

sync at low cost. A new line of dc camera motors designed for wireless crystal sync sound filming. Used with the Universal Crystal Sync Motor Control, they provide extremely accurate speed control with reserve power for rugged applications — plus variable speed at the flip of a switch. Out of sync beep on blimped model. Available now are high precision motors for Mitchell BNC, R35, NC & Standard, Eclair CM-3, Auricon, and Arri 35. The Universal Crystal Sync Motor Control which provides wireless sound filming to most camera owners at reasonable cost.

Personnel: Courtney Hafela, Blandine Hafela, Grove Hafela

Eastman Kodak Co. Booths 20, 21, 22
343 State St., Rochester, NY 14650

Exhibiting: Supermatic 60 sound projector, Super 8 Printing Methods, Super 8 and 16mm Television Projectors, Kodak Video-film Express.

Personnel: D. B. Adams, C. G. Arnold, L. J. Baker, A. D. Bruno, E. J. Burns, W. E. Gillette, D. F. Godfrey, R. G. Hufford, K. M. Mason, T. R. McMurtry, E. M. Murphy, J. L. Robertson, Jr., R. T. Ryan, J. R. Sullivan, J. M. Waner, R. Westfall, C. F. Wilkinson, R. J. Wulf

Eclair Corp. of America Booths 58, 59
7262 Melrose Ave., Los Angeles, CA 90046

Exhibiting: Eclair professional motion picture cameras with instant changing magazines. The new light-weight ACL 16mm camera which has revolutionized the motion picture industry. The new Super 16 NPR camera modified to Super 16 at a ratio 1: 1.66 for feature production. CM3 16/35mm and techniscope camera in blimp and blimp housing for 20-120mm Angenieux lens. GV-16 high speed and instrumentation camera with speeds from 0 to 200 frames/s.

Personnel: Sam Getzoff, Leo Lukowsky, Eric Falkenberg, Robert Allen, George Zorzoli

F&B/Ceco Industries, Inc. Booths 89, 90, 91
7051 Santa Monica Blvd., Hollywood, CA 90038

Exhibiting: SOS Takita continuous printer; SOS Takita reduction printer; SOS Takita editing equipment; SOS Tokiwa 35mm projection systems; SOS Provost projection systems; SOS Provost editing equipment; Guillotine tape splicers; professional junior camera support equipment; F & B Ceco camera conversion, Bardwell & McAlister Lighting Equipment.

Personnel: Arthur Florman, Carl Porcello, Phil Dewald, Frank Blaha, Alan Bigford, Bert Carlson, Carl Burleson, Bob Allen, Chuck Stivers, Ed Leontides, Walter Drucker

Filmkraft Services Booth 44
6850 Lexington Ave., Suite 217, Hollywood, CA 90038

Exhibiting: Filmkraft editorial products designed for use by 16mm filmmakers. All models of the Filmkraft Editor, Filmkraft Reel Spacers, the Filmkraft Reel Horse, and the Filmkraft Rewind Power Attachment.

Personnel: Walter Soul, Pat Soul, Chris Weber, Gary Weber, David Still, Ken Miura

Frezzolini Electronics Inc. Booth 32
7 Valley St., Hawthorne, NJ 07506

Exhibiting: Magnesium-bodied single-double systems Frezzi-Cordless cameras Model MC-571 and LW-1, light-weight camera side-mounted amplifiers, phase-lock dc crystal motor drive systems for Auricons and SS-III's, new Model B-35 ac crystal inverter belt, Hi-powered Model 2000-DX ac crystal inverter pack, lightweight portable lighting Model 800-NC and assorted dc & ac portable power supplies delivering power requirements for the Arri-S to the Mitchell BNC. Also being shown will be an internal crystal-controlled sync generator for the Nagra III or IV with slating systems for "wire-less" double-system filming.

Personnel: James Frezzolini, James Crawford, Jack Frezzolini, Joan Crawford, Sylvia Frezzolini

Frigidheat Industries Booth 68
P.O. Box 12037, Nashville, TN 37212

Exhibiting: The largest Frigidheat thermal unit we make, Model 120M-25. It is to be equipped, in this case, with a ¾ hp magnetic-driven pump; however, it is available also with a ½ hp seal type pump, both of which are double-discharge and capable of pressures up to 25 lb/in² with flow rates to 40 gals/min. Total recirculated capacity: 400 gals or less of developer, fixer or water. The wiring and built-in safety features are compatible with the NEMA codes as well as those of the City of Los Angeles.

Personnel: J. O. Ewing, Mrs. J. O. Ewing

General Electric Lamp Business Div. Booth 29
Nela Park, Cleveland, OH 44112

Exhibiting: Complete line of Quartzline® tungsten-halogen lamps for motion-picture and television production, including the new "scoop lamp" and Econo-Kleen hard glass halogen lamps.

Personnel: John Brennan, Ken Hilt, Ellis Davis, Jerry Kirkpatrick

General Enterprises, Inc. Booth 5
10518 Detrick Ave., Kensington, MD 20795

Exhibiting: Steenbeck Editing Tables: The all new 4 plate 35mm compact editor designed along the lines of our time- and reliability-proven ST 1600 16mm model. Along with compactness and easy portability, it offers simple threading, optical compensator, brilliant picture, extremely quiet operation, excellent sound reproduction, sync points and high-speed switching. The ST 1600 16mm model will also be shown.

Personnel: William A. Engstler, Milton R. Schoch

Alan Gordon Enterprises, Inc Booths 52, 53, 54, 55
1430 N. Cahuenga Blvd., Hollywood, CA 90028

Exhibiting: The brand new CP-16 Single/Double System 16mm Sound Cameras designed especially for TV news and documentary filmmakers; the exciting Crystallok, the new crystal control unit for the Arriflex 16BL; Super Grip, the unique camera mount designed to attach to all curved, irregular and flat surfaces; the newly-styled Gordon/Bell Camera Helmets with built-in power supply; the Mini-Cam 16 for those hard-to-get angles; Arriflex Single-Frame Drive Systems; Director's Zoom Finder; new AGE lightweight Fishpole Mike Boom; Academy Award-winning Dynalens System; AGE Star Filters; Auricon Crystal Modification; 12,000-watt Alternator that mounts under auto hood and provides power to operate two 50 amp Colortran Maxi Brutes; a full line of AGE Scene Slates and many other items of interest to the professional filmmaker.

