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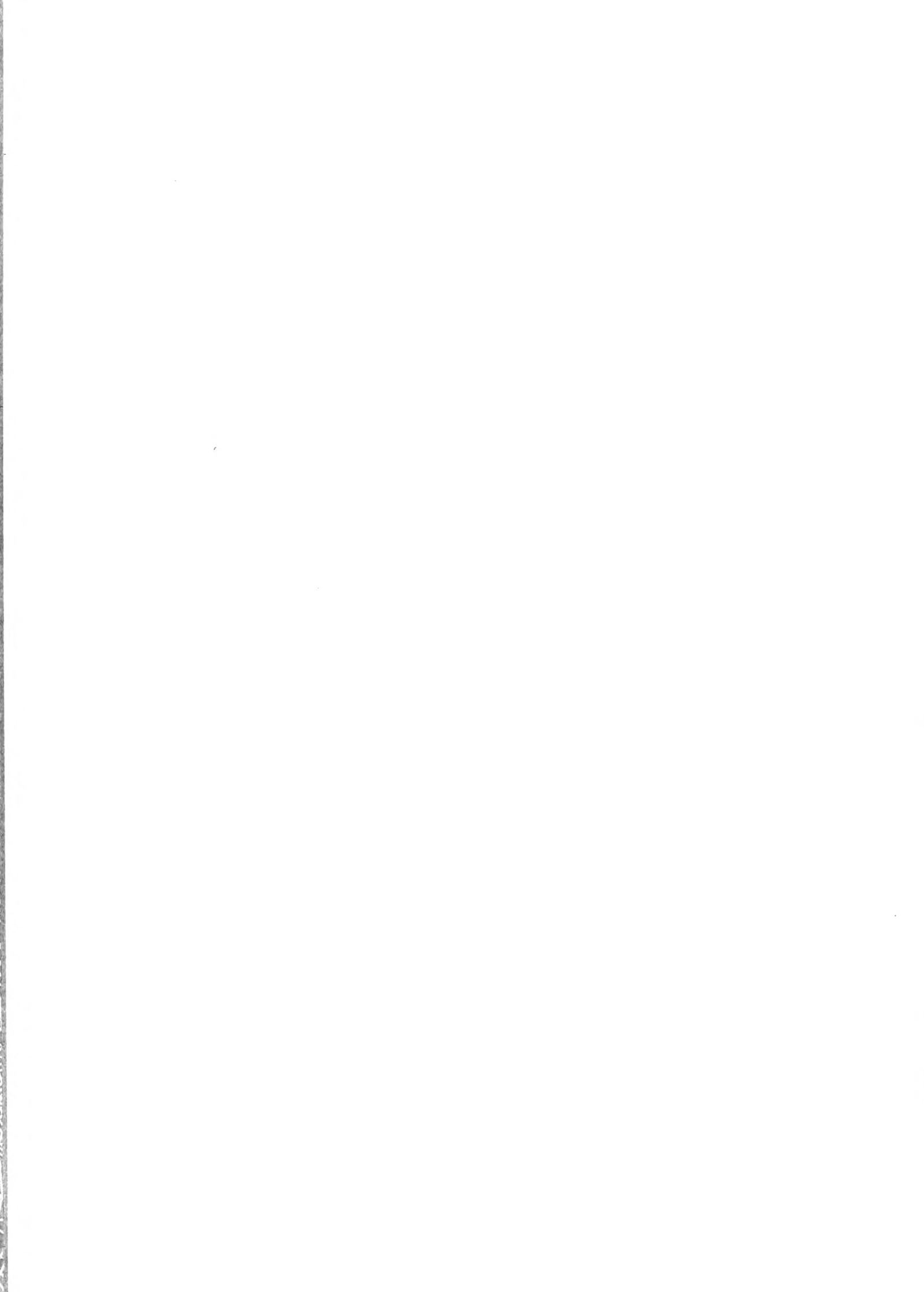
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BUSINESS SCREEN

TOOLS, TECHNIQUES AND IDEAS FOR AUDIOVISUAL COMMUNICATORS

ARE WE LOSING
THE WAR OF IDEAS?



SPECIAL:

1969 FILM FESTIVAL PLANNING GUIDE
A complete schedule of 1969 festivals and competitions.

**1968's
MOST HONORED
FILMS**

—an exclusive review




JANUARY • 1969 • FIFTY CENTS

Sponsored films are helping some very important companies.

These ads show you how.

This time machine is helping Union Carbide



prepare students for the future.

Union Carbide: The Diversions Company is working on the most important plan for the 21st Century. And they think you can help them with the planning for it.

So Union Carbide is helping you to see the world through the camera of the future.

The company has sponsored the first series of 100 video of its modern products. It has also sponsored the 21st Century film series, and will continue to do so. And with the help of their advertising agency, Young & Rubicam, they are offering these films to schools, together with illustrated teaching guides. They call it "Future".

This far-reaching public service program is a substantial investment. So Union Carbide wants to be sure they reach as many students as they can. That's why they called on Modern, the world's largest distributor of sponsored films.


So far September, thanks to Modern, at least a million of students throughout the country have seen what's to be in the future. And they're determined to be ready to go. A million future citizens. One hundred million students. A million communications projects. And it's living all in the same classroom. You film.

Through this exciting program, Union Carbide is doing more than acting among people in the marketplace and through the classroom. They are communicating with their customers and employees of the future.

MODERN TALKING PICTURE SERVICE, INC.
1212 Avenue of the Americas, New York, N.Y. 10036

Union Carbide is using films to reach the adults of tomorrow.

100 million people have seen the landing at Plymouth Rock.



Thanks to Aero Mayflower.

They're all on film.

A picture of Aero Mayflower. That's the company that produced the world famous 1956 dramatic movie, "The Mayflower". Aero Mayflower wasn't around to greet their namesake when the Mayflower reached America in 1620. But they were definitely on the scene in 1957 when a group of advertisers recognized the historic history of the ship. It was a perfect public relations opportunity to broaden Aero Mayflower's corporate identity. And they made the most of it.

Through motion pictures, the company produced "The Mayflower Story" a fascinating 14th sound and color film that documents the 34 day voyage of Mayflower II.

MODERN TALKING PICTURE SERVICE, INC.
1212 Avenue of the Americas, New York, N.Y. 10036

Aero Mayflower is using films to broaden its corporate identity.

Since 1960, United Air Lines has taken nearly 130 million people to Hawaii, California and Colorado



without leaving the ground.

They've done it via sponsored films.

United felt the best way to get people to fly was to show them the fun they can have. So using sponsored films, United has an audience in each city, scene of sailing in Hawaii, "Aloha" in California, "Sun in Colorado".

These visual images are also used for the corporate image and suggest that "in the trouble times" United is more than an advertising slogan. It's in the airline that has made so many flights that was that they're also using films to tell people more about United's own operation. Everything

from movies about flight training to the fascinating story of a stewardess.

United gets plenty of mileage out of their film program as people see them on television, in schools, in stores, airports, theaters, Distinction, Business, and community organizations of all kinds.

How is on the world's largest airline reach so many people? They work with general dealer Modern, the world's largest distributor of sponsored films.

By helping people discover America, United has helped more and more people discover United.

MODERN TALKING PICTURE SERVICE, INC.
1212 Avenue of the Americas, New York, N.Y. 10036

United Air Lines is using films to stimulate people to travel.

In 1953, the New York Stock Exchange



made a very smart investment.

They're still gathering the dividends.

Their 40,000,000 investment was in "The New York Stock Exchange". They made it a "New York" people understood and loved to see on the television screen.

