

SPRING, 1936, CONVENTION

CHICAGO, ILLINOIS
EDGEWATER BEACH HOTEL
APRIL 27-30, INCLUSIVE

Officers and Committees in Charge

PROGRAM AND FACILITIES

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assisted by

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S. HARRISS. A. LUKES
R. F. MITCHELL
C. H. STONE**HEADQUARTERS**

The Headquarters of the Convention will be the Edgewater Beach Hotel, where excellent accommodations and Convention facilities are assured. A special suite will be provided for the ladies. Rates for SMPE delegates, European plan, will be as follows:

One person, room and bath.....	\$3.00
Two persons, double bed and bath.....	5.00
Two persons, twin beds and bath.....	5.00
Parlor suite and bath, for two.....	10.00 and 12.00

Room reservation cards will be mailed to the membership of the Society in the near future, and every one who plans to attend the Convention should return his card to the Hotel promptly in order to be assured of satisfactory accommodations.

A special rate of fifty cents a day has been arranged for SMPE delegates who motor to the Convention, in the Edgewater Beach Hotel fireproof garage. Private *de luxe* motor coaches operated by the Hotel will be available for service between the Hotel and the Chicago Loop area.

TECHNICAL SESSIONS

An attractive program of technical papers and presentations is being arranged by the Papers Committee. All sessions and film programs will be held in the *East Lounge* of the Hotel.

APPARATUS EXHIBIT

An exhibit of newly developed motion picture apparatus will be held in the *West Lounge* of the Hotel, to which all manufacturers of equipment are invited to contribute. The apparatus to be exhibited must either be new or embody new features of interest from a technical point of view. No charge will be made for space. Information concerning the exhibit and reservations for space should be made by writing to the Chairman of the Exhibits Committee, Mr. O. F. Neu, addressed to the General Office of the Society.

SEMI-ANNUAL BANQUET

The Semi-Annual Banquet and Dance of the Society will be held in the Ballroom of the Edgewater Beach Hotel on Wednesday, April 29th, at 7:30 P.M. Addresses will be delivered by eminent members of the motion picture industry, followed by dancing and entertainment.

INSPECTION TRIPS

Arrangements may be made, upon request at the registration desk, to visit and inspect, in small groups, various laboratories, studios, and equipment man-

factories in the Chicago area. Firms that have extended invitations to such groups are:

Burton Holmes Films, Inc.	J. E. McAuley Manufacturing Company
Bell & Howell Company	Jam Handy Pictures Corp.
Chicago Film Laboratories, Inc.	Jenkins & Adair, Inc.
Da-Lite Screen Company, Inc.	National Screen Service, Inc.
Enterprise Optical Manufacturing Company	Western Electric Company
Herman H. DeVry, Inc.	Wilding Picture Productions, Inc.
Holmes Projector Company	Society of Visual Education

POINTS OF INTEREST

To list all the points of interest in and about Chicago would require too much space, but among them may be mentioned the following:

Field Museum of Natural History	Oriental Institute
Adler Planetarium and Astronomical Museum	John G. Shedd Aquarium
Art Institute	Lincoln Park Aquarium
Museum of Science and Industry	Lincoln Park Zoological Gardens
Chicago Historical Society	Chicago Zoological Gardens
Academy of Science	Grant Park
Lincoln Park	University of Chicago
	Loyola University
	Northwestern University

Complete information concerning and directions for visiting these places will be available at the Hotel.

RECREATION

A miniature nine-hole golf course, putting greens, and regulation tennis courts, maintained by the Hotel, will be available to SMPE delegates registered at the Hotel. Details will be available at the registration desk. Special diversions will be provided for the ladies, and passes to local theaters will be available to all delegates registering.

PROGRAM

Monday, April 27th.

9:00 a.m.	Registration Society business
10:00 a.m.–12:00 p.m.	Committee reports Technical papers program
12:30 p.m.	Informal Get-Together Luncheon for members, their families, and guests. Several prominent speakers will address the gathering.
2:00 p.m.–5:00 p.m.	Technical papers program
8:00 p.m.	Exhibition of newly released motion picture features and shorts.

Tuesday, April 28th.

10:00 a.m.—12:00 p.m.