Personnel: Grant Loucks, Bill Sutphin, Ted Lane, Fred Yates, Bob Kotula, Bob Kuhagen, Jim Martin

Gryphon Corp. Booth 84
101 E. Santa Anita Ave., Burbank, CA 91502

Exhibiting: A new governor-controlled Automatic Film Rewind featuring high performance, dependable operation and an exceptional degree of safety to make it suitable for negative uses. An editing type splicer for polyester base films now available in a 70mm size as well as 35/16mm combination. Other Gryphon products including Servo Rewinds, Tape Splicers, Scratch detectors, Film Rollers and Air Squeegees.

Personnel: Harlan Baumbach, Mel Jones

GTE Sylvania Inc. Booth 49
100 Endicott St., Danvers, MA 01923

Exhibiting: GTE Sylvania will be exhibiting lamps designed for film and television set lighting. Prime emphasis will be on the complete family of Tungsten-Halogen lamps designed to replace the large old incandescent types. The wattages available range from 200 to 10,000.

Personnel: Jim Davis, Tom Holland

Guillotine Splicer Corp. Booths 40, 41
45 Urban Ave., Westbury, NY 11729

Hazeltine Corp. Booths 11, 12
Cuba Hill Rd., Greenlawn, NY 11740

Exhibiting: A solid-state color film analyzer and accessory items.
Personnel: A. Arbeeny

Karl Heitz, Inc. Booth 87
979 Third Ave., New York, NY 10022

Hervic Corp./Cinema Beaulieu Booth 26
14225 Ventura Blvd., Sherman Oaks, CA 91403

Exhibiting: Beaulieu News 16 single/double system sound camera; Beaulieu R16B(PZ) 16mm camera; Beaulieu 4008CM2 super 8 camera with 6-66mm Beaulieu-Optivaron zoom lens. Uher 1200 neo-pilot sync tape recorder; Uher compact stereo cassette model 124 tape recorder; Heurtier ST42 stereo sound super 8 projector; Heurtier P6-24B dual "8mm and super 8" silent/sound projector; Heurtier ST42 Xenon stereo projector; Hervic/Zeus and Hervic/Zenith projection screens; Hervic tripod; Hervic/Minette S-5 super 8 and Hervic/Minette 16mm viewer-editors.

Personnel: Otto Herskovic, Milton Gould, Irving Higdon, Cary Clayton

Hollywood Film Co. Booths 81, 82, 83
956 Seward St., Hollywood, CA 90038

Exhibiting: Laboratory and film handling equipment.

Personnel: Ben Teitelbaum, Harry Teitelbaum, Ralph D. Whitmore, Jr., Henry Stemke, Warren Strang, Lillian Kaye, Murray Teitelbaum

Image Devices Inc. Booths 62, 63
811 Northwest 111 St., Miami, FL 33168

Exhibiting: Jensen Electronics equipment including: new radio slate; new 550 crystal time sync generator (for all recorders); 505 Multisync for BL; 504 crystal motor for Arri St and M; crystal motor conversion for Eclair NPR CIBLO motor, with digital variable speed readout. IDI Crystal Verifier; a field unit to compare recorder and camera crystal frequencies.

Personnel: David Haylock, Will Williams, Janet Vaingat

Instrumentation Marketing Corp. Booth 46
820 S. Mariposa St., Burbank, CA 91506

Exhibiting: The new Photo-Sonics High Speed Intermittent Pin Registered Camera for documentary and sports photography. This camera is a continuous reflex unit, using Arri lenses, that operates between 24 and 500 frames/s. It is extremely suitable for hand holding or tripod mounting. In addition to this, we will have on display Automatic Exposure Controls, Rechargeable Battery Supplies and Vanguard Film Motion Analyzers.

Personnel: Louis F. Meyer, R. D. Freeborg

International Audio Visual Booths 66, 67
119 Blanchard St., Seattle, WA 98121

Exhibiting: 16/35mm combination xenon projector manufactured by Toshiba. Features rapid change from 16mm to 35mm or vice versa; wired for remote control and changeover; 2000 watt horizontal xenon lamp. Portable 16mm xenon projector with 300 watt xenon lamp. 16mm CCTV with remote control.

Personnel: Bob Gaskins, Arthur Dyck

J&R Film Co. Booth 56
905 No. Cole Ave., Hollywood, CA 90038

Exhibiting: Film editing equipment, including rewinds, synchronizers, splicers, editing benches, racks, and other accessories. We will also show supplies such as splicing tape and leaders.

Personnel: Joe Paskal, Jerry Friedman, Jim Frank

KEM Electronic Mechanic Corp. Booths 30, 31
225 Park Ave. So., New York, NY 10003

Exhibiting: The KEM Universal 6/8-Plate Editing Table, a complete, truly modular system for 16mm and 35mm, multi-picture and multi-track transport. The KEM Junior 4-Plate Editing Table, a highly portable, low cost table using the same Modules as the rest of the KEM system. The High-Speed 2-Plate Search Table, for use with any KEM Picture Module. Modules: Picture Modules: Super 8, 16mm, Super 16, 35mm, 35mm Full Aperture, 35mm Panavision format, 35mm Techniscope format. Sound Modules: Super 8, 16mm Edge track, 16mm Center track, 16 Center/Edge track/Stereo, 35mm, 35mm 3-track, 35mm 4-track. Composite Sound Modules: 16mm Optical/Magnetic, 35mm Optical.

Personnel: Ulrich Fritzler, Robert Rowen, Michael Mangu, Peter Weibel

Lafayette Instrument Co. Booth 64
Box 1279, Lafayette, IN 47902

Exhibiting: Our complete line of stop-motion projectors, both in 16mm silent and sound as well as in super 8. These projectors are also available in synchronization with TV equipment. Also shown will be our line of stop-motion, single frame and multiple frame 16mm and super 8mm cameras and drives.

Personnel: Max Wastl, Bob Pritchard

L-W Photo, Inc. Booth 78
15451 Cabrito Rd., Van Nuys, CA 91406

Exhibiting: Stop-motion analytical projectors; Athena television film chain projectors.

Personnel: Murray Cunningham, Bob Lawrence

Lowel-Light Photo Engineering Booth 42
421 W. 54th St., New York, NY 10019

Exhibiting: Lowel Tota-System, a new sophisticated portable lighting and control system; Lowel Softlight and Variflector II; Lowel Quartz "D" System; Lowel Link System; Lowel-Light System.

