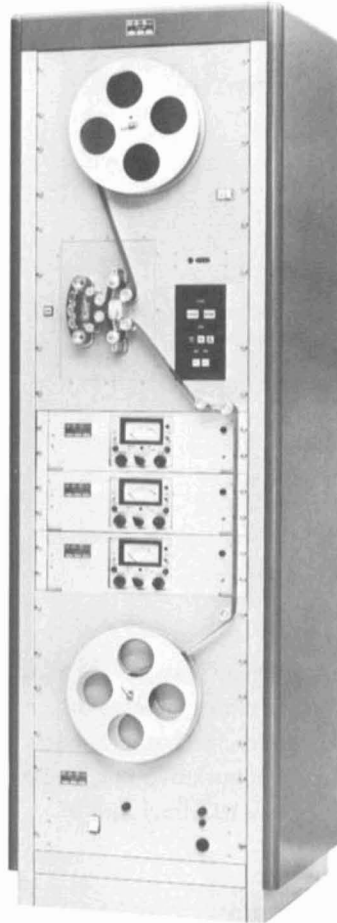


# W.R.E. PICK-UP RECORDERS

provide

high  
performance  
sound  
quality



You can insert corrections, delete errors, add extensions and post-sync dialogue on your film. Or update an existing magnetic track.

Silent selective head switching. No clicks, noises or level changes when you switch into and back out of record/erase mode.

Single or multiple channel recorders available in 16mm, 35mm or 35/16 combination all with latest technology including integrated circuit solid state electronics. Phone for complete information . . .

COMBINATION 16/35 UNITS OPERATE WITH PUSH BUTTON SWITCHES FOR SPEED CHANGE (NO PIGGYBACK DISTRIBUTORS NEEDED).

MODEL 350E "ALL SOLID STATE"  
OPTICAL RECORD ELECTRONICS



FOR CONVERSION OF YOUR OLD EXISTING VACUUM TUBE AMPLIFIER.  
DRIVES ANY EXISTING LIGHT MODULATOR

We now manufacture a complete line of degaussers including the famous type 9205-A, 64221 and 8905.

Patent No. 3,796,966



2119 SCHUETZ ROAD • ST. LOUIS, MO. 63141 • 314 567-5366

West Coast Office: 1144 North Las Palmas Ave. • Hollywood, CA. 90038 • 213 463-7311

Export Department: 2200 Shames Dr. • Westbury, N.Y. 11590 • 516 334-3303 • Cable Address CHURCHIN



Information Film Producers of America

Information Film Producers of America, Inc. (IFPA), formed in 1962, is a national society of nontheatrical filmmakers. Among its activities, it sponsors local and national programs designed to assist filmmakers with their careers by learning from each other and from other professionals in all branches of the audio-visual industry; it also recognizes and honors outstanding films through the annual CINDY awards competition; and it invests in the future by providing scholarships and apprenticeships to film students.

IFPA, which has chapters in many cities throughout the United States, holds a yearly conference featuring presentations by outstanding professionals from the nontheatrical audio-visual field, as well as Hollywood personalities. Climax of each conference is the presentation of Cindy awards for nontheatrical films selected by IFPA judges from an international competition. At the IFPA 1973 Conference, a Cindy was awarded to the film *One Answer to Tragedy* by Gail Falkenberg, produced by the Naval Weapons Center, China Lake, Calif. The film depicts some of the new ideas in fire safety that have been developed at Naval Weapons Center for aircraft fuels.

Shortly after the conference election results for the 1974 national officers were announced. D. David Bash is the new President. He succeeds Jackie Stilwell, the first female President of IFPA. Ms. Stilwell remains on the Board as Immediate Past President. Other officers are: Executive Vice-President, Betty Jane Williams; Treasurer, Stan Follis; Secretary, Michael Rye; Editorial Vice-President, Liz Brady; Memberships-East Vice-President, Don Magary; Membership-West Vice President, Wilbur Blume; and Public Relations Vice-President, Malcolm Snyder.

IFPA mailing address is P.O. Box 1470, Hollywood, CA 90028.

The Information Film Producers of America (IFPA) will hold its 1974 National Conference 16-19 October in San Diego, Calif. Papers will be presented by outstanding professionals from the nontheatrical audio-visual field. Climax of the conference will be the Cindy Awards banquet where noteworthy nontheatrical films and videotapes will be selected from an international competition. In addition to the Cindy Award, four special awards will be presented — The Alan Gordon Award for technical achievement; the E. C. Keefer/Consolidated Film Industry Award to an outstanding in-plant audio-visual organization; the IFPA Award to an outstanding filmmaker; and the Student Scholarship Award open to any student majoring in cinema at any of the colleges or technical schools in the United States.

World's standard

# FREZZOLINI® builds the best professional 16mm sound cameras in the

Booths  
27-28  
Los Angeles

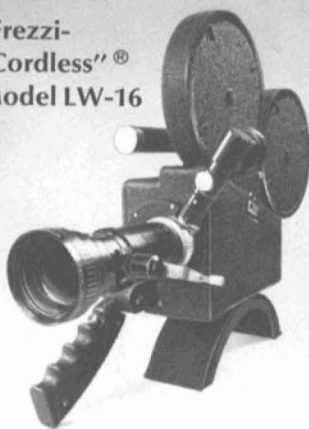
## world.



"Frezzi-Cordless"  
Model  
MC-571 AC

Featuring  
BACH AURICON  
movements. World-famous  
for reliability  
and serviceability.

"Frezzi-Cordless"  
Model LW-16



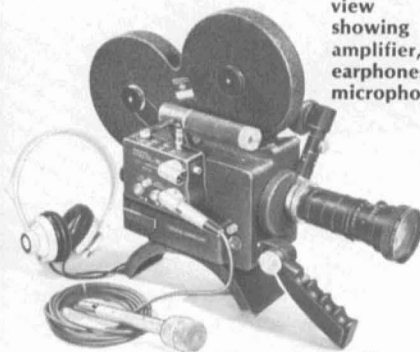
"Frezzi-Cordless"  
Model  
MC-571 DC



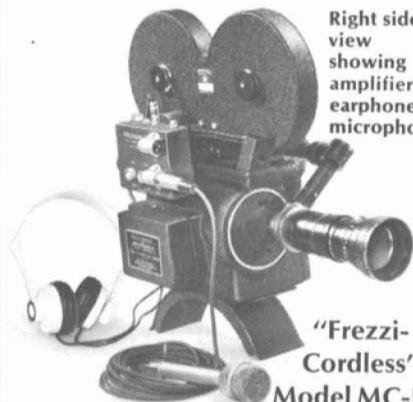
SS-III  
"Frezzi-Cordless"  
DC Conversion

All available  
with/without advanced  
automatic iris (shown)  
powered from camera.

Right side  
view  
showing  
amplifier,  
earphones &  
microphone.



"Frezzi-Cordless"  
Model LW-16



"Frezzi-Cordless"  
Model MC-571

Whatever your camera requirements are, match them up with the FREZZOLINI "Frezzi-Cordless" professional 16mm single/double system sound cameras shown here. In our plant we (1) manufacture completely new "Frezzi-Cordless" cameras; (2) revitalize existing cameras by making them "Frezzi-Cordless" for new, longer lives; (3) service these cameras and re-manufacture and service all other "Frezzi" chop-top-type cameras. For technical data, brochures and name of nearest professional dealer write or phone us.

General Research Laboratories



DIVISION OF  
**Frezzolini Electronics Inc.**  
7 Valley St., Hawthorne, N. J. 07506  
PHONE: (201) 427-1160

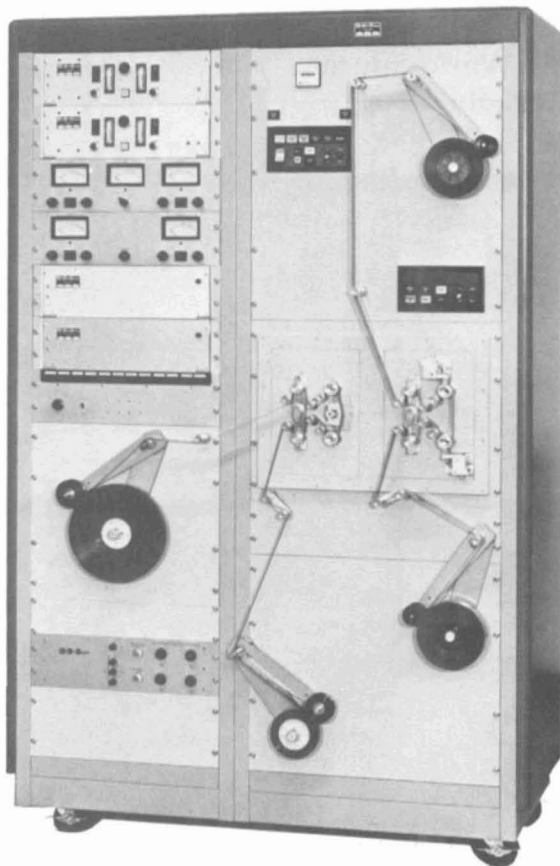
MADE IN U.S.A.

Perfectly balanced, our "Frezzi-Cordless"® Cameras have the newest Angénieux zoom lenses and viewfinders. OPTIONS: A **Special TV Newsfilm Package**, plus a wide variety of camera accessories, amplifiers, "Frezzi™" portable power packs, portable "Frezzi-Lites™", everything to customize a "Ready-To-Roll" Camera System for your needs. For camera demonstration or consultation write or phone James J. Crawford, V.P. Engineering.

