

Board of Governors Meeting

The first 1954 meeting of the Board took place on January 28. In reviewing the Society's activities and plans for the coming year constant emphasis was put on the need for relating the services the Society would like to offer to the resources at its disposal. Services presently enjoyed by members should not be allowed to suffer, but any move to increase them must be contingent on an increase in resources. The problem of how to augment the latter therefore lay at the base of all the Board's deliberations.

Financial results of Society operations in 1953 were explained by Barton Kreuzer, former Treasurer and now Financial Vice-President. As will be seen from the financial statements published in this issue, operating expenditures for the year showed a deficit over income. This could be attributed to a number of factors: test-film income was below expectations, as was income from membership dues and subscriptions; *Journal* costs were up because more pages were published in 1953 than in any prior year and more copies printed; and convention costs had risen, aggravated by the light registration at the fall convention.

Reports on the 73d and 74th Conventions were presented by J. W. Services, Convention Vice-President. A proposal to change the number of conventions from two to one per year, as a possible economy measure, was heavily opposed and abandoned.

In the absence of Editorial Vice-President Norwood L. Simmons, Boyce Nemec, Executive Secretary, reported on publications. The *Journal* in 1953 had been by far the largest in the Society's history and had come very near meeting the members' wishes both in volume and in scope of technical coverage. Of several suggestions offered for increasing income from publications, three were accepted: the price of single copies of the *Journal* will be increased to \$2.00 for each one-part *Journal* and \$2.50 for special two-part issues, members being given a 10% discount; charges for authors' reprints will be increased 10%; and beginning with the July issue the *Journal* format will be changed and advertising will be published.

This last decision was a part of the program to increase the Society's resources and

services and was largely based on the interest in advertising shown by the returns to the Membership Service Questionnaire (see July 1953 *Journal*). Many members will recall that advertising was a feature of the *Transactions* and *Journal* up until the last war. The change in format, which will be to an 8½ × 11½-in. trim size, was conditioned by the value of accommodating a standard 7 × 10-in. advertising plate.

Engineering Vice-President Axel G. Jensen presented a report, the major items of which were covered in the Engineering Activities column in the March *Journal*. The Board approved for SMPTE sponsorship several proposed American Standards for forwarding to the American Standards Association.

The Board considered a proposal for the formation of a Canadian Section of the Society. Information is to be sought on numbers and location of members in Canada, and the matter reconsidered, if the prospects warrant it, at the next meeting.

Gordon A. Chambers reported that the special Awards Study Committee had completed its work. For the first time, a uniform schedule of procedures in connection with the bestowal of the Society's various awards has been prepared, and is to be incorporated in the Society's Administrative Practices.—D.C.

Announcement: Advertising in the *Journal*

The Society's Board of Governors has decided that the service offered by the Society to its members can be substantially improved by the inclusion of advertising in the *Journal*. Beginning with the July 1954 issue, advertisements will be carried as a regular feature.

In earlier days, the Society found that advertisements gave members a source of information on the availability of new equipment and services which could be profitably used in conjunction with the technical matter contained in the *Journal*. It was, in fact, not until the war years that advertising came to be dropped. That there is a real and widespread interest among members in its revival was clearly

shown in the replies received to the Membership Service Questionnaire sent out to members in the early part of 1953. The results, published in the July 1953 *Journal* put advertising at the top of the list of suggested additions to the *Journal* content. Also, among the subjects most often cited by members as of major interest was New Products, a clearly related field.

The July 1954 issue will therefore see the *Journal* in a new format. It will be increased in size to $8\frac{1}{2} \times 11\frac{1}{2}$ in., and will take a standard 7×10 -in. advertising plate, or the usual subdivisions thereof. Text will be in three columns. Rates, which may be subject to some small adjustment once the procedure becomes a matter of practice, will compare well with those of comparable technical publications:

$\frac{1}{4}$ page.....	\$ 62.50
$\frac{1}{2}$ page.....	125.00
1 page.....	250.00
3 pages, per page.....	225.00
6 pages, per page.....	212.50
12 pages, per page.....	205.00

There will be provision for the insertion of professional cards, for members of the Society only, at a yearly fee of \$60.00. More detailed information for advertising managers will be circulated shortly. The Society's officers will greatly appreciate advice and suggestions in promoting and guiding the efforts to make this new source of the greatest utility and advantage to all members of our Society.

Section and Subsection Meetings

The January meeting of the Central Section was held at the Western Society of Engineers on the 21st. Prior to the meeting, a business session was held by the officers and members of the Section. Preparations were made for a Financial Operating Budget for 1954, and the decision was taken to send out future meeting announcements in the form of a newsletter. The Membership and Program Committees also met to lay plans for the coming year.

At the regular session, two papers were given. Thomas T. Hill, Chief Photographic Chemist of Ringwood Chemical

Corp. (formerly Edwal Laboratories), outlined the basic chemistry of the photographic operation for motion-picture film processing. A description of the physical construction of film was provided and some time was spent discussing controls available with such chemicals and the precautions necessary to avoid difficulty in developer and fixing operations. Mimeographed copies of this paper are available on request from the Chairman or directly from the author at Ringwood Chemical Corp., Ringwood, Ill.

The second paper, "A History of Color Film Reproduction," was presented by Ray Balousek, President of Grossman-Knowling Co., Detroit. This paper consisted of two parts, the first being concerned with the historical highlights of color cinematography from the first two-color Kodachrome and two-color Technicolor imbibition process up to the present 35mm negative/positive color films. The second section of the paper reviewed problems in regard to color-slide animation, particularly with negative/positive films. Excellent illustrative slides were shown on all phases of this talk and also a slide film reviewing the historical processes.—K. M. Mason, Secretary-Treasurer, Central Section, 137 N. Wabash Ave., Chicago.

The Pacific Coast Section met at the RKO-Pathe Studios in Hollywood on the evening of February 16. Attendance was limited to 200 at each of two sessions, on a pre-reservation basis, and all reservations were taken.

The subject was the Tushinsky Process of variable anamorphic photography and projection. The process was presented by the inventors, Joseph and Irving Tushinsky, and was of particular interest since all the proposed applications were demonstrated on the large curved screen installed on the sound stage where the meeting was held.

As explained by the speakers, the process incorporated variable anamorphic lenses in the camera, the printer, the projector, or any combination thereof. Demonstrations were given with these various combinations at different aspect ratios, with the projector lens being made complementary to those introduced in the camera and printer. In addition, demonstrations were given where