatic changing of cartridge and rewinding of film during projection; BOLEX H-16 cameras, lenses and accessories for professional 16mm filming; BOLEX 160: a super 8 Macrozoom Camera with power zooming.

Personnel: Dan Devaney, Fred Onderka, Joe Vasata, Ernst Wildi.

Pako Corporation Booth 95
6300 Olson Memorial Highway, Minneapolis, MN 55440

Plastic Reel Corporation of America Booths 123, 124
640 South Commercial Ave., Carlstadt, NJ 07072

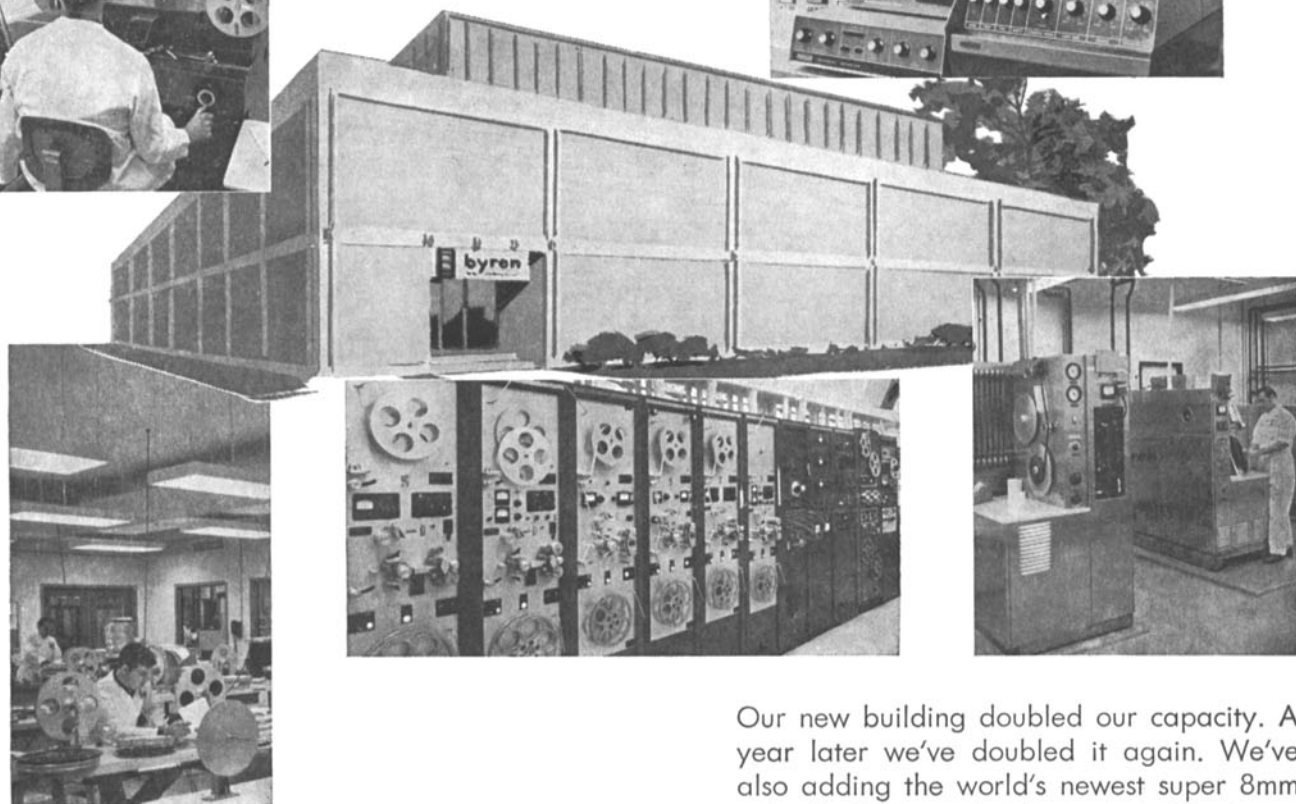
Exhibiting: 16, 8, Super 8mm Film Cans; 16mm Shipping Cases; 16 & 8mm Film Cans; Rollers; Bushings; Bearings; Reel Paks; Video Tape Reels; Video Tape Shipping Cases.

Personnel: Walter Elterman, M. Blutter, A. Braverman, A. Etro, V. Carabello, T. Campagna, B. Bradford, R. Phillips, Miss J. Sandow.

Precision Laboratories Booth 93
Division of Precision Cine Equipment Corp.,
894 East 51st St., Brooklyn, NY 11203

Exhibiting: Film editing laboratory equipment: Precision

If your lab isn't changing for the better, why not change to a better lab.