*You get high performance sound quality faster  
... that's just one profit-producing reason why*

# W.R.E. SUPER-8 TRANSFER SYSTEMS ARE PREFERRED

More have been sold. More are in service in leading labs throughout the United States. The reasons why are many.



You transfer magnetic sound at ten times projection speed • W.R.E. systems include a drop out sound detection unit that automatically signals if any interruption in sound transfer should occur • And W.R.E. Super-8 Transfer Systems are fully compatible . . . they interlock to any companion unit.

Reliability has been proved on the job in leading U.S. film labs and abroad. To take full advantage of profit opportunities offered by Super-8 sound in the 70's, write or phone for full information.

Patent No. 3,748,406



**W**IDE **R**ANGE **E**LECTRONICS  
CORPORATION

2119 SCHUETZ ROAD • ST. LOUIS, MO. 63141 • 314 567-5366

West Coast Office: 1144 North Las Palmas Ave. • Hollywood, CA. 90038 • 213 463-7311

Export Department: 2200 Shames Dr. • Westbury, N.Y. 11590 • 516 334-3303 • Cable Address CHURCHIN

The Banff Centre, School of Fine Arts, Banff, Alberta TOL OCO, Canada, has announced a professionally oriented program in film and television for the 1974 summer session. The courses are intended for television personnel and filmmakers who have background and experience but who wish to up-grade their knowledge and skills. The Centre no longer offers introductory courses. Courses offered include Image Design; Sound for Film, TV and Radio; Film and Television Featurette; Film and Television Animation; Video Art; Television Feature; Wilderness Film and TV Documentary; and Editing for Film and TV. Faculty members include such well-known personalities as Miroslav Malik; Norman Campbell; Bruno Engler; George Fallada; Richard W. Gailey; Alan Mirabelli; Erwin F. Oertli; Jean-Claude Rinfret; Graeme Ross; James Floyd Schaffer; Eric Somers; and Leonard White.

The Inter-Society Color Council will hold its 43d annual meeting 29-30 April at the Statler-Hilton Hotel in New York. Open meetings of the ISCC Problems Subcommittees will be held 29 April. The Subcommittee for Problem 35 — Color and Appearance Matching of Living Tissue — will hold its first regularly scheduled meeting. A symposium on The Development of a Color From Design to Execution will be held 30 April. The symposium was arranged by S. Leonard Davidson, Program Committee Chairman. The Symposium Chairman will be Dr. E. I. Stearns, of Clemson University. Speakers will be Roland Meyer, John J. Hanlon, William V. Longley and Joyce Davenport. Further information is available from the Office of Secretary, Fred W. Billmeyer, Jr., Dept. of Chemistry, Rensselaer Polytechnic Institute, Troy, NY 12181.

The International Industrial Television Assn., P.O. Box 297, Summit, NJ 07901, will hold its annual conference 21-24 April in Chicago. Highlighting the event will be the 6th Annual Videotape Competition. The yearly competition is open to any nonbroadcast (industrial, educational, governmental, etc.) user of videotape recorded in the preceding calendar year. A special CATV category has been added for the 1974 competition. The entries will be arranged in four categories — Instruction, Information, Sales, and Humanities. Further information is available from the address above.

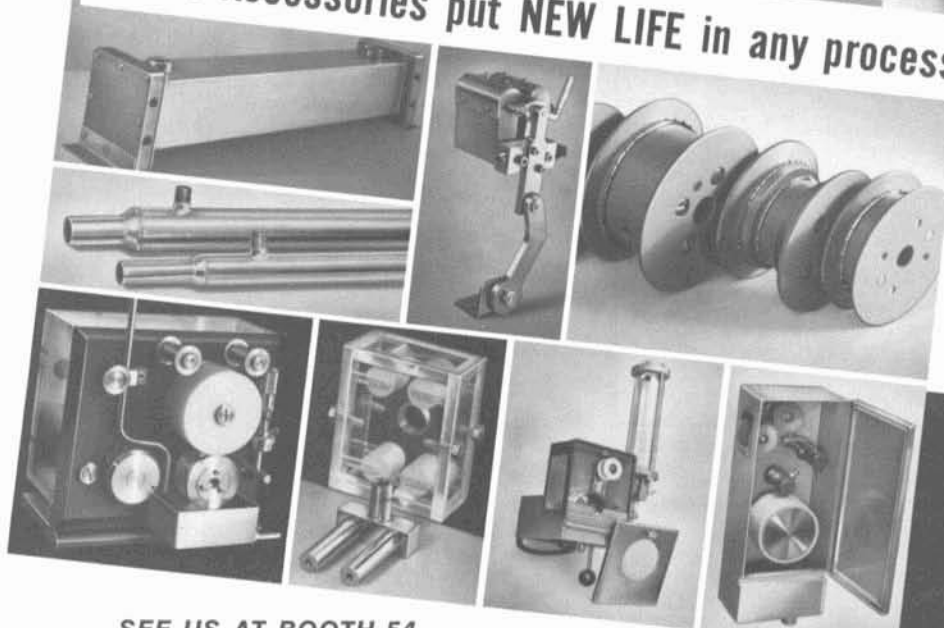
The first Board of Directors of the National Assn. of Educational Broadcasters (NAEB) has been elected following the reconstitution of the organization as a professional society composed entirely of individuals (*Journal*, p. 792, Sept. 1973). Nine members were elected — George Bair, Director of Educational Television, University of North Carolina; David Crippens, Director of Special Educational Services, KCET (TV) Los Angeles; Virginia Fox, Director of Education, Kentucky Authority for Educational Television; Shirley B. Gillette, Director, Education Div., Educational Broadcasting Corp. (WNET), New York; Jack McBride, Director of Television and General Manager, KUON(TV) University of Nebraska and Special Assis-

your lab processor  
will operate  
***SMOOTHER!***

with specially designed  
**TREISE  
FILM ROLLERS**

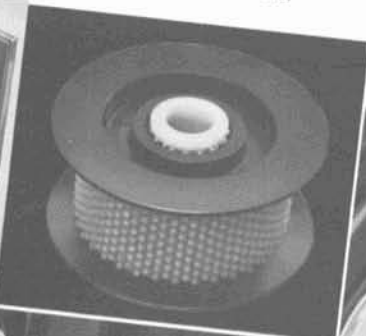
There's no drag . . . no film abrasion . . . no wear and tear . . . when you use Treise Rollers. Their unique ball-bearing design insures minimum film pull and provides exceptionally smooth processor performance. All rollers are molded entirely of durable plastic. Moreover, the lands in the rollers are angled so that the film "rides" with only the outside edges touching. The film image never comes in contact with the roller and thus never receives the slightest scratch or abrasion! Available in 8/16mm, 16/35mm, and 70mm. Sizes from 2½" O.D. to 7¾" O.D. Shaft diam: ⅜", ½", or ⅝". Choice of stainless steel or nylon ball bearings, or plastic bushings.

**Treise Accessories put NEW LIFE in any processor!**



**"SOFT TOUCH"  
ROLLERS**

feature special "tires" composed of tiny silicon or rubber knobs that firmly grip the film and smoothly move it along. Ideal for use with unperforated or multi-perforated film, or for any film on tendency drive processors.



SEE US AT BOOTH 54  
115th Conference • Los Angeles

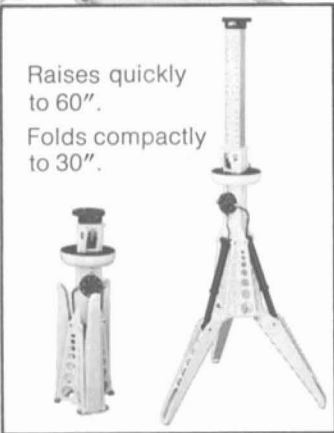
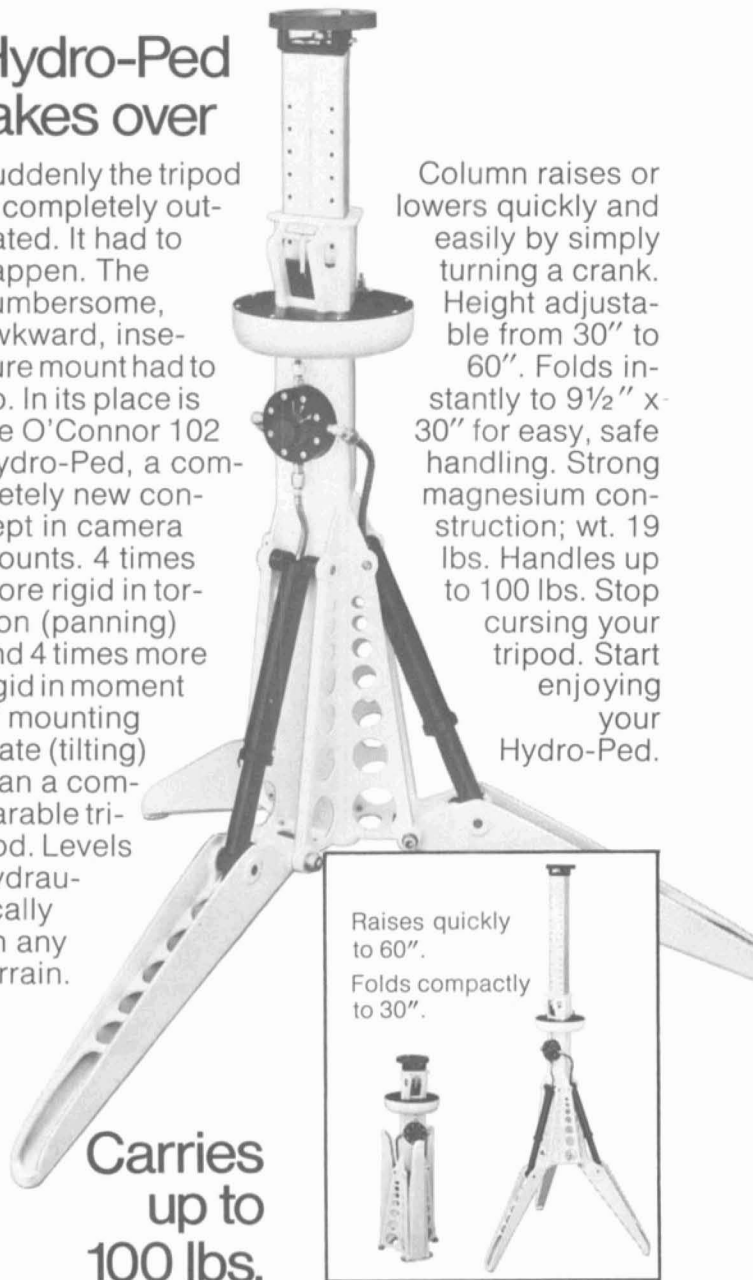
**TREISE ENGINEERING, INC.**  
1941 FIRST STREET • SAN FERNANDO, CALIF. 91340