The result has been public relations success. So successful in fact that the exchange has broadened its annual program with this and local films that explain the "New York" American benefits from the first stock exchange.

At all times, more than 100,000 groups have seen this, which is why they're "Business groups, schools, churches, community groups of all kinds".

How does the exchange reach such a tremendous number of people? They work with a special general dealer, Modern, the world's largest distributor of sponsored films. And on in hundreds of dividends.

MODERN TALKING PICTURE SERVICE, INC.
1212 Avenue of the Americas, New York, N.Y. 10036

The New York Stock Exchange is using films to explain stocks and investing.

We'll gladly send you reprints, so you can read the full stories. These are just four of the 700 companies who are reaching the right audiences through Modern, the world's largest distributor of sponsored films. We can do the same for you. Let us show you how sponsored films can add impact to your advertising and public relations program. Contact Modern.

MODERN TALKING PICTURE SERVICE, INC.

1212 Ave. of the Americas, N.Y., N.Y. 10036

Modern is the world's largest distributor of sponsored films to Community Groups, Schools, Television, and Theatres, serving sponsors through 34 U.S. and Canadian film libraries, and through Infurfilm overseas.

The new Technicolor 1000B cartridge-loading Super 8 movie projector can take it! In fact it's so tough, it's guaranteed to last up to four times longer than any other movie projector you can buy . . . because we're offering a 24-month warranty* instead of the 6-months' warranty common in the audio-visual industry. The Technicolor 1000B leads a double life. With its unique compact, lightweight design, and fine optics, the Technicolor 1000B is perfect for individual desk-top use, or large, auditorium size gatherings. You get further versatility with a choice of 12 or 30 minute film cartridges . . . both use professional optical sound, of course.



With film use soaring, movie projectors have to be easy to use and long lasting. Here are some other things we've done with the Technicolor 1000B to fill the bill:

The projector that automatically cleans film

Dust on film can "bug" you . . . hairy bug-like particles that lurk around the edges of the projected picture. Dust is hard on film too. It scratches and scores the surface. The new Technicolor 1000B has a built-in electrostatic film cleaning mechanism. Keeps films clean and bug-free; films last longer.

Lamp-Saver switch extends lamp life

The Technicolor 1000B has a "high-low" Lamp-Saver light switch. Flick it to low for desk-top or study carrel use . . . high for large groups.

Beefed-up components can take today's hard use

We went through every working part of the projector to see how service life could be extended. The result: beefed up parts like a 6" instead of a 4" flywheel, more rigid frame, square drive belts, life-time lubricated ball bearing motor, metal speaker grill, encapsulated speaker



jack, and fuse-type electrical circuit, all resulting in a stronger, tougher unit you can use more hours per day . . . every day.

We made more improvements

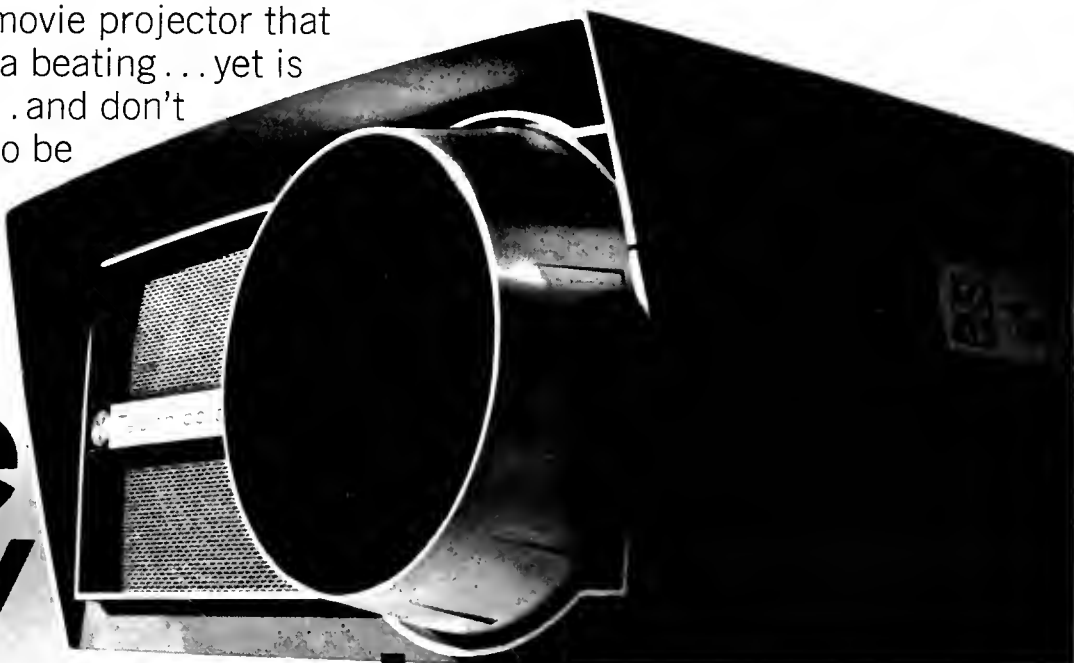
There's a new handle, the Technicolor 1000B is easier to carry. The push button controls operate more easily. We added a "fine tune" focus mechanism, and a "pop out" bulb holder that makes bulb changing a snap. The control panel is removable so that the exciter lamp can be easily changed and cleaned. The amplifier was improved to give better frequency response and higher volume. With all the fine features of the Technicolor 1000B, don't forget our famous Technicolor 1000A . . . it's still the lowest cost cartridge-loading Super 8 movie projector with professional optical sound. Technicolor 1000B, Technicolor 1000A, advanced movie projectors for today's film users.

Let us send you more information about the double life Technicolor 1000B. Fill out the coupon below and we'll rush you all the facts.

"give me a movie projector that can really take a beating . . . yet is light and compact . . . and don't forget, it's got to be versatile and easy to use too."

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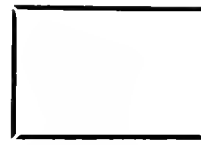
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BUSINESS SCREEN

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Victor Duncan chose the ARRIFLEX 16BL to avoid 'bugs' in filming for Volkswagen.

In ordering their 1969 Announcement Film to be produced by the Kerbawy Company, Detroit, Volkswagen had provided Director of Photography, Victor Duncan, with requirements that were almost contradictory.

Intended for large audiences in seven cities, the 45 minute lip-sync photoplay was to be projected on 22 foot screens. Ordinarily a job for 35mm...but the shooting schedule was tight, and involved travel to numerous Volkswagen dealers from California to Connecticut. "Choice of equipment was of special concern," writes Mr. Duncan, "not only because of the needle-sharp requirements of large screen projection, but also due to the fast moving, travel-light nature of the job." 16mm fulfilled the latter requirements—and Arriflex was used to ensure the all-important technical quality.

Choosing an Arriflex 16BL as his 'universal' camera for all sound work, and a 16S for wild shots and cutaways, Mr. Duncan headed for the many location challenges that awaited him. As he describes it, "it was an on-and-off the airplane routine, with short schedules at every stop. It was exciting as a technical and logistical problem. How many magazines, for example, do you carry? The BL's magazines being compact as they are, we were able to pre-load more than enough without overloading ourselves, but this is the kind of thing you've got to consider.

There were acoustical problems too—after spending six easy-going days with the 16BL on the sound stage, we found out just how miserable an automobile showroom—with its wide open, echoing spaces—can be for sound recording. And without many objects to hide lights behind, we often had to rely on available light, or relatively low levels of artificial light. Without much depth-of-field, we constantly had to ride the focus, and often from a camera position too cramped for an assistant. If it hadn't been for the brilliance of the Arri's viewfinder, and focusing grips I could really get my hands on, I'm not sure what we'd have gotten on those 22 foot screens."

