

**Lewis S. Goodfriend** has resigned as President of L. S. Goodfriend & Associates Div. of Enviro-Engineers, Inc., a Zurn Industries, Inc., subsidiary, to open an office as consultant in acoustical engineering. The new firm, known as Lewis S. Goodfriend, P.E., Consulting Engineers in Acoustics, 140 Morris St., P.O. Box 2167, Morristown, NJ 07960, offers consulting engineering services in all areas of acoustics. It specializes, particularly, in environmental noise including community, airport and traffic evaluation, industrial noise control, product quieting, auditorium acoustics, building noise control and office landscape acoustics.

Mr. Goodfriend was Vice-President, Noise Quality Management of Zurn Environmental Engineers during 1969 and 1970. Before then he had been head of his own acoustical engineering firm for 16 years. He has also been Editor of three audio and noise-control publications, the latest being a five-year term as Editor of *Sound and Vibration*. He is co-author of the book, *Acoustics for the Architect*, and is presently working on a book on noise pollution.

**Neal McLain** has been elected President and Charles Whitcomb has been elected Vice-President of the newly formed Mediatech, 824 Busse Highway, Park Ridge, IL 60068. The new firm specializes in videotape-to-film transfers via the new Tele-dyne CTR-2 color telefilm recorder. The Board Chairman is Stuart McLain, President of Nuclear Management, Inc. Neal McLain was Chief Instructional Media Systems Engineer at Northeastern Illinois State University and Charles Whitcomb was engineer for WTTW Recording Services, Chicago Educational Television Assn.

**The Bajus-Jones Film Corp.**, 4640 W. 77 St., Minneapolis, MN 55435, has announced two new personnel appointments and the acquisition of equipment to give it in-house facilities for producing an animated film from concept to final print. Jim Engstrom has joined the company as Vice-President for Sales and Account Supervision and Tom Olson is Camera Director. Both men were formerly with Studio One, Inc., Minneapolis. Bajus-Jones was founded in 1970 by Don Bajus, President, and Mike Jones, Vice-President. The expanded staff and the addition of an Oxberry Aerial Image Animation Stand make it possible for the studio to provide complete in-house service from concept and character formation to technical optics, the announcement stated. The studio serves a national and Canadian market as well as the Midwest.

**Rupert F. Goodspeed**, Division Manager of the Fernseh Div. of Robert Bosch Corp., Broadview, Ill., has announced two new appointments to the post of Service Manager for the Fernseh Div. Robert Bass has been appointed Eastern Service Manager, with headquarters at the Eastern Regional Office of Robert Bosch Corp., 111 Crossways Park West, Woodbury, L.I., N.Y. He was formerly Director of Training for Philips Broadcast Equipment Corp.

G. Ray Walker, Jr., has been appointed Western Service Manager for the Fernseh Div. with headquarters in Fernseh's Los Angeles office at 12530 Beatrice St. He was formerly Field Engineer for Philips Broadcast Equipment Corp.

**Milton Forman**, 708 N. Alpine Dr., Beverly Hills, CA 90210, a consultant to the motion-picture industry, has returned from a four-week tour of Europe where he engaged in a broad range of discussions with leaders in the motion-picture industry in Europe. One of the main subjects of discussion was the possibility of adapting computerization techniques for professional motion-picture production and possible post-production application with special attention given to the problems of creativity and the economics involved.

**Frank Giovanelli** has been appointed General Manager of the Bebell, Inc., Motion Picture Lab Div., 416 W. 45 St., New York, NY 10036. He was formerly Quality Control Manager at DeLuxe General in New York. In his new post he will direct all phases of laboratory operation including timing, quality control, negative preparation, printing, developing and finishing. Mr. Giovanelli entered the motion-picture laboratory industry by working at Canaima, his father's laboratory in Caracas, Venezuela.

**J. Karl Justin** has been appointed Vice-President of Administration of the New York Office of John Carl Warnecke and Associates, Architects and Planners, 745 Fifth Ave., New York, NY 10022.

## Biographical Notes



**Hans Chr. Wohlrab**

In our Industry there is a tendency for names to become closely identified with processes, techniques, or equipment, e.g., Mitchell with cameras, Oxberry with animation, Van Leuven with processors. One could fairly ascribe such an association between Hans-Cristoph Wohlrab and color additive printing.

Dr. Wohlrab's work and interests, from the time he attended the University of Leipzig, have been with virtually all the disciplines encompassed by our Society. In his undergraduate days he worked on Television. His dissertation for the degree of Doctor of Philosophy was on photographic recording of sound and it anticipated MTF. He developed stereophonic sound on film in the mid 30s.