# GOODBYE, TRIPOD.

## Hydro-Ped takes over

Suddenly the tripod is completely out-dated. It had to happen. The cumbersome, awkward, insecure mount had to go. In its place is the O'Connor 102 Hydro-Ped, a completely new concept in camera mounts. 4 times more rigid in torsion (panning) and 4 times more rigid in moment of mounting plate (tilting) than a comparable tripod. Levels hydraulically on any terrain.

Column raises or lowers quickly and easily by simply turning a crank. Height adjustable from 30" to 60". Folds instantly to 9½" x 30" for easy, safe handling. Strong magnesium construction; wt. 19 lbs. Handles up to 100 lbs. Stop cursing your tripod. Start enjoying your Hydro-Ped.



Carries  
up to  
100 lbs.

tant to the President and Executive Director, State University of Nebraska; Florence Monroe, Assistant Administrative Director, WNYE (TV) FM, New York; Clyde Robinson, Chief Engineer, KUOP (FM) Stockton, Calif.; Thomas Skinner, Vice-President WQED (TV) FM, Pittsburgh; and Charles Woodliff, Professor and Director, Instructional Communications, Western Michigan University. The nine directors will elect six more members of the Board. NAEB President is William G. Harley. NAEB headquarters are at 1346 Connecticut Ave., N.W., Washington, DC 20036.

**Inter Navex 74**, The International Audio-Visual Aids Conference and Exhibition, organized by the National Committee for Audio-Visual Aids in Education, will be held 16-19 July in the National Hall, Olympia, London. The Exhibition will include the latest audio-visual aids from British and overseas manufacturers. Further information is available from John Northover, Exhibition Organizer, National Committee for Audio-Visual Aids in Education, 33 Queen Anne St., London, W1M OAL, England.

**Videofilm Notes (H-40-6)**, one of the continuing series of informational bulletins available from the Motion Picture and Education Markets Div., Eastman Kodak Co., Rochester, NY 14650 (See *Journal*, p. 244, Mar. 1972; p. 430, May 1973; p. 796, Sept. 1973), is entitled "Some Questions and Answers About Television." The contents of the 12-page illustrated brochure include: Generating Video Signals; Television Scanning Standards; Reproducing Pictures in Television Receivers; The Television Waveform; Adjusting Video Signal Levels; Scene Contrast and Brightness vs Video Signal Levels; Transmitting Television Signals; NTSC Color Television System; The Color Subcarrier; Color-Monochrome Compatibility Considerations; and Adjusting Color Balance in Television Cameras. The purpose of this particular issue of *Videofilm Notes* as set forth in the Introduction is "to answer some of the questions commonly asked by various television staff members . . . (and to provide) answers that are as uncomplicated and unsophisticated as possible consistent with the need to be technically accurate."

**Punchy Purple** and any other color can be duplicated in Color Process Foundation or Color Process Lip Color by The Research Council of Make-Up Artists, Inc., 52 New Spaulding St., Lowell, MA 01851, according to a recent announcement. The only proviso is that a sample of the desired shade must be provided. "Telephone descriptions put us at a disadvantage," the announcement stated. RCMA also announced new "jumbo" eyebrow pencils found to be "easy to carry, fun to use and blend very well." The new colors are: silver brown, copper, bronze, white, cold silver, warm silver, light blue, dark blue, silver blue, light green, dark green and lilac. Also announced was a new list of lip glosses in new colors: Gena special, cranberry, grape, cherry, clear (no-color), red and bronze.

**O'CONNOR**  
**HYDRO-PED**

O'Connor Engineering Laboratories, Inc.  
100 Kalmus Dr., Costa Mesa, Calif. 92627

Send catalogs on ( ) Hydro-Ped. ( ) Fluid Head for camera weighing \_\_\_\_\_ lbs.

Name \_\_\_\_\_  
Firm \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

See us at SMPTE in L.A. in April

March 1974 *Journal of the SMPTE* Volume 83

# Get the newest edition of the bible.



## Almost Free.

We'd like you to have our newest catalog as a gift. But there's so much in it and it's so expensive to organize and print, we're forced to charge a nominal \$5.00 for it.

Yet we'll return that \$5.00 with your first purchase or rental of \$50.00 or more from SOS. So it's almost free. Send for your catalog now. It's actually a reference for the industry containing every kind of item used in motion

pictures. You shouldn't be without it.

The new SOS catalog has over 300 information-packed pages. Over 7,000 pieces of equipment described in detail. Hundreds of illustrations. Latest models of motion picture cameras; production accessories; VTR and closed circuit TV; editing; theater and projection; printing and processing; sound gear; animation; lighting; technical books.



315 West 43rd St., New York, N.Y. 10036  
Phone: (212) 586-1420

7051 Santa Monica Blvd., Hollywood, Calif. 90038  
(213) 466-9361

### SOS Photo-Cine-Optics

Here's my check for \$5.00. Please send me the newest edition of the SOS catalog and a certificate worth \$5.00 toward rental or purchase of \$50.00 or more.

Name

Firm Name

Address

City  State  Zip

**FOR YOUR PRECISION TEMPERATURE  
CONTROL REQUIREMENTS CHECK WITH:**

# FRIGIDHEAT

BOX 12037 OR  
1-615-383-4255  
NASHVILLE, TENNESSEE

SEE US AT OUR BOOTH #68 AT THE SMPTE SHOW

## Brightness - Look at it this way

- ACCURATELY and repeatably by an ultra-stable drift-free SILICON detector
- NATURALLY — displayed with see-through optics, computer-matched to the human eye
- CONVENIENTLY — luminance or illuminance, ft. lamberts or ft. candles — in a 1 degree field — 21 degree wide view
- INEXPENSIVELY — an accurate SI spotmeter for \$550, with a fifteen day unconditional money-back guarantee

It's the Spectra® Mini-Spot™ wherever you measure brightness, gain or contrast: projection screens, CRT's and displays, lamp or projection output, factory or institutional lighting, OSHA or EPA compliance.

At your nearest dealer or the light measurement people.



**Spectra®  
Mini-Spot™  
silicon cell  
spotmeter**

**PHOTO RESEARCH**  
The light measurement people

3000 No. Hollywood Way, Burbank, California 91505  
(213) 849-6017 • Telex 66-2429

A Division of KOLLMORGEN Corporation

RCA Satcom (Phase I), the first United States domestic communications satellite system, was launched 8 January. It employs four earth stations and uses leased circuits on Telesat Canada's Anik II satellite. It is operated by RCA Global Communications, Inc., and RCA Alaska Communications, Inc. The four earth stations are located near New York City, San Francisco, Juneau and Anchorage. The RCA Satcom system meets critical needs for additional long-distance telephone circuits in Alaska more economically than through the use of international satellite facilities, according to an announcement by Howard R. Hawkins, Executive Vice-President of RCA Corp. The system may also be used for network television transmission services. The lower cost of live television transmission via domestic satellite to and from Alaska makes live programming more practical for that state.

Goldmark Communications Corp., One Communication Plaza, Stamford, CT 06904, a subsidiary of Warner Communications Inc., has been named telecommunication consultant to New York's Lincoln Center for the Performing Arts in developing essential technology for live performance cable TV telecasts. Lincoln Center is considering the feasibility of installing a permanent television studio for live telecasts of performances from its theaters to cable TV subscribers. Joseph L. Stern, Vice-President of Engineering, and K. Blair Benson, Director of Audio-Video Engineering, for Goldmark Communications, are engaged in the adaptation of the latest state-of-the-art techniques for experimental cultural broadcasts, including all aspects of video and audio broadcast technology and their relation to the television medium.

