

## Section Meetings

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The Central Section met on February 25, 1954, at the Western Society of Engineers. Malcolm G. Townsley, Assistant Vice-President and Director of Research, Bell & Howell Co., Chicago, presented a paper entitled "Photometry in Motion Pictures." As a well-qualified expert in this field, Mr. Townsley discussed the fundamental concepts of photometry and their application to motion picture production. He also included a discussion of the photometric properties of the special type of screens now being used for motion-picture projection.

A second paper was given by Carl F. Jensen, Regional Engineer for the Mid-American Region, Westinghouse Electric Corp., Lamp Div., Chicago, on "Some Projection Lamp Characteristics." From his broad experience in this particular field, Mr. Jensen presented an explanation in simple terms on the design of projection lamps and the optics involved. He also discussed reasons for short life of lamps and the factors that cause lamp problems in projection.

The March meeting of the Section was held on March 4 at Kimball Hall in Chicago. This was a joint meeting with the I.R.E. and the A.I.E.E., and the pre-meeting dinner was attended by 125 persons. A paper on "Color Television Receivers" was presented by William O. Swinyard, Chief Engineer of Hazeltine Research, Inc., who discussed in basic terms recent color television developments. He then described the NTSC television signals, the general nature of monochrome and color television set design, color resolution problems, and the solving of interference and transmission difficulties. The talk was well illustrated with excellent slides. Interest in the subject was so great that people had to be turned away at the door for lack of seating. It is estimated that some 400 people were present, including 100 members of the Section.—*K. M. Mason*, Secretary-Treasurer, Central Section, 137 N. Wabash Ave., Chicago.

The March meeting of the Pacific Coast Section was held at Paramount in Hollywood on the evening of March 23. Attendance was limited to members only, on a

pre-reservation basis. Two sessions were held and both were filled to capacity, with a total attendance of 340 members. The subject was VistaVision, Paramount's new technique in motion-picture photography and projection.

C. R. Daily, Chief Optical Engineer at Paramount, described the process by which greater overall resolution is obtained in large-screen presentation. A wide-angle camera lens exposes an area  $2\frac{1}{2}$  times the normal size and at right angles to its normal position on the standard 35mm negative. The image is returned to its normal position for standard projection on the release film. A picture is composed for a normal 1.85:1 aspect ratio. Demonstrations from current color productions were shown at various aspect ratios on a new seamless curved screen 63 ft wide and 34 ft high.

Louis Mesenkov, Assistant Sound Director at Paramount, explained that a single photographic soundtrack will be provided with VistaVision. Three subaudio control signals will be superimposed on the track to permit presentation of dimensional sound in theaters equipped with suitable multiple channel and control facilities. This meeting was arranged through the courtesy of Loren Ryder, Director of Engineering and Recording for Paramount.—*E. W. Templin*, Secretary-Treasurer, Pacific Coast Section, c/o Westrex Corp., 6601 Romaine St., Hollywood 38.

The third meeting of the Board of Managers of the Atlantic Coast Section was held on March 24 at the Eastman Kodak Co. offices, 342 Madison Ave., New York City. On behalf of Everett Miller, the Chairman, George H. Gordon reviewed Mr. Miller's meeting with the Society's Board of Governors during the latter part of January. In particular, this involved consideration of the Atlantic Coast budget. It was announced that due to the reduced money available the program announcements used during the year 1953 had been changed to a postcard format. The members agreed to this change and further discussions were held concerning possible means of reducing current expenses.

It was agreed that the Section aim at an overall program of eight meetings for the calendar year 1954. This would provide

for regular monthly meetings except during the months of June, July, August and December. It was also announced that definite arrangements had been made for the April meeting in which the sound system of Robert Fine, PerspectaSound, will be presented. Tentative plans were also discussed for the May meeting. The Board also discussed a proposal to adopt a broad long range plan or theme for the future programs of the Section. It was pointed out that such a proposal would in itself help all the members of the Board to obtain suitable papers by directing our thinking and inquiries. A decision on this matter was deferred.

At a section meeting on Wednesday, March 24, Stanley Powers of the Densitometer Control Center, Color Technology Div., Eastman Kodak Co., presented a paper "A Chi Square Method for Controlling One or More Instruments or Processes." Mr. Powers pointed out that any industrial process had to be in control if it was to be profitable. Referring to the color densitometers used by the Eastman Kodak Co., Mr. Powers pointed out that inasmuch as these instruments were effectively the "yardstick" by which the materials or processes were measured, it was highly desirable that the various groups concerned have a uniform "yardstick." The development of the system of control which is applied to these instruments was explained in detail. The step-by-step procedure for establishing a control system was outlined. Following the paper there was an active discussion period. The application of these principles to one or more instruments was explored and the advantages to be gained by standardization were stressed.—*C. W. Seager, Manager, Atlantic Coast Section, c/o Ansco, 405 Lexington Ave., New York 17.*

## Book Reviews

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### Drive-In Theatre (A Manual of Design and Operation)

By George M. Petersen. Published (1953) by Associated Publications, Kansas City, Mo. 226 pp. + 76 illus. Paper covered 6 X 9 in. Price \$3.00

Mr. Petersen offers some timely advice

on all phases of construction and operation for both prospective exhibitors and those who are now operating drive-in theaters. Among the many topics covered are site selection and design, financing, materials and construction, landscaping, lighting, drainage, sewage disposal, promotion, advertising, concessions, maintenance and insurance. In discussing each topic, the author is careful to present the methods and practices which he has found to be successful during his 14 years of experience with hundreds of drive-ins in the United States, Canada and Hawaii. The point emphasized early in the discussion is that, because the drive-in field is relatively new, advice by experts with considerable experience can help the new exhibitor to avoid initial costly mistakes.

Mr. Petersen's thesis is that success or failure is largely determined by the care given to the numerous details of the complicated business of building and operating a theater; and his coverage is consistent with this thesis. For example, in the chapter dealing with concessions, he goes to the extent of offering a special recipe for chili sauce. There are numerous diagrams, illustrative examples, and tables showing how to estimate floor space, costs, concessions and other facilities for a given number of cars. Of special interest to operators of existing establishments are the chapters describing profitable promotional schemes, and the techniques of handling concessions of many kinds including the increasingly popular "kiddylands." Considerable space is devoted to what might be classed as "pep talks" for the operating personnel.

The entire book is written in a straightforward, factual style, convincing in its thoroughness, and directed toward expounding those factors which constitute honest showmanship and form the basis of a sound business enterprise. The broad principles of pleasing the patron, as presented by the author, are not limited to the drive-in theater.

Some of the content of the book has appeared previously in the *Modern Theatre* section of *Boxoffice*. The book as a whole is well unified, and is not a mere collection of separate articles.—*Rowland H. Müller, General Precision Laboratory Inc., Pleasantville, N. Y.*