Personnel: Marvin Seligman, Roy Low

Magnasync/Moviola Corp. Booths 17, 18, 19
5539 Riverton Ave., No. Hollywood, CA 91601

J. A. Maurer, Inc. Booths 79, 80
33-14 47th Ave., Long Island City, NY 11101

Exhibiting: 16mm hand-held professional camera; original Maurer 16mm studio camera; 16mm optical sound recording equipment; 16mm gun camera with novel features similar to those used by NASA; 70mm reconnaissance camera; a small portable monobath B&W processor.

Personnel: Edwin J. Neff, Roger Lee, Irving Brand, Frank Kelly

Mitchell Camera Corp. Booth 92
666 W. Harvard St., Glendale, CA 91204

Exhibiting: (1) The all new Mitchell Mark III 35mm hand-held camera with rotary mirror reflex viewing, 400- and 1000-ft coaxial magazine, crystal regulated variable speed motor, 50 & 60 Hz sound sync signal, scene start marker in film gate and out of sync light in viewing system plus several other built-in features. Weighs 23 lbs less lens. Use any lens mounted for Mitchell S35R Camera. (2) The new Mitchell 205R Compact 35mm silent rotary mirror reflex studio camera. Has 205° adjustable shutter, ultra modern design, weighs only 96 lbs with 50mm lens, matte box, 1000-ft magazine and the new Mitchell Crystal regulated motor. Combination anamorphic and spherical viewing system and many other new features. (3) The new Mitchell Sportster 164, specially designed for dual speed sports photog-

raphy. Two-speed frame rate selector and 2-position preselected *f* stop, automatic iris drive allows rapid, accurate speed changes from normal to high speed and back to normal speed by switches located in the hand grip. Ultra short view tube on 6 x 12.5 Angenieux zoom lens places camera weight in balance on user's shoulder. (4) Also miscellaneous accessory items and lenses.
Personnel: James W. Johnson, John Greenslade, James Wharry, Ken Boss, George Gregory

Mole-Richardson Co. Booths 8, 9, 10
 937 N. Sycamore Ave., Hollywood, CA 90038

Exhibiting: New 2,000-W Molequartz Molelipso Pattern light; New Foco Spot for the Mini-Mole, Midget, Baby-Baby and Baby Junior Solarspots. Focusable Quartz—Teenie-Mole, Mickey-Mole. Molequartz Solarspots—Baby-Baby, Baby Junior, Baby Senior, and Baby Tener. Molequartz Molefays—1-2-4-6-9-and-12 light. Molequartz Molepars—1, 6 and 9 light. Molequartz Softlites—750, 1,000, 2,000, 4,000, and 8,000-W. New Folding Crank-Up Litewate Stand. New Litewate Senior Stand, Low and Sky-Hi. Molequartz Scoops—both 14-in and 18-in Focusable and Fixed Focus. New Century Stands—Low and Medium, and a new Folding Medium Roller Century Stand. 225-A Baby Brute. 27 Kits—Lighting Kits—Accessory Kits—Stand Kits and Car Kits. 72 Adapters and Hangers for every conceivable mounting and hanging job. New Five-in-One Molesnoots for all Solarspots. Special Effects—Fog, Windmachine, Cobweb Spinner and Windhowler. Cyc Strips for backings.

Personnel: Howard R. Bell, Larry Mole Parker, Dennis V. Parker, Michael C. Parker

Nagra Magnetic Recorders, Inc. Booth 25
 19 W. 44th St., New York, NY 10036

Exhibiting: Nagra sync stereo recorder; Nagra sync (mini-1 lb. 1 oz.) recorder.

Personnel: Loren L. Ryder, Ronald R. Cogswell, Leon D. Seiznick, Robert J. Leonard, Neal Stone, Harry Howard, James Skitt, Leo Chaloukian

Newsfilm Lab Inc. Parking Lot
 516 N. Larchmont Blvd., Los Angeles, CA 90004

Exhibiting: Completely equipped color motion picture processing laboratory. The Jamieson Mark IV Ektachrome Processor is housed in a 23-ft fully air conditioned van. The mobile lab is self contained with its own generator system. There is room for 16mm printing facilities and sound transfer. The mobile lab has replenisher storage and mixing capability for the ME-4 & ECO-3 processes. Portable editing and production facilities are also on board. The unit is completely self contained, for small amounts of film. For larger volumes of film the only requirement is for outside cold water and a drain.

Personnel: J. Lampert Levy, Dick Schiller, Jim Crawley

O'Connor Engineering Labs Inc. Booth 72
 3490 E. Foothill, Pasadena, CA 91107

Optical Coating Laboratory, Inc. Booth 7
 P.O. Box 1599, Santa Rosa, CA 95403

Exhibiting: Striped dichroic filters for use in color encoding single tube color TV cameras; high-efficiency multi-layer anti-reflection coatings for camera lens systems and for display devices; other examples of vacuum deposited thin film optical coatings and precision optics.

Personnel: Glenn Francisco, Larry Howerton, Tom Richter

Oxberry Booths 27, 28
 516 Timpson Pl., Bronx, NY 10455

Exhibiting: The new line of Oxberry's 16, S16, and 35mm Liquid Gates; a computer controlled animation stand permitting complete control of photography by an on-line computer using simple English-like instructions and a Filmmaker®-type animation stand.

