

Jamieson Film Company Equipment Division

HISTORICAL NOTE

Hugh V. Jamieson Sr.'s "Film Company" has, after nearly sixty years, become "Equipment Division," even though, paradoxically, there are no other divisions. The film company operations have ceased.

Jamieson Film Company Equipment Division was formed at Hugh Jamieson's instigation in 1967 as an outgrowth of his design and construction of processing machines for use in his own laboratory. The first machines built by the Equipment Division processed only 16mm Ektachrome and most of the sales were to the television industry. Today, the company builds machines for most of the formats and processes used in all branches of photography, machines which are in use in 31 countries on all the continents. Annual sales are in excess of

\$1,000,000 and are currently reported as increasing at a rate of 50%.

Hugh Jamieson, who started working with films as a college student in 1910, is Chairman Emeritus of the Board of Directors. He joined the SMPE in 1924 and is a Life Member. Hugh V. Jamieson Jr., who has been an SMPTE member since 1951, is Executive Vice-President of the Equipment Division. His brother, Bruce Jamieson, who joined the Society in 1955 was made a Fellow in 1970 (see *Journal*, p. 1130, Dec. 1970).

The "death" of the Jamieson Film Company has been described by one who felt personally bereaved by its passing. The *Journal* is indebted to *Advertising Age* for what is reproduced below.

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Jamieson leaves the scene

Early movies to tv commercials— rise and fall of a film company

The Jamieson Film Co. has folded. Long active in tv commercials and promotional and industrial movies, the company and its colorful founder had a lively history—worth telling a little here.

BY SHELLY KUEHN

This is a corporate obituary. It is written so that the world can mark well the passing of an institution and know how it happened. The institution was in advertising.

Some of you in the business may not have known it well enough to weep, and perhaps there are even some who will gloat; but for those in the film business, or those like me, on the periphery, there is just enough nostalgia and auld lang syne to weep, just for one moment, at this closed curtain.

The Jamieson Film Co. that was most familiar to those in the advertising business is no more. Not buried, just no longer in the film production business. Thus ends 56 years in one fell swoop.

But wait a minute, Virginia. There still exists Jamieson Film Co. Just don't send them any more storyboards. Send them an order for a 16mm color processing machine, and they'll fill your order neatly. But the studio is gone.

I must hasten to add several points, to keep lawsuits at bay. First, only three-fourths of the Jamieson corpus is dead or divested elsewhere; the quarter that remains was formerly merely a division of the old Jamieson. It is to the former cor-

porate whole that these final words are directed.

It's not unusual for a studio to close; in fact, there are very few biggies left. But let me tell you about Jamieson.

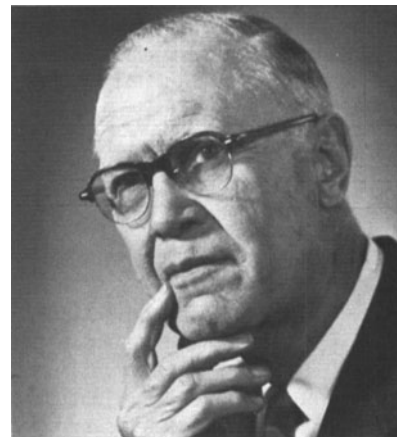
I never worked there. But for a while, I was sort of married to Jamieson, like a lot of other women whose husbands lived and breathed a job, and I knew how the old place could pulsate with life.

So I mourn the passing of a company and an industry whose evolution covered more than 60 years. This evolution concerns the johnny-come-lately upstart (the manufacturing division) doing in the pioneer (the studio/production facilities) and emerging the victor as the total company. Any future growth of Jamieson will be as a manufacturer and inventor, not under the bright lights of a sound stage.

I became particularly close to the Jamieson story when I interviewed Hugh V. Jamieson Sr., the founder, on the company's 50th anniversary in 1967, and learned about his early career. I found him fascinating then (my story ran in the company newsletter, which I edited) and he hadn't changed when I talked to him again this month about the tale I tell now. He was typical of the early day movie geniuses, the ones who did all, made all and were all, inventing the equipment they needed as they went along.

How to Make Movies in 1910

As one who helped mold the film industry, Jamieson Sr. got started soon



Hugh V. Jamieson Sr. in 1967.

after the turn of the century. He got interested in movies at the age of eight, when a motion picture came to his hometown of Burlingame, Kan., and dazzled him. His first venture with film came when he was in college in 1910; he and some friends borrowed \$300 off the livery stable operator and set up a motion picture theater with rented folding chairs, a couple of reels of film and a projector. Jamieson was the partner chosen to go to Kansas City to learn the details of operating the projector. Four months later, the entrepreneurs sold out for \$800. Success always leaves a good taste.

Until Jamieson Film Co. became official in 1918, Jamieson Sr. was involved in all kinds of enterprises to make a buck—