



Michael Dolan

In this column, we provide interesting historical briefs from the journal articles of the 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 column is sponsored by Television Broadcast Technology, Inc., since March 2001: <http://ieeexplore.ieee.org/document/7257346>

25 Years Ago in the Journal

The April 1995 *Journal* published in: “New Products:” “Cart Machines. The D3-Bank (Fig. CM-1), developed by NHK, is a large-capacity video cart system in which packaged programs for four television broadcasting channels (about 300 programs a day) can be sent out automatically. The system is composed of five VTR playback carts, five cassette-storing carts, an I/O station, and two shuttles (compact cassette accessors driven by batteries) to exchange cassettes between the units at random. The cassettes are stored and managed by a database system. After each cassette is registered in the program, information, and control system, it can be picked up from the carts and replayed for broadcasting at any registered time without human operation.” For the full article, see: <https://ieeexplore.ieee.org/document/7240644>

50 Years Ago in the Journal

The April 1970 *Journal* published in: “Revised Make-up Recommendations for New Color Films and Television Systems” by Vincent J.-R. Kehoe: “Revised recommendations for professional make-up for new films and television systems have been studied and determined

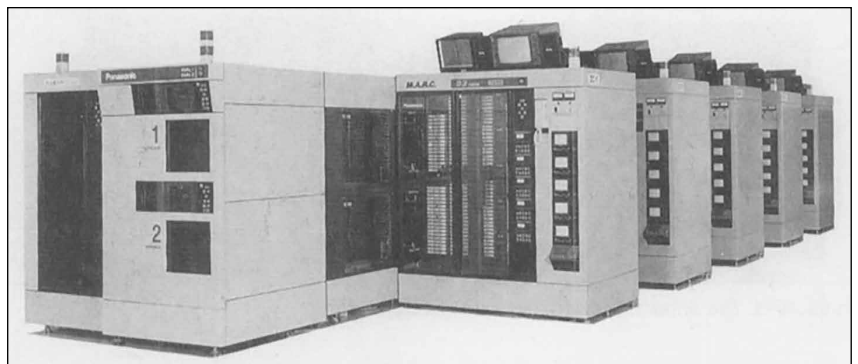
by The Research Council of Make-up Artists’ Research Division....The normal, or test color, for Caucasians, was formulated from a mixture of pink and beige elements of foundation colors...For women, a “lighter” look, was preferred by most New York production personnel while a “deeper” or, rather, more saturated facial color was preferred by the California companies...With the degree of fidelity of color reproduction exhibited by today’s film and television systems, a red lip color generally will reproduce very close to the actual red that is used, pink to the pink used, etc.

No longer does one find the oversaturation of color in one direction or another such as was experienced in the older color-negative films or original color television systems. With this in mind, fashion trends can be more closely followed in films and television shows due

for immediate release.” For the full article, see: <https://ieeexplore.ieee.org/document/7227242>

75 Years Ago in the Journal

The April 1945 *Journal* published in: “Statement of the SMPE in Opposition to the Brief of the Columbia Broadcasting System as It Relates to Theater Television” Ed. Note: “The Society of Motion Picture Engineers, at the original hearing before the Federal Communications Commission (FCC) (Docket No. 6651) in October 1944, requested allocation of frequencies for a national theater television service on behalf of the engineers of the motion picture industry. In view of this request, the FCC granted allocation of frequencies for theater television on an experimental basis as set forth in their Proposed Allocation Report... As the report by the FCC was a proposal only, a rehearing was proposed by the FCC to give all parties an opportunity to present additional testimony...Prior to the date of the rehearing, the Columbia Broadcasting System (CBS), Inc., filed a brief with the FCC in opposition to some of the allocations proposed by the Commission. CBS requested the FCC not to allocate any frequencies



The D3-Bank video cart system from NHK (Fig. CM-1, *SMPTE J.*, Apr. 1995, p. 194).

for a theater television service, as such allocation was contrary to the FCC rules and regulations, and further, such allocation would favor only a few and might establish monopolistic franchises.” For the full article, see: <https://ieeexplore.ieee.org/document/7252109>

