

tion of the film shall coincide with the center point of the picture aperture of a 16mm motion-picture projector as specified by American Standard Z22.8-1950, or the latest revision thereof. (This actually serves to locate the reproduced area relative to the film.)

3.2 The portion of a 16mm motion-picture film reproduced by a television film chain shall be an area having a height of 0.276 ± 0.002 inch and a width of 0.368 ± 0.002 inch.

3.3 The center point of the reproduced por-

PH22.96-1954

News and Reports

SMPTE 76th Convention Local Arrangements

The roster of chairmen who will put on the Fall Convention has been released by Convention Vice-President Services:

Local Arrangements Chairman,
Philip G. Caldwell
Registration, Robert P. Young
Hotel Arrangements, Vaughn C. Shaner
Transportation, Betty Hartlanc
Projection, Bundy Smith
Public Address, Edwin W. Templin
Hospitality, Jack Duvall
Exhibits, Thomas J. Gibbons, Jr.
Publicity, Harold Desfor, Martin Waldman
Ladies Committee,
Mrs. P. G. Caldwell, Mrs. J. G. Frayne
Luncheon, Carl Hunt
Banquet, Sidney Solow

The Advance Announcement of the Technical Program was mailed to all members on September 1, with a hotel reservation form enclosed. The rates and reservation offices for The Ambassador were also published on page 67 of the August *Journal*. The Tentative Program, as arranged by Program Chairman Lovell and the Papers Committee, is given in later pages of this *Journal*.

Tom Gibbons, Exhibit Chairman, has sent layouts of the exhibit space and booths to the industry's equipment and services suppliers, and a large exhibit is now guaranteed.

The traditional banquet, at which Society awards will be made, will be held on Wednesday evening, October 20.

Society News

The items of news and official business that appear below will be of interest to members who follow Society affairs.

Board Meeting

The Board of Governors met for the third time this year, on July 15, in New York City. Twelve of twenty-four members attended, with Herbert Barnett presiding.

First item on the agenda was the report by the Executive Secretary who told briefly what the Society had accomplished during the first six months of 1954 and how its financial affairs stood at the close of business on June 30. He recalled that, to meet an expected reduction of income for 1954, the balanced budget adopted at the beginning of the year and the activities that that budget provided for had been scaled down to a level well below that of 1953. Test films aside, the reduction amounted to about 20%.

Tight limits had been set on the *Journal*, pages per issue being cut almost 40%. Late in January the headquarters staff was reduced by one and in March another staff member went onto a half-time schedule. Membership solicitation funds were cut by 35% while provision for administrative expenses was reduced by about 17% below actual expenditures in this category for 1953.

Careful supervision of operations during

the first and second quarters of this year had kept expenses within the bounds set by the Society's 1954 budget. Income had not held up, however, and by the end of May had fallen behind far enough to show clearly that the second-half budget, which is a mid-year revision, had to provide for some additional savings to insure that actual operations, come year-end, will not have violated the Board's firm request that 1954 finish up well in the black.

In view of the deficit for last year, which was reported on page 315 of the April 1954 *Journal*, it is vital that the Society not be forced to draw again on its modest reserve.

While work was proceeding on the new and tighter budget, several economy measures clearly necessary were taken under the authority of the Executive Committee. The position of headquarters Office Manager was discontinued effective July 1. The one half-time employee was discharged and another placed on half-time schedule. Also effective July 1 was a 30% rent reduction, occasioned by the move of headquarters from the American Radiator and Standard Sanitary Building at 40 West 40 Street to the Bryant Park Building at 55 West 42 Street, New York City.

Based on the fact that actual income for the first six months had run 25% lower than the initial budget estimate and upon the detailed knowledge of actual second-half experience for several prior years, income for the full year was estimated at \$213,625, which is below the original 1954 budget by 12% or \$29,000. Using this as a starting point, the Executive Secretary and the Executive Committee prepared the budget revision matching the anticipated loss of income with a \$27,540 or 12% cut in provision for expenses. This reduction was the largest that the budget planners felt could be made without critically compromising or dropping entirely, any of the basic services.

Of the savings planned, these significant ones came about in this way: 30% reduction in test film operations; 25% cut in membership expenses; a 2½% reduction in publications operations which were already at a low figure. Administrative expenses were trimmed by 6%.

