

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  $7 \times 10$ -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

the overall combination of compression and expansion were not complementary. A considerable variation from the 1:1 ratio was found to be acceptable. In this respect, the Nutcracker Suite from Walt Disney's *Fantasia*, projected at a 3:1 screen aspect ratio, was found to be very effective.—*E. W. Templin*, Secretary-Treasurer, Pacific Coast Section, % Westrex Corp., 6601 Romaine St., Hollywood 38.

The Southwest Subsection met jointly with the I.R.E. and A.I.E.E. in Karcher Auditorium on the Southern Methodist University campus, Dallas, February 19. Axel G. Jensen, Director of Television Research, Bell Telephone Laboratories, and SMPTE Engineering Vice-President, spoke on the present status of color television. Starting with a résumé of the color television hearings before the FCC in 1950-51, Mr. Jensen covered the many interesting developments that led up to the present system of compatible color television. A very worthwhile discussion followed the talk. Unusually bad weather kept attendance at this meeting to about 100.—*W. W. Gilreath*, Secretary-Treasurer, Southwest Subsection, 3732 Stanford St., Dallas, Tex.

## Engineering Activities

Ten committees, listed below, are scheduled to meet concurrently with the 75th Convention in Washington, D.C. As usual, the meetings will be open to all and neither lack of committee nor Society membership will be a bar to participation in these deliberations.

- Color
- Film Dimensions
- Film Projection Practice
- High-Speed Photography
- Optics
- Screen Brightness
- Sound
- Television
- Television Studio Lighting
- Theater Television

An Engineering Committee Manual describing committee procedures, processing of American Standards and the overall Engineering operations is in a final stage of preparation and should be off the press shortly. This will be distributed to all com-

mittee members and to those interested parties who request a copy.—*Henry Kogel*, Staff Engineer.

## Obituary

**David P. Boyle**, Consulting Engineer, died on January 6, 1954, at his home in Pacific Palisades, Calif., at the age of 36.

After graduating "cum laude" from Dartmouth College in 1940, Dave Boyle joined the Research Laboratory of Eastman Kodak Co. at Rochester and spent a year there before going to Washington to do research work for the Navy. At the outbreak of war he joined the Signal Corps, went to England, and worked there with the Royal Air Force on airborne radar. After further training at Bell Laboratories in the U.S. Dave took the latest air radar equipment to Guam, where it was effectively used by our bombers in destroying the Japanese oil refineries. Upon release from the Army he joined the Pathe Industries, and was there until the time of his death from cancer.

## Book Review

### Techniques of Television Production

By Rudy Bretz. Published (1953) by McGraw-Hill Book Co., 330 W. 42d St., New York 36. Television Series, Donald G. Fink, Consulting Editor. xii + 464 pp. + 10 pp. index. 377 illus. 6 × 9½ in. \$10.00.

This book fills a long-felt need for information on the television production techniques, not only as they apply to large network-operated television stations but also as they pertain to the practices in small local stations.

The author visited 76 operating television stations from coast to coast, as well as two in Canada, and the practices in some of these stations are described. He also obtained material from many other television authorities, manufacturers and the television networks.

The book is well organized, easy to read, and is equally interesting to persons who have been engaged in television work, as well as those who are new to the field.

The complex problems of staff responsibility, camera handling, control-room