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stand lightly.**



The classic, 5 pound,  
Lowel KS Stand supports  
all of our lights, substantially.

In 1967, our remarkable KS stand set new standards for ruggedness, weight (under 5 pounds), ease of operation and safety. Not surprisingly, it has been internationally admired—and imitated. The KS, however has extra thick-wall tubing, high strength, heat treated aluminum, and generously overlapping sections. After thirteen years, it's still the state-of-the-art stand. When it comes to issues like high-strength-to-weight-ratios for location equipment—we take a strong stand.

Lowel-Light Mfg. Inc., 421 W. 54th St., N.Y., N.Y. 10019 (212) 245-6744.  
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# 50 years ago in the Journal

## Franklin S. Irby, "Recent and Future Economic Changes in the Motion Picture Field," September 1930

Stimulated by the increasing drawing power of the talking picture, the motion picture industry experienced in 1929 the best year of its history. The wiring of houses for sound pictures progressed rapidly here and abroad, and at the close of 1929, there were approximately 9000 theaters equipped for such pictures, out of a total of 22,600 in the United States. There were about 2000 sound installations in Europe, out of a total of 27,000 theaters.

... Just what will be the final percentage of sound installations will depend on language barriers and limiting size of theaters in which sound equipment will pay. Satisfactory solutions will ultimately hurdle both these present barriers, and at no distant date we may expect a sound equipped theater or no theater at all.

... The first sound equipments were installed in the latter part of 1926; however, no great public interest was aroused until the introduction of the talking picture, *The Jazz Singer*, in October, 1927. The immediate success of this sound picture was the turning point from silent to audible pictures. The phenomenal rise in the attendance curve is most marked from this time up to the present and many indications point to even higher levels. . . . It is an accepted fact that motion pictures can no longer be considered a luxury, but are a necessary form of recreation for the masses.

The average admission price in the key cities is given as 55 cents, while the average for all theaters is approximately 35 cents. Using an average admission price of only 30 cents and 100,000,000 as the average weekly attendance, it is estimated that the total annual paid admissions to American theaters has reached the sum of \$1,560,000,000. Of this amount \$500,000,000 can be attributed to the introduction of sound pictures.

... The twentieth century has ushered in many outstanding scientific accomplishments, the airplane, the radio, the telephone, and many others, but none have contributed more to the happiness of the human race than motion pictures. They have brought vision, romance, and laughter to make life more interesting. Today with sound pictures, even those millions throughout the world who cannot read will have the books of knowledge opened to their ears. Today the motion picture industry stands at the threshold of new adven-

tures. The psychological aspects of the upheaval that has just transformed this great industry have not yet been fully realized. We can expect greater realism, greater stability, greater accomplishments, and greater prosperity for the future.

# 25 years ago

## Harold G. Bowen, "Thomas Alva Edison's Early Motion-Picture Experiments," September 1955

How did Edison bring to fruition in a practical way what the human race had been trying since the time the first cave man scratched on a cave wall — to permanently record motion?

... Characteristically, Edison approached his photographic problem in a most practical manner. Unlike previous investigators, Edison realized that he needed to devise a mechanism that would start and stop many times per second with little or no inertia as it recorded tiny pictures. In his earliest experiments, microscopic photographs were made on the surface of a revolving cylinder similar to that of Edison's wax cylinder phonograph.

... By this time [early 1889] Edison and [his assistant W. K. L.] Dickson had recognized that to achieve their goal a radical departure from the cylinder approach would be necessary. New apparatus had been constructed and tried out for taking pictures in a straight line, using narrow strips cut from the 18-in. sheets of celluloid. As the experiments progressed, pictures were made larger, and strips of film were cemented end to end to obtain greater length. They were getting closer to success.

... The Edison 1889 Strip Kinetograph embodied the solution of the basic problems of the motion-picture art, both for making the pictures and for exhibiting them. The Strip Kinetograph (1889) is the first practical and commercially successful motion-picture machine to use a continuous film strip. On August 24, 1891, a patent was applied for and issued on August 31, 1897, as No. 589,168. This machine made practical the strip-film motion-picture camera. All later cameras and projectors, including Edison's own, are merely refinements of this primitive apparatus — the prototype for all.