In practical terms these changes mean that the members themselves must take over almost completely the procurement of convention papers, the planning and operation of semiannual conventions, solicitation of sustaining and individual members and, on occasion, the preparation of publicity material and the recording of meeting minutes. The headquarters, operating on the new basis, is prepared to provide only those services which it is impractical, for one reason or another, for the members to provide for themselves.

Reviewing the operating policies and the strict control adopted during the past two years, Mr. Kreuzer, Financial Vice President, explained that the new second-half budget for 1954 was the direct result of close control and that these efforts would bring the Society out nicely in the black at the end of the year without affecting, in any major way, the extent or value of the

3.2 The portion of a 35mm motion-picture film reproduced by a television film chain shall be an area having a height of 0.594 ± 0.004 inch and a width of 0.792 ± 0.004 inch.

3.3 The center point of the reproduced portion of the film shall coincide with the center point of the picture aperture of a 35mm motion-picture projector as specified by American Standard PH22.58-1954, or the latest revision thereof. (This actually serves to locate the reproduced area relative to the film.)

PH22.95-1954

tion, incorporated. (This actually serves to locate the image relative to the film.)

3. Television Reproduction of 35mm Motion-Picture Film

3.1 Except for height and width dimensions, the picture aperture of a 35mm television projector shall be in accord with American Standard PH22.58-1954, or the latest revision thereof. The height dimension shall be 0.612 ± 0.002 inch and the width dimension shall be 0.816 ± 0.002 inch.

services that have become the traditional obligations of SMPTE. On his recommendation the Board adopted the proposed new budget.

Through the month of June, 451 new members joined the Society and 28 former members were reinstated. Although well behind the record of 596 new members and 31 reinstatements for the first half of 1953, this year's growth still presents a very attractive picture.

Having considered on many occasions the balance between the Society's income in the form of dues from individual members and the cost of providing those members with the Journal, conventions, Section programs, and other services, the Board of Governors finally and reluctantly concluded that the quality and extent of such services could be continued over the years with assurance only on condition that the rate of annual member dues was increased, and that the increase take effect with the calendar year 1955. Although the value of the dollar has changed by a considerable amount in recent years, membership dues have remained the same since 1946, when Associate dues increased from \$7.50 to \$10 and Student dues went up from \$3 to \$5.

During its previous meeting in May, the Board discussed this question in detail and passed a resolution proposing such an increase and subject to ratification, at this meeting. The question was again considered in July and after extensive discussion, the Board of Governors passed these three formal resolutions:

"RESOLVED, that in order adequately to carry out the objects of the Society as set forth in its Constitution and Bylaws, it is necessary to increase annual dues rates as follows: Associate from \$10 to \$12; Active and Fellow from \$15 to \$18;" and it is further—

"RESOLVED, that the Secretary be and is hereby directed to announce this recommendation to the membership by a notice in the earliest available Journal," and it is further—

"RESOLVED, that the Secretary be and is hereby directed to place on the agenda for the next annual meeting of the Society, a proposal to so amend the Bylaws of the Society."

The Treasurer, Secretary and the Vice-Presidents reported on the areas of Society activity for which they are responsible. Mr. Colburn, Treasurer, presented the cash report; Mr. Simmons' Editorial Vice-President, reported, in absentia, that progress with the Journal's advertising program had proved somewhat better than anticipated, that the new Journal in 8 1/4" X 11 1/4" size would prove to be an attractive and efficient one and that the advertising policy adopted by the Board and to be observed explicitly in the acceptance of advertising copy would make that section of the Journal a useful service to the members.

Mr. Jensen, Engineering Vice-President, explained that the committee on Films for Television and Television Film Equipment had been combined because of their gradually overlapping interest, into a single television committee under Mr. Gentry Veal as Chairman. Established relations with the television com-

mittee work of the Radio Electronics-Television Manufacturers' Association will continue as before. High on the list of current projects is development of color test films and test slides for use by television broadcasters.

The eleven technical committee meetings held during the 75th Convention and the fifteen to twenty additional standards expected to develop from that work were, Mr. Jensen pointed out, an indication of the current volume of SMPTE standardization activity. Members of all engineering committees had, by the time of the Board meeting, received copies of a new engineering committee manual that had been prepared by Hank Kogel as a guide for chairmen and for newcomers to the SMPTE engineering committee organization.

Jack Servies, Convention Vice-President, reported that the 75th Convention in Washington had come out in the black, and that work already underway for the 76th Convention in Los Angeles forecast a successful operation there.

