

T. F. O'Laughlin and J. A. Semmelmayr, all of Eastman Kodak. Mr. Maruoka and Mr. O'Laughlin discussed Kodak's new Ektachrome super-8 films and the new Autoprocessor. Mr. Semmelmayr presented a three-screen multimedia film, *How Business Looks Today*, showing how modern audiovisual techniques can strengthen and improve communications.—Joseph A. Semmelmayr, *Secretary-Treasurer*, (Eastman Kodak Co.), 3250 Van Ness Ave., San Francisco, CA 94119.

TORONTO, Sept. 16—The meeting was held at the Ryerson Polytechnical Institute with an attendance of 62. The speakers were Michael Barlow of Canadian Broadcasting Corp. and Kenneth Lisk of Eastman Kodak Co. Mr. Barlow presented a paper on "Computer Controlled Switching in Small Television Stations." He outlined the CBC experience in automatic switching which led them to try computer control to achieve increased flexibility and to lower capital cost. The paper described the installations in Vancouver and Moncton.

Mr. Lisk presented a paper on "Color Television Film Recording From a Shadow Mask Tube." He described the problems

encountered in developing this method and discussed the solutions. He described the equipment and also the standardization procedure. He also presented films, including 8mm, to demonstrate the quality that could be achieved by use of this method.

Formal versions of both these papers were published in the *Journal* for October 1971.

A lively discussion followed presentation of the papers. The meeting was preceded by a social hour.—Alexander R. MacGregor, *Secretary-Treasurer*, (Ontario Dept. of Education), 1670 Bayview Ave. (Willowdale), Toronto 17, Ont., Canada.

NASHVILLE, Sept. 23—The meeting was held at the Nashville State Technical Institute. Eighteen members and guests attended. Members of the faculty and staff of the Nashville State Technical Institute presented a program outlining the school's role in preparing the technicians and engineers of tomorrow. The program included demonstrations in the fields of electronics, physics and data processing. One of the highlights of the meeting was the opportunity for members of the audience to challenge a computer to a football game.

Bill Moore and Duane Muir, both of

Nashville State Technical Institute, gave brief talks on the history and objectives of the school.—John F. Swanson, *Secretary-Treasurer*, (WLAC-TV), 2601 Lincoya Dr., Nashville, TN 37214.

HOLLYWOOD, Sept. 28—The meeting was held at CBS Studio Center with an attendance of 180 members. The speaker was Kenneth I. Taylor, Technical Director of CMX Systems, Sunnyvale, Calif., who presented a paper on "Random Access Editing System." He described the sophistication of the CMX Computer Edit and the system's assembler portion which is designed to interface and control highband video recorders. He explained that it provides the ability to study action bidirectionally in still-frame mode and at variable speeds. He also explained how random access to program material is possible by use of a newly developed video disc pack recorder which operates under computer control. Following the presentation the audience was given the opportunity to examine the CMX Editor. A dinner was given preceding the meeting at Sportsman's Lodge in Studio City.—William J. Wade, *Secretary-Treasurer*, (Universal City Studios), 12946 Valleyheart Dr., Studio City, CA 91604.



books reviewed

American Film Institute Catalog: Feature Films 1921/30

Kenneth W. Munden, Executive Ed. Published (1971) by R. R. Bowker Co., 1180 Ave. of the Americas, New York, NY 10036. 1653 pp. 11½ by 8½ in. Price \$55.00.

The first of a projected 19-volume series listing all U.S. feature film, short subject and newsreel productions from 1893 through 1970, this is an impressive start in a national filmographic survey undertaken by the American Film Institute. Every film produced in this country for theatrical exhibition since the beginning of filmmaking will eventually be recorded and described. This initial tome is labeled "F2," since it will in time be preceded by volume F1 (Feature Films 1911-1920) and by Volume A, dealing with the 1893-1911 period.

The present volume comes in two sections. The first, 936 pp. long, lists alphabetically 6,606 features produced in the U.S. during the 20's. Extensive data include names of producer and distributor, release date, physical description (e.g. "Sd (Photophone); b&w. 35mm, 8 reels, 6,687 ft"), full production and cast credits, literary source, a description of contents running an average of 150 words, song and

dance numbers in musicals, and finally a key to the film's subject matter as indexed in the 2nd section.

The 2nd section, 717 pp. long, contains indexes of credits and subjects, cross-referenced to the 1st section. It lists alphabetically all personal, institutional or corporate names from section one, followed by the relevant film. It identifies literary or dramatic sources by author's name, and lists subjects in alphabetic order (e.g. Abduction, Chicago, Lunatics and Self-Sacrifice).