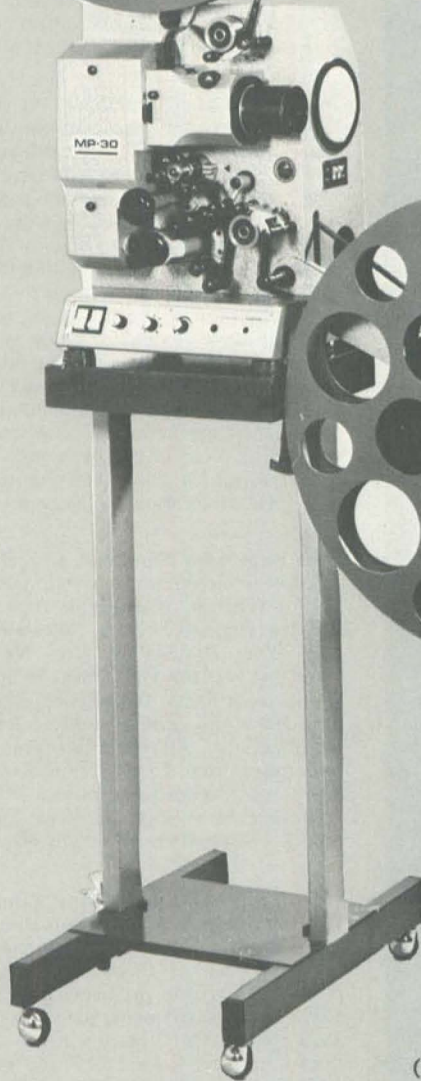
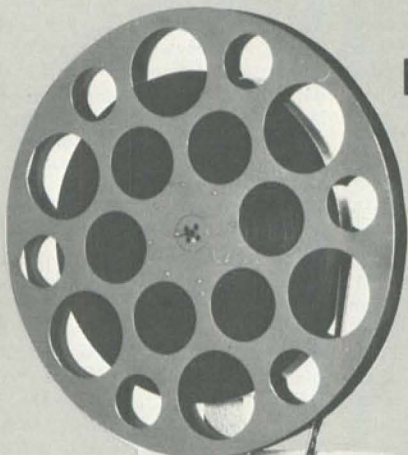
Cinemobile Video Systems, Inc., 8560 Sunset Blvd., Los Angeles, CA 90069, a newly formed TV production company, and Consolidated Film Industries are, as a joint venture, constructing a new videotape vehicle. Two RCA TPR-10 portable quadruplex recorders will be installed in the new vehicle. The TPR-10, RCA Broadcast Systems smallest tape unit, originally was designed for airborne use; its modular construction provides ruggedness and reliability. Other equipments in the new vehicle will include: twin Fernseh cameras from Germany weighing only 13 lb each; an inboard Cinemobile-designed generator to free the unit from outside power sources; and an hydraulic camera platform to take the strain out of high camera angles. An air suspension system allows the vehicle to float on a layer of air thus protecting cameras and other delicate equipment. Sliding doors and compartments allow easy access to all parts of the vehicle.

The new 16mm Eastman Color Negative (Type 7247) is now being processed at Consolidated Film Industries, 959 Seward St., Hollywood, CA 90038, it was recently announced. Some of the new stock has been given to production companies to permit testing. To further this aim, CFI offered to process the trade samples at no charge until the stock was made commercially available. CFI can also process the new material in 35mm (5247).

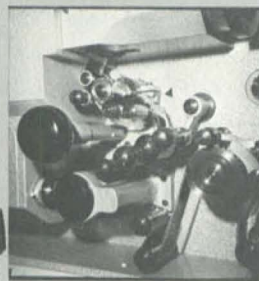
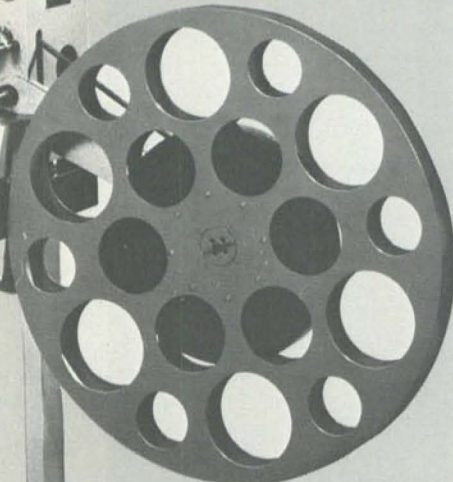
# Introducing ...

# The MP-30

## Portable 35mm Sound Projector



Alan Gordon Enterprises Inc. is pleased to introduce the new MP-30 Portable 35mm Sound Projector. This outstanding projector is ideal for assignments that require portability of equipment combined with top-quality performance. It can serve the office or home, school or college, screening room or advertising agency, business and industry as well as mini or standard-size theaters. The versatile MP-30 is precision engineered throughout, can easily be equipped with Xenon lamphouse for long projection throws, and features a large reel capacity.



PRICE:

**\$2295.00**

(Includes all Standard Features)

### Standard Features:

- Heavy-duty Geneva star and cam intermittent
- Interchangeable apertures
- Constant speed ¼ HP motor, 125V AC, 50/60 Hz
- 1000 watt quartz Halogen lamp, 3200°K high light transmission efficiency
- Pre-focus exciter lamp, 6V, 5A
- Solid state built-in amplifier, 30 watts, with tone controls
- 8 ohm output
- Coated lenses, your choice, 3½" to 5"
- Solar cell
- Built-in speaker
- Large reel capacity
- Microphone input

### Optional Features:

- Xenon lamp
- Anamorphic and super series lenses
- Magnetic interlock (track and picture)
- Power driven takeup (6000' reels)
- Projection stand
- Automation
- 12" PM dynamic speaker

SERVING THE WORLD

**alan gordon enterprises inc.**



1430 N. Cahuenga Blvd., Hollywood, Calif. 90028

Sales (213) 985-5500 • Rentals (213) 466-3561

TWX: 910-321-4526 • Cable: GORDENT

Visit us at Booths 58, 60, and 61, SMPTE Conference, Century Plaza Hotel, Los Angeles, April 21-26.

March 1974 Journal of the SMPTE Volume 83

251

Cable television is being studied in a graduate seminar conducted by the Annenberg School of Communications, University of Southern California, University Park, Los Angeles, CA 90007, during the spring semester which began in February. The seminar instructor is Richard B. Byrne, of Altadena. During the seminar, the theories and technology of cable television are discussed with the major emphasis on communications practices and fiscal, operational and legal aspects of the medium. The students examine legal precedents, economic circumstances, present and future problems and propose alternative policies for their solutions. Results of the research will be disseminated to city planners, citizen groups and governmental

councils responsible for cable television franchising.

**A Bibliography of Metric Standards**, a 20-page booklet containing a representative listing of metric standards adopted as American National Standards and by ISO (International Organization for Standardization) and recommendations by the IEC (International Electrotechnical Commission), is available from the American National Standards Institute, Inc., 1430 Broadway, New York, NY 10018. The bibliography is designed to provide guidance on the availability of those metric standards which should be useful as introductory material for metrication.

**Metric Reporter**, a biweekly publication of the American National Metric Council, 1625 Massachusetts Ave., N.W., Washington, DC 20036, has initiated an editorial column to focus attention on key metric issues. Guest editorials and letters to the editor are also welcomed to ensure that "the *Metric Reporter* remains an open communication document," according to ANMC Executive Director, Malcolm E. O'Hagan. "We seek to inform. We seek to surface facts, to air serious viewpoints, to probe important metric questions," he announced. The 25 January 1974 issue of *Metric Reporter* announces a new publication of AMACOM, a division of American Management Associations, *Going Metric*, which sets forth the findings of a questionnaire addressed to 5,500 United States business men. According to the report in *Metric Reporter*, "In general, the responses to the questionnaire strongly suggest that U.S. commerce and industry are both willing and able to begin an effective conversion program on short notice."

**NCTA Bulletin**, published by National Cable Television Association, Inc., 918 Sixteenth St., N.W., Washington, DC 20006, in the 29 January 1974 issue, gives a brief rundown of the cabinet-level report on cable television issued by Clay T. Whitehead, Director of the Office of Telecommunications Policy on 16 January. The primary objective of the report — two and one-half years in the making — is "to assure the development of cable as a communications medium open to all, free of the excessive concentration of private power and undue government control." NCTA also provides a *PR Memo Sheet* containing a list of competitions of particular interest to cable television systems with local origination and access activities.

**Free Shorts for Theatres**, a brochure listing free loan 35mm short subjects available to theaters, is available from Modern Talking Picture Service, Theatrical Div., 2323 New Hyde Park Rd., New Hyde Park, NY 11040. The films are sponsored by business firms, trade associations, government units, professional societies and organizations. All the films are in color and range from 7½ to 21 min in length. They deal with a wide variety of subjects including travel, sports, ecology, human relations, social affairs and many others.

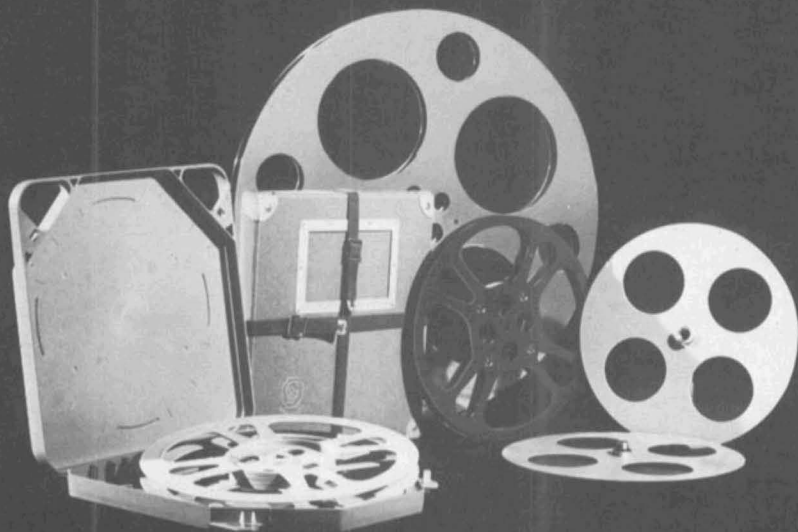
**New York State's Growing Film Industry**, an article by State Commerce Commissioner Neal L. Moylan in the current (No. 1) issue of *Business in New York State*, a quarterly published by the State Commerce Department, points out that in 1972 more than 50 feature films were produced in New York State and since the mid-1960s some 300 feature films have been made in the State. "New York State abounds in scenic and historic attractions that are ideal locations not only for feature films, but for television series, made-for-television movies, documentaries, commercials and industrial films," the article stated.