When not mastering filming problems like these, Mr. Duncan runs a lively equipment rental business. An enviable position for a cameraman—it not only keeps the most extensive resources at hand it also gives him an 'inside' knowledge of their performance.

Not only Mr. Duncan, but filmmakers all over the world who really know equipment, choose Arriflex.



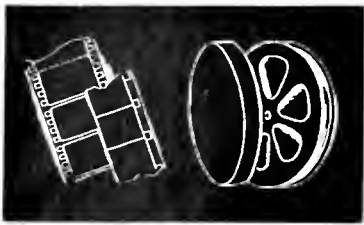
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CORPORATION OF AMERICA

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9/8/76



Gil Sorensen Gerald Plumb Victor Duncan William Heyron



right off the newsreel

Berkey Video Becomes Berkey Pathe in Change

Berkey Photo, Inc., has announced a major expansion program, involving substantial capital equipment investment, improved quality control systems, and executive appointments, for its newly-named Berkey Pathe division.

Berkey Photo, which acquired the Pathe Laboratories in New York and Hollywood as well as Color Service, New York, from Perfect Film and Chemical Corp. in September, 1968, will use the Pathe name for its entire motion picture operations, according to Benjamin Berkey, the company's president.

Manuel A. Casiano, Jr., has been named president of the new division. He was president of Berkey Video Services, Inc. which is now consolidated into the new operation.

Operating subdivisions of Ber-

key Pathe are now the following:

Hollywood

Berkey Pathe — Hollywood Laboratory, theatrical film processor.

New York City

Berkey Pathe — 54th Street Laboratory, theatrical and industrial film processor.

Berkey Pathe — 106th Street Laboratory, theatrical film processor.

Berkey Pathe — 45th Street Laboratory, motion picture film processor specializing in television films.

Berkey Pathe Opticals, producer of titles and optical effects for the motion picture industry.

Berkey Pathe is headquartered at 322 East 45th Street.

Casiano said the name change was made to better reflect the division's total international motion picture and television film capabilities. The new Berkey division

now offers complete processing and optical effects to all areas of the motion picture industry — feature length films, television films and industrial films.

F&B Ceco Industries Acquires Studio City

F&B/Ceco Industries, Inc., has acquired the well-known Studio City stages located in North Miami, Florida.

These new, modern studios (completed in 1965 and valued at well over a million dollars) are rated by many as technically perfect, with facilities and equipment to accommodate any type and size of production from a musical spectacular to the smallest TV commercial. Completely sound proofed and air conditioned by its own generator plant, two stages are presently available for rental, each one measuring 80' wide by 125' long by 50'

height. One stage contains a built-in water pit for swimming pool and underwater scenes, while the other stage has a 30' x 30' recessed area, permitting convenient ground level filming of overhead sets. Each stage has over 3000 AMPS of electrical power, fully equipped dressing and wardrobe rooms, carpenter shops, street level loading ramps and set storage, in addition to many luxurious executive suites, eating and screening rooms and plenty of free parking. Numerous adjoining facilities house companies offering services to film producers, including a new film developing and printing lab operated by Capitol Film Laboratories providing overnight rushes. Complete professional motion picture rental equipment is readily available from F&B/Ceco's nearby Hialeah branch.

The Studio City name will be changed to F&B/Ceco Studios, *Continued on page 8*

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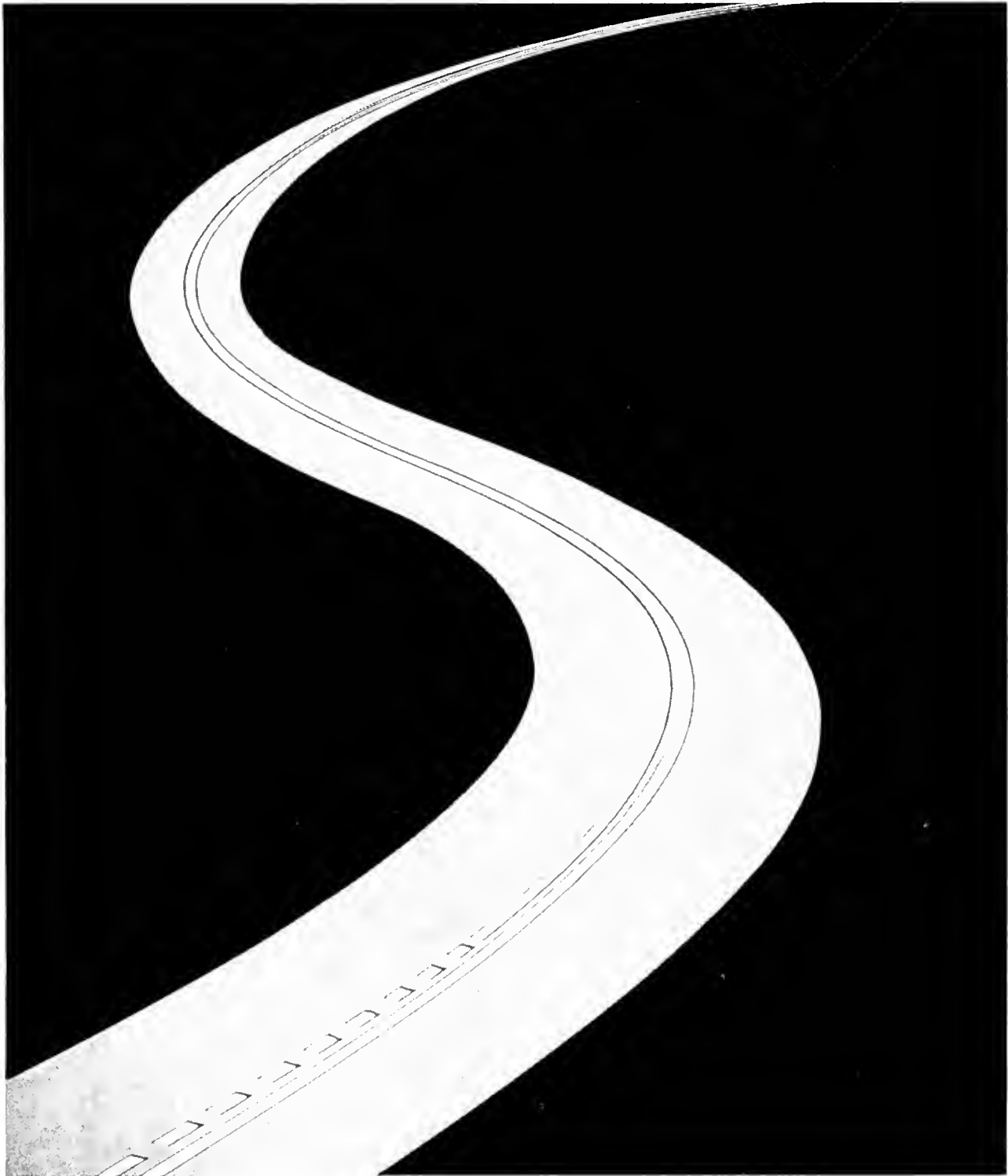
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continued

and will be rented to film producers under the management of Norman Zuckerman, vice president, who has over 15 years experience with F&B/Ceco and has been operating their Hialeah branch for the past 5 years. Len Hollander, vice president in New York and Carl Porcello, vice president of F&B/Ceco's Hollywood, California office will coordinate studio rental arrangements for producers in their respective areas.