The catalog has been in preparation for a long time and the outcome indicates that the intensive planning was highly worthwhile. The book is produced by computerized optical-scanning devices and printed on good-quality stock that insures a long library-shelf life. Its preeminent value to scholars is that it makes readily available a basic reference source of unequaled scope, accuracy and convenience, scanning the whole body of U.S. theatrical film production. All-encompassing in its coverage, it is scrupulously and expertly researched, and presented in a manner that makes its use simple, rewarding and enjoyable.

It will take about 10 years to publish all 19 volumes of the series. The next issue, scheduled for early 1972, will deal with the 1961-70 period. While invaluable to scholars in the field, this set is indispensable to all libraries, whether they be concerned only with film or interested in the broader aspects of American society.—George L. George, *Directors Guild of America*, 110 W. 57 St., New York, NY 10019.

The Study of the Impact of Research and Utilization Media for Educational Purposes — Final Report: Overview

By Robert Filep and Wilbur Schramm. Published (1970) by the Institute for Edu-

cational Development, 999 N. Sepulveda Blvd., El Segundo, CA 90245. 68 + vi pp. + 44 pp. of Appendix. Diagrams. 5½ by 8½ in. Paperbound. Price \$2.25.

The value of this publication is indicated in one way or another by its label of "Final Report." The goal of the National Defense Education Act, Title VII 1958-1968, is set forth and the administration of the funds allotted and the administration of the other provisions of the Act are described. The National Defense Education Act was made a law on September 2, 1958. Its purpose was to "encourage research and experimentation in the more effective utilization of television, radio, motion pictures and related media" (including by later amendment, printed and published materials). In the 10 years it was in existence more than \$40 million was spent on some 600 grants and contracts.

In this book there may be little that is new for those generally acquainted with the Defense Education Act, although the scope and nature of the projects may be a revelation to many readers.

Many of the persons cited in the book as having been involved in the passage of the Act by presenting their testimony before the House Committee on Education have spoken at Conferences of the Society or are authors of papers published in the *Journal*. Among these distinguished names are those of Charles H. Percy, Morris B. Mitchell and C. Ray Carpenter (all mentioned on p. 11).

The tabulations beginning on p. A-1, listing the projects and locations of the contractors, the officials responsible, the years of the contracts and the amounts spent in thousands of dollars are of detailed interest—*Edit*.

The Optical Industry & Systems Directory Published (1970) by the Optical Publish-

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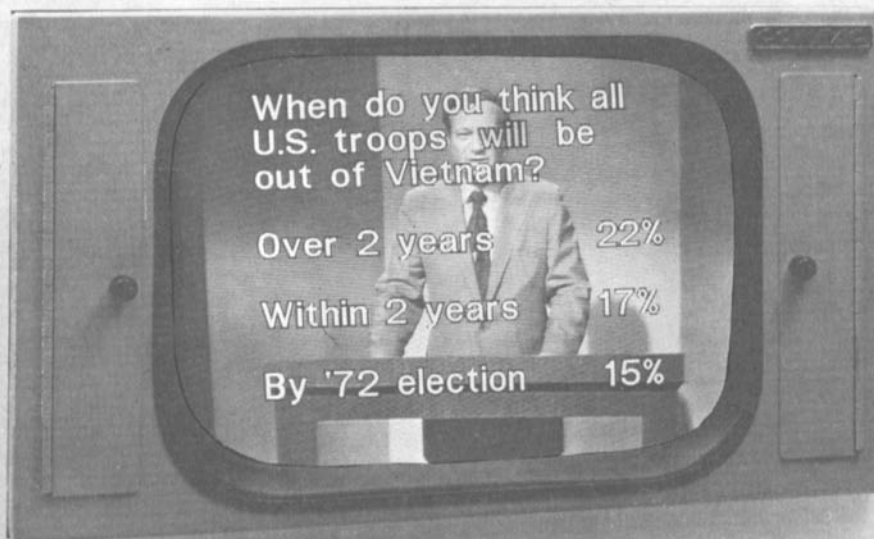
- A choice of type fonts and sizes
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- A unique type font (CBS NEWS 36) that is graphically superior to any being used today
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- color
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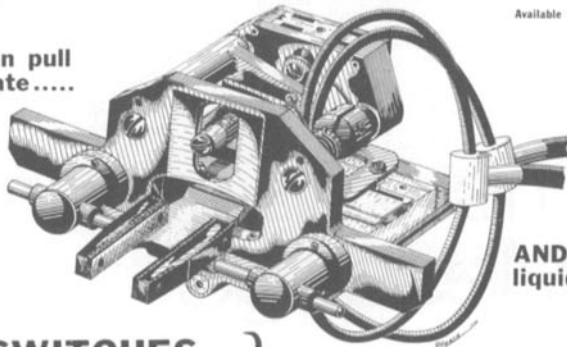
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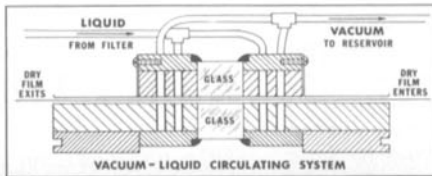
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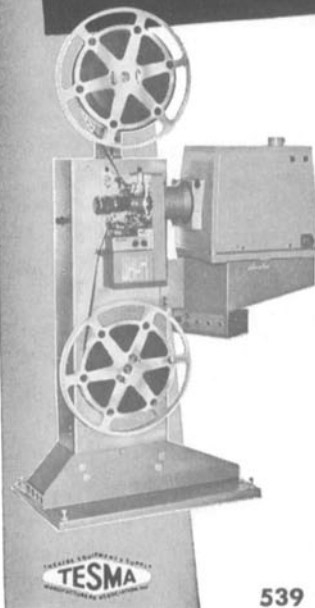
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ing Co., Inc., Seven North Street 232, Pittsfield, MA 01201. 552 pp. 8½ by 11 in. Paperbound. Price \$19.50.