Mr. Seeley, Secretary, presented to the Board the reports of the Committee on Fellow Membership, Sarnoff Award, Warner Award and Progress Medal, and in the sphere of his own major current project explained that work on the new series of Administrative Practices was progressing.

Chairman of the Nominating Committee, Garland C. Misener, offered for Board consideration, the names of candidates selected by his committee, to appear on the national election ballot. The slate of candidates for the Society's 1954 national election is as follows:

<i>President</i>	John G. Frayne
<i>Executive</i>	
<i>Vice-President</i>	Barton Kreuzer
<i>Editorial</i>	
<i>Vice-President</i>	Norwood L. Simmons
<i>Convention</i>	
<i>Vice-President</i>	Byron Roudabush
<i>Secretary</i>	Edward S. Seeley
<i>Governors from East Coast Area</i>	(nominees) Gordon A. Chambers Russell C. Holslag George Lewin Reeve O. Strock
<i>Governors from Central Area</i>	(nominees) Arthur J. Hatch, Jr. Bruce Howard W. Wallace Lozier Malcolm G. Townsley
<i>Governors from West Coast Area</i>	(nominees) Don M. Alexander John W. DuVall Lloyd T. Goldsmith Sidney P. Solow

Jim Wassell presented the Central Section's treasury balance and the names of Section nominees for the 1954 election. These were:

<i>Chairman</i>	James L. Wassell
<i>Secretary-Treasurer</i>	Kenneth M. Mason
<i>Managers</i>	(nominees) Jerome C. Diebold Milton Goldstein L. S. P. Hanchek Robert G. Herbst Gerhard W. Kugel David W. Ridgway

Everett Miller presented the report of the Atlantic Coast Section. Following is a list of that Section's nominees for the 1954 election:

<i>Chairman</i>	Everett Miller
<i>Secretary-Treasurer</i>	George H. Gordon
<i>Managers</i>	(nominees) William H. Deacy, Jr. Paul A. Kaufman Karl N. MacIlvain Barton F. Perry Victor M. Salter Samuel L. Silverman

Subsequent to the meeting, a report from Phil Caldwell, Pacific Coast Section Chairman, offered the following list of nominees:

<i>Chairman</i>	Philip G. Caldwell
<i>Secretary-Treasurer</i>	Edwin W. Templin
<i>Managers</i>	(nominees) Harlan Baumbach E. F. Benham Lester H. Bowman Karl Freund Robert G. Hufford

Notice of Annual Meeting

Attention of all voting members of the Society, all members in the Active, Fellow and Honorary grades, is invited to this official notice that the Society's annual meeting for 1954 will be held at 3:00 p.m. on Monday, October 18, at the Ambassador Hotel in Los Angeles. The meeting will take place directly following adjournment of the Get-Together Luncheon and immediately preceding the first technical session.

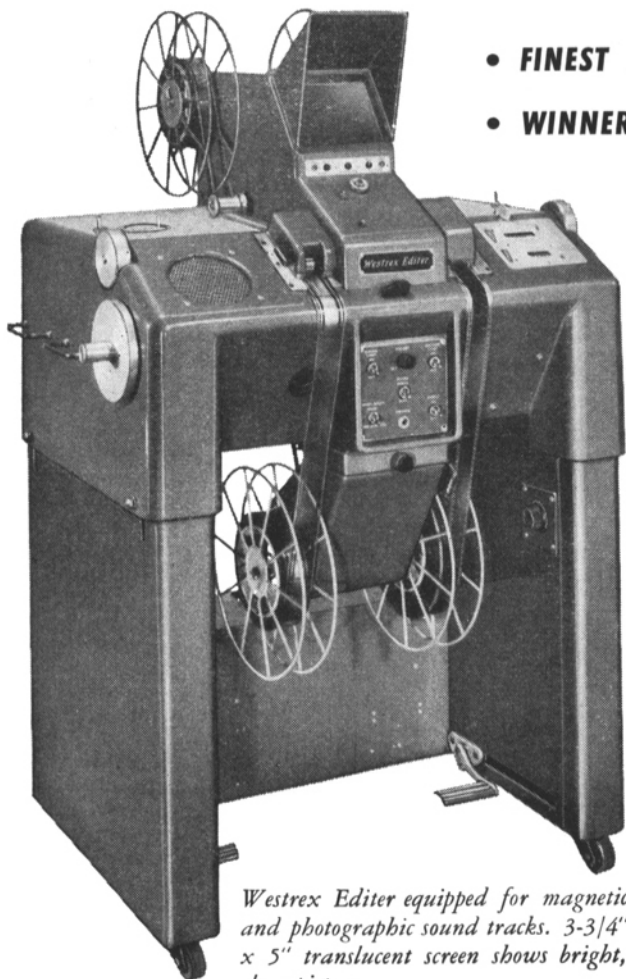
The main item on the agenda concerns a vote to accept or reject a proposal to increase the rates of dues for individual membership in the Society.