Arthur Florman, president of F&B/Ceco Industries, stated that "We have already made arrangements with Barry Mahon Productions to be a resident producer of F&B/Ceco Studios in Miami. He has rented a suite of offices and will start shooting a feature film on the stages in early December. We are presently negotiating with a major theatrical film company to shoot five features during 1969, and several other producers are expected to rent permanent offices in the buildings. We also plan to move F&B/Ceco's Hialeah branch to the studio area, occupying a 20,000 sq. foot building to house their expanded operations. Further studios will be constructed in Florida as necessity dictates."

Pelican Films Adds New Canadian Affiliate

Pelican Films, Inc., New York, has announced the formation of a new Canadian affiliate, Pelican-Templeton Productions, Ltd. The firm began filming operations in March, 1968, and is located at 70 Overlea Boulevard, Toronto.

Pelican has combined its film services with Templeton Studios, one of the largest art and photography companies in Canada. With extensive modern facilities, the new company offers complete service to Canadian clients.

Reeves Acquires, Adds Videotape Productions

Reeves Broadcasting Corporation has announced that it has agreed in principle to acquire all of the outstanding stock of Videotape Productions of New York, Inc. from MGM Telestudios, Inc. and the 3M Company. The transaction is subject to the execution of a final agreement.

The operations of Videotape Productions of New York, Inc. at Videotape Center, will be integrated into Reeves Video Division, according to Hazard E. Reeves, chairman, and is part of that division's continuing program of expansion.

Reeves commented "with the acquisition of Videotape Center Reeves Video now extends its services from post-production and location shooting to the studio floor. Reeves will make available at Videotape Center facilities consisting of shooting stages, electronic editing rooms, camera and recording equipment."

Calvin Productions Adds Building During Expansion

Calvin Productions, Inc., has begun a facilities expansion that will see the firm move in to the entire office building at 223 1/2 Grand Avenue, Kansas City, Missouri.

The company plans to transfer the bulk of the production staff to the new location. This includes writers, directors, editors, artists, administrative personnel and the operations and scheduling staff. Also making the move will be Calvin Cinequip, Inc., a subsidiary engaged in the sale and leasing of photographic equipment.

The move will also reportedly enable Calvin to expand laboratory facilities into space vacated at the present Kansas City location, thereby achieving greater customer service efficiency.

Teletronics Explains New Electronic Editing Use

A new electronic editing technique, in use at Teletronics International, Inc., New York, was revealed for the first time by George K. Gould, president of the company, speaking before the Broadcast Advertising Producers Society of America at the Advertising Club of New York.

In describing his system Gould said, "Electronic editing is not only more accurate than film editing, it is cleaner, faster, neater and more economical as well. Until recently tape editors were unable to still-frame, but now we actually can freeze at 1/30 of a second, a control we've been

Continued on page 10



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Knight Studio
159 E. Chicago Avenue, Chicago 11, Illinois

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continued

inching up to for years.”

Teletronics editing technique utilizes an Ampex 7500 one-inch tape recorder, manufactured for industrial use. At Teletronics, however, it has been adapted for sophisticated editing purposes and an entire editing room has been built around it.

Just a few hours earlier, Gould confided, the room and the machine had been used for the first time to edit a complex one hour dramatic show — and he displayed photographic blow-ups of the editing session shot just that afternoon.

The system is relatively simple: original footage recorded from the camera onto broadcast quality two-inch tape is transferred from the master tape room on the first floor of Teletronics' four-story building to the one-inch tape facilities on the second floor. A digital code is electronically recorded on both tapes every 1/30 of a second. The master tape is then stored until after the editing is completed.

A Teletronics editor usually can electronically edit a minute spot and have a completed rough cut to screen for client approval in two to three hours. When the electronic work print is approved, the editing flow sheet information is fed into a computer which automatically conforms the two-inch master tape. Optical and titles are added electronically.

Kodak Grants \$4.3 Million In 1968 Educational Aid

Eastman Kodak Company will contribute \$4.3 million under its 1968 educational aid program.

Since the start of the sixties, the value of Kodak's contributions to higher education has totaled about \$23.5 million.

Included in the 1968 amount part of which is provided from current earnings and the balance from funds previously set aside for educational purposes, are these categories:

Some \$364,200 in unrestricted direct grants goes to 78 privately supported schools.

The sum of \$281,000 in research grants is awarded to selected college and university graduate departments of chemistry, physics, chemical engineering, and business management. Included for the second time are five grants to support graduate training and research in the field of teacher education.

A total of \$790,000 is allocated in part for capital-improvement programs at eight institutions and in part for special grants, mostly of \$5,000 each, to 14 colleges that emphasize the liberal arts and other programs.

More than \$2.8 million in other contributions is earmarked for educational institutions in areas where the company has major manufacturing plants and for organizations concerned with education.



Noted actor and public service minded citizen, Charlton Heston, discusses charitable fund-raising film for AID-United Givers with Richard Soltys (left), head of Richard J. Soltys Productions, Burbank, California and George F. Elmendorf (right), president of AID. Heston is narrating the film now being produced by Soltys for AID, which raises funds for major health and welfare causes in Southern California. It is expected that the new filmstrip will play a significant part in furthering the AID program, in that it will be shown to most of the Southern California labor force, approximately 4,000,000 people.



**in the final
analysis,
it's a matter
of craftsmanship**

Some film processing laboratories have a Hazeltine electronic timer. Some even have two. De Luxe General has six. De Luxe General firmly believes in putting the best people together with the best equipment for the best product in the shortest amount of time.

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16 MM



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BIG SCREEN



The Big Screen 16mm continuous BUSCH Cine-Educator Projector is dependable, self-contained, mobile and beautifully finished in Walnut Formica. Special features are: push-button start; automatic cycling stop; auxiliary cooling system, and high-quality sound. Heavy-duty projector units with many exclusive features. This unit can also be supplied with Slide Projector in place of the 16mm Projector.

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**Frederic W. Overesch
 Named to Head Wilding**

Frederic W. (Fritz) Overesch, Detroit marketing-communications executive, has been elected board chairman and president of Wilding, Inc., a Bell & Howell subsidiary.

The appointment took immediate effect when Overesch's predecessor as president, Daniel Gallagher, was appointed a vice president of Bell & Howell's new business group and assigned to the parent company's headquarters office in Chicago.

Wilding's headquarters office has been separated from the production installation in Chicago and relocated at 18000 West Eight-Mile road, Southfield, Mich., the principal one of Wilding's three production installations in Metropolitan Detroit.

Overesch until now was in the Detroit office of McCann-Erickson, Inc.

**Casey Named to Head
 Holland Wegman Sales**

F. (Pete) Casey has been promoted to the newly created post of Sales Manager of Holland Wegman Productions, Incorporated.

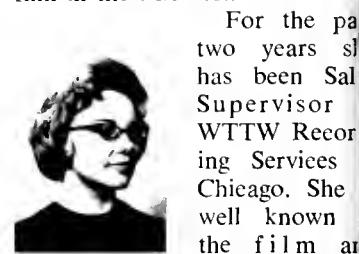
Casey began as a writer-director for Holland Wegman Productions in 1964 and since 1966 has been an account executive. Prior to 1964, he was associated with area broadcasting stations in various areas of television production and as a radio personality.

As Sales Manager, Casey will coordinate and supervise sales for Holland Wegman Productions, and for Holland Wegman Laboratories.

**Phyllis Abboud Heads New
 Acme Labs Chicago Office**

Phyllis Abboud has been appointed to head the new Chicago office for Acme Film & Videotape Laboratories. She has become Midwest account supervis-

or. Mrs. Abboud will be serving stations, networks, agency producers, educators, hospital and industrial users of tape and film in the Midwest.