Personnel: Richard McCarthy, Mark Ackerman, Dr. Alfred Thumin

**SMPTE MEMBERS ARE CORDIALLY INVITED TO A
 CHEESE AND WINE PARTY**

24 OCTOBER 1972 AT 8:PM

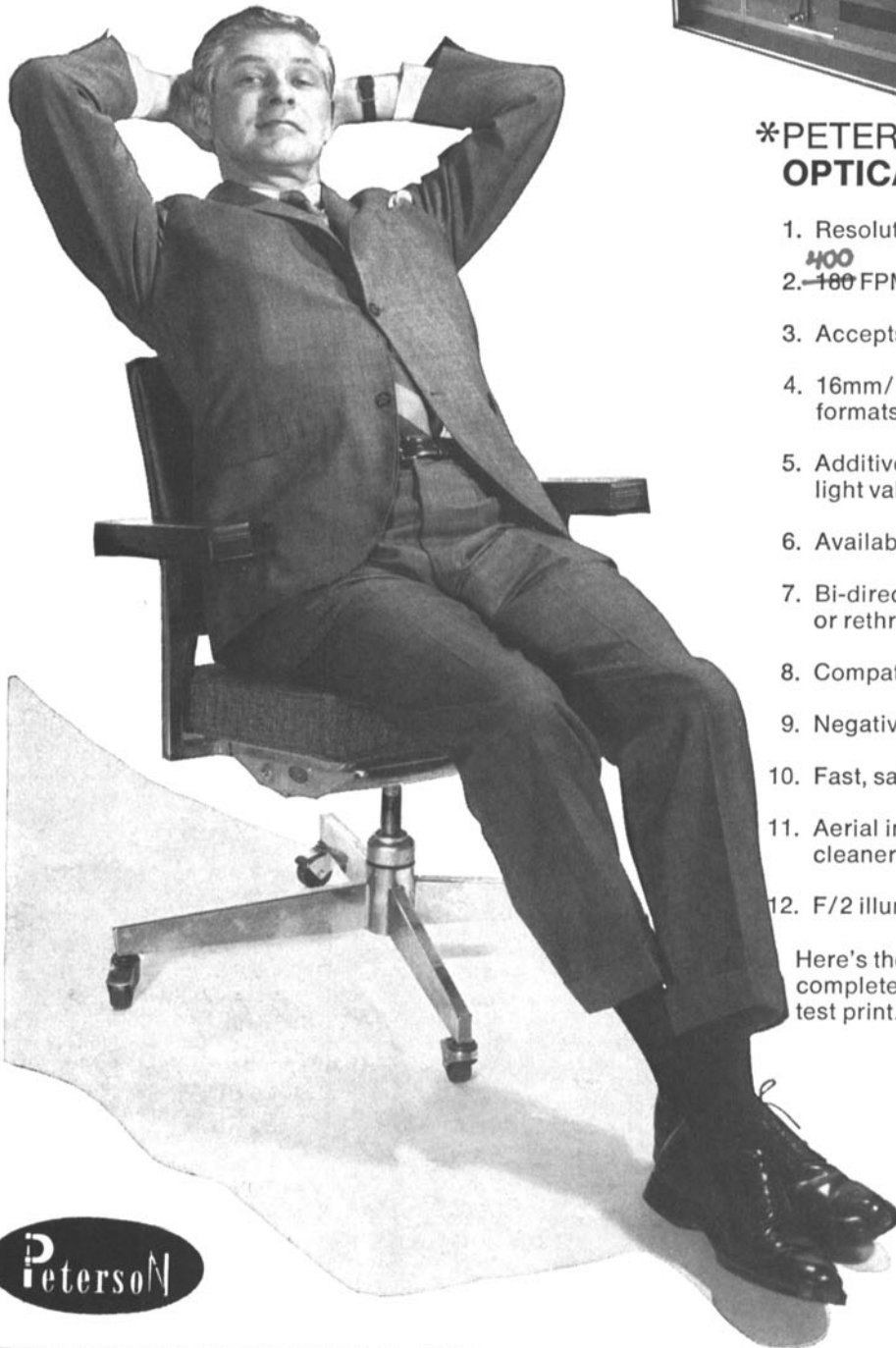
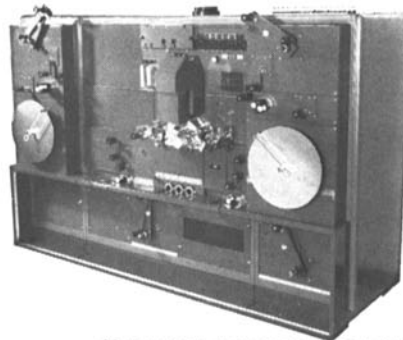
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 to entertain you, and
 English Double-Decker Buses,
 to transport you to and fro,
 From the Century Plaza Hotel,
 to our party.”

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COR*, the ^{higher} high speed, high resolution Super 8 printer with over 28 other PEACE-OF-MIND features!



***PETERSON CONTINUOUS OPTICAL REDUCTION PRINTER**

1. Resolution—in excess of 108 line pairs/MM
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2. ~~100~~ FPM on the 16mm side
3. Accepts 16mm or 35/32mm negatives
4. 16mm/1-3 or 35mm/5R Super 8 formats printed simultaneously
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8. Compatible with existing negatives and tapes
9. Negatives and rawstock on front of printer
10. Fast, safe, straight line threading path
11. Aerial image optical system for sharp, cleaner prints
12. F/2 illumination system.

Here's the first dozen. Write or call today for the complete list, other specifications, and sample test print.

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Paillard Inc.

1900 Lower Rd., Linden, NJ 07036

Exhibiting: Bolex 16 Pro Cameras, Single and Double System up to 100 frames, and the following H-16 cameras: EBM, SBM, REX 5; ESM Motor Drive; Super 8, 233S, 160, 250 and 280; Projectors S-321, Optical, Magnetic and Silent with 28 frame standardization unit, Multimatic, SM8 and SP8 Super 8 Sound Projectors.

Personnel: Jerry J. Kovanda, Fred Onderka, Frank Rejlek, Al Weber, R. Kneipkamp

Pako Corp.

6300 Olson Memorial Pkwy, Minneapolis, MN 55440

Peterson Enterprises, Inc.

1840 Pickwick Ave., Glenview, IL 60025

Exhibiting: The new Peterson higher-speed super 8 "COR" (Continuous Optical Reduction) Printer with the following features: panel printer format, bi-directional operation, higher speed of 400 ft/min on 16mm side resulting in 444 ft/min of super 8 printed subject in dual rank or 888 ft/min in quad rank format and many other features. Also showing the new "COR JR" super 8 Continuous Optical Reduction Printer with high-speed uni-directional operation at 180 ft/min. Both "COR" & "COR-JR" printers are available in either a 16mm super 8 dual rank format or 35mm super 8 quad rank format.

Personnel: Walter Peterson, Bruce Peterson, William Morris, Paul Graham, Chuck Zichterman

Photo-Sonics, Inc.

820 S. Mariposa St., Burbank, CA 91506

Exhibiting: High-speed instrumentation cameras and high-speed camera for TV commercials and theatrical productions, both rotary prism and pin registered intermittent versions. A complete line of 16mm airborne gun cameras and strike cameras will be

Booth 65

on display. These cameras feature reliable intermittent pin registered film transports with proven high resolution.

Personnel: John Kiel, Darrell Lassiter, Russ Bunting

Plastic Reel Corp. of America

640 S. Commercial Ave., Carlstadt, NJ 07072

Exhibiting: Plio-magic film reels, shipping cases, video tape reels, film cores, rollers, bearings, film strip/cassette boxes, film cans, film strip/phono record cases, reel paks, audio tape reels.

