

opportunity to determine by actual practice the form that a national theater television service might take. Also, the current public interest stimulated by three-dimensional pictures, Cinerama, new types of screens and other dramatic innovations likely to appear are the result of many years of research and development.

Improved public relations are needed by SMPTE to insure that engineers new to motion pictures and television are made aware of engineering services and standards information available from the Society. These six points are especially emphasized in the expanded program:

1. Form new SMPTE subsections in cities where film and television engineers need help and stimulation from joint meetings.

2. Offer counseling assistance to colleges and universities interested in preparing engineering students for careers in motion pictures and television.

3. Find gaps in the published engineering literature and offer assistance in filling them.

4. Invite more active participation from

other technical societies, trade associations and cultural groups in technical activities, and through these channels encourage educational use of motion pictures, television and theater television.

5. Publish special engineering studies for the benefit of businessmen, engineers and operating personnel, giving information on the functions, applications and effects of current technical developments.

6. The Society's public relations activities must emphasize (a) the need for special training of young engineers for work in motion pictures, (b) the need for improved technical quality in classroom motion pictures and in the manner of presentation, (c) the need for improved technical quality of films made for television to avoid a bad trade reaction that would adversely affect future markets for such films and (d) the need for television broadcasters, motion picture companies and theater circuits to be constantly on the lookout for new products and processes available commercially or through research and development programs which they wholly or partially support.—V.A.

Pacific Coast Section Meeting

The first Pacific Coast Section meeting of 1953 was held on Tuesday evening, January 20, at the Filmcraft Television Theater, Hollywood, with an audience of approximately 400. The program featured "Rapid Drying of Normally Processed Black-and-White Motion Picture Films" by F. Dana Miller, Eastman Kodak Co., Rochester, N.Y., which was presented at the 72d Semiannual Convention at Washington and repeated here for the benefit of local members who had not attended the Convention.

Dr. Karl Freund, President of Photo-Research Corp., read a paper describing a newly developed direct-reading photoelectric brightness meter. The meter was demonstrated and various expected applications of the instrument were mentioned, including measurement of motion picture screen brightness, set illumination and kinescope brightness or contrast.

In a progress paper on Eidophor, the new system for color theater television,

Lorin D. Grignon discussed engineering developments in the Eidophor research program to date. Results of the first practical theater demonstrations of the Eidophor were described, as well as some of the problems which have been uncovered by these demonstrations. Members asked Mr. Grignon practical questions regarding future application of Eidophor and there was a very favorable general reaction, with enthusiasm for the technical knowledge that was made available.

Membership Chairman J. W. Duvall distributed approximately 100 application blanks at the meeting. A show of hands revealed that 25% of those attending were not members. It is our hope that the new year will bring a sizable aggregate of new membership.

The February meeting will feature a vital current topic — stereo-photography.

—Philip G. Caldwell, Secretary-Treasurer, Pacific Coast Section.