For the past two years she has been Sales Supervisor WTTW Recording Services Chicago. She is well known in the film and tape field in the Midwest. Mrs. Abboud is experienced in ad agency film-tape production because she has worked as a production manager in the field herself. She has worked for Bozell & Jacobs in Omaha; and later, she worked for Keiffer Associates in Des Moines.

**Alan Cagan Named VP,
 Partner at Musifex, Inc.**

Alan E. Cagan has been appointed vice president and general partner of Musifex, Inc., according to an announcement by E. Robert Velazco, president.

Cagan is a graduate of Boston University, where he majored in music. For the past year, since he joined Musifex, he has been involved in over 100 productions requiring the selection of library music and sound effects. In addition, his film music original compositions have been heard on many TV commercials and industrial films.

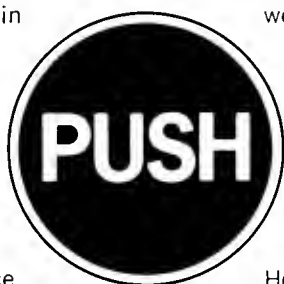
**Githens Named to Jayark
 Corp. Board of Directors**

W. French Githens has been elected to the board of directors of the Jayark Corporation (OTC), New York City, manufacturers of audio-visual equipment and programs.

Jayark recently appointed Githens vice president, educational sales. He was former president and editor of Newsreel.

Continued on page 1

is open... Push, it's closed! The HFC Plastic Film Case is the addition to the long line of film handling equipment available Hollywood Film Company. Push button control certainly makes this all new case! To close the case, simply push in the corner buttons, to open it, pull the buttons out. No twisting or turning or fussing with antiquated devices. Look at some of these other features... Instant, moisture resistant and shock resistant. A label holder is permanently attached to the case labels can be changed in seconds. Mailing costs are reduced to the light weight of the case. A convenient handle is provided for easy transporting of film from place to place.



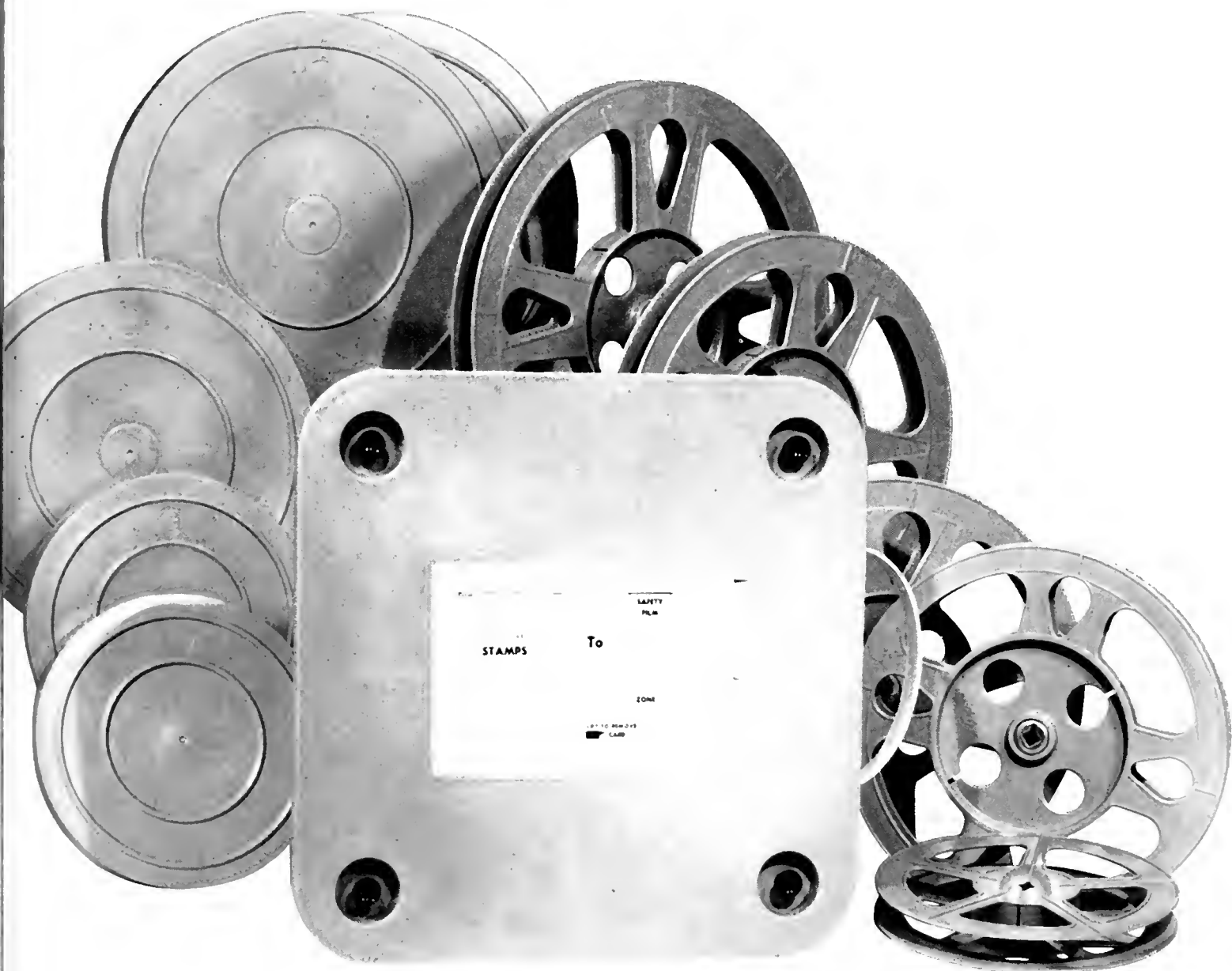
Also available are the HFC and Goldberg plastic and steel reels, cans, fibre cases and split reels. HFC reels combine quality and economy and afford the proper protection for your film yet are such weight savers they can be shipped at extremely low costs.

The Goldberg reels are the finest made, you can buy no better reel.

Reels and containers available in 8mm, Super 8, 16mm, 35mm and 70mm from 50' to 5,000' capacity.

