



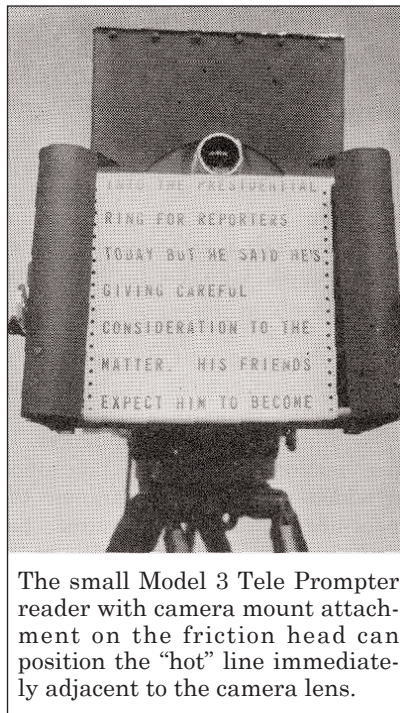
SMPTE ALMANAC

By Michael Dolan

In this column we provide interesting historical briefs from Journal articles of days past. The purpose of this column is primarily entertainment, but we hope it will also stimulate your thinking and reflection on the Society's history, how far we have come in the industry, and (sometimes) how some things never change. This is not meant to be an authoritative reference, and no attempt is made to correct any past errors or omissions of the Journal. We simply hope you enjoy the material.

25 Years Ago in the Journal

The June 1977 *Journal* reported in Development and Installation of on On-Line Film Reservation System by William M. Oard: "Circulating sponsored—as opposed to rental—has become a big business over the past four decades. By 1971, the problems of inventory control and scheduling had become so severe that a computerized approach was needed. After early experience was gained with a PDP-11/20 computer system, a PDP 11/45 was installed a year ago to manage information regarding inventory control, advertising production, film booking, file library services, and film borrowers. Access to the system is through video and teleprinter terminals at the New York headquarters, and distribution is from 28 points across the country....Since 1937, the Modern Talking Picture Service has been in the business of distributing films, sponsored by industry and government....In a year's time [there are] approximately two million requests for 16mm prints.... The company...felt that if a high-level language such as the GE/Dartmouth BASIC...could be utilized in programming, the management could handle much of the programming. It was hoped that some of the difficulty of communicating management objectives to programming specialists could be avoided."



The small Model 3 Tele Prompter reader with camera mount attachment on the friction head can position the "hot" line immediately adjacent to the camera lens.

50 Years Ago in the Journal

The June 1952 *Journal* reported in TelePrompter—New Production Tool by Fred Barton and H. J. Schlafly: "The problem of presenting entertainment to the public has been accentuated by the very nature of the television industry because of its continual requirement for new material. Whether this material is 'live,' that is, performed directly in front of television cameras or filmed before it is translated into a televi-

sion signal, the continual demand for new material of an expected quality presents many pressing problems. One of these problems is the fundamental necessity of memorization....The TelePrompter is a modern approach to the old problem of prompting. It is a new production tool whose intelligent use can save hours of rehearsal, help promote a smooth and relaxed performance, and reduce film studio retakes. Not only does its use result in the 100% perfect script without hours of laborious work and mental exercise, but it serves also as a guardian against fear."

75 Years Ago in the Journal

The August 1927 *Journal* reported in A New Process for Developing and Printing Photographic Sound Records by J. B. Engl: "At the present time quite a number of different methods are known how to record and reproduce sound waves for the purpose of the so-called talking film. With most of these methods the sound variations are photographed on a moving film-strip. Corresponding pictures and sounds being recorded on one common carrier, the synchronized reproduction of both picture and sound records can never be questioned. These methods of recording...are a great advantage compared with the old method of recording the sound waves on a phonograph-disk and synchronizing the rotating phonograph-disk with a moving film strip by means of special, more or less complicated machines....Now it is known, that densities produced by exposing alight sensitive emulsion to light and developing it have not a simple relation to the original light intensities used in the exposure.... It is not possible, therefore, without special methods to get an ideal quality of sounds reproduction."