**Beautiful Boundary**, a 14-min color film produced by the New York State Department of Commerce has been chosen the

## THE REEL WORLD KNOWS THE DIFFERENCE!

Reel perfection is a GOLDBERG tradition!  
Depend on us for reel quality!

- 8mm & Super 8mm Reels in steel, 200' to 2000'.
- 16mm Reels in steel, plastic and sheet aluminum.
- 8mm & 16mm cans in steel and plastic.
- Shipping Cases in fibre and plastic.
- Split Reels in steel and aluminum.
- 35mm & 70mm Reels in steel and aluminum.



**GOLDBERG BROTHERS**

P. O. Box 5345, T.A. • Denver, Colo. 80217



# The Professional Pioneer

Announcing the New **MITCHELL MARK III**

## Mitchell Bridges a Half-Century of Motion Picture Camera Generations

The finest compact and mobile 35mm professional camera available in this new era of cinematography.

Since 1921, the Mitchell camera has been the "standard of quality" throughout the world. The new Mark III is another landmark in Mitchell's pioneering tradition. Light in weight but heavy in performance, the Mark III has the distinctive features perfected by its predecessor PLUS . . .

**LIGHT WEIGHT** — Magnesium castings are used to keep the weight, less lens, to 23 pounds without sacrificing Mitchell quality.

**SILENT** — New design techniques insure the camera output sound level is in the 30 DB range.



**FILM TRANSPORT** — The world-famed Mitchell MK II intermittent movement proven for all types of operations from animation to high speed. Dual register pins with dual pulldown claw assure absolute film control. 170 degree adjustable shutter.

**CRYSTAL REGULATED MOTOR** — Accuracy is plus or minus 15 parts per million at all speeds for precision sound synchronization. Variable speeds of 8 - 16 - 24 - 25 - 28 - 32 FPS. Automatic out-of-sync light is visible in viewing system. Automatic slate system fogs film in gate and sends signal to tape recorder.

**REFLEX VIEWING** — Rotary mirror, brilliant F2.0—6.2 power viewing. Generous 6mm diameter exit pupil provides maximum eye comfort.

**MAGAZINE** — Co-axial, 400 and 1000-foot capacities.

When it is time to design a better professional camera, Mitchell will produce another new Award Winner.

For further details contact your nearest Mitchell representative.

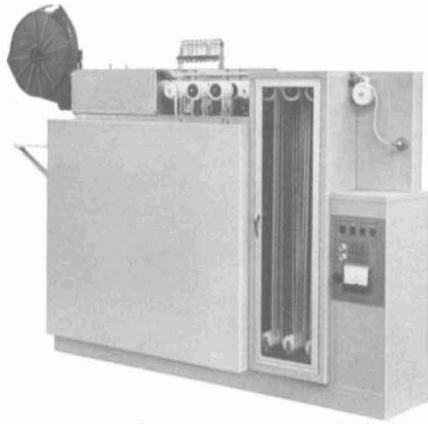
Australia	Birns & Sawyer (Aust.) Pty. Ltd.
Hong Kong	Salon Films, Ltd.
India	Central Camera Company Private, Ltd.
Japan	NAC Incorporated

**MITCHELL**  
CAMERA CORPORATION



666 W. Harvard Street, Glendale, California 91209 (213) 245-1085

See us at Booth 79 at the SMPTE Show



## “Film producer of the year.”

Little Max isn't your typical Hollywood producer.

But he puts out a lot of quality color film.

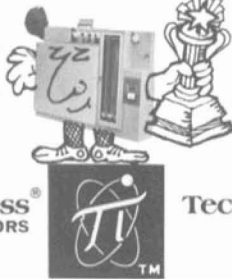
Actually, he processes 8mm, 16mm and 35mm Ektachrome film in the ME-4 or CR-100 Processes. For people in TV news departments, schools and industry.

They like the way he stays within budget. They like his ease of operation. And they

like his convenient size, reliability, and versatility.

If you have a low budget, high quality, low volume processing need, Little Max is your man.

For full details, contact Marketing Department, Technology, Inc., 11801 West Olympic Blvd., Los Angeles, CA 90064. Ph: (213) 272-4331.



### Little Max

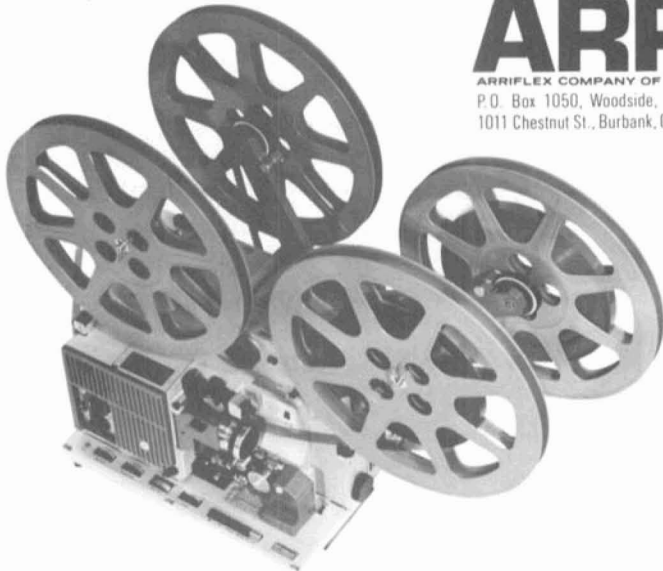
Houston Fearless  
PROCESSORS



Technology Incorporated

## You need this special projector!

For single and double-system recording; re-recording; film-to-film transfers; tape-to-film transfers; double-system interlocked previews; quick access projection; scratch track production. And for dozens of other special purposes that only the Sonorex 16/16 Interlock Projector can do. Write for complete literature.



# ARRI

ARRIFLEX COMPANY OF AMERICA  
P.O. Box 1050, Woodside, N.Y. 11377  
1011 Chestnut St., Burbank, Calif. 91502

**SONOREX<sup>®</sup> 16/16**  
INTERLOCK SOUND PROJECTOR

best Outdoor Travel motion picture in the 1973 National Outdoor Travel Film Festival, winning the Theodore Roosevelt Award for continuing contributions to the enjoyment of all American sportsmen through films. The film highlights the Thousand Islands and the St Lawrence River Valley vacation region.

A teleconferencing system developed by the New Rural Society study team under Project Director Peter C. Goldmark, President of Goldmark Communications Corp., links electronically the facilities of the Union Trust Company in Stamford and New Haven, Conn., enabling executives to hold weekly committee meetings and other conferences without the participants seeing each other or traveling between locations. It has been in use since November 1973. The system uses special acoustic technology applied to telecommunications to draw “sound images” to substitute for face-to-face meetings. Essentially, the system consists of two communications terminals and specially connected microphones for each participant at each location. The terminals are designed to provide discrete sound images at each location for each conferee. As a participant talks, his associates at the distant location are able to identify him through the sound-imaging techniques. Unlike conventional speaker systems, the stereophonic NRS development identifies the speaker wherever he may be located in the room, independent of the location. Documents, reports and other graphic materials are transmitted back and forth by an automatic-answering facsimile system so that participants can review essential visual exhibits. According to Thomas F. Richardson, Union Trust President, the system has been “substantially effective in conserving scarce energy resources and saving valuable executive time.”

Kodak Retnar products for x-ray minification have been tested at the University of Missouri where a prototype Retnar 3544 film showed a diagnostic error rate directly comparable with that of full-size original radiographs. The test, described by James V. Nealon, Eastman Kodak Co., before a meeting of the Society of Photooptical Instrumentation Engineers in Chicago, was conducted with a sample of more than 2,800 diagnoses by a team of radiologists.

The development of Kodak Retnar products, Mr. Nealon explained, centered around a novel film designed to combine extended exposure scale and near unity contrast with a direct-positive photographic response. To keep the operation as simple as possible and to allow for a one-step creation of the reduced image, it was decided to premount the 43mm by 50mm film chip in a D-skived aperture card with an image area of 30 mm by 41 mm, a 12.5× reduction of the original radiograph. A special manufacturing technique was developed to make a film that would extend the usually short exposure scale, characteristic of direct-positive emulsions, to an extended scale of 3.2 log exposure units. The emulsion, coated on 0.0025-in Estar base, has a contrast of about 1.1 and a D-max of 3.7.

The Retnar film is extremely slow in photographic speed and requires 4,000

# There is a Dolby noise reduction unit for every professional application

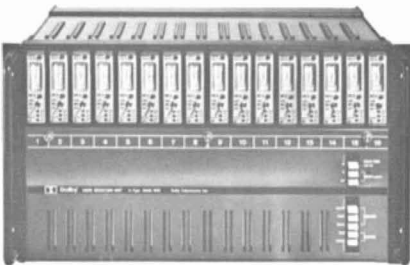
## Professional Recording and Transmission Applications



**360**  
The Dolby 360 is a basic single-channel A-type noise reduction unit for encoding or decoding. This unit is normally used in a fixed mode such as in disc cutting or landline sending or receiving; the operating mode is manually selected.