The 17th Edition of the *Optical Industry Directory* is the only existing publication which covers the field of optical instrumentation and systems design and fabrication.

The 552 pages of directory list hundreds of American as well as foreign manufacturers and suppliers who deal with modern optical design. For the convenience of the user the directory is designed for optimum use and speed of reference. Regardless of what information is required it is designed to respond quickly by categorizing the data into basic sections.

The Optical Products and Services Sections list manufacturers, suppliers, and designers in over 600 categories. The Systems Section lists manufacturers and suppliers in over 100 categories covering specific basic types of systems. The Editorial Sections contain not only a large number of cross references but also a comprehensive listing of some 700 items of product literature. Domestic and foreign manufacturers and suppliers are listed both alphabetically and geographically as well as by countries. A Table of Stock Lenses listed according to the manufacturer covers available lenses for photographic, projection and optical instrumentation.

The Directory can be highly recommended and should be a must in a reference library, whether that of a designer, engineer, physics student contemplating a career in optics or the organization officer who needs to have an accurate quantitative measure of his market.—A. E. A.

Television's Classic Commercials: The Golden Years 1948-1958

By Lincoln Diamant, Published (1971) by Hastings House Publishers, Inc., 10 E. 40 St., New York, NY 10016. 305 + xiii pp. Illus. 6½ by 9 in. Price \$14.50.

In 1969 expenditures for TV advertising in the United States totalled close to \$3 billion (\$2,812,865,500 according to Appendix B in this informative book). The three top advertisers (over \$100 million each) were Proctor & Gamble, General Foods Corp. and Colgate-Palmolive Co.

These impressive figures must mean *something* and author Diamant sets out to give us some clues to the significance of the TV commercial in practically everybody's daily life. He describes the book as "... perhaps some kind of funny Valentine to the outpourings of a gigantic industry that did not even exist 25 years ago." (Mr. Diamant has been extremely active in the worlds of TV broadcasting and advertising. From 1955 to 1969 he was a TV commercial production executive for various well-known advertising agencies; while with Ogilvy and Mather he produced the Shell Platformate campaign.)

In this book he examines 69 TV commercials produced between 1948 and 1958 that were cited as "classics" by judges of American Television Commercial Festivals. Each of the 69 commercials is illustrated and transcribed in analytic script form, and accompanied by a nostalgic and witty critique by the author. Mr. Diamant undoubtedly enjoys TV commercials —



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You buy your ticket, step aboard and sometime during the flight, whether you are hungry or not, an air hostess places a plastic tray full of food in front of you. This is everyday life in the seventies, the speed and convenience age.