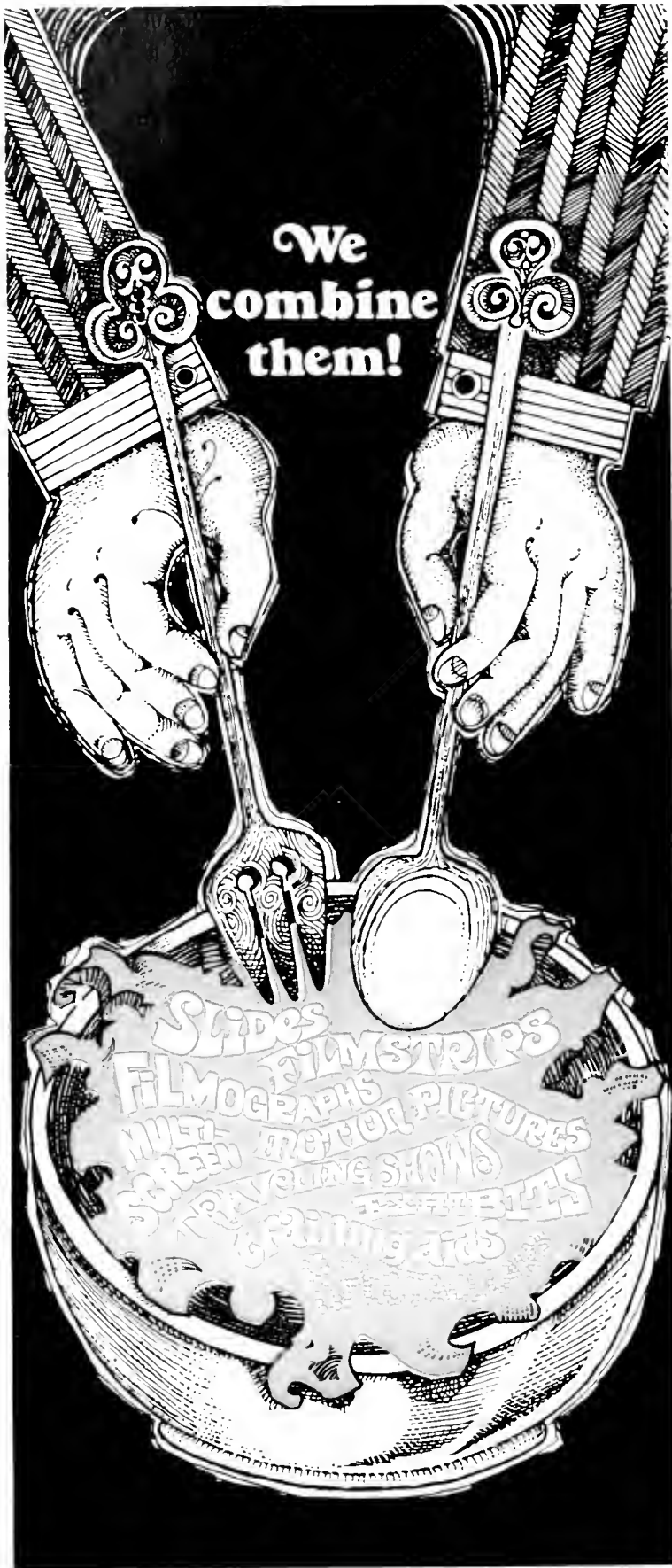
For further information concerning these or any of the long line of HFC professional film handling equipment, write, phone, or wire today to your nearest HFC office, Hollywood, Chicago, or New York City.

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screen executive . . .

continued

Theatres, Inc. and president of Sound Masters, Inc. and National Educational Films, Inc.

Jam Handy Names Four to New Executive Posts

Jam Handy Productions, business communications division of Tele-Tape, has established four new posts as part of its service expansion program.

Fred England, secretary-treasurer, has assumed broader duties as vice president in charge of finance.

James Grann, formerly in charge of production, has been appointed vice president in charge of operations.

Paul Kelcourse, account executive, has been named vice president of East Coast sales and will headquarter in New York.

H. D. (Scotty) Wagner has been named vice president in charge of management development.

Ushakoff, Wilber Head New Center for Communications

Alex Ushakoff, Jr. has been named president and Thomas E. Wilber has been named executive vice president and treasurer of Center for Communications Incorporated.

Ushakoff has served as a research associate at the Film Study Center of the Carpenter Center for the Visual Arts at Harvard University. He is presently a professor of Scientific Communication at Boston University and a member of the faculty at North Shore Community College where he teaches Engineering and Instrumentation.

He has also been a consultant in educational technology to many organizations, including the United Nations; and has produced films for the U.S. Information Agency, the Department of Agriculture, the Massachusetts Department of Education, the governments of West Germany and Austria and various international films.

Wilbur joins CCI from a position as director of management communications of Indian Head Incorporated of New York City. At Indian Head he was responsible for audiovisual and other communications.

Hance Heads A-Vs for Great Northern Railroad

Great Northern and Northern Pacific recently appointed Richard K. Hance as audio-visual director for the two railways with operations centering in the jointly-owned auditorium in the railway building in St. Paul.

Named as auditorium manager is Duane R. Casmey who has been audio-visuals technician at the auditorium since its opening.

The extensive new audio-visual facility, completed in Spring, is regarded as one of the finest of its kind in the nation.

NAVA Names Dougherty Director of Information

Cornelius J. (Con) Dougherty has been appointed Director of Information of the National Audio-Visual Association, Inc. He succeeds James C. Threatte, who has resigned.

In his new position, Dougherty will be responsible for the development, implementation and coordination of the Association's press, public relations, and member information programs.

Levy Heads Angenieux Motion Picture Sales

Bern Levy has been appointed motion picture sales manager for Angenieux Corporation of America. In his new post, he will be responsible for the sale of Angenieux lenses for motion pictures and closed circuit television.

LaRoche Appointed to Zapel Executive Post

Zapel Studios, Inc. of Chicago has appointed Karl LaRoche, vice president and executive producer.

LaRoche, formerly with the Radio Corporation of America, was manager of production services RCA's Redstone Pictorial Services Project in Huntsville, Alabama. He is an active member of the Society of Motion Picture and Television Engineers.




Continued on page

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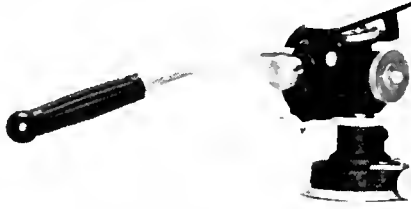


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TRIPOD HEADS AND ACCESSORIES



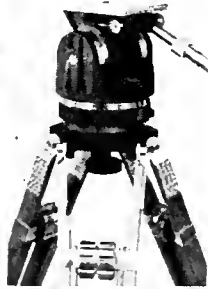
—O'Connor Model C Fluid Head. Perfectly controlled pan and tilt action for cameras weighing up to 20 lbs. Fully adjustable drag—independently set for both pan and tilt. Counterbalanced head in tilt position.



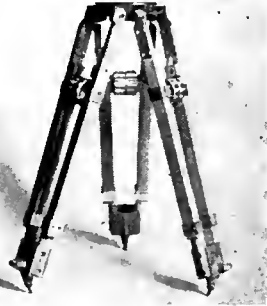
—O'Connor Model 100-B Fluid Head. Professional model for use with cameras weighing up to 100 lbs. Fingertip control and counterbalanced spring action.



—Miller Model D Fluid Action Tripod Head. Precision built on a semi-hydraulic principle for use where smooth panning and tilting is essential. No slack, no bounce, no backlash.



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—NCE Baby Legs. Seasoned maplewood with self aligning leg locks. Adjustable from 24" to 32".



—NCE Hi-Hat. For low angle photography.



—Camart Sta-Sets. Fits easily and securely into tripod leg. Provides non-slip, quiet, vibration free support.



—Camart Heavy-Duty Collapsible Triangle. Rigid tripod support with true lock center casting. No breaking hinges, twisting or buckling.



—Camart Car Top Clamps. Steady support for your camera tripod when atop a station wagon or car platform.



—Camart Three Wheel Light Weight Collapsible Tripod Dolly. Moves heaviest camera in any direction even while shooting.

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screen executive . . .

continued

Engineers, the Society of Photographic Scientists and Engineers, the American Society of Photogrammetry and the American Institute of Aeronautics and Astronautics.

Unilux Names Schubert Western Regional Manager

Unilux, Inc. has named Howard E. Schubert of Seattle, Wash., western region sales manager for the company's new electronic lighting system for motion picture production.

Due to his extensive photography background including aerospace photo-instrumentation, Schubert will also serve as a nationwide consultant for technical applications of the system.



and Oxberry Corp. He will further extend Research Products international marketing of 65mm, 35mm, 16mm and super 8 to motion picture processing laboratories, optical printing firms and government agencies from headquarters at 45 O Kings Highway, Old Greenwich, Conn.

Spielvogel to Pelican

Bert Spielvogel has joined Pelican Films, Inc., New York, director/cameraman.

