

## PRESIDENTIAL ADDRESS\*

The rapid rate at which time flies has been brought home to me more forcibly than ever during the past year. Starting out with many objects to achieve, even by working overtime with a crew of willing workers, it has been possible to accomplish only a fraction of those which I had in mind when I became chief executive of this important technical Society.

The change-over from the publication of our quarterly *Transactions* to a monthly JOURNAL was effected smoothly under the capable editorship of Mr. L. A. Jones. This was a distinct milestone in the progress of the Society because it permitted a more prompt publication of papers of immediate interest, and likewise the publication of papers not presented at our conventions, while our members have been kept in closer touch with the activities of the Board of Governors and the various sections through the medium of the "Society Notes."

The main reason for the existence of our Society is the advancement of knowledge and interchange of ideas by publication. The JOURNAL is the backbone of our Society. Our value to the Industry and mankind is in direct proportion to the quality and quantity of the contents of our JOURNAL and upon the wideness of its distribution.

As measured by this yardstick, the Society is progressing in a creditable manner. The size of the October issue of the JOURNAL was about 50 per cent larger than that of the January issue and its circulation is about 1000 copies, 180 of which are for non-member subscriptions. Our membership continues to grow in a satisfactory manner and has increased from 600 to 800 in the past year as a result of the energetic efforts of the Membership Committee under the chairmanship of Mr. H. T. Cowling.

As the Society has grown, however, the burden of work involved in conducting the offices of the Secretary and Treasurer and of editing the JOURNAL has become such that the Society can no longer expect to receive this work from any individual as a labor of love.

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\* Read before the Society at New York, October, 1930.

The labor involved in carrying out the activities of many of the committees is tremendous and realizing this, your Board of Governors decided to appoint a paid officer with headquarters in New York City to supervise the editing of the JOURNAL, conduct the routine work incidental to the offices of Secretary and Treasurer, assist the various committees and, in fact, coördinate more closely the various activities of the Society.

The Solicitations Committee acquired sufficient additional income through the medium of sustaining memberships to justify the Board's proceeding with the appointment. The position was advertised in the JOURNAL and trade papers and over 60 applications were received which were reviewed by a special committee which reported to the Board of Governors. The Board hopes to be in a position to make a definite appointment before the conclusion of our sessions.

Our finances are in a sound condition, thanks to the watchful guardianship of our treasurer, Mr. W. C. Hubbard, but unfortunately the Board was unable to persuade him to accept nomination to this office for the ensuing year. The Society is greatly indebted to Mr. Hubbard for his untiring efforts for many years in the interests of the Society.

The various sections of the Society in London, New York, Hollywood, and the recently formed section in Chicago are performing a valuable service in providing means for local discussion on technical matters and contributing papers to our JOURNAL. The London Section with 100 members has been the most active and has held bi-weekly meetings throughout the season. The enthusiasm and efforts of the London Section are reflected in the high quality of some of the recent films turned out by the British Studios. There is some danger of duplication of effort on the part of the Pacific Coast Section and the Technical Bureau of the Academy of Motion Picture Arts and Sciences and plans are in progress between the two organizations for a closer coördination of effort.

The standing committees have worked consistently, especially the Convention, Progress, Standards and Nomenclature, and Projection Committees. The report of the Progress Committee is recognized by the trade as one of the outstanding contributions of the Society and is eagerly published by the press. The Standards Committee has published a booklet of standards adopted and recommended practice which contains dimensional standards for 35,

28, and 16 mm. film, sprockets, splices, aperture plates, dimensions of sound track, *etc.* These have been approved by the American Standards Association. This committee has also made a Herculean effort to arrive at a standard for wide film and a detailed account of this work will be presented to you at this session.

There are mountains of work ahead with many avenues leading to greater service to the Industry. With the establishment of a centralized office and paid managerial and editorial assistance whereby the officers of the Society will be relieved of burdensome details, it will be possible to devote more time and thought to ways and means of extending the usefulness of the Society to the Industry, to foster the work of the sections and the various committees, to conduct the paper programs at the conventions with more showman-like precision, to publish and circulate abstracts of papers and committee reports in advance of the meetings, to expand the distribution of the JOURNAL, to establish coöperative relations with other organizations whose field of interest adjoins ours, to arrange for organized speakers' service for our sections, and to induce the universities to establish courses of instruction in motion picture engineering.

During the past year the Society has lost by death two of its outstanding members, Professor William H. Bristol of the Bristol Studios and Mr. John J. Lyng, Vice-President of the Electrical Research Products, Inc. Their deaths are not only a loss to the Society but to the entire Industry.

In conclusion, I wish to express thanks to the Secretary, Treasurer, the various committee chairmen, the Members of the Board who have given unsparingly of their time and energy in conducting the business of the Society, and to all those who have labored without glory.♦