**361**  
The Dolby 361 is similar to the 360, providing a single channel of A-type noise reduction, but with relay switching of operating mode and tape recorder connections. The changeover can be controlled automatically by the recorder.



**M-Series**  
The Dolby M16 A-type unit is designed specifically for professional multi-track recording, and incorporates 16 channels of noise reduction in a compact chassis only 10 1/2 inches high. The similar M8 is an 8-track version, and the M8X allows simple extension of the M16 for 24-track use.

## Noise Reduction Module



**Cat 22**  
The Dolby noise reduction module, Cat 22, is the basic functional unit employed in all A-type equipment. The Cat 22 is available as a spare or in quantity to OEM users for factory installation. A half-speed version of the module (Cat 40) is also available.

## Motion Picture Industry

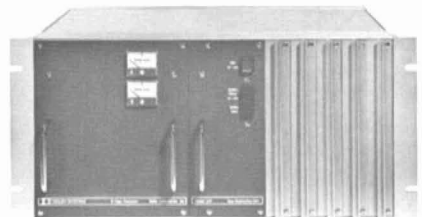


**364**  
The Dolby 364 Cinema Noise Reduction Unit is intended primarily for use with Dolby A-type encoded optical sound-tracks. The 364 also includes a standard 'Academy' filter for conventional tracks, a clean-up circuit for old or worn prints, and provision for playback of magnetic sound-tracks with or without Dolby system encoding.

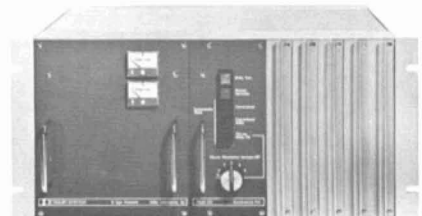


**E2**  
The Dolby E2 Cinema Equalizer is a companion unit to the 364, and has been specifically designed to solve the response equalization problems of cinemas. Used with the 364 and Dolbyized optical sound-tracks, the E2 enables most cinemas to achieve modern sound reproduction standards without replacement of existing equipment.

## Professional Encoders for Consumer Media



**320**  
The Dolby 320 Duplication Processor is a professional quality unit with B-type (consumer) noise reduction characteristics. The unit is used for encoding duplication master tapes in the high-speed duplication of Dolbyized cassettes, cartridges, and open-reel tapes. The 320 is a two-channel unit.



**324**  
The 324 Broadcast Encoder allows broadcast stations to encode stereo FM broadcasts with the Dolby B-type characteristic. The unit provides for an optional reduction of high frequency pre-emphasis, reducing the need for high frequency compression, and thus allowing a significant additional improvement of reception quality.

## Test Set (A-type)



**Cat 35**  
The Dolby NRM Test Set, Cat 35, permits rapid verification of performance of Cat 22 Noise Reduction Modules without their removal or the need for additional test equipment.

**For detailed information contact  
Dolby Laboratories Inc**  
1133 Avenue of the Americas  
New York NY 10036  
Telephone (212) 489-6652  
Telex 125797

346 Clapham Road  
London SW9  
Telephone 01-720 1111  
Telex 919109



See us at our booths 62/63 at the SMPTE Show

One Tota-Light covers three walls from the fourth wall.

One Tota-Light covers four walls from the corner of a room.

Gull-wing reflector design provides exceptionally wide, even, bright light pattern.

Lights behind itself—220° maximum vertical beam angle.

Delivers up to 150 fc at 10 ft., over a wide 90° square beam angle.

Reflector doors compensate for "fall-off" in cyc lighting.

Interchangeable 500, 750, 1000 watt quartz lamps.

Soft, bright umbrella locks into light without accessories.

Wide range of durable, pre-cut gels for diffusion, daylight conversion, special effects.

# Tota-light.\* More than just a new light.



\*TM Pat. Pend.

Gel frame locks directly into Tota-Light.

Mounts atop doors, open or closed, as well as on stands and clamps.

Gaffer-tapes to walls and windows.

Up to 8 Tota-Lights stack on one stand or clamp for "single" source.

Tota-Light pans and tilts 360°

Snap on, flexible shafts attach small flags and reflectors to Tota-Light, clamps and other components.

Snap-together flags and reflectors "grow" for precise light control.

Lightweight components fold up to a fraction of their in-use sizes.

Tota-Light "system" components are available individually and in a broad variety of unusually compact kits.

For information, see your Lowel dealer or send for our brochure.

# lowel

421 West 54th Street New York 10019 (212) CI5-6744

meter-candle-seconds of exposure. Its diffuse rms granularity is about 16 (very fine); MTF is 48% at 100 c/mm; NBS resolving power is 200 lines/mm and the sensitivity is blue-green.

The Kodak Retnar 20 reader, designed to provide the brightest possible light source without deforming film in the gate, uses a 250-W tungsten-halogen lamp with red and infrared radiance. Heat absorbing and reflecting filters and contacting glass flats in the film gate keep the film cool and distortion-free. The most mechanically complex of the Retnar products is the camera-processor. It operates as a black box to expose the film and process the film mounted in the aperture card, and to identify the card. The operator inserts the radiograph, enters the identification and pushes the button. The machine does the rest.

**Hamoor Communications**, a consulting and management firm, has moved into permanent offices at 3508 Science Center in the University City Science Center, Philadelphia, PA 19104, it was announced by the partners, Barry Hampe and Ralph Moore. The company was formed about a year ago "to make modern advances in communications technology and theory available to commercial and institutional clients," the announcement stated.

**South I and II Theatres** in South St. Paul, Minnesota's newest twin, opened 10 January. The two auditoriums, with a common lobby, are set at right angles to each other in an octagonally shaped building. There is a three-sided entrance. The twin theaters have an L-shaped projection room which has corner windows placed so that both auditoriums are visible. The projection booth is equipped with two pairs of Ballantyne VIP-35 projection systems manufactured by Ballantyne of Omaha, Inc. The VIP-35 console is constructed so as to permit the installation of all booth operating equipment and controls. The system is automated to control all booth and auditorium functions. Heart of the system is the PRO-35 projector and the Model VII soundhead. The South I Theatre seats 420 with a 13- by 28-ft screen. South II Theatre seats 340 with a 12- by 26-ft screen. Both auditoriums use Kollmorgen projection lenses and Altec Voice of the Theatre speaker systems behind the screens.

**The Candela Company**, a new firm established 2224 Old Middlefield Way, Mountain View, CA 94043, will specialize in high-intensity illumination. (The company name is derived from the International System of Units where it represents luminous intensity.) Founders of the new firm are Wendell O. Byram, Thomas G. Innes and Edward A. Robinson. All three have been Vice-Presidents for Illumination Industries. Plans for the new firm include development of a broad line of lamps, lamphousings, power supplies and related products which will be designed primarily for applications in activities where extremely high light levels are required, such as scientific instrumentation and medical research.

**Eclair Corp. of America**, 62 W. 45 St.,

New York, NY 10036, will assume all marketing, distribution and service functions on all Eclair products, including cameras, lenses and camera accessories, for the entire Western Hemisphere, it was recently announced. The new territory will include the Caribbean, Mexico and other Central American countries as well as the whole of South America and Canada.

**Four new sales representatives** organizations have been appointed to handle the line of industrial instrumentation products and recorder test instruments marketed by the Mincom Div. of 3M Company, P.O. Box 33600, St. Paul, MN 55133. They are: Victor Associates, Framingham, Mass., and Manchester, Conn., for the New England States; Labtronics, Inc., Syracuse, N.Y., for upstate New York; Sel-tronics, Inc., Silver Spring, Md., for the Washington, D.C. area; and Cleveland Enterprises, Albuquerque, N.M., Wheat Ridge, Colo., and Scottsdale, Ariz., for the Rocky Mountain States.

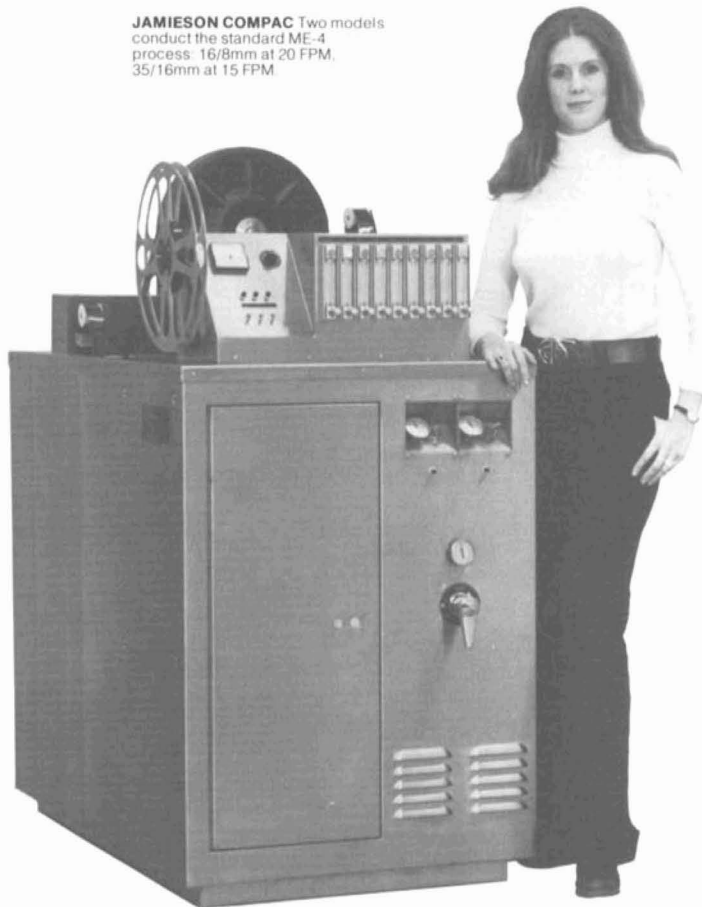
**OAK Industries Inc.**, Communications Group, Crystal Lake, IL 60014, has announced the expansion of its CATV Equipment Div. to provide additional manufacturing facilities for cable TV converters, pay TV devices and amplifiers. The first 25,000 ft<sup>2</sup> module of a 50,000 ft<sup>2</sup> facility in Fitchburg, Wis., a suburb of Madison is being constructed adjoining the Oak Development Laboratories, presently engaged in research and development of cable products. The plant will employ some 700 persons on two shifts, according to Charles B. Radloff, Vice-President and General Manager of the CATV Equipment Div.

