



**By Michael Dolan**

*In this column we provide interesting historical briefs from the 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 August 1980 *Journal* reported in "FTC Bill Signed into Law on 29 May 1980:" "On 7 December 1978, the Federal Trade Commission published in the *Federal Register* a proposed trade regulation rule which, if it had been adopted, would have given the FTC power to regulate the development and application of product standards and the certification of products. Adoption of the proposed rule would have meant that standards-developing groups would be mandatorily required to comply with FTC's procedures. It was obvious to everyone that this rule would inevitably strangle voluntary standards development in a mass of governmental red tape. Worse, under a "duty to act" provision, the FTC would have the power to exclude an organization from standards development activities, or even to impose heavy fines on an organization that failed to revise or withdraw an already approved standard by or to develop a new standard by an arbitrarily set deadline in response to a complaint that a standard or the lack of a standard had raised prices or discriminated against a product...The SMPTE, one of the prestigious organizations threatened by this ill advised proposal, took action...(SMPTE *Journal* pp., 390-395, June 1979)...The American National Standards Institute, Inc. (ANSI), which, continuously since 1918, has been dedicated to the development, promulgation and publication of voluntary national standards, led the opposing forces against the FTC proposal..."

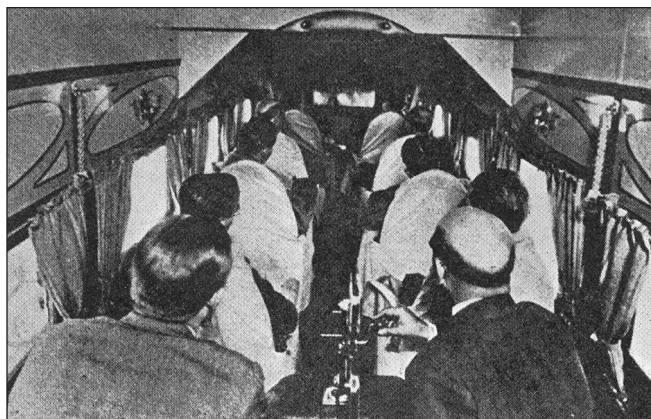
## 50 Years Ago in the Journal

The July 1955 *Journal* reported in "Preliminary Survey of Drive-In Theaters" by Frederick J Kolb: "In order to provide data on drive-in theater operation, the Screen Brightness Committee has sponsored a preliminary field survey. Measurements were made in 26 theaters among the eastern and central states, with screen widths equally divided between the 40-60-ft and 60-120-ft range. Average screen brightness was 3.0 ft-L; no theater reached the indoor standard of 9-14 ft-L...Previous studies of screen brightness in indoor theaters extending over a period of 15 years have been instrumental in setting a theater screen brightness

standard, the latest affirmation of which has been published as PH22.39-1953. During the last 10 years the drive-in theater was developed and has grown so that this type of exhibition now accounts for about 23% of all the theaters in the U.S. and at least 20% of the box-office gross...drive-in theaters were specifically excluded from PH22.39...Carrying on the policy of the most recent indoor theater survey, as many measurements as possible were made with objective-type instruments. Screen illumination was measured with the GE Screen Brightness Meter while most of the screen-brightness measurements were made with the Spectra Brightness Spot Meter. In a few of the theaters surveyed, brightnesses were also read with the Luckiesh-Taylor Brightness Meter."

## 75 Years Ago in the Journal

The July 1930 *Journal* reported in "Progress in the Motion Picture Industry:" "Projectors—A combination projector turntable using a 16 inch disk recorder was announced for home talking pictures. A German firm is also supplying a turntable and magnetic pickup suitable for attaching to any 16mm projector. A non-intermittent amateur projector employs a 12 sided prism in a cylindrical mount which revolves between the aperture and the objective. A passenger airplane flying from Columbus, Ohio, to Los Angeles was equipped to show motion pictures on 16mm film *en route*. The projector was operated with dry cells and a daylight screen was used.... A new model Victor 16mm projector is equipped with a fan for cooling the rheostat, and a half-hour show is possible as an 800 foot reel may be utilized...Patents related to projector mechanisms provide for projection of stills, reversal of the film, and details of claws, reels, etc."



*Motion pictures being projected by an amateur projector on an airplane during a transcontinental flight. Reproduced by courtesy of the Illustrated London News.*