Technical papers program

2:00 p.m.—5:00 p.m.

Technical papers program

The evening of this day is left free for recreation, visiting, etc.

Wednesday, April 29th.

10:00 a.m.—12:00 p.m.

Technical papers program

The afternoon of this day is left free for recreation and for visits to the plants of various Chicago firms serving the motion picture industry.

7:30 p.m.

Semi-Annual Banquet and Dance of the SMPE: speakers and entertainment.

Thursday, April 30th.

10:00 a.m.—12:00 p.m.

Technical papers program

2:00 p.m.—5:00 p.m.

Technical papers program

Society business

Adjournment of the Convention

ATTENTION! AUTHORS OF PAPERS

The time allotted for presentation of papers at the next meeting has been restricted by the Board of Governors of the Society. Morning sessions will begin at 10:00 A.M. and close promptly at 12:00 noon. Afternoon sessions will begin at 2:00 P.M. and close promptly at 5:00 P.M. It is, therefore, very important that all authors consider carefully the problem of presenting their papers in the most effective manner. The following suggestions represent useful ideas which every author should read and apply when delivering his paper.

(1) *Arrangement of Material.*—Manuscripts prepared for publication are seldom suitable for oral presentation. The paper should convey clearly to the listener: (a) the purpose of the work; (b) the experimental method; (c) the results obtained; and (d) conclusions. The nature of the material and the time available for presentation will determine the emphasis to be placed upon each subdivision. The author should make certain, by trial with his watch, that the essential points can be adequately presented in the time allotted to the paper.

(2) *Statement of Purpose.*—Orient the audience clearly as to the nature and purpose of the work. A lengthy historical review is generally out of place.

(3) *Technic.*—Describe the experimental method employed so as to indicate the principles involved. Omit details of apparatus or procedure unless there is some particularly novel development. Such data may belong in the published paper but may bore the audience.

(4) *Statement of Results.*—Present the results graphically, preferably with diagrams. Lantern slides are more clearly seen than hand-drawn charts. The slides should be of standard size (3.25 × 4 inches) and should project clearly upon the screen. Regardless of who has made the charts or slides, try them from the point of view of the audience before presenting them at the meeting. Do not

read tables, a procedure that wastes time and destroys interest; but point out the general trend of the data. Whenever possible, the results of research should be shown by means of motion pictures, for which adequate projection facilities will be available.

(5) *Conclusions*.—Summarize the evidence and discuss the importance of the results or conclusions to the particular field of research involved.

(6) *Manner of Presentation*.—Do not read from a manuscript verbatim, unless the material has been written expressly for oral presentation. Speak directly to the audience in a clear, loud voice. Do not face the blackboard or the screen while speaking. Articulate distinctly.

Many exceptions to, and modifications of, the suggestions given above may apply in particular instances. Nevertheless, general adherence to the points brought out will go far toward eliminating the valid criticisms which have been aimed at our programs.

Acknowledgment is made to the Society of American Bacteriologists and the American Chemical Society for many of the ideas incorporated in these suggestions.

G. E. MATTHEWS, *Chairman, Papers Committee*

SOCIETY SUPPLIES

Reprints of *Standards of the SMPE and Recommended Practice* may be obtained from the General Office of the Society at the price of twenty-five cents each.

A limited number of reprints remain of the Report of the Projection Practice Committee (Oct., 1935) containing the projection room layouts, and "A Glossary of Color Photography." These may be obtained upon request, accompanied by six cents in postage stamps.

Copies of *Aims and Accomplishments*, an index of the *Transactions* from October, 1916, to June, 1930, containing summaries of all the articles, and author and classified indexes, may be obtained from the General Office at the price of one dollar each. Only a limited number of copies remains.

Certificates of Membership may be obtained from the General Office by all members for the price of one dollar. Lapel buttons of the Society's insignia are also available at the same price.

Black fabrikoid binders, lettered in gold, designed to hold a year's supply of the *JOURNAL*, may be obtained from the General Office for two dollars each. The purchaser's name and the volume number may be lettered in gold upon the back-bone of the binder at an additional charge of fifty cents each.

Requests for any of these supplies should be directed to the General Office of the Society at the Hotel Pennsylvania, New York, N. Y., accompanied by the appropriate remittance.