**A new sound system** for drive-in theaters which permits viewers to hear the sound through their own car radios, eliminating the need for speakers, speaker posts, speaker post wiring, amplifiers and transformers, has been developed by Cinema Radio Corp., 120 Mineola Blvd., Mineola, NY 11501. Sales and service for the Cinema Radio system are handled by Altec Service Corp., 1 Anderson Ave., Moonachie, NJ 07070. No matter how large the drive-in, it was announced, the system uses power equivalent to one 60-W bulb. The system has been installed at the Cloverleaf Drive In at Sutherlin, Ore., and at the Chelmsford Drive In at Chelmsford, Mass. Advantages of the system, according to Fred J. Schwartz, President of Cinema Radio are low cost, superior sound and simplicity.

**Cordin Co.**, Salt Lake City, UT 84119, has appointed Visual Instrumentation Corp., of Burbank, Calif., an exclusive manufacturer's representative in Southern California, Arizona, Oregon and Washington. Cordin's line of Ultra High Speed photographic equipment and most accessory items will be represented under terms of the agreement.

**Chilton TV Productions**, a new division of the Chilton Company (Radnor, PA 19089) has been established at 3727 W. 6 St., Los Angeles, CA 90020. The firm publishes some 23 specialized business maga-

**JAMIESON COMPAC** Two models  
conduct the standard ME-4  
process: 16/8mm at 20 FPM,  
35/16mm at 15 FPM.



# Jamieson Compac

**STILL NO.1 IN TV    STILL ONLY \$6980**

We introduced the Compac color film processor three years ago, and since then we've shipped more than one a week.

Now the popularity of this and other Jamieson processors is growing so rapidly that we have moved into a new plant, effectively doubling our manufacturing space.

Why so popular?

Someone you know owns a Compac. Probably a lot of people you know. Why not ask them about it. That's the best way to get an unbiased appraisal of its performance.

Or ask us. We'll be more than happy to tell you about the Compac and give you dozens of references. Just call us or return the coupon.



Please send me your brochure and data sheets on the Compac and other Jamieson processors, along with a list of some users.

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

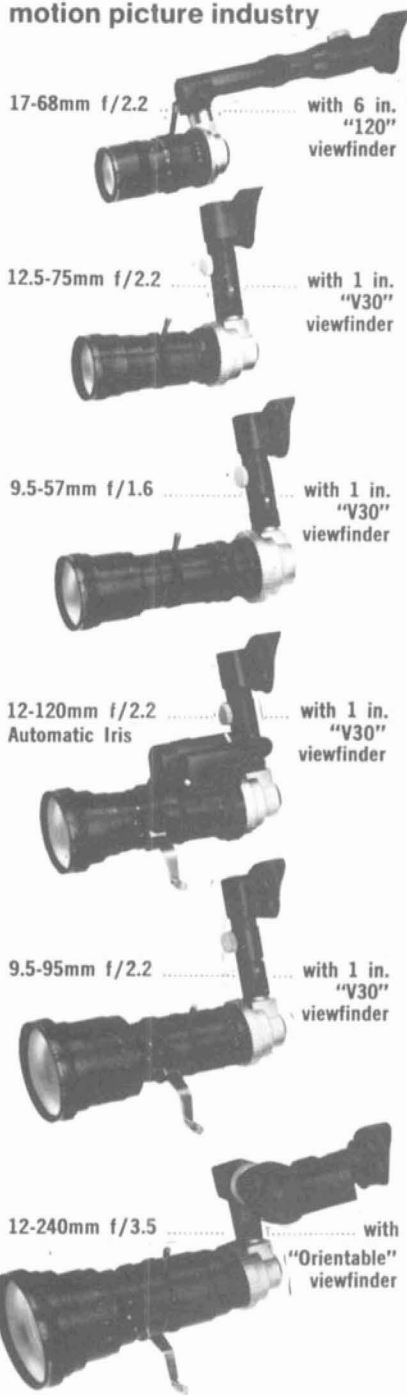
**JAMIESON FILM COMPANY**

EQUIPMENT DIVISION 6911 Forest Park Road, Dallas, Texas 75235 Phone: (214) 350-1283



# angénieux

offers the widest selection of zoom lenses and interchangeable viewfinders including the most advanced automatic iris system for the professional motion picture industry



Available from leading camera manufacturers and their dealers throughout the world. For further information and technical specifications call or write

**angénieux corporation of america**

440 Merrick Rd., Oceanside, N.Y. 11572 • (516) 678-3520  
13381 Beach Ave., Venice, Calif. 90291 • (213) 821-5080

See us at our booth 47 at the SMPTE Show

zines and is one of the world's largest market research organizations. The new division will produce nontheatrical films, TV programs and multimedia presentations. Production on the first TV series is scheduled to begin in March and will be in the automotive area. James W. Belcher, Vice-President and General Manager, will direct activities of the new division.

**Diamond Electronics**, a firm located in Lancaster, Ohio, specializing in the manufacture of video cameras, switchers, sync generators and special purpose equipment, has been acquired by Arvin Systems, Inc., 1771 Springfield St., Dayton, OH 45403. Arvin Systems produces a number of sophisticated navigation and audio/video communications products, including a recently developed ruggedized portable Video Discassette Recorder. The Diamond Electronics equipment and Arvin's Video Discassette and tape recorders are fully compatible. Diamond Electronics will continue its operations as a division of Arvin Systems.

**Renville H. McMann, Jr.**, President of CBS Laboratories, has been unanimously elected to membership in the National Institute of Social Sciences "in recognition of your services in behalf of your fellowman," the citation stated. Mr. McMann was appointed President of CBS Laboratories in 1971, succeeding Peter C. Goldmark. He is the inventor of the electronic image enhancer and of the magnetic scan conversion technique used by NASA to convert television pictures transmitted from the moon for standard broadcasting to homes. In 1971 he was a recipient of the Journal Award (with Leo Beiser, Wendell Laverder and Robert Walker) for the paper, "Laser Beam Recording for Color Television Film Transfer" in the September 1971 issue of the *Journal*.

**Hartwell T. Sweeney** has been appointed Director, Sales Development, Motion Picture and Television Markets, Motion Picture and Audio-Visual Markets Div. of Eastman Kodak Co.'s U.S. and Canadian Photographic Div. He succeeds John A. Pistor who retired 1 February.

Mr. Sweeney joined Kodak in 1951 in the film testing division at Kodak Park. He was made a motion-picture engineer in 1956 and was located in Chicago, transferring to Hollywood in 1960. He became a technical sales representative (TSR) in 1962 and transferred to the professional, commercial and industrial markets division as a TSR in 1965. He returned to the Motion Picture and Education Markets Div. in 1967 as a sales and engineering representative and in 1970 he was appointed District Sales Manager for the Midwestern Region. In 1973 he transferred to the Pacific Southern Region and later that year he was appointed Director, Sales Development, Entertainment Motion Picture Markets.

**Robert Evans** has been appointed to the newly created post of Marketing Manager for Rank Video Laboratory, Film House, 142 Wardour St., London, W. 1., England. He was formerly Executive Producer of the Commercial and Documentary Div. of Crown International Productions; earlier he was Head of Television at Hobson

Bates advertising agency. In his new post he will be responsible for Rank Video's marketing and sales operation. The principal objectives will be open fresh markets, to promote new style thinking on the usage of videotape and to provide customers with a comprehensive service under one roof.

**Lynn S. Levene** has been appointed to the Sales Staff of Bebell, Inc., Motion Picture Lab Div., 416 W. 45 St., New York, NY 10036. Ms. Levene, who attended the University of Miami and the New York University School of Education, will specialize in motion-picture laboratory services for those filmmakers who produce mainly educational curriculum resource films.

**James V. White**, Staff Scientist in the Acoustics and Magnetics Dept. of CBS Laboratories, High Ridge Rd., Stamford, CT 06905, is the first recipient of the newly established Outstanding Papers Award presented by the Audio Engineering Society. The award was presented to Dr. White for his paper entitled "Mechanical Playback Losses and the Design of Wideband Phonograph Pickups."

The Outstanding Papers Award was established by the Audio Engineering Society with a fund granted for this purpose by an anonymous donor to recognize outstanding engineers and their writings. The award is presented annually for the best paper appearing in the *Journal of the Audio Engineering Society* during the previous two years. In odd-numbered years, the award is given to authors under 35 years of age and on even-numbered years to the author of the best paper, regardless of age.