Previously, Spielvogel was director/cameraman for MP and was director of photography for On Film, Inc.

Speletich Heads Mitchell Camera Commercial Sales

Kalman Spelletich, Jr., Corona del Mar, Calif., was named Manager of Commercial Sales for Mitchell Camera Corporation.

Spelletich has more than 22 years experience in the professional motion picture and audio-visual industries.

Spelletich, who formerly was manager of Audio-Visual Sales for Technicolor, Inc., Commercial and Educational Division, received his B.A. from Grinnell College in 1942.



Two in New Posts at Bill Stokes Associates

Bill Stokes Associates, Inc. has appointed Sherald "Brownie" Brownrigg as head of the motion picture department and Phil McBride as manager of still photography.

Brownrigg, a veteran of 13 years in the film industry, has produced and directed over 250 business films and TV commercials. He was previously associated with two other Dallas motion picture production firms and served as an Army combat motion picture photographer.

McBride, a native of Winnipeg, Manitoba, was associated with Panda Associates, Toronto, a leading Canadian commercial and architectural photography studio, for the past two years.

Silberlicht in East for Research Products, Inc.

Jack W. Silberlicht has been named consulting systems engineer and sales director in the east for Research Products, Inc., Hollywood, Calif. manufacturer of optical printers and related equipment.

Silberlicht holds a master's degree in electrical engineering and has held engineering and sales posts with Hazeltine Corp.

Reeves Video Names Cook Division Sales Executive

Thomas L. Cook has been named as a sales executive Reeves Video Division of Reeves Broadcasting Corporation.

Cook comes to Reeves from CBS-TV in New York where he was a staff associate director. Credits include "Love of Life," "Secret Storm," "Camera III," "Captain Kangaroo," special news events, and other CBS programming.

At Reeves he will be involved in program production and post production services. Through the Airmobile-Video System, Reeves provides cameras, video tape recorders, and other below-the-line personnel and services.



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By O. H. COELLN

'Judging' the Film Festivals

YOU'VE JUST PRODUCED or sponsored what you believe to be a truly outstanding factual film. "This is an award-winner" in your estimation! What film competition is best for you? How much do they cost to enter and what's the relative merit of each of these?

These are fair and often-asked questions which come to the editors of BUSINESS SCREEN and are only partially answered by this month's compilation of 1969 film award events. It's especially important because of the recent proliferation of film festivals in a growing number of U.S. cities as well as the considerable number of festivals abroad. This past year alone, the U.S. Council on International Nontheatrical Events served some 65 film festivals on behalf of U.S. film producers and sponsors.

And there's our first *answer*: if your award candidate is suitable for international competition or your company has extensive export sales interests which indicate value of overseas exposure, it's easy to compete: simply contact CINE in Washington, D.C. and count on careful evaluation of your entry before it is submitted to the proper festival (or to several of them) overseas in 1969.

The U.S. competition scene is a bit more complicated. First of all there are excellent specializing awards contests, such as the annual National Safety Film Contest and the annual Freedoms Foundation Awards given to subject matter on "The American Way of Life." Shareholder "annual report" films are considered as part of the FINANCIAL WORLD judging; the American Personnel & Guidance Association has judged films suitable to its specialized field.

Before we discuss other U.S. festival competition, let's put down what we believe to be important criteria in judging any such event, from overseas or here at home:

1. Has the event plainly stated its ownership or sponsorship? In other words, is the competition seriously interested in advancing the film medium?

2. Our *second* important criterion: when films are entered in any competition, names of members of juries should be disclosed, together with their qualifications to judge all entries.

3. Our *third* criterion: are films judged in special categories, i.e. as agricultural, scientific, non-sponsored educational, etc.? Any event which sets up judgement on industrial films, for example, as a single-class overlooks the *specializing content* of these subjects.

Finally, after you've studied the list of judges, noted the supporting groups involved and analysed the categories for proper entry of your prospective award-winner, consider a few

more key points:

How much are the entry fees? How long is your valuable color film print going to be "tied up" in the judging process, between date of original entry and final awards selection? Films aren't made to win awards; every print traveling along the festival circuit has to be deducted from those otherwise available to reach *your intended audience*.

This publication accords "First Category" ratings to film festivals which either specialize in subject matter *i.e. safety films judged by qualified experts in the National Safety Film Contest* — or special category or grouping of "business and industry" films in relevant categories within general festivals, such as EFLA's American Film Festival.

You can be sure that the U.S. film awards calendar is still incomplete and will remain so until this country has one nationwide competition for outstanding business/industry films endorsed, held or supported by such groups as the National Association of Manufacturers or the U.S. Chamber of Commerce. Then the medium will be properly exposed to peer-groups of executives genuinely concerned with content and values of this powerful tool.

Meanwhile, we would encourage such groups as the National Sales Executives or the Public Relations Society of America to consider review and exhibition of the year's best films in their respective fields. Something wonderful happens when both prospective and actual users of the medium for these specific, important fields get to share the most useful films of the year.

Regional film festivals, embracing all phases of the medium, are commendable when properly run and well-supported. They provide a means of exhibition to regional executives and thought-leaders. Let's just make sure that our *purposeful* industrial film isn't playing "second-fiddle" to box-office "draw" and publicity given feature (entertainment) films and a multitude of television commercials.

This latter group has excellent competition of its own: on the East Coast, there's Wally Ross's American TV Commercials Festival and, out West, the Hollywood Advertising Club, gives broad exposure to commercials. And if you want to look afield, both theatrical screen ad films (a major medium abroad) and TV commercials compete at the International Screen Advertising competition held in Europe.

For our money: the year's best competition for *our* business/industrial film medium is that International Industrial Film Festival event held in a different European capital each year. All of Europe's industrial federations join in sending their best to this event.

—OHC

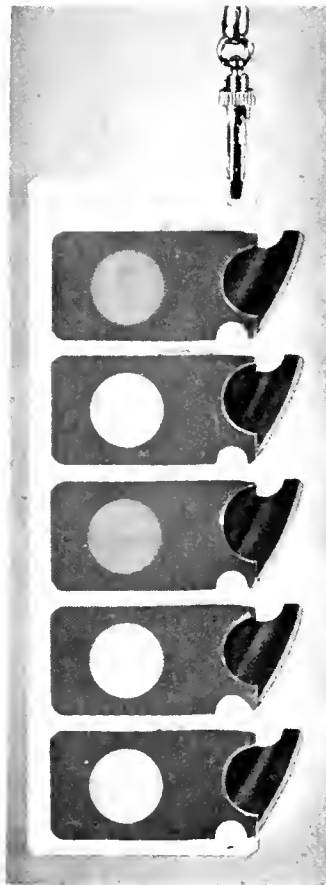


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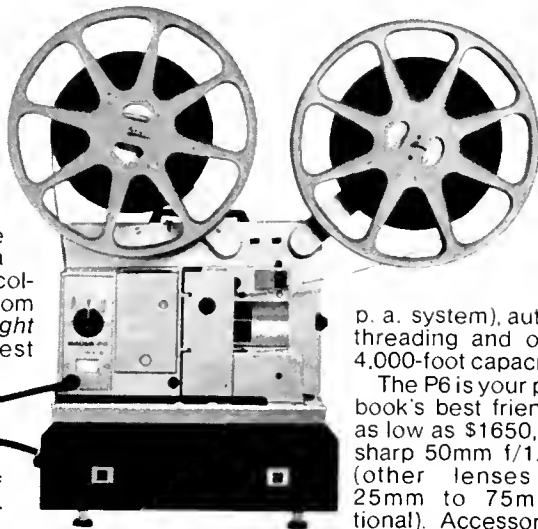
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They'll retain more if you leave the lights on during film showings so they can take notes.