During what many of us know as "the war," Dr. Wohlrab worked in the German Air Force, first on the development of cameras, lenses, films and laboratory equipment; later during the war, he worked on radar, infrared devices and proximity fuses. He produced training films, and was associated with Werner Von Braun at Pennemunde. After the war and up to 1956, Dr. Wohlrab worked with Klang Film in Berlin as head of the recording equipment department. He had been associated with Klang Film before the war.

From 1956 to 1968 "Doc" was Director of Engineering of the Professional and Instrument Division of Bell & Howell. It was at

this time that the Model "C" Automatic Additive Color Printer was developed and became the printer in laboratories throughout the world. In recognition of these efforts, in 1963 Dr. Wohlrab received an Oscar from the Academy of Motion Picture Arts and Sciences.

In 1968 Dr. Wohlrab joined Hollywood Film Co. as Director of Engineering. At that time Hollywood Film became engaged in the production of continuous contact printers, a program made feasible by the tremendous backlog of experience and knowledge of Dr. Wohlrab. Programs were also initiated then to culminate in an excellent super-8 magnetic sound transfer system, a manual additive light system, processing equipment, modifications of the continuous reduction printer which enable printing of dual strand super 8 (1-3) and, very interestingly, quad 8. Other significant contributions are in areas having to do with projection, slitters and loop cabinets, as well as improvements in the electronic logic circuitry associated with automatic printer control.

Dr. Wohlrab's scope, talents, experience, efforts and achievements are unique in many respects. His career encompasses early television, sound on film, radar, rocket guidance, stereophonic sound, and that work which we best know him for — automatic additive printing.

As a further measure of his catholic talents, there are his linguistic abilities — English, German, French and Italian. He has given papers in and has been published in all four languages.

If one were to prepare a bibliography of publications and articles it would probably take more space than this biographical note. Some of the organizations before which he has presented papers which, subsequently, have been published include the SMPTE, ATIC, MIFED, UNIATEC, BKSTS and AFITEC.

Dr. Wohlrab has lectured at several universities on various aspects of film.

His activities with the SMPTE have included work as a Governor, Manager of the Chicago Section, as a member of Engineering Committees, and as a catalyst in international relations with foreign cinematic societies. In partial recognition of these efforts, Dr. Wohlrab was made a Fellow of the SMPTE in 1959.



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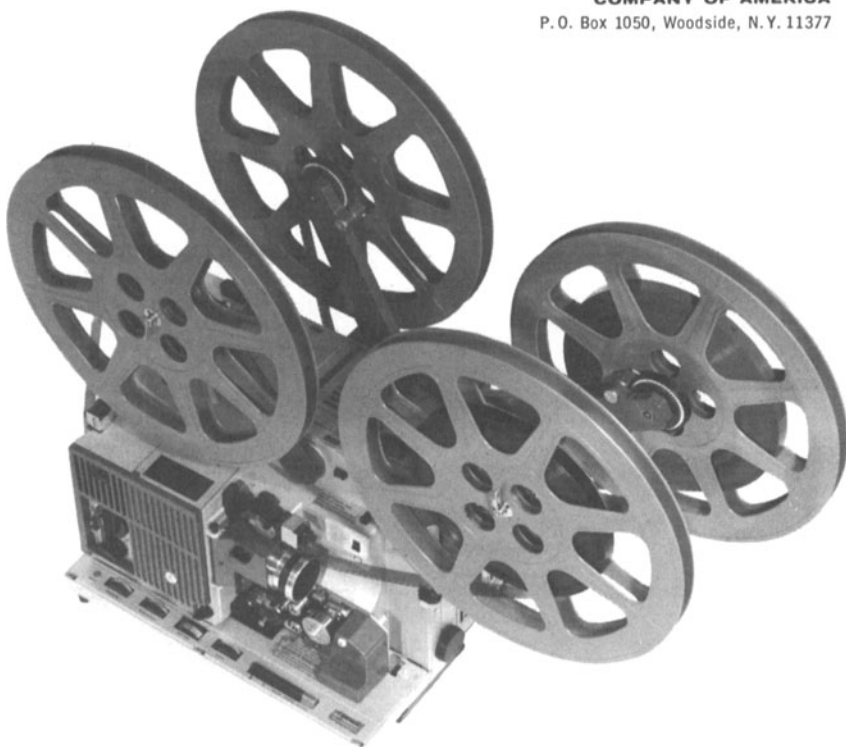
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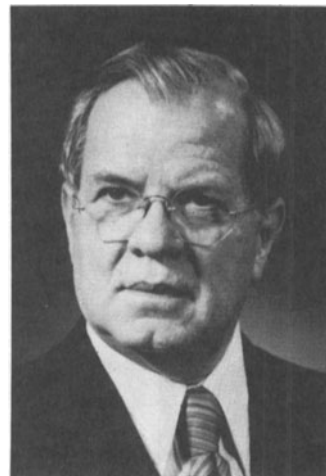
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Although Dr. Wohrab has now retired from Hollywood Film Co., he will continue to be associated with the firm on a consultative basis. He now resides in Berlin at Zeltinger Str. 68, Frohnau (1 Berlin 28). He has already become involved with International Standards, and with UNIA-TEC. For those able to get to Photokina in Cologne, Dr. Wohrab will be manning the booth for HFC, inimitably, in English, French, German and Italian.—*R. D. Whitmore, Jr.*, Technical Director, Hollywood Film Co., 956 North Seward St., Hollywood, CA 90038.