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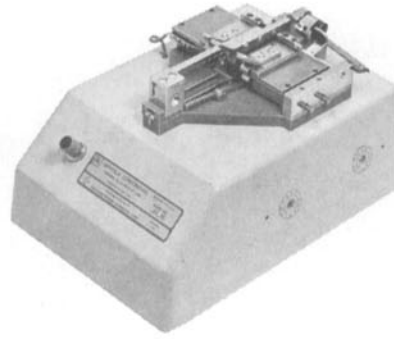
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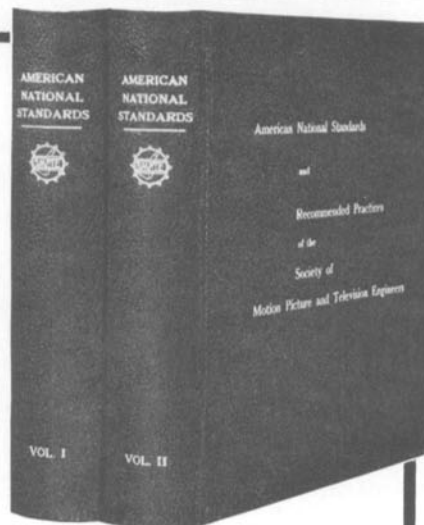
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making them, looking at them and remembering them; even a reader who hates TV and loathes commercials could enjoy the author's wry comments. For example, "... Colgate's Ajax and its 'white tornado' concept — which sold 35 million bottles in five months and of course left America cleaner (and probably more polluted) than ever."

The author's Introduction to the book begins with the statement: "There seems no question now that something is very wrong with our society. Materialist infection was always with America; but it is no accident that it started festering in the years immediately after World War II, when television took hold of home after home and — almost without exception, like a narcotic — mind after mind, sliding us nightly into a flickering era of national schizophrenia."

One would expect a book that starts out that way to launch somewhere into a grim diatribe against the commercialism of TV commercials or at least present an "in depth" approach to the ills of our times and their relation to the "idiot box." On the contrary, each of the 69 commercials seems to the reader funny and charming and rather endearing, even though the author does not shy away from making some bitter little comments. For example, "... the American cigarette developed an entirely new and charming personality . . . and all the successful campaigns helped bring a great number of viewers a little closer to lung cancer."

This would seem to be an example of hating the sin and loving the sinner (the amusing TV commercials).

The author describes (in a chapter on Development of the American Television Commercial) the step-by-step process of producing a commercial, discussing such matters as color, storyboards and scripts, typography and titles ("Keep all titling well within the safety perimeter of the SMPTE standard"), cost estimates and animation, videotape and other technical topics.

This is a book that has a little something for everyone and it is well worth reading. — *Edit.*

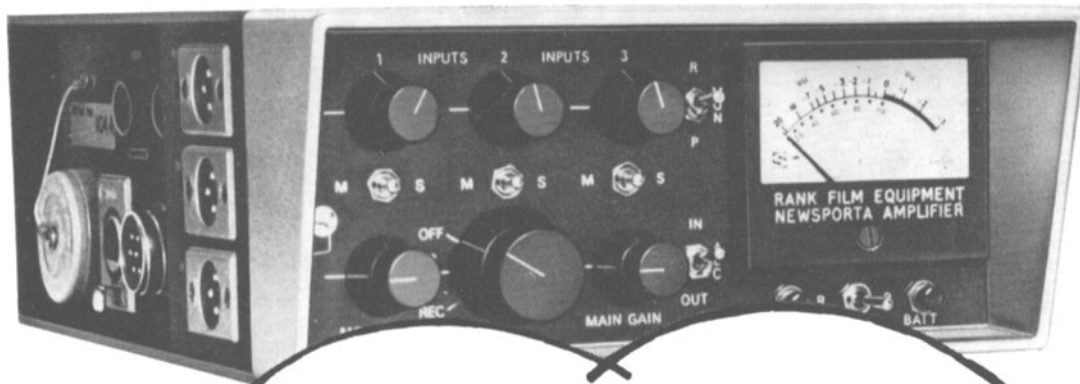
Electronic Circuit Design Handbook (4th ed.)

By the Editors of *EEE Magazine*. Published (1971) by Tab Books, Blue Ridge Summit, PA 17214. 416 pp. Illus. Diagrams. 8½ by 11 in. Price \$17.95.

The second edition of *Electronic Circuit Design Handbook* was reviewed by Waldemar J. Poch in the March 1970 issue of the *Journal*. There is little to add to Mr. Poch's evaluation — "The book is particularly good in its wide range of pulse and timing circuits . . . the principal merit of the book is undoubtedly its use as a source of ideas for the inveterate experimenter."

The second edition presented 472 different electronic circuits in 19 circuit categories. The fourth edition presents 650 circuit designs in 19 categories. It contains more than 750 schematic diagrams, waveforms and illustrations which present all component values and other data. — *Edit.*

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