As the opening paragraphs of the Board meeting report that immediately precedes this annual meeting notice indicate, the Board of Governors has given careful and extended attention to financial planning and to the conduct of the internal affairs of the Society. Continuing efforts to operate the Society with prudence and economy had, for some time, offset the gradual rise in costs of doing business. It is now apparent that two additional and specific measures, one to distribute a portion of the administrative workload among the members themselves and the other to increase the Society's annual income, have become necessary. The first is being done. To accomplish the second, the Board has taken several steps among which is the proposal that the rates of individual membership dues in the grades of Associate, Active and Fellow, be increased effective with the calendar year 1955. This seems to be the only feasible way for the Board of Governors to insure not only the continuous and effective growth of SMPTE but that each Society member receives each year a full complement of the services that his organization was created to provide.

The Board proposes that dues for Fellows and Active members be increased from \$15 to \$18 per year, that dues for Associate members be increased from \$10 to \$12 per year. There is no proposal at

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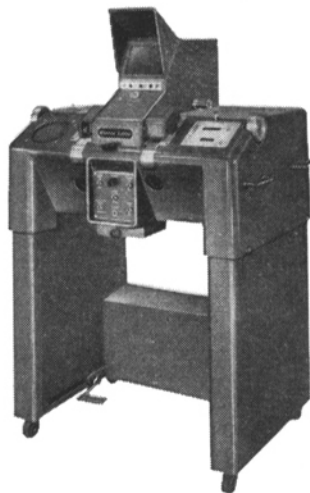
Westrex Editer equipped for magnetic and photographic sound tracks. 3-3/4" x 5" translucent screen shows bright, clear picture.

Designed and engineered by the Westrex Hollywood Laboratories—in cooperation with leading studios—the new Westrex Editer is an advanced machine that meets every film editing need.

The Westrex Editer can handle both standard and the new small-hole perforated 35mm films—film strips—motion picture films—magnetic or photographic sound films (single or multiple)—composite release prints—and for the first time it makes possible "projection viewing" of an enlarged image on a wall or screen without extra attachments.

The Westrex Editer is quiet in operation—no intermittent, hence less noise and less film damage—speedy and efficient. Among its advanced features are simplified threading—automatic fast stop—synchronization while running—improved sound—lower flutter.

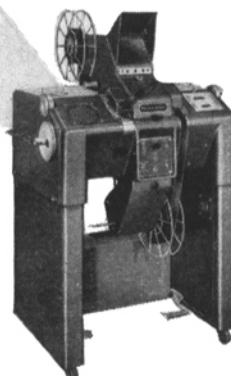
The Westrex Editer—available in 35mm model—is the latest in a long line of notable Westrex contributions to the motion picture industry. A new illustrated folder that describes in detail its many technical and operating advantages is yours for the asking.



The basic Westrex Editer, for use with film strips—vertical film handling method—faster and more practical.



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present for an increase of dues for student members.

Since the rates of dues are defined under By-law IX, an amendment to that bylaw is required. The first essential step toward such an amendment was the resolution of the Board of Governors quoted in full above. The second essential step toward such an amendment is satisfied by publication of this notice of the 1954 Annual Meeting and its purposes.

The third step will be a "show-of-hands" vote by the voting members of the Society of whom a quorum must be present on whether to approve or disapprove the recommendation of the Board.

The Bylaws provide that in the event a quorum (at the present time 120 voting members) is not present at that meeting, an affirmative vote of three-quarters of the entire membership of the Board of Governors may make that proposal part of the Bylaws. All members of the Board of Governors have been notified in writing that in the event a quorum of the voting membership is not present at the Annual Meeting, a special meeting of the Board of Governors will be called at noon on Tuesday, October 19.—*B.N.*

The New Journal

When the Board of Governors decided that advertising would be published in the *Journal* beginning in July, it was also decreed that the *Journal* be in a new format to accommodate advertising plates of the standard 7 X 10 in. size. This change was practical not only for advertising but also for the *Journal* throughout, allowing the use of standard material in making up pages, standard lockup of forms for press and standard paper.