**Robert L. Shoemaker**

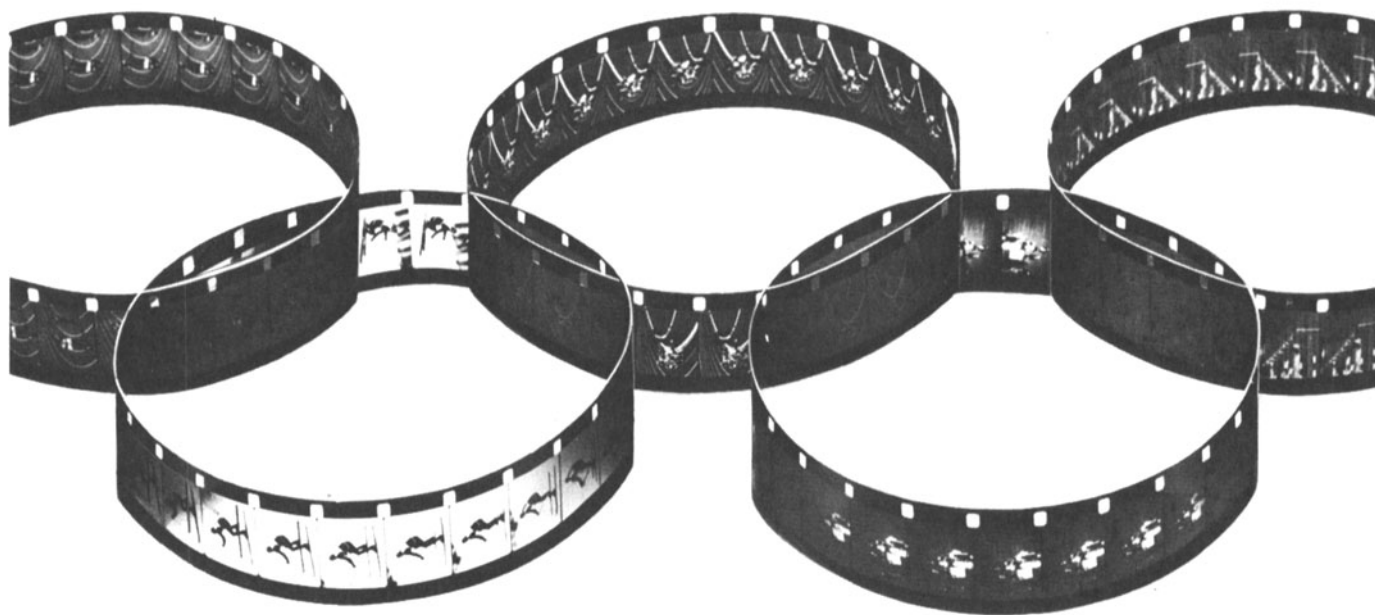
Robert L. Shoemaker completed his 25th year in the audio-visual field on May 31, 1972. He is presently the owner and President of Avaco, a supplier of audio-visual equipments and manufacturers' representative for LaBelle Industries and other manufacturers of audio-visual equipments.

Mr. Shoemaker was graduated from the University of Illinois in 1930 with the B.A. degree. Following graduation he operated a refrigeration and radio business in West Palm Beach, Fla. During World War II he was Communication Officer for Commander Submarine Force Pacific Fleet Administration Office and in 1943 he was assigned to set up and operate the Navy's Radar Bombing School at (then) Cape Canaveral. His rank was that of Lieutenant Commander.

