

incentive is there to join? Then comes Mr. Porter's lament that whereas the Society grows steadily, the number of Active members decreases, leaving the ranks more than half filled with Associates.

These two cries are really concerned with the same problem: the problem of the individuals attitude toward the Society. If the individual is going to ask for immediate rewards, he can get nearly all of them without joining. It is the long term benefits that membership assures. What has the American Navy to show for you this year; very little. It has welcomed home a great aviator and increased your income tax certainly, but it has fought you no battles and brought you no glory. Yet you are proud and glad to have it there because you know that in time of stress it is the bulwark between you and destruction. What has the Society done for you personally within the last year? It has dined a "captain of industry," gone quietly about its business, and incidentally taxed your income, but it, too, has fought you no battles, brought you no glory. But in the past it has done magnificent work on Standards and Nomenclature, and when the future call comes, you know it is going to do magnificent work again.

If a message or a slogan is wanted for the coming year, it is emphatically that Active membership is the normal duty of motion picture men.

K. C. D. HICKMAN, *Chairman*

CARL L. GREGORY

F. H. RICHARDSON

JOHN H. THEISS

W. C. VINTEN

OPEN FORUM

MR. CUFFE: On the Coast we don't hear much from different manufacturers who are members of this Society. If we could get a little more information about new articles as they are issued, it would help very much. After we do get it, we find that it is not the latest thing, whereas, if we had some idea that something new was being developed, we might hold off for a while.

MR. CRABTREE: I should like Mr. Cuffe to say something about the desirability of pushing ahead with the formation of an active section on the Coast.

I suggest also that each one of you, if you have any ideas regarding possible authors for papers or have a subject in mind which you think should be dealt with but don't know an author, mention

them to the Chairman of the Papers Committee; possibly he can find an author. Most members consider these meetings as something which happens twice a year, and they are willing to let a certain few do all the work. It means writing almost a thousand letters to get up a program of this nature. The acceptances are about two per cent of the number of men approached.

MR. CUFFE: I think a Coast section, if we could get enough members out there, would be a great thing. Of course, when there are meetings here in the East, I know every member of the Society on the Coast would come if he could. It is a long distance, and production is so heavy at the time of the meetings it is difficult to get away.

Mr. Ball had something to do with the Coast Section. We had one meeting and had a few papers, but there was no person behind the wheel to push it.

MR. CRABTREE: We want suggestions as to how to push it.

MR. CUFFE: Well, that is difficult for me to answer because I am just as busy as the rest of them out there. I should like to see one of the meetings out there in order to get under the skin of the producers and then you would have no difficulty in forming a Coast section.

MR. BEGGS: Are we doing anything of interest to the producers?

MR. CUFFE: Yes, but they want to see things before their eyes. I think if a meeting were held out there and we had the Coast workers at an open meeting and let them know what we are doing, that would give the necessary "push."

MR. CRABTREE: We are of the opinion that the present time is more opportune than ever for forming a Coast section because the producers are beginning to realize the importance of the technician and that he can put money into their pockets. The Society, as I see it, will have to be run by representatives of some of the large producers. No individual out there can afford the time at his own expense to promote the interests of the Society.

MR. CUFFE: I think that speaking for our company, the DeMille organization, our general manager and assistant general manager are behind this organization. DeMille is reaching for something we cannot always get on the Coast—the knowledge which this Society is supplying. Of course, there is a great amount of jealousy in this business on the Coast. This is due to the fact that the majority are not technically educated. They think: "We have something here we musn't tell anybody about because somebody else will get it; and we can't sell our picture because somebody else might get hold of it."

MR. MCGUIRE: The industry must know more about what we are accomplishing and the big producing and theater owning companies must take a greater interest in the Society before a successful meeting can be held on the Coast. If a demand for such a meeting comes urgently enough from the right people, the firms who have a membership in this Society will be less likely to hesitate about sending a representative on such a long and expensive trip. In the meantime, all publicity about the Society will be of value in helping our organization and increasing the chances of holding a meeting in Hollywood. It may appear that I am exaggerating the importance of publicity, but how can we expect the industry to take any interest in us unless they know what we are doing and how much we are contributing to the advancement of motion pictures.

MR. COFFMAN: In regard to the matter of increasing membership, particularly that on the West Coast, I suggest that it might be helpful for the organization to employ a field secretary competent to maintain contact with all desirable potential members. The Treasurer's report indicates that a permanent field secretary is out of the question, but some of the large corporations well represented in the Society might be persuaded to give one of their able men leave of absence to undertake something of this sort. In this way the Society might pay the salary and expenses of a good field secretary for, say, three months.

PRESIDENT COOK: That is a thought. Just to clarify the situation about the Coast meeting, I should like to have every one present who is sure that he could go to the Coast, if it should be selected as a meeting place for the next convention, hold up his hand.

(Seven hands Counted.)

DR. MEES: I don't think that gives the information. I don't think our men would care to say they would be sure of going, but probably we should have representation there.

PRESIDENT COOK: Probably a more practical method for arriving at such a decision would be a ballot sent to the entire membership.

DR. MEES: I should like to come back to the subject of making our Standards and Nomenclature work more aggressive. I think that conditions there at present are different from what existed in the past. I do not think Dr. Gage's reply is sufficient that I should send drawings to be ratified by the Society. I can send specific suggestions about amateur motion picture projectors, but I think the Society should be aggressively on the lookout giving a lead on recommended

practice to the trade. I still feel that the processes are too slow. I may be wrong on this—I know you have more experience on this than I have—but I do think that quick action in forming a preliminary recommendation which will prevent people going astray will serve its purpose. I think that writing a letter to a lot of manufacturers and asking them to agree is perfectly futile. I think that if the Society writes to each one to find out what is being done and then writes them that the average of all the results is so-and-so, you will get somewhere, but the Society must take the lead. It depends on how much the manufacturers weigh it seriously. As soon as the Society sees something arising in the industry, it should write to the people and suggest a course of direction in the right way.

PRESIDENT COOK: I am glad that Dr. Mees brought that matter up again in the proper place, because just now we are confronted with a little different situation than has occurred in the past ten years, and that is the sudden and acute interest in talking movies. In the past most ideas have crystallized gradually into accepted practice which we have adopted as standard, but here we have a new field, and the various concerns are showing their own mutual interest by making trade relations with each other which involve all three of the patent situations, and this is a most hopeful sign, because if these people can get together on the patent situation, it should be simple to convince them of the desirability of getting together on standards. We have evidently an acute situation in this particular branch of the industry.

I am going to assume the prerogative of appointing as many additional members to the Standards Committee as I can conceivably imagine will be of assistance in its functioning, with due approval, of course, of its Chairman, but Dr. Mees has certainly awakened us to the importance of this new branch.

MR. BEGGS: I think the way to handle this will be to appoint sub-committees, as we do in other societies. I feel sure there should be a sub-committee on the lighting of studios covering the whole field of sources, applications, and recommended practice.

PRESIDENT COOK: If you were here yesterday morning, you may recall that in my opening remarks I mentioned that we formerly had twenty-five committees, and a Studio Lighting Committee was one of them, and the activities of the Committee were not very great, but we might accomplish more under present conditions, and the Board will be glad to entertain your suggestion.