Personnel: A. S. Braverman, R. Rasnick, D. Sherman, M. Blutter

Precision Laboratories, Div. of Precision Cine Equipment Corp.

999 E. 46th St., Bklyn, NY 11203

Exhibiting: A complete line of Precision Film Editing Systems, featuring the patented "Unitized" synchronizers, built in a modular construction; a complete line of super 8mm film synchronizers and a new Precision Film Editor combination 16mm to super 8mm film matching frame for frame with a synchronous motor drive; a new Precision professional 16mm Senior Film Viewer, Model PD-16, Precision Sound Readers, Precision Amplifiers, and editing bases will be at the booth. Equipment for the film laboratories will be shown such as the Precision film slitters, torque rewinds, film splicers and film rollers and sprockets.

Personnel: Irwin R. Sheldon

Producers Service Corp.

1200 Grand Central Ave., Glendale, CA 91201

Exhibiting: Producers Service Corp.'s new Model 7000 DG2B high-speed, precision sensitometer and the Series 100 liquid gate system for optical printing. Also, displayed for the first time will be the Acme/Richardson Model R.B. 300 animation camera stand, film transports and PVRs (portable viewer-readers). Additionally, the PSC/Opcomatix manual additive color lamp-house, Model 900 Spectra® filmgate photometer, P-122 Log E Focatron®, Selecta-frame Projector, Acme tungsten-halogen

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**STAR EFFECT**

Highest quality optics to create star burst effect. Use individually or in combination to achieve effect desired. 4-point available in 1mm, 2mm, 3mm, grids; 8-point in 2mm and 3mm grids. Supplied in series sizes, direct screw-in rotating mounts, 4 1/2" diameter, squares and rectangles.



NEW 138mm FILTERS

for Angenieux 20-120 (6x20) F2.6 lens. Available in all standard colors, combination colors and neutral densities. Close-up lenses in +1/2, 1, 2, 3.

LOW CONTRAST FILTERS

Designed for the cinematographer seeking to effectively desaturate and mute on-screen colors by pre-selected degrees: to soften shadows and to blend make-up in portraits, without altering lighting; indoors or out. TIFFEN LOW CONTRAST FILTERS range in effective degrees from minimal to maximum in filters #1-#5. They are used at any lens opening: their effectiveness does not change with speed or lens opening. Retain resolution in filters #1, 2, 3; hold good resolution while achieving a marked increase in softness and a slight degree of diffusion in filters #4, 5. For further special effects, they may be used in combination with color filters for mood or unique soft-light scenes. Available in all standard filter sizes.



4 1/2" DIAMETER ACCESSORIES

Tiffen 4 1/2" filters are engineered to meet the exacting standards of large diameter professional lenses. The 4 1/2" filter will fit numerous lenses, using Tiffen adapter rings, eliminating the need for various costly special-size filters. Available in all standard colors, combination colors, neutral densities, rotating polarizer; and diopters 1/2, 1, 2, and 3.



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DON'T BUY IT TRY IT

The new Canon K-35 MACRO Zoom Lens

As the exclusive distributor of this fantastic MACRO Zoom lens, we would like nothing better than to sell you a pot full but . . . that could be a costly investment for you. The most reasonable way to truly appreciate this exciting new 5 x 25mm MACRO Zoom spherical lens system for 35mm cameras is by renting it from one of the several leading rental firms in the U.S. who now have it available.

The combination of the Canon K-35 lens, with its fixed focal length quality, and the J-4 "Joy Stick" Zoom control can now provide the cinematographer with the means for more creativity — IMAGINATION MAY BE THE ONLY LIMITING FACTOR!

Some reasons why you should TRY IT

- Highest resolution and lowest distortion (less than 3%).
- T/2.8 speed for both MACRO Zoom and 18mm lens.
- Matched 2X extender and companion 18mm fixed focal length lens provide complete coverage — 18mm to 240mm.
- Focusing to within 2" of front element.
- Accepts standard 138mm filters.

COMMENTS FROM CREATIVE PROFESSIONALS:

HASKELL WEXLER — Cinematographer for "Catonsville Nine"
"We used it almost exclusively . . . Impressed with the clarity and sharpness throughout the zoom range. I think MACRO focusing is the most exciting feature."

HOWARD ANDERSON — Special Effects on "Ben" sequel to "Willard"
"The most exciting development in the film industry for 1971! I could not have gotten the shots I did on "Ben" (over-the-shoulder on a mouse) without the Canon MACRO zoom."

BILL WADE — Head of Camera, Universal Studios
"Our Canon MACRO Zooms are hooked solidly. Jack Marda just used one on the world premiere of "Emergency," and now wants to use it on every picture he shoots."

BILL HOLM — Director Research Center, Motion Picture & TV Producers Association
"Canon designed the K-35 to meet the exacting specifications we established for a lens to be used in feature film making. Our tests reveal that they have exceeded specifications in all respects. It is a superb lens."

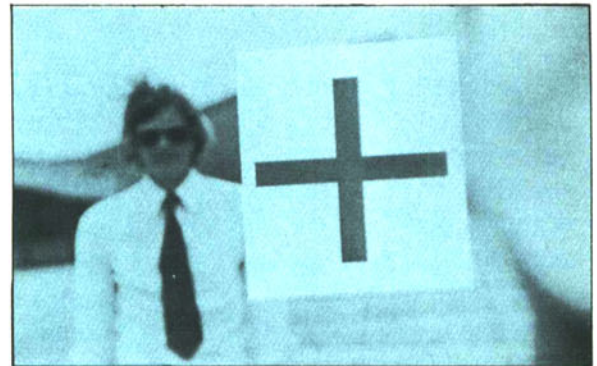
DON'T BUY IT . . . TRY IT! by renting from one of these firms.

Hollywood

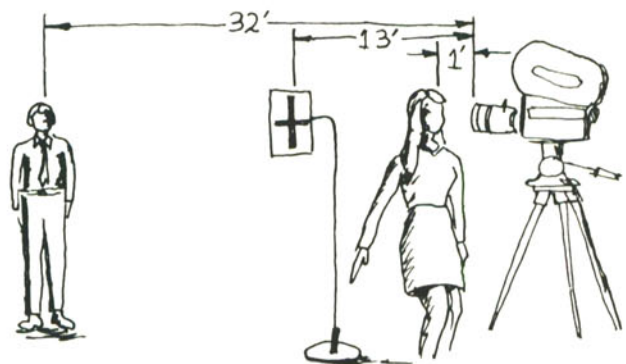
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Exclusive U.S. Distributors for
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Dynamic interplay between MACRO and zoom — long focal length effect.