He worked in aviation electronics until 1947 when he entered the audio-visual field. He is well known for his contribution to stereo sound and for his leadership in the growth of the sound-slidefilm (sound filmstrip) medium. In 1947 and for some years thereafter he was associated with DuKane Corp. where he developed a stereo recorder.

In 1947, Mr. Shoemaker introduced sound filmstrip to the religious field at the International Conference on Religious Education. In 1955, he produced one of the first sound filmstrips for education, called *The Student Participation Films*. He developed two-track stereo sound; based on that development he originated and installed some of the first learning laboratories.

He was Division Manager for DuKane Corp. and he was also associated with the Charles Beseler Co. He was Vice-President



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and one of the owners of the Double Sixteen Film Production Co. and he introduced the Micromatic, Salesmate and Courier sound slidefilm projectors.

He was one of the founders of the National Institute for Audio-Visual Selling (now called the NAVA Institute for Professional Development) and for many years he was a member of the faculty. He was also a member of the Board of Directors of the Audio-Visual Institute for Effective Communication and a member of the Board of Directors of the National Audio-Visual Assn. and Chairman of its Advisory Committee. He was the founder of the National Slidefilm Contest, now a part of the American Film Festival and for many years he was a member of the Executive Committee of the Dept. of Audio-Visual

and Broadcast Education of the National Council of Churches. He was appointed Official Advisor to the Board of Directors of the Dept. of Audio-Visual Instruction of the National Education Assn. (now the AECT) during the year that it organized its first convention.

He joined the Society in 1965. He is also a member of the Audio Engineering Soc., Sales Executive Club, American Soc. of Training and Development, Assn. of Educational Communications and Technology, and the Aircraft Owners and Pilots Assn.

In looking back over his 25 years in the audio-visual field, Mr. Shoemaker noted the changes that have taken place. "With the addition of the rechargeable battery," he said, "the sound filmstrip can be successfully operated simply by dropping a

package in a hole and pressing a button. We have finally arrived at the reality of the claim made by some manufacturers 25 years ago — "Even a child can use it." He explained that, in the early days, "the medium was seldom used for individual viewers and was used hesitatingly even for groups because of the inconveniences of pulling shades, shutting off lights, setting up the projector and other equipments, etc. At present a salesman can walk in a 'prospect's' door with an attache case containing a desktop projector in his hand and proceed to set it in operation on his prospect's desk without saying a word or further ado."

Mr. Shoemaker presently conducts business from a mobile showroom that contains a fully equipped office and living quarters, with radio-telephone to keep him in contact with his customers. His address is P.O. Box 45, Winnetka, IL 60093.



**Benjamin Olevsky**

Benjamin Olevsky retired in February 1972 as Chief Projectionist of Radio City Music Hall, a post he had held since 1956. He had been a member of the theater's staff since 1943. He started as a projectionist in 1928 and he says that he has "enjoyed it most of the time." Before becoming a full-fledged projectionist he was a "reel boy" for three years. Of his work in Radio City Music Hall, he said, "I have been most fortunate in working for and with some of the most wonderful people in the industry." That his feeling for his co-workers is reciprocated is evident from the comment of James F. Gould, President and Managing Director of Radio City Music Hall, on the occasion of Mr. Olevsky's retirement: "Ben Olevsky has made an inestimable contribution to Radio City Music Hall throughout the years. Under his guidance and through his meticulous running of our projection booth, he and his associates have seen to it that the picture on our screen has been as close to perfection as it is possible to be."

Mr. Olevsky's work at Radio City Music Hall was unusually demanding due to the nature of the presentations and the requirements for special effects. He found especially interesting the use of projection in conjunction with live action on the stage.

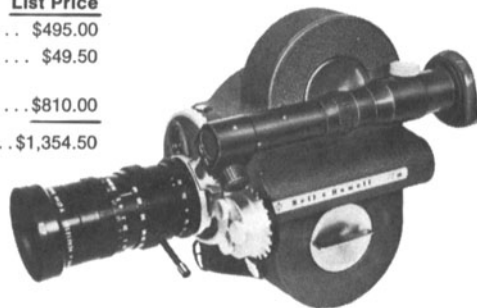
He has been a member of the Society since 1956. He now resides at 3713 Coolidge Ave., Los Angeles, CA 90066.

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