

MOTION PICTURE RESEARCH COUNCIL

The newly incorporated Motion Picture Research Council, Inc., succeeds the former Research Council of the Academy of Motion Picture Arts and Sciences. Wallace V. Wolfe, active in Society affairs for many years and current Chairman of the SMPE Pacific Coast Section, has been appointed Director of Research by the Board of the Association of Motion Picture Producers which will administrate and finance the Council's operations.

Y. Frank Freeman, Chairman of the Board of the Association and also Chairman of the Research Council, announced this change and also reported that the Association recently appropriated \$150,000 as an initial allotment to promote an industry-wide research program.

The Council will expand its activities in all phases of motion picture development work, including:

1. Designing and supervising construction of special equipment and processes for motion picture production.
2. Applying new research developments to the industry and co-operating with universities and industrial research groups.
3. Standardizing equipment and processes within the industry to permit better equipment to be manufactured more efficiently.

The Motion Picture Research Council will be able to provide manufacturers with specifications on equipment which represent the desires of all the studios, and will welcome and act as a clearing house on all new ideas and information pertaining to motion picture production.

William F. Kelley, Manager of the Academy Research Council for 11 years, will continue in his position as Manager and will take on additional responsibilities as assistant to Mr. Wolfe. The Council has engaged additional motion picture engineers and from time to time will assign others to specific projects.

Present members of the Research Council, representing technical departments of each of the major studios, will assist the new staff. In addition to Freeman these members include Thomas T. Moulton, vice-chairman, 20th Century-Fox; John Aalberg, RKO-Radio; Daniel J. Bloomberg, Republic; Farciot Edouart, Paramount; Bernard Herzbrun, Universal-International; Nathan Levinson, Warner Bros.; Lohn Livadary, Columbia; Elmer Raguse, Hal Roach; Gordon Sawyer, Samuel Goldwyn; and Douglas Shearer, Metro-Goldwyn-Mayer.

Design of new equipment will cover items not now available on the market, but the Council in supervising construction of working models by existing supply companies will not become a manufacturing organization.

"The Council will analyze studio problems and work out solutions by combining the best ideas of the studios' own technical experts," Freeman said. "It will then serve as a co-ordinating agency to work with manufacturers to provide standardized equipment at economical prices.

"We are fortunate in having Mr. Wolfe, with his outstanding record, to head our new program. The need for more thorough research into all aspects of film production has long been evident in Hollywood and other centers. We are confident that our new program will strengthen Hollywood's leadership in the field of motion pictures."

Independent producers not now members of the AMPP will be extended the privilege of participating in the research work and its benefits, Freeman added.