100 Years Ago in the Journal

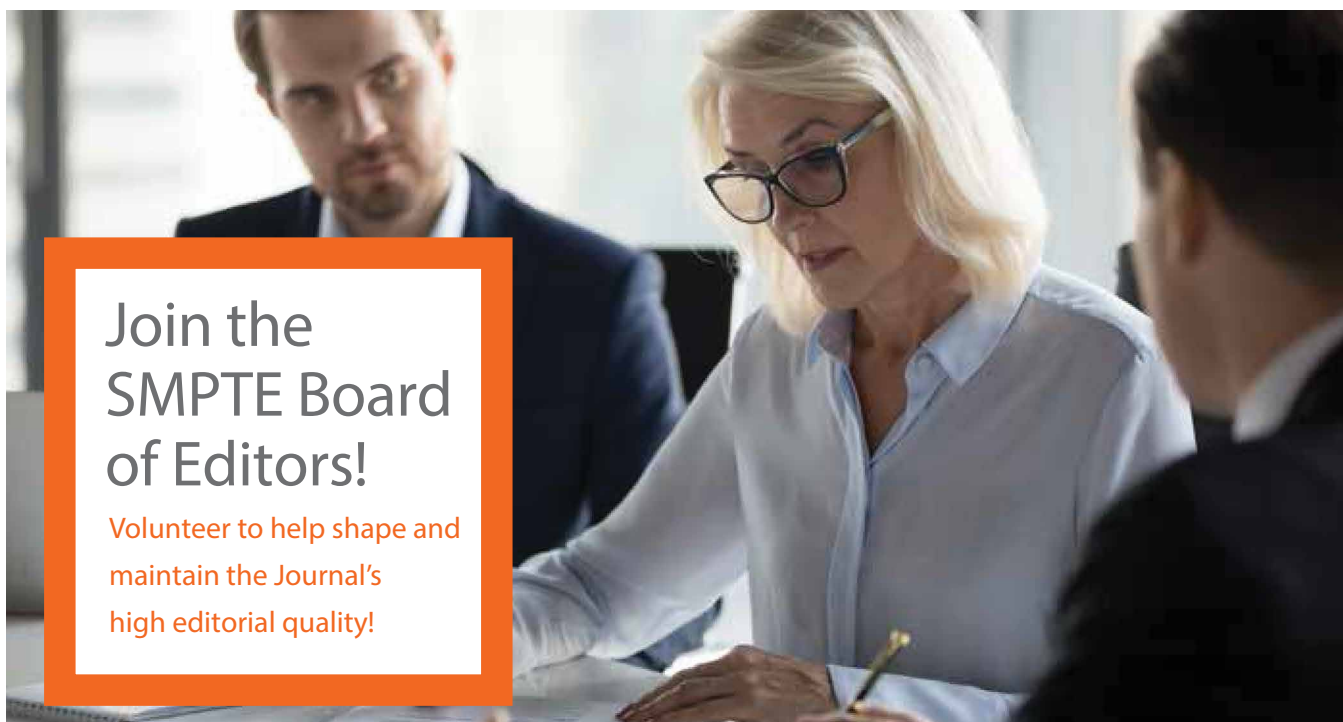
The May 1920 *Journal* published in: “Educational Possibilities of Motion Pictures” by B. E. Norrish: “Education by the motion picture is daily being recognized as the education that counts and counts greatly. We, all of

us, have the sense that is known as “eye-mindedness,” more particularly the young. The moving picture is the simplest and easiest way known of imparting knowledge and information in an interesting and entertaining form...Before the motion-picture screen, the languages of Babel tumble, for the new and great agent, the motion-picture screen, discloses a universal language and, no matter what the mother tongue of the gazer is, he understands and knows at once that which is displayed on the screen.

This is the reason why trade organizations and governments have

intensively concentrated on motion-picture work during the past few years. By means of “eye-mindedness,” thought impressions are being given through the motion picture to millions of every-day people...There is an old theory in psychology that, a thought impression once gained never dies. It remains dormant and inactive in the brain, but will spring to life and action once there is created a sensation, or rather, I should say, a sense perception like it again.” For the full article, see: <https://ieeexplore.ieee.org/document/7230016>

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