

history of the awards, including formulation of the bases upon which they are made. Mr. D'Arcy observed that, in his opinion, it is becoming increasingly difficult to choose individuals for awards because business and research organizations are so much larger than they used to be, and so making

awards to organizations may be in order. President Barnett asked for permission, which was granted, to appoint a committee from the Board to consider revision of the rules governing the several medals and to propose other medals if such are desirable. —V.A.

Report of the Executive Secretary

[As a part of the agendum for the spring meeting of the Society's Board of Governors, this summary of the general operation of the Society was presented by Boyce Nemeec.]

The first quarter of 1953 was noteworthy for the volume of work entailed in serving members, the industry and the press. Many of the activities derived from the turbulence created by the sudden expansion of projection systems. Most of the extended functions, however, were normal steps of steady progress in the traditional business of the Society.

On the *publications* side there are several highlights:

- The organization and timely content of the *Advance* and the Final Programs of the 73d Convention.

- The enlarged *Journal* with its better supply of manuscripts.

- The Membership Service Questionnaire — the analysis of the returns has affirmed the value of the *Journal* to its readers and substantiated the wisdom of our editorial policy of continuing improvements to make it of maximum use to the maximum number.

- The *Journal*, besides the usual coverage of theoretical material, is meeting the immediate practical needs of individual engineers. Currently featured are color and theater television, stereoscopy, high-speed photography and magnetic striping.

- Worthy of note here is the prior attention given by the *Journal* to outstanding developments, now currently receiving wide attention. Some twenty years ago there was published in the *Journal* the foundation technical matter for the present wide-screen and three-dimensional processes. Considerable material on stereophonic sound was published beginning fifteen years ago.

- Reprints of papers and engineering reports in great demand have been supplied as part of a growing service to members and industry.

- A number of 3-D reports and instructions were published and disseminated among the exhibitor organizations, theater owners and operators, and other concerned groups.

- Our 1953 Plan of Operation called for the publication of special engineering studies written in nontechnical language for the benefit of exhibitors, businessmen and operating personnel. This project was organized and put into operation in January. Details will be reviewed below.

Engineering

The outstanding accomplishment of Engineering in the first quarter was negotiating final industry agreement on film-image areas for video recording for television film reproduction. This project is in the process for issuance as a standard.

Engineering activities have hit a new high, as have the activities of all other headquarters departments. All standards have recently been reviewed. Most of them have been reaffirmed; many have been revised; a few have been withdrawn. A number of new standards projects initiated last year have been developed to the stage of agreement. In consequence, there will be an increasing output of standards as the year unfolds.

Among the proposed standards being developed are those in cooperation with the Motion Picture Research Council for stereo motion pictures. These include nomenclature in general, identification of 3-D film and release-print leader, projector alignment for different screen widths, magnification, and basic nomenclature in stereoscopic transmission.

There has also been active work with the International Standards Organization on Cinematography. Progress in this joint effort has approached the point of submitting international standards proposals.

The Society has had a representative at demonstrations of the new projection processes, at the Theater Television hearings in Washington, and at all vital industry meetings. These were as diverse as wide-screen tests at Radio City Music Hall and MPA's conference on 3-D problems of exchanges.

Test film production was transferred in February to the West Coast. Fred Whitney supervised the installation and remained with it until production was under way. The first shipment of films from the West Coast has been received and the Society has made substantial shipments on contracts.

A new 3-D Test Film, developed by the Research Council for aligning two 35mm projectors to show any of the two-film stereo pictures now in release, was based upon the Society's familiar Visual Test Film.

Stereoscopic Motion Pictures

While it is not the Society's duty to plot the course of engineering progress in advance, the Society has endeavored to anticipate the potential technical needs of 3-D systems. In addition to the considerable stereo and wide-screen data in the *Journal* over the past quarter-century, there has been a great variety of intelligence exchanged through correspondence and conferences.

Anticipating the heavy demands on the Society for information on the new developments, we began in January to prepare a series of articles, nontechnical reports, illustrated lectures, operating instructions, trade-paper and press releases, and public-and industry-relations addresses by President Herbert Barnett.

Wild and confusing claims plus misinformation had the punch-drunk exhibitors hanging on the ropes. They needed help. We called and held a conference of the major exhibitor organizations on February 5. The Society was represented by the President, the Engineering Vice-President, the Chairman of the Stereoscopic Motion Pictures Committee, the Executive Secretary and the Staff Engineer. This meeting

covered the whole field of 3-D and wide-screens from the standpoint of the exhibitor. A substantial report of this meeting appeared in the February *Journal* and subsequent reports by the Staff Engineer have brought concrete data and news to the membership. A Progress Report on New Developments was mailed to the industry on April 15 and on April 21 detailed Projection Instructions for 3-D shows, prepared by the Research Council, were sent to exhibitors and theater-owner organizations.