Ed Di Giulio Says:

Having reflexed over one hundred BNCs during the past four years, we have had occasion to critically evaluate many zoom lenses.

Our optical bench tests prove that the Canon MACRO Zoom lens has lower distortion, and resolution equal to or better than any zoom lens we have ever tested.

The MACRO focus introduces a whole new filming concept. Technically it is superb, but only by using it in the field will you fully appreciate its esthetic value . . . **TRY IT YOU'LL LIKE IT.**



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Your lab can only be as good as the equipment in it.

And that's the best reason there is to look to Bell & Howell. Where professional motion picture laboratory equipment is built for precision performance and backed by a reputation for technical excellence and reliability.

Equipment like the *Model "C"* automatic additive color printer makes high speed color printing a profitable reality. Automatic color and density changes, fades and dissolves can be pre-programmed for fast, economical motion picture (and filmstrip) printing. And there are low priced, manual light source models available.

Bell & Howell Panel Printers for laboratories with high print volume requirements.

The Bell & Howell Panel Printers give laboratories, with high print volume requirements, film production capabilities even beyond the *Model "C"*. Dual direction printing at speeds up to 480 feet per minute, without negative rewinding, provides the ultimate in printing economy.

High quality super 8 production, yours with the Bell & Howell Continuous Optical Reduction Printer.

And for high quality super 8 production, there's the Bell & Howell Continuous Optical Reduction Printer which simultaneously produces two rows of super 8 (16/s8 1-3) prints directly from your 16mm masters. Its precision optical system is specially designed and calibrated to yield prints of brilliant sharpness. And the proven Bell & Howell Automatic Additive Light Source provides color and density changes with *Model "C"* control tape compatibility.

Distortion-free super 8 magnetic sound tracks, with the Bell & Howell Magnetic Sound Transfer Console.

The Magnetic Sound Transfer Console produces superb distortion-free super 8 magnetic sound tracks at 10 times real speed. Models are available for either dual (16/s8 1-3) or quad (35/s8) multi-rank sound transfers.

Bell & Howell also offers a complete line of high quality optical laboratory printers.

The B&H/Seiki printer is the *fastest* multi-format step optical printer available today. Its 40 frames per second, pin registration film movement produces rock-steady prints of outstanding quality.

And the budget-priced B&H/Depue step printer is available in a wide variety of printing formats and with several light source options.

Visit us at the 112th SMPTE Conference to see our new high speed Panel Printer, B&H/Seiki step printer, and super 8 Continuous Optical Reduction Printer.

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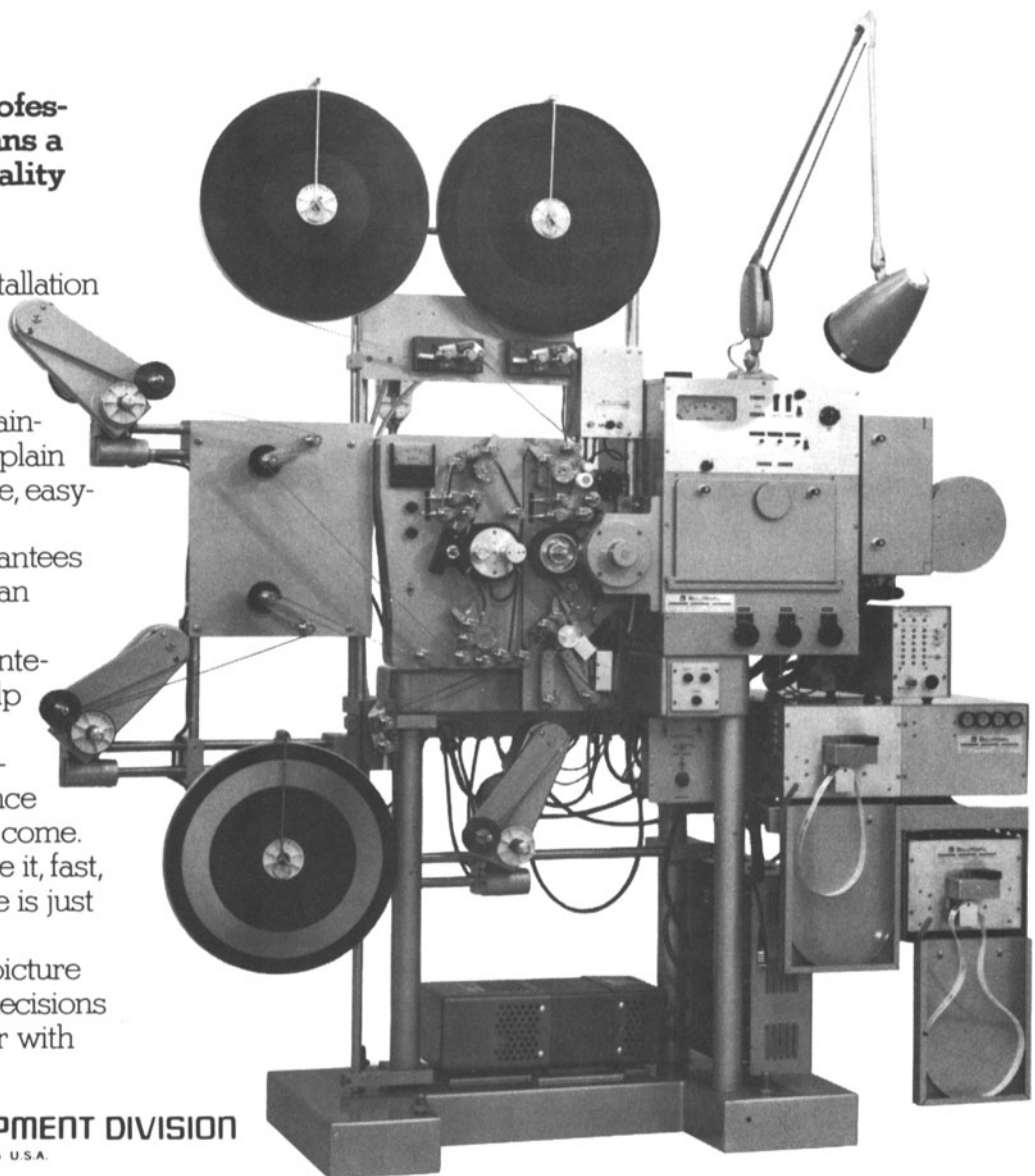
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lamphouse and Models 1000B-16mm and R-15-35mm timelapse, data recording cameras.