Our new building doubled our capacity. A year later we've doubled it again. We've also adding the world's newest super 8mm color facilities, and video tape to film transfers to our existing 16mm and 35mm Color Correct facilities. Constant change keeps us constantly better.

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Sound Readers; Precision "UNITIZED" Synchronizers; Precision Film Editors; Precision 16mm Viewers and components; Precision Film Slitters; PRECISION LOOP ELEVATORS; special components for printers and processing machines will be on display.

Personnel: Irwin R. Sheldon, Philip S. Sheldon.

Producers Service Corp. Booth 42
1200 Grand Central Ave., Glendale, CA 91201

Exhibiting: Manufacturing complete line of Acme Optical Printers. New items include OTT Liquid Gate for Acme Optical Printers being manufactured under license from Eastman Kodak Co.; "Focatron" focusing device and Spectra/Photometer for use with Acme Optical Printers provides complete focusing ease and color balance control. Printers include all formate, reduction and contact. Additive lamp house for sale or lease.

Personnel: John Olsson, Sales Manager, Jack Hall, President.

Sony Corp. of America Booth 13
47-47 Van Dam St., L. I. City, NY 11101

SOS Photo Cine Optics, Inc. Booths 88, 89
40 Kero Road, Carlstadt, NJ 07072

Exhibiting: SOS/Takita Reduction Printers; SOS/Takita Continuous Printers; SOS/Takita Rewinds; SOS/Tokiwa 35 Portable Pros; SOS/Tokiwa 35 Preview Pros; SOS Prevost Editing Table; Telanima Hot Press; SOS Viewers.

Personnel: Irv Pivovar, Mike Sloun, Bill Allen, Jesus Acosta, Lou D'Alessio, Charles Swain, Jr., Elaine Millian.

Sylvania Lighting Products Booths 43, 44
100 Endicott St., Danvers, MA 01923

Tele-Cine Inc. Booth 110
294 East Shore Drive, Massapequa, NY 11258

Exhibiting: Schneider System, 11.2 to 1 TV Zoom Lens; Schneider Vidicon/Plumbicon Zoom Lenses; Sondor Magnetic Film Recorder/Reproducer; Tele-Tec Video Tape Editing Programmers; Tele-Slate Countdowns.

Personnel: Frank Beemish, Don Collins.

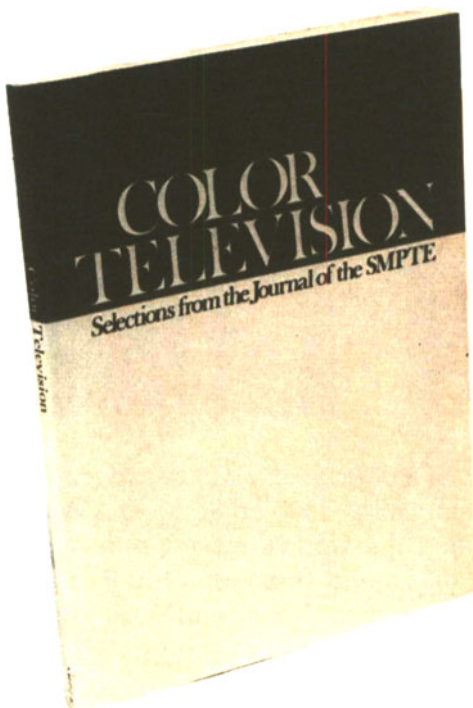
Universal Projector Co. Booth 9
Box 2309, Toluca Lake Station, N. Hollywood, CA 91602

Exhibiting: The PT-35, a fully portable 35mm projection system. Features the Simplex "XL" head, separate picture and track systems, solid state electronics throughout. One motor handles both forward and reverse for precision bidirectional film control. This unit plugs into a 110 volt 50/60 cycle outlet with only take-up assembly required. Ventilation and cooling requirements are standard equipment. Both magnetic and optical configuration are at the same sync point. Specifications: height, 24 in; width, 12½ in; length, 25½ in; weight, 135 lbs.

Personnel: Charles Ajar, Sally B. Ajar.

Wide Range Electronics Booth 47
2119 Schuetz Rd., St. Louis, MO 63141

Yardney Electric Corp. Booth 94
82 Mechanic St., Pawcatuck, CT 02891



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Here, in one convenient volume, is a collection of *Journal* papers covering fundamental aspects of color-television technology. Emphasis has been given to papers covering important principles and concepts which change relatively slowly, if at all, compared to the rapid evolution of technical equipment. The book is of use as both a tutorial and a reference volume.

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