Meanwhile, President Barnett spread the Society's messages on the convention front. He made three important addresses on the new developments at a meeting of projectionists in New York, and at theater-owner conventions in Milwaukee and Columbus, Ohio. The approbation of the press and industry has proved that Mr. Barnett's speeches did much to resolve the confusion in the field and augment the prestige of the Society.

Membership Activities

Every facet of the membership situation has been explored and a broadened program has been developed and put to work. The primary mission of this effort is to increase membership at a minimum cost per member.

Individual members were previously obtained chiefly at conventions and at section meetings. A hard-hitting, fast-reading membership brochure has been prepared with a revised application form. With a suitable letter covering procedure, this booklet with enclosures carrying added information about the Society is ready for mailing to each member. Thus, at a peak of our publicity, the members are asked to recommend and sponsor a desirable applicant. And with all the tools at hand to make the task an easy one, we expect to attain our goal of a thousand new members this year.

Additionally, we have invited the applications of members of The Screen Directors' Guild and the American Society of Cinematographers. We laid the groundwork for this by invitations to attend our Convention and by stressing our keen desire to share information of benefit to their membership and the industry as a whole.

Considerations of headquarters work load forced us to delay the Sustaining Members drive. However, current events in

the industry make this a proper time to get under way. With the experience of the last few months to draw upon, we have prepared a "sales" folder which tells sustaining members what the Society is doing, and can do, for them. Personalized letters of transmittal, dealing with the specific interests of each member and firm, have been drafted.

Public, Industry and Press Relations

The Society's Plan for the current year emphasized the numerous public relations activities necessary to meet our mounting obligations and to serve the industry under the conditions that will exist for some years to come.

For the first time in its history, the Society has embarked on a planned course of action in public relations. Briefly, these are the phases of the campaign:

- A Technical Information Service, starting as a minor matter of answering mailed and phoned questions, has mushroomed into a major activity, both in time consumed and in importance. Headquarters has become the clearinghouse for technical matters. Much of the time of the Executive Secretary and the Staff Engineer is devoted to this necessary and important task. When the advice requested exceeds our province, we of course recommend that the services of a consulting engineer be obtained.

- Another part of our public-relations effort is concerned with active participation with other technical societies and with trade and cultural groups with legitimate motion-picture and television interests.

- As mentioned above, under publications and under stereo, we are endeavoring by the numerous ethical means to publicize the services and activities of the Society. Through carefully prepared addresses and a series of reports and trade-

press releases, we are performing an essential job while building up public knowledge and esteem for the Society.

- The purpose behind this build-up is manifold. More information about the Society will attract new members. It will tend to arouse the interest of undergraduate engineers working in the industry. It acts to widen the influence, and therefore the value, of the Society. It bolsters prestige of individual members in their daily work. And already it has clearly strengthened the bond between the Society and the various segments of the motion-picture and television industry.

President Barnett's May 5th address at Minneapolis is another important step in the campaign, and still another Society Speaker is featured at the Central Atlantic Optometric Assembly of May 29. This is part of a joint campaign of the motion-picture and optometric fields to educate the public about viewing stereo films. Still another speaker will star at the Convention of the American Psychological Association in Cleveland in September.

As soon as is possible, the information available from the Convention will be integrated into the material already in preparation so that we can distribute the first booklets in nontechnical language on projection of stereo and wide-screen pictures. Another publication will follow on the production of these processes. Then will come the illustrated lectures on these systems.

These efforts, in short, are but highlights of our daily campaign to have the Society take its rightful place at the head of our industry's technical groups. In that high position, the next three or four years will provide the Society with a remarkable opportunity to prove its worth.—*Boyce Nemes.*

Central Section Meeting

An afternoon, dinner and evening meeting was held on Thursday, May 21, beginning at 3:00 P.M. at the Western Society of Engineers in Chicago. Attendance at this very successful meeting was: 125 in the afternoon, 65 for dinner and 135 in the evening.

Called "Applications of Magnetic Recording to Motion Pictures," the program had these features:

- "Magnesound Unit," Walter Vance, Victor Animatograph Corp., Chicago.
- "Movie Sound 8 Projector," Lloyd Thompson, The Calvin Co., Kansas City, Mo.