Personnel: L. Shrout, J. Hall, A. Lanoil, C. Quillen, N. Mastrogiovanni, W. Valliant, W. Michelson and P. Valdez.

Rosco Laboratories, Inc. Booth 4
36 Bush Ave., Port Chester, NY 10573

Exhibiting: Rosco will be introducing a full line of light control media. The Rosco Cinegel range includes colors specifically developed in concert with cinematographers for the purpose of converting daylight to 3200K, reducing intensity of daylight, diffusing light, converting 3200K light to daylight, boosting Kelvin, and correcting carbon arcs. In addition, Rosco will introduce the new Roscoflex materials for resurfacing reflector boards. The new Roscolex panel system designed to solve the old problem of "gelling" windows will also be on display. These rigid panels have been available in 85 and Neutral Density. At this show, the new 85N3 combination panel will be exhibited for the first time.

Personnel: Salli Sabol, John Murray

Cliff Sawyer Booth 86
2333 Beverly Blvd., Los Angeles, CA 90057

Showchron Booths 70, 71
5607 Cahuenga Blvd., No. Hollywood, CA 90601

Sol-Lux Cinema Booth 69
1306 Wilton Place, Hollywood, CA 90038

Tele-Cine Inc. Booth 43
294 E. Shore Dr., Massapequa, NY 11758

Exhibiting: Schneider television camera zoom lenses; Dennard

motorized lenses; Dennard motorized pan and tilt heads; Dennard lever head and tripod pedestal; Tele-Tec video tape editing programmer; Sondor magnetic film recorder/reproducer.

Personnel: Donald R. Collins, Franklin R. Beemish

Teledyne Camera Systems Booths 35, 36, 37
131 N. Fifth Ave., Arcadia, CA 91006

Exhibiting: New high-speed video system; tape-to-film recording systems; high-speed 16mm motion-picture cameras.

Personnel: Fred Rodgers, Ted Truesdell, Gil Pendley, Ken Knipe

Treise Engineering, Inc. Booth 6
P.O. Box 1232, 1941 First St., San Fernando, CA 91341

Exhibiting: Treise Engineering complete line of film processor accessory components and repair parts. Also, a Treise "Minaflex" film processor. This is Treise's new mini processor line that is available in fifteen film processes, including the new Eastman Kodak negative 7247/5247.

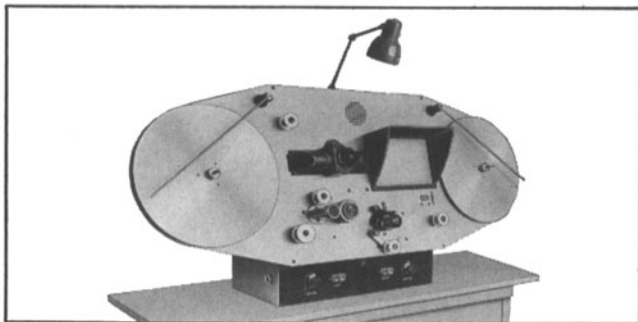
Personnel: J. Carl Treise, Thomas C. Treise, Ted Triffon, Larry Henneinck

Williamson Camera Co. Booth 76
8619 Yolanda Ave., Northridge, CA 91324

Exhibiting: WILCAM — W1., a revolutionary new conception in super 8 camera design for both single and double system sound, mirror reflex shutter, crystal controlled dc motor, self-contained 2-channel AGC amplifier, interchangeable Angenieux 7-70mm f1.3 lens; Minolta D10 camera converted for single-system sound and magazine loading; WILCAM-Bolex super 8 telecine projector operating on color film chain; Magnetic heads for most American-made 16mm single cameras; super 8 Editor sound reader; super 8 displacement recorder.

Personnel: Geoff. H. Williamson, Joan S. Williamson, Gerhard H. Koester.

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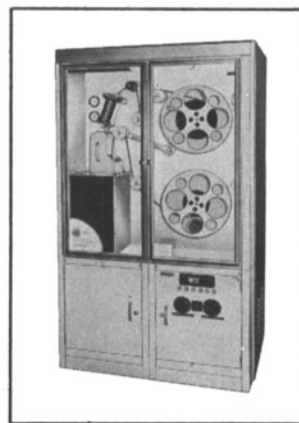
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“We planned to shoot the Manhattan rooftop chase scenes wild, with an Arri 2C, and loop the dialogue later. But when we got this 35BL, we were able to get *real* sync sound. And twenty-seven setups in one day!”

That's Jack Priestley talking. And this: “Shooting *Across 110th Street* demanded the type of gritty documentary realism I went after in *Naked City*. Stairwells, sidewalks, inside cars.”

“You can't get that realism on a soundstage, of course. And you couldn't get a blimped studio camera *into* most of those locations. Or it would take half a day to set up.”

