

Obituaries

SMPTE Mourns Weinschenk-Tabernerero, Willard

The Society is mourning the passing of two of its long-time members. Pablo Weinschenk-Tabernerero, an SMPTE Fellow, former Headquarters employee, and member of the Board of Editors, died October 24 at the age of 86. Thomas W. Willard is believed to be the longest-serving Society member; he was 89 when he died on October 13.

Pablo Weinschenk-Tabernerero

Pablo Weinschenk-Tabernerero was born Paul Weinschenk on August 8, 1910, in Berlin. He received his photographer's diploma in 1929 from the School of Photography at the Lette Association in Berlin and began his career as assistant to Kurt Oertel, a well-known cinematographer.

To escape Nazi Germany, Weinschenk moved to Barcelona in 1933, where he learned to speak Spanish by reading *Don Quixote*. Over the next several years, he worked first as a still photographer and then as a camera operator for a number of Spanish films. At the start of the Spanish Civil War in 1936, he was recruited to go to the front with a motion picture camera and serve as a war reporter.

Weinschenk emigrated to Buenos Aires in 1937 where he adopted the Spanish version of his name — Pablo Tabernerero. He spent some 30 years in Argentina, during which time he served as director of photography for 42 full-length feature films and several documentaries. In 1943, he was awarded the Silver Condor for Best Photography of the Year from the Academia de Artes y Ciencias Cinematográficas de la Argentina. In 1956, Tabernerero accepted a job as technical director for Laboratorios ALEX. He became a professor of motion picture photography and scene lighting in the film department at the University of La Plata School of Fine Arts.

Tabernerero moved with his family to the U.S. in 1967, and was immediately offered a position at Moviellab, Inc., New York City, as training director for new laboratory personnel. It was upon his move to the States that he (now using the name Weinschenk-Tabernerero) developed a closer relationship with the Society, of which he had been a member since 1939; he used the *SMPTE Journal* to become fluent in English. From 1967 to 1970, he worked as a freelance editor and translator for the *Journal*; he also became a member of the Board of Editors, a position he held until his death.

In 1970, Weinschenk-Tabernerero was offered and accepted a full-time position on the *Journal* staff. Until his retirement in



Pablo Weinschenk-Tabernerero

1983, he held a number of positions at Headquarters, including technical conference programs coordinator, engineering department assistant, associate editor, and test film engineer. The Society recognized his accomplishments in 1976, when he was named a Society Fellow.

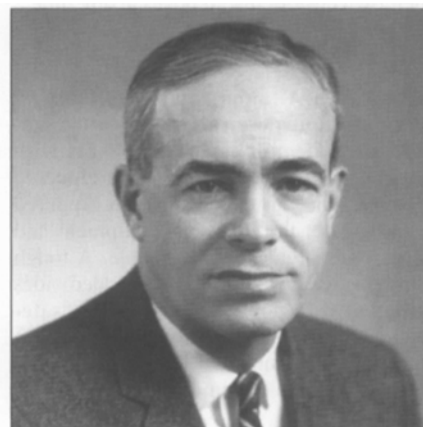
After his retirement, Weinschenk-Tabernerero began his own company, Exact Translations, Hartsdale, N.Y., working as a translator and interpreter of Spanish, German, and French.

Weinschenk-Tabernerero is survived by Georgette, his wife of 51 years; four sons, Henry, Ernesto, Paul, and Christian; three daughters, Anna, Ruth, and Ingrid; and 11 grandchildren and one great-grandchild.

Thomas W. Willard

Thomas W. Willard was born in Brooklyn, N.Y., in 1907, and graduated from Princeton University in 1929. Faced with dim employment prospects due to the stock market crash and Depression, Willard borrowed money to purchase a 16mm Bell & Howell Filmo camera, taught himself how to use it, and embarked on a serious filmmaking career. Sixteen-millimeter film had previously been considered suitable only for amateurs, but Willard was determined to make a name for this format on the professional level.

He began in 1932 with films made to boost enrollment for various private schools in the Northeast and quickly moved on to make commercial, industrial, educational, and other nontheatrical films. As chief cameraman and head of Willard Pictures, Willard traveled to such locales as Athens, Beirut, Istanbul, and Central America, as well as around the U.S. While filming *American Campuses in the Near East* in 1936, Willard experimented with a new type of color film called Kodachrome. During World War II, Willard Pictures was responsible for more than 300 Navy training films.



Thomas W. Willard (1961)

In the early 1940s, Willard was invited to the CBS offices in New York to see demonstrations of the network's experiments in color television, and subsequently became CBS's supplier of the film necessary to continue the research before it was interrupted by the war. When the country adopted RCA's compatible color system in the 1950s, Willard Pictures produced a film for NBC that showed the effects available to TV directors.

Between 1939 and 1965, Willard made a series of "institutional" films for the United Fruit Co., a goodwill project designed to portray Central American countries as vast, lush areas rich in banana plantations and remnants of ancient civilizations. During the late 1950s, Willard worked on films for the Air Force, providing surveillance of the design, manufacture, and testing of intercontinental ballistic missiles (ICBMs). At the same time, he was making motion pictures at Cape Canaveral, documenting the beginning of NASA and the start of the space exploration program.

Willard Pictures, Inc., was sold in 1955, and Willard continued working as a consultant, witnessing the evolution of electronic media through the 1970s and 1980s. During this time he became affiliated with the American Science Film Association and consulted with the American Management Association on their management films. He was also the designer of a seminar for Drexel University, Philadelphia, entitled "Audio Visual Communications for Executives."

Willard joined the Society in 1934, and is believed to have been its longest-serving member. Last December, he visited SMPTE Headquarters to share his professional experiences; an article about this visit appears in the February 1996 issue of the *Journal*. He is survived by his wife of 53 years, Mary; two daughters, Tamsin and Anne; and a grandson.