The *Journal* is issued in the 8½ X 11¼ in. size because that works out of a standard sheet of paper and allows maximum printing efficiency. This size is preferred by the Society's printer who also produces *Electrical Engineering* and other journals in this size.

Within the overall text page size of 7 X 10 in., the type face, type size and column width have been repeated from the old *Journal* as the most practical choices for economy and readability. Another physical aspect, the cover, was for this six months kept similar to the recent cover for the sake of continuing identity.

And inside, too, as far as substance goes the policy is to keep the *Journal* the same, except for including advertisements. The technical papers are to be of the same type and will continue to be just as rigorously screened by the same Board of Editors. Each technical paper is to be paged in successive pages, without "continued's" into the back of the *Journal*. News, reports and reviews will appear throughout the advertising section.

The new *Journal* carries 206% as many words per page as the previous format. This is the most efficient and economical format for the *Journal* up to this time.

Changes in format and procedures, in the past five years, and tightening up on authors alterations and photoengraving costs have kept the overall *Journal* cost increase at 16% while unavoidable increases in printing and paper costs for all



On a recent trip around the world, Dr. John G. Frayne, SMPTE Executive Vice-President, found evidence of Society activities at almost every place he visited. Most notable, however, was Hong Kong where the dynamic Harry More, Westrex Hong Kong Branch Manager, with all four of SMPTE's Hong Kong members, greeted him on arrival at the airport. Later our Executive Vice-President was the guest of Harry More and his SMPTE associates at a special Chinese dinner, Cantonese style. At a reception given for our peripatetic Vice-President, in which SMPTE and Westrex Corporation shared honors, the above picture shows Dr. Frayne along with the Hong Kong members. They are from left to right, William C. K. Hu, Managing Director of Wader Studio; John G. Frayne; Harry More, Westrex Hong Kong Branch

Manager; Robert Chung, Eastman Kodak Co., Hong Kong; and Walter Wu, an expert of film processing. Incidentally, Walter Wu spent about a year in Hollywood working in various film laboratories. Dr. Frayne's trip by air continued with stops in India and Ceylon and generally throughout Europe to reach a peak tempo at Washington, D.C., during the Society's Spring Convention. He found an intense interest in SMPTE activity in India where there appears to be a great thirst for technical knowledge and a great desire for many people to join the Society. There is no doubt that this organization is the leading one throughout the world in its field, and its *Journal* is regarded by all as having the last word on advances in the motion-picture and television arts.

publications of this kind have increased by 35%.

The present method of binding, along with the new format will yield considerable further gains in overall *Journal* efficiency.

—*V.A.*

Alex Quiroga, Senior Light Direction Engineer at the Hollywood studios of the American Broadcasting Co., has been awarded the 1954-55 WAAM Television graduate fellowship at Johns Hopkins University. The annual fellowship was established by the Baltimore television station WAAM at Johns Hopkins in 1952 to give a television professional man one year for special studies of value to his own development and to the industry.

Mr. Quiroga, the third person to hold the fellowship, will spend his year working on color television at a graduate level in the departments of physics, psychology and astrophysics. Since joining ABC-TV in 1949 as a cameraman, Mr. Quiroga has entered the field of research in video recording and created optical devices to improve the production values of TV programs, including the "Quirogascope" for tilting or rotating a scene by optical means during an actual telecast.

Book Reviews

Flash! Ultra-High Speed Photography, 2d ed.

By Harold E. Edgerton and James R. Killian, Jr. Published (1954) by Charles T. Branford Co., 551 Boylston St., Boston 16. 215 pp. Profusely illus., incl. 3 color plates. 8¼ X 11 in. \$6.50.

Nearly everyone who has had anything to do with the ever-popular "Strobe-light" has at one time or another looked into *Flash*, long one of the best illustrated books showing what electronic flash can do in expert hands. Now comes a second edition of this "picture" book pertaining to that branch of photography which uses the gas-discharge tube as a primary light source.

One is impressed, even overwhelmed, by the multitude of subject matter, ranging from color portraiture to graphic analysis of machine operations. As a very broad and general outline of possible uses of electronic flash, this book fulfills a basic need—that of popularization and education. It does not, however, offer much information to the technical worker in the field of photographic analysis.