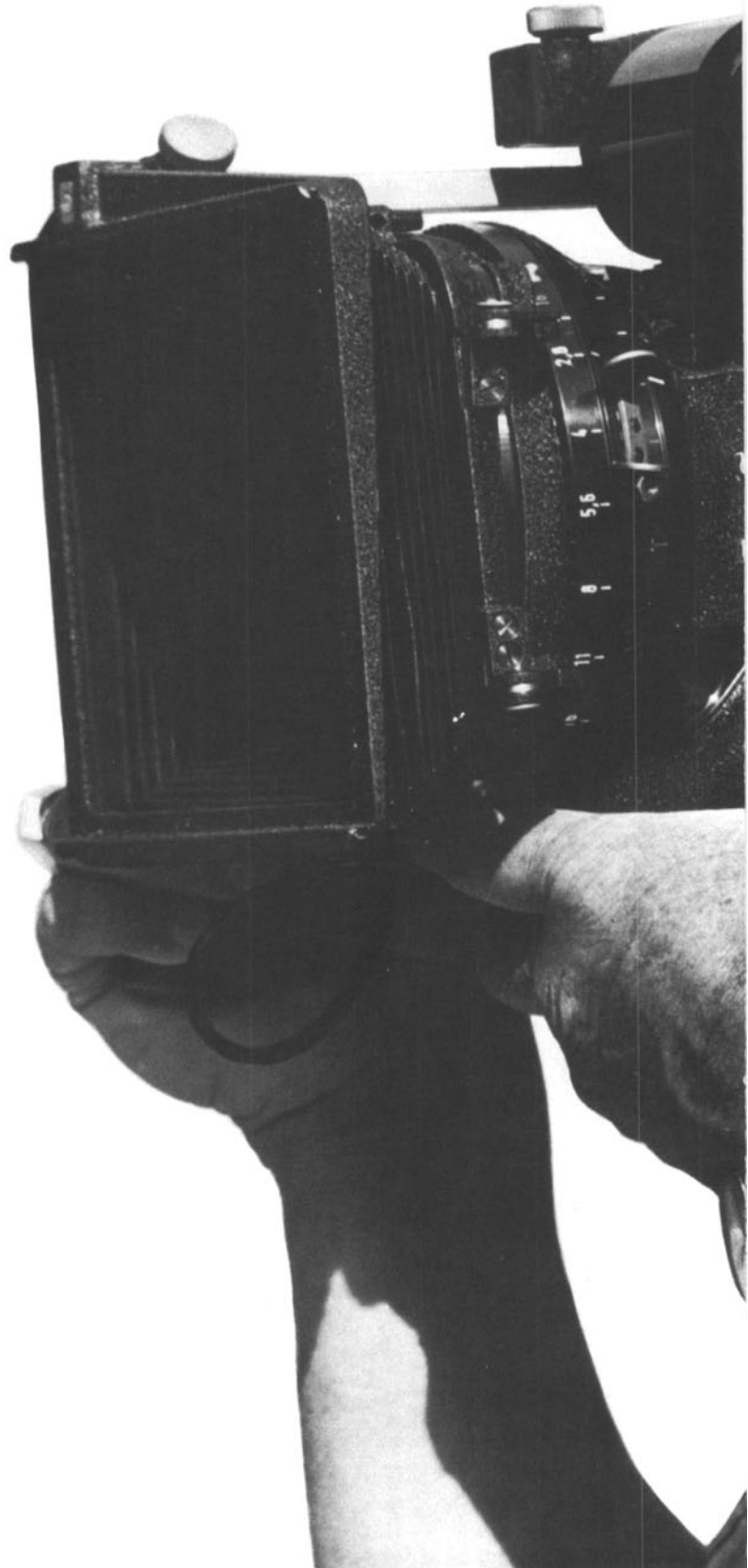
“Hand-holding the 35BL is a pleasure. It just sits there on your shoulder, so you're never tired. It's like shooting 16mm! And this mobility makes the picture more *spontaneous*. Everything gets done twice as fast, and better.”

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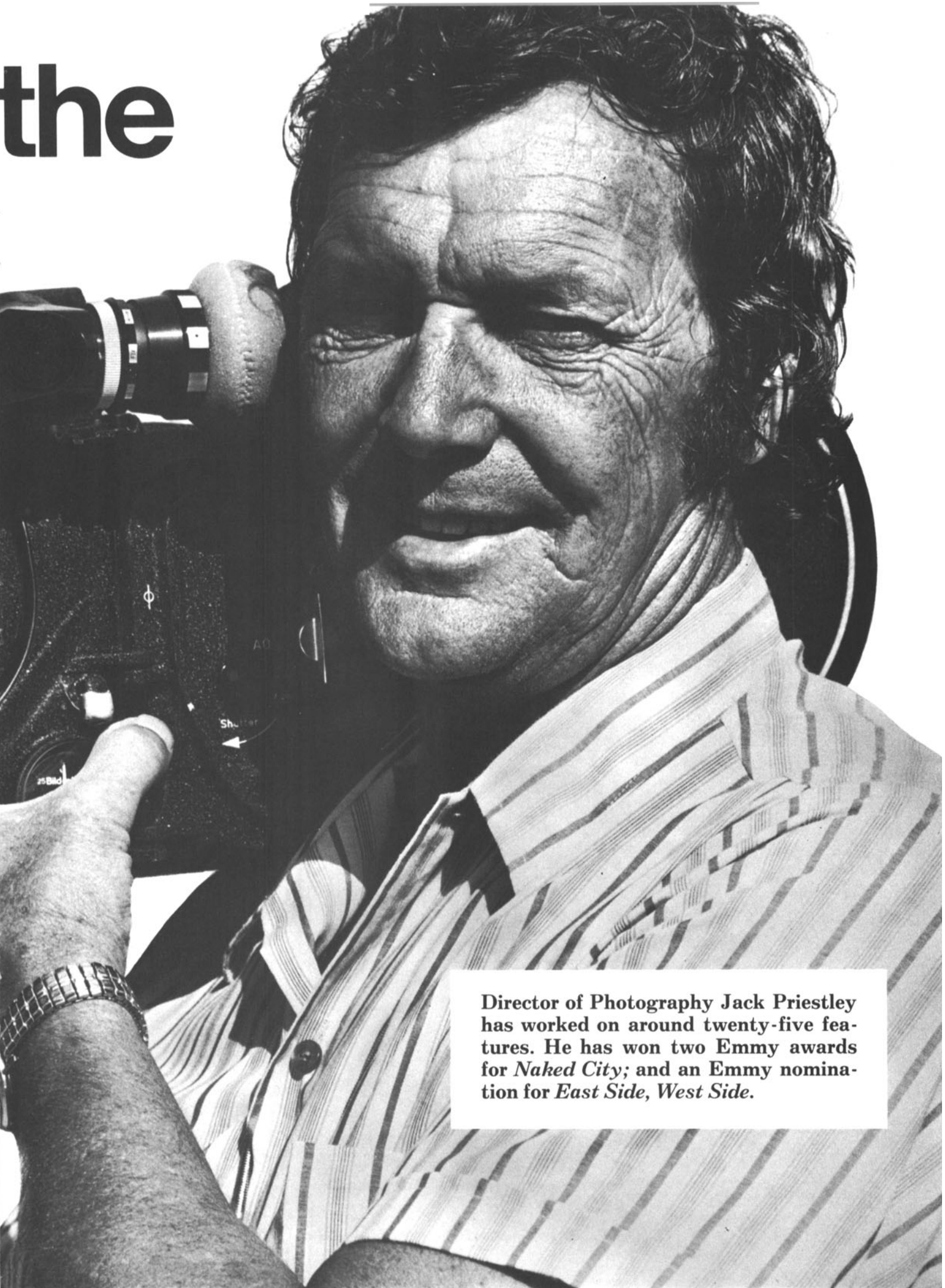
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the



Director of Photography Jack Priestley has worked on around twenty-five features. He has won two Emmy awards for *Naked City*; and an Emmy nomination for *East Side, West Side*.