

SMPTE 76th Convention October 18-22 — Los Angeles

The announcement of the general program and sessions will be sent to members in the latter half of August, about a week after this *Journal* is mailed.

Any information about a subject or paper which should be on the program should be telephoned at once to Program Chairman Ralph E. Lovell, National Broadcasting Co., Hollywood. Color — in television, cinematography and exhibition — is the special theme of this convention.

Plans for equipment exhibits are in the hands of Thomas J. Gibbons, 446 North La Brea Ave., Hollywood 36.

The Ambassador is the headquarters hotel. Reservations may be made by direct communication to: Ambassador Hotel, 3400 Wilshire Blvd., Los Angeles 5 (mention the Society and the 76th Convention). Also reservations may be made by writing, wiring or calling:

In New York, 455 Park Ave., Murray Hill 8-0110

In Chicago, 333 N. Michigan Ave., ANdover 3-6222

In San Francisco, 210 Post St., GARfield 1-6217

In Dallas, 3906 Lemmon Ave., LOgan 5050

In Washington, D.C., Leonard Hicks, Jr., The Barr Bldg., EXecutive 3-6481

In Toronto, 392 Bay St.

The Ambassador's rate schedule per day, all rooms with bath, is:

Main Building

Single room, \$9.00, 11.00, 13.00, 15.00, 17.00.

Double room (twin beds), \$12.00, 14.00, 16.00, 18.00, 20.00.

Two rooms, bath between (three persons), \$17.00, 19.00, 21.00, 27.00.

Parlor, Bedroom (one person), \$25.00, 27.00, 31.00, 33.00.

Parlor, Bedroom (two persons), \$28.00, 30.00, 34.00, 36.00.

Garden Studios

Room (one person), \$15.00, 17.00, 19.00, 21.00.

Room, twin beds (two persons), \$18.00, 20.00, 22.00, 24.00.

Room, private sun deck or terrace (one person), \$19.00, 23.00; (occupied by two persons), \$22.00, \$26.00.

Large living room, large bedroom (one person), \$35.00; with private sun deck, \$45.00.

Large living room, large bedroom (two persons), \$38.00; with private sun deck \$48.00.

Section Meetings

The Pacific Coast Section's regular monthly meeting was held on June 17th in the El Capitan Theatre, Hollywood. Including the members of the American Society of Cinematographers who were invited in a body and other guests, the total attendance was 625 which is a record for a Pacific Coast Section meeting.

The program was a symposium broadly covering the problems connected with motion-picture films for television. The meeting opened with a delayed telecast of the Dinah Shore show and the Camel Caravan newsreel. Jack Webb then discussed the production of the *Dragnet* show and the show's director of photography, Edward Coleman, described the photographing of this very popular show.

Next, three Hollywood members of the American Society of Cinematographers discussed the photographing and lighting of the television films which they photograph. In each case, selections from the shows were displayed: Norwood Brodeen for the Loretta Young show; Hal Mohr, the Joan Davis show; and Walter Strenge, *Waterfront* and *My Little Marjie*.

Cameron Pierce of ABC-TV then delivered a very informative paper on the problems of projecting and transmitting television films. The paper was illustrated with slides showing the effect of lighting, picture composition and contrast, processing and other factors on the quality of the received picture.

The meeting was then opened for questions from the audience with the above speakers and the following persons associated with television films forming the panel of experts: Oscar Wick of NBC; Gil Wyland of CBS; Sid Solow, Consolidated Film Industries; Harlan Baumbach, General Film Laboratories; and Allan Haines, Pathe Laboratories of California.

Jack DuVall, Program Chairman of the Pacific Coast Section, is to be congratulated for his courage in attacking such an extensive subject on one evening, and for his excellent job of organizing and carrying out the program. A special vote of appreciation is extended by the Section to Ralph Lovell, member of our Pacific Coast Board of Managers and supervisor of Kinescope Recording at NBC, Hollywood, for his very significant contribution to the interest and showmanship of the program. Ralph organized and directed the use of NBC's 35mm film projection, direct-viewing television monitor and large screen projection providing facilities for the various demonstration material shown throughout the program. The selections from television film programs were simultaneously displayed on all three media. Still slides relating to displays were shown on both types of monitor systems.

The Society also wishes to thank Mr. Tom Sarnoff of NBC for the hospitality extended to the Society in placing the El Capitan Theatre and the NBC-TV viewing facilities at our disposal for the program. E. W. Templin, Secretary-Treasurer, Pacific Coast Section, c/o Westrex Corp., 6601 Romaine St., Hollywood 38.

The Atlantic Coast Section Board of Managers held their regular monthly meeting at the Eastman Kodak offices, 342 Madison Ave., New York, on June 3. Everett Miller reported to the Board on the meeting of the Board of Governors held during the Washington Convention. Among pertinent topics reported and discussed were proposals for an administra-

tive code for Boards of Managers of local sections.

The main business of the meeting concerned the nominations for officers and board members for the next calendar year. A nominating committee was appointed to consist of the following members: Everett Miller, J. Paul Weiss, George Lewin, Frank E. Cahill, Jr., William G. Offenhauser, Robert E. Shelby and William B. Lodge.

At the program meeting of the Section held in the evening following the Board of Managers Meeting, there were present 41 members and 6 guests. A paper on "Improved Techniques for Television Recording With Ultraviolet Photography" by John Brumbaugh and R. O. Drew, both of RCA, Camden, was presented by Mr. Drew. A tabulation was also made of comments concerning items of interest for the programs. Heading this list was Television Recording, followed by Sound Recording, Cinematography and Color Films.—C. W. Seager, Manager, Atlantic Coast Section, c/o Ansco, 405 Lexington Ave., New York 17.

Review of Proceedings of the Department of Defense Symposium on Magnetic Recording

On October 12-13, 1953, in Washington, D.C., a Symposium on Magnetic Recording was held under the auspices of the Department of Defense. The purpose was to provide a common meeting ground for technical personnel of both industry and the Department of Defense for presentation of papers and discussion on the general subject of research and development in the field of magnetic recording. While the emphasis was always upon military needs, most of the subjects discussed were also of interest to manufacturers and users of recording equipment and media in motion picture and television fields.

The Proceedings of this symposium have been released in a mimeographed report, dated March 1, 1954, by the Department of the Navy, Bureau of Ships, which was responsible for the organization of the meetings.

Two of the papers presented were sponsored by the SMPTE. These were papers #7 and #12 in the complete list given below. Dr. Frayne's paper reviewed much material which has already been published in the *Journal*, but also added some discussion of magnetic striping and electrical printing of multi-magnetic tracks for cinemascope release prints. Mr. D'Arcy's paper presented the various recording and reproducing characteristics which have been proposed and discussed at various meetings of the SMPTE Subcommittee on a Standard Reproduce Characteristic for 16 mm Magnetic Projectors.

Paper #1 by Youngquist and Wetzel of Minnesota Mining & Manufacturing Co. on "Ferrite-core magnetic heads" is substantially the same paper presented previously at the 74th Convention of the SMPTE. It should be of particular interest