

ment of the art has had to fight its way into acceptance. None has been really welcomed.

"Small wonder then that the Society has been a while winning a way into the appreciation and understanding of movieland. Today that process is well under way. The time is auspicious.

"Contemplating my appearance here before you this evening I turned back to the record of an occasion eighteen years and ten days ago when I spoke before the Society. I was bold enough then to suggest that it would be wholesome if the motion picture industry could be imbued with some of the respect for discipline in their art and commerce in something of the same terms in which the engineer has to regard the laws of his science and craft.

"Also in the memory of that night those eighteen years ago are some pointedly germane utterances from Dr. Alfred N. Goldsmith, with whom I shared the platform. Let me read a paragraph or two from his remarks that night. He was most prophetically relevant.

"The SMPE is beginning to feel that it is coming to be regarded as the major exponent of organization and of systematic analytical endeavor in the field of motion pictures by important manufacturing and producing interests. . . . Some of these interests have, unfortunately been slow to recognize how important the Society can be to the industry. Some of them have developed their own individual organizations within their own corporations to a high degree, but they have failed to understand that this is not sufficient. It is necessary to organize the whole industry . . . so that one may not interfere with the progress and development of the other."

"Progress has been made, but what he said then may well be said again. The inclusion of the field of television, which is in fact another device for the capture, creation and transmission of motion pictures, in the functioning of this Society is a direct step in the indicated direction. It will be well if this Society should become more audibly articulate about itself and its works. . . ."

## **New Society Medal**

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The Board of Governors of the Society has just approved, by letter-ballot, the creation of a television award medal to take a place beside the Samuel L. Warner Memorial Medal and the Progress Medal, which are presented annually to the individuals who have contributed most to the science of sound recording and to the general field of motion picture technology.

The new award, to serve as a symbol of recognized achievement in the combined fields of television and theater television, has been offered by the Radio Corporation of America, through its President, Frank M. Folsom. It will consist of a gold medal and formal certificate of achievement, made available annually for presentation to an individual selected by a Society Award Committee.

Recent technical contributions will be the major consideration in selecting the recipient, who must have personally done the work which qualifies him, or if others were importantly concerned, he must have contributed the basic idea and have been intimately associated with its subsequent development.

The award, to be first presented in 1951, will be known as the "David Sarnoff Medal," bearing the name of a distinguished industrial executive, who is recognized to have played a major role in aiding the technical development and subsequent successful commercialization of television.