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The P6 automatic-300 projector also gives you 15-watts of optical and magnetic sound amplification (powerful enough to be used as a



p. a. system), automatic threading and optional 4,000-foot capacity.

The P6 is your pocket-book's best friend, too: as low as \$1650, with a sharp 50mm f/1.3 lens (other lenses from 25mm to 75mm optional). Accessories include

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See your dealer or write to Allied Imoex Corp., 300 Park Ave. S., N.Y. 10010
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SMPTE Elects Officers, Confers 15 Fellowships

FIFTEEN INDIVIDUALS were elevated to fellowship in the Society of Motion Picture and Television Engineers at the group's 104th Technical Conference and equipment Exhibit held in Washington in November.

The distinguished grade of Fellow Member was conferred on the fifteen at special ceremonies by SMPTE President G. Carleton Hunt. An SMPTE Fellow is one who is not less than 30 years of age and who has, by his proficiency and contributions, attained an outstanding rank among engineers or executives of the motion picture, television or related industries. Those upon whom the honor was conferred were:

Dr. E. H. August Arnold, president, Arnold and Richter KG, Munich, Germany; Walter L. Farley, Jr., regional sales manager, Eastman Kodak Co.; Thomas W. Hope, market analyst, Eastman Kodak Co.; A. Alvin Jackson, general manager, MGM Laboratories; Marvin B. Jacobs, optical engineer (retired), American Broadcasting Co.; Earl W. Kage, manager, research studios of the Kodak Research Laboratories; Kurt E. Kanis, vice president in charge of New York operations, DeLuxe-General Laboratories; Charles F. Lobalbo, manager, motion picture and television sales, Philip A. Hunt Chemical Corp.; Robert A. Morris, technical associate, Eastman Kodak Co.; Howard F. Ott, technical associate, Eastman Kodak Co.; Frank V. Papalia, general manager, Precision Film Laboratories; A. Earl Quinn, senior development engineer, Eastman Kodak Co.; Dr. Robert Richter, general manager and director of engineering, Arnold and Richter KG, Munich, Germany; Raymond J. Wulf, chief engineer, MPEM East Coast Div., Eastman Kodak Co.; and Roland J. Zavada, senior product engineer, Film Services Div., Eastman Kodak Co.

New officers

The following slate of national officers was elected to head SMPTE for the year 1969-70:

President, Deane R. White, Photo Product Dept., E. I. du Pont de Nemours & Co., Inc., Parlin, N.J.; *Executive Vice-President*, Wilton R. Holm, Association of Motion Picture & Television Producers, Inc., Hollywood, Calif.; *Editorial Vice-President*, Rodger J. Ross, Canadian Broadcasting Corp., Toronto, Ont., Canada; *Conference Vice-President*, E. B. McGreal, Producers Service Co., Glendale, Calif.; *Secretary*, H. Theodore Harding, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

Newly elected Governors of the Society for the 1969-70 term are: *Eastern Region*, Arthur J. Miller, Fort Lee, N.J. and Richard E. Putman, General Electric Co., Syracuse, N.Y.; *Central Region*, Allan F. Hilliard, George W. Colburn Laboratory, Inc., Chicago, Ill. and William A. Koch, Eastman Kodak Co., Los Angeles, Calif.; *Canada*, Roger J. Beaudry, Pathe-Humphries of Canada, Islington, Ont., Canada.

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line—we meet it." It's called Acme Accelerated Service. Your order receives uninterrupted attention from the moment it enters our doors until it's back in your hands. Besides, we know what we're doing. Our technicians average 14 years of experience (with us!). Uniquely, we're both a film—and a videotape laboratory. No time is lost in between laboratories. Quality? They call us Acme. Deservedly. Sure our competitors produce quality. But slowly. We're the laboratory that delivers quality in a hurry—one day service to anywhere. The best quality, too.

Why not make us prove it? At least send for our new 28-page illustrated catalog & price list. We'll be glad to hear from you. Write ACME Film & Videotape Laboratories, a Subsidiary of Filmways, Inc. **Hollywood:** 1161 N. Highland Avenue, Hollywood, California 90038, phone: (213) 464-7471. **New York:** 477 Madison Avenue (Filmways, Inc.), New York, N.Y. 10022, phone: (212) 758-5100. **Chicago:** 333 North Michigan Avenue, Room 312, Chicago, Illinois 60601, phone: (312) 641-0088.



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and with the senses.



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1969 FILM FESTIVAL PLANNING GUIDE

An exclusive review of 1969 film festivals and awards competitions.

THE AMERICAN FILM FESTIVAL

Sponsored by the Educational Film Library Association
New York City May 14-17, 1969

The 1968 American Film Festival, sponsored by the Educational Film Library Association, representing school, university and public libraries, and film libraries throughout the U.S. will be held May 14-17, 1969 at the New York Hilton Hotel, New York City.

CATEGORIES: 32 major areas of education and information, art and culture, religion and ethics, business and industry, and health and medicine will be offered for final judging by screening groups during the Festival. Elections will have been made by pre-screening juries for final entries.

AWARDS: Blue Ribbon (trophy) Awards to be presented at banquet, Friday, May 16, 1970 **FESTIVAL:** May (Exact dates not set). Closing date for entries: Jan. 31, 1969.

THE EIGHTH ANNUAL FILM FESTIVAL AMERICAN PERSONNEL & GUIDANCE ASSOCIATION

Held in conjunction with the Annual APGA Convention at Las Vegas, Nev.,
March 30-April 3, 1969

CATEGORIES: Films and filmstrips in the following categories will be presented: Inter-Personal Relations; Educational and Career Planning, Rehabilitation; Counseling; The Profession, Principles and Techniques; and Guidance Films from other countries.

SELECTION: All films and filmstrips presented at the Film Festival are previewed before the final invitation to the producer. Generally 75 to 100 films are previewed, and 25 to 30 are chosen. Selection is aimed to provide as wide a program as possible.

INFORMATION: Further information about APGA Film Festivals is available from: APGA Convention Film Festival, 1607 New Hampshire Avenue, N. W., Washington, D.C. 20009.

THE TENTH ANNUAL AMERICAN TV COMMERCIAL FESTIVAL

New York City—May 12, 1969
Other U. S. & Foreign Cities—May-June

ELIGIBILITY: Open to commercials broadcast in the U.S. and Canada for first time during

1968. No limit on entries from sponsors, agencies, station or production companies.

CATEGORIES: TV-Forty product classifications plus one category for Classics, which must have been first telecast more than five years ago. A special International TV and cinema category is open to entries from all other countries. Radio entries are grouped by size of market reached.

JUDGING: By ten regional councils of prominent advertising executives, headed in 1969 by David Ogilvy, chairman of Ogilvy & Mather International.

CRITERIA: Outstanding commercials . . . based on strength of the sales message, visual and aural appeal and all-over technical skill.

AWARDS: A golden "CLIO" statuette to each Best of Product Category and Special Citation winner. Certificates to Runners-Up in both American and International competitions.

INFORMATION: 16mm reel of winners is available from Wallace A. Ross, Director, American TV Commercials Festival, 6 West 57th Street, New York, New York 10019. Phone: (212) 581-7060.

THE SECOND ANNUAL ATLANTA INTERNATIONAL FILM FESTIVAL

Atlanta, Ga. April 8-13, 1969

MANAGEMENT: J. Hunter Todd, Executive Producer. Mailing address: Drawer 13258K, Atlanta, Ga. 30324. Phