

Pacific Coast Section

P. G. Caldwell, Chairman
E. W. Templin, Secretary-Treasurer
R. G. Hufford, Manager
Karl Freund, Manager
L. H. Bowman, Manager

The Annual Business Meeting of the Society on Monday, October 18, discussed and approved the proposed increases in membership fees to make them as follows:

Fellows and Active Members, \$18.00
Associate Members, \$12.00
Student Members (not changed), \$5.00

The Board's considerations leading the Resolution for amending the Society's Bylaws were reported in the September *Journal*.

Education, Films and TV

As described in the August 1953 *Journal*, the **Rochester Institute of Technology** has for some time been working on plans to offer a degree program in its Department of Photography. These plans have now matured and beginning with the fall quarter it will be possible for students at the Institute to work toward the Bachelor of Science degree in photography. The new plan provides for the well established Associate in Applied Science degree program to be the basic educational program for the first two or three years of study. The BS program is built directly on top of the AAS plan and requires one or two

additional years of study, depending upon the student's major course of study.

The second annual **American Film Assembly**, sponsored by the Film Council of America, will be held April 4-9, 1955, at the Waldorf-Astoria Hotel, New York. At the April 1954 Assembly some 360 16mm films were exhibited in 26 screening sessions, and attendance was over 1000. Climaxing the three-day affair were the Golden Reel Awards presented to the 12 films receiving the highest score in achievement of purpose in their respective categories.

The National Planning Committee of the American Film Assembly held regional meetings in Hollywood, New York and Evanston during the early summer. At these meetings and by subsequent correspondence the rules for the 1955 program were given detailed consideration. Now in the last stages of preparation, the Regulations and Procedures along with the Golden Reel Film Festival entry blanks will be in the mail by the end of September. They are also available on request from American Film Assembly, Film Council of America, 600 Davis St., Evanston, Ill. Deadline for entry in the Festival competition is January 15, 1955.

Rudy Bretz, Television Program and Production Consultant, author of several articles in this *Journal* and of the book *Techniques of Television Production* and coauthor of *The Television Program* and of

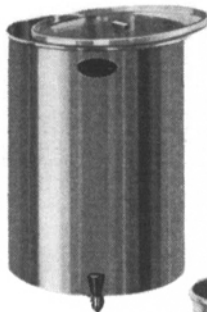
TV Scripts for Staging and Study, has been named Production Consultant to the Alabama Educational Television Commission. The most progressive state in the union, as far as educational television is concerned, Alabama has under construction a three-station educational television network which will cover 90% of the state. The majority of this construction is financed by State funds, appropriated by the Alabama legislature. Mr. Bretz will oversee the design and construction of production facilities and take an active part in planning the programming of the network. Programming is expected to begin within the year.

Book Reviews

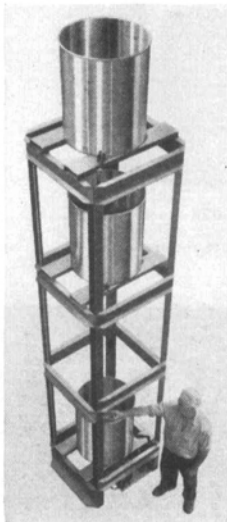
Television - The Electronics of Image Transmission in Color and Monochrome - 2d ed.

By V. K. Zworykin and G. A. Morton
Published (1954) by John Wiley & Sons,
440 Fourth Ave., New York, 16 ix + 1037
pp., 698 illus. 6 x 9 in. Price \$17.50.

The second edition of this book has expanded as has the subject with which it deals. In the fourteen years since the first edition, color, improved camera tubes, video tape recording, industrial television and even community antenna systems have come into being and these have been treated in this revision.



Full line of corrosion resistant "316" stainless steel tanks with leak-proof spigot in 10, 15, 20, 25, 50 gallon capacities.



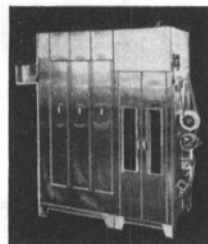
Jet Mixer... showing foot switch, 1/15h.p. motor and 3-way valve. Supplied with plastic lines and hard rubber wheels. Sturdy stainless steel dolly frame for extra strength.

Chemical mixing tower affords pump mixing. Feeder tanks in vertical series saves lab space.



Chemicals, too, can be handled economically, efficiently... in Fisher units

Compare the route of one batch of your present photo chemicals to the operating ease provided by Fisher jet mixer. Vortex-free, pump-mixing on the spot. Transport 15, 20 or 25 gallons in "316" stainless steel mobile tank to processors, pump liquid out or in without lifting or spilling in a fraction of time and labor of clumsy out-moded methods. "316" stainless steel sinks, tanks, slurry recovery units and equipment for all photo lab specifications are described in detail in Fisher catalogs. Send for yours now. Advanced Fisher engineered development is founded on years of job-testing for the most direct, technical, method requirements of our industry.



"All-Film"... New 16mm, 35mm, 70mm processor replaces huge, expensive operations.

Developing, fixing baths are Jet Sprayed... plus famous Fisher No Heat Drying! Top quality all stainless steel, continuous processing at 50 feet a minute. Unconditionally guaranteed.

OSCAR FISHER COMPANY, INC.
1000 North Division Street Peekskill, N. Y.