**Charles E. Parrish** is the new President of Computer Labs, 1109 S. Chapman St., Greensboro, NC 27403. He is also a newly elected member of the Board of Directors. Formerly Vice-President of Marketing, Mr. Parrish replaces John M. Eubanks as President. Mr. Eubanks will continue as Chairman of the Board and will assume special responsibilities together with Robert C. Bedingfield, formerly Executive Vice-President, who has been elected Vice-Chairman of the Board. The two men will act as consultants for the company and will explore potential new markets. Bryan F. Smith, Vice-President of Engineering, was also elected to the Board of Directors. Computer Labs, founded in 1966 by Mr. Eubanks and Mr. Bedingfield, designs and manufactures high-speed data acquisition equipment.

**Kenneth R. Solomon**, Branch Manager of Image Processing of the Electronic Systems Dept. of CBS Laboratories, a division of Columbia Broadcasting System, Inc., has been appointed Adjunct Associate Professor at the City University of New York. In this position he will be responsible for consultation and the continued evaluation of the technology curriculum at the Staten Island Community College; for surveying past graduates of the technology program; and for the development of internship programs with senior colleges, faculty, industry and the government. He will report directly to the Dean of the College.

*LaVezzi* has them all!

# HIGH PRECISION SPROCKETS

FOR DRIVING FILMS – TAPES – CHARTS

**8 mm** wafers for tapes or films

**Super 8** double width – Printer Sprockets – Feed Sprockets.

**16 mm** double row teeth – 8 through 20.

**35 mm** regular tooth, round or square. 8 thru 64. Metals or Plastic.

**70 mm** TYPES I and II

**1/10" Pitch** tape Drive and Reader Sprockets.

**1/4" - 3/8" - 1/2" Pitch**

Chart Drive Sprockets. Aluminum – plastic – 10-12-24 tooth. Assemblies.

**Specials** made to your order.

LAVEZZI MACHINE WORKS, INC.  
900 NORTH LARCH AVENUE  
ELMHURST, ILLINOIS 60126  
PHONE: (312) 832-8990

**also** Geneva Starwheels and other High Precision Parts.



Available from stock or made exactly to your specifications.

Mr. Solomon joined CBS Laboratories in 1968. He is responsible for formulating and directing research and development in advanced image processing systems for the handling of many forms of data. He is specifically responsible for digital image processing systems, information storage and retrieval systems, cartographic and photogrammetric applications, and laser color film recorders. Before joining CBS Laboratories he was senior project engineer at the Norden Div. of United Aircraft.

**Franklyn R. Beemish** has been appointed Marketing Manager, Television Optical Products for Canon U.S.A., Inc., 10 Nevada Dr., Lake Success, NY 11040. He was formerly Sales Manager for Tele-Cine Inc. In his new post he will be responsible for the marketing, product development, promotion and service of all Canon broadcast and semi-broadcast products.

**Richard A. Walker** has been appointed Vice-President, Engineering, for the Photo Research Div. of Kollmorgen Corp. He joined the firm in 1970 and has been responsible for a number of developments including the Spectra Film-Gate Photometer, the 1980 Pritchard Photometer, the PR-1000 Photometer/Radiometer, the Spectra Spotmeter and the Spectra Film-Balanced Three-Color Meter. He is the author of numerous technical papers on photometry and photometric equipment.

**William E. Amos** has been appointed

Vice-President in charge of the Audio-Video Systems Div. of Philips Broadcast Equipment Corp., One Philips Parkway, Montvale, NJ 07645. He was formerly Assistant Vice-President of Sony Corp. of America in charge of market development of video products. Mr. Amos's new appointment is a key element in the recent reorganization of Philips Broadcast under which the company is structured in three divisions comprising audio-video systems, professional television equipment, and government systems for defense.

**John M. Ehrenberg** has been appointed General Manager, Professional Equipment Div. for Bell & Howell, 7100 McCormick Rd., Chicago, IL 60645. He has been with the Professional Equipment Div. since 1966. His most recent assignment was that of Director of Professional Marketing.

**William F. Steiner** has been appointed Vice-President, Audio-Visual Systems Sales for Technicolor, Inc., 299 Kalmus Dr., Costa Mesa, CA 92626. He has been with Technicolor since 1969. In his new post he will supervise all product sales and service. The firm manufactures a complete line of super-8 cartridge-loading motion-picture projection systems.

**Donald E. Stults** has been appointed Vice-President of PSC Technology Inc., 1200 Grand Central Ave., Glendale, CA 91201. Formerly he was Director of Marketing for the Acme Products Div. of the

company. In his new post he will be responsible for all marketing and sales efforts of the company. PSC Technology produces optical printers, cameras, projectors, printer accessories and photoinstrumentation equipment including scope cameras and ultraviolet printing devices.

**Robert Allen** has been appointed Technical Representative for the Los Angeles office of Eclair Corp. of America, 62 W. 45 St., New York, NY 10036, was announced by Leo Lukowsky, Vice-President. Mr. Allen joined Eclair in 1966 and shortly thereafter was appointed Assistant Sales Manager. In addition to his executive responsibilities, Mr. Allen is a cinematographer with credits for such productions as *Black Man*, *Don Rickles*, *Nationtime West* and *Programmed to Die*.

**Mel Sawelson**, Executive Vice-President of Consolidated Film Industries, 959 Seward St., Hollywood, CA 90038, has been assigned full operating responsibility for all departments of the Hollywood-based motion-picture laboratory, it was announced by Sidney P. Solow, President. Mr. Sawelson joined CFI in 1971. He was responsible for the installation and operation of the firm's videotape department and also for the acquisition of Glen Glenn Sound Co. where he currently serves as President.



Camera Mounting Plate

# Cinema Products

## 150XR

### Ultra-smooth, Lightweight Fluid Head

**FEATURES**

- Accommodates studio-type motion picture cameras and television cameras weighing up to 150 pounds.
- Ultimate smoothness in both panning and tilting is provided by Timken bearings plus O'Connor's exclusive fluid action, acknowledged to be the most dependable ever developed.
- Removable camera mounting plate can be permanently mounted to the camera.
- Temperature Range: 0° to ±120° F.
- Weight: 25 lbs.
- Counter-balance: Standard torsion bar will completely counter-balance or neutralize the weight of a 100 lb. studio-type camera. (Optional torsion bar is available on special order for cameras weighing up to 150 lbs.)





Cinema Products XR35 Studio Camera shown mounted on Model 150XR Fluid Head.

For further information, please write to:

**cinema E products CORPORATION**

Technology In The Service Of Creativity

2037 Granville Avenue, Los Angeles, California 90025  
 Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinedevco

The Model 150XR Fluid Head is designed and manufactured by O'Connor Engineering Laboratories Inc. for exclusive worldwide distribution by Cinema Products Corporation.

See us at our booths 13/14 at the SMPTE Show

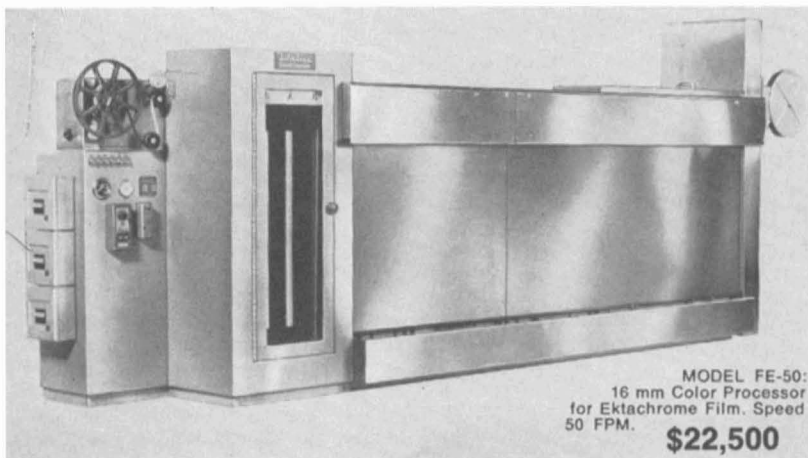
# The Money-Makers

## FILMLINE'S professional color film processors for motion picture laboratories.

The Filmline Models FE-30 and FE-50 are fast, foolproof, troublefree and long-lasting. They turn out consistently superior work. The design is backed by Filmline's reputation as the world's leading manufacturer of film processors for the motion picture laboratory industry.

Now enjoy the benefits of professional equipment incorporating exclusive Filmline features that have paced the state-of-the-art in commercial, industrial and defense installations at a cost lower than processors offering less.

Check the exclusive Filmline features below:



- **"FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"**  
This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.
- **"TORQUE MOTOR TAKE-UP"** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

- **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.
- **"TURBO-FLOW"** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.
- **"ZERO DOWN TIME"** The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

- **"MATERIALS, CONSTRUCTION AND DESIGN"** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained. Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

### Additional Features included in price of machine (Not as extras).

Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. Prehardener solution filter ■ Precision Filmline Venturi air squeegee prior to drybox entry ■ Air vent on prehardener ■ Solid state variable speed D.C. drive main motor ■ Bottom drains and valves on all tanks ■ Extended development time up to two additional camera stops at 50 FPM ■ Pump recirculation of all eight solutions thru spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution ■ Change over from standard developing to extended developing can be accomplished in a matter of seconds ■ Impingement dryer allows shorter put through time.

Partial listing of Filmline Color Installations: — NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathe-Labs, Precision Labs, Mecca Labs, Color Service Co., Capital Film Labs, Byron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecolor Film Labs, Guffanti Film Labs, A-One Labs, All-service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTAR-TV, WSYR-TV.



(203) TR 8-2433

"When you buy quality Filmline Costs Less"

SM-74

Send for Literature

Time & Lease Plans Available

All prices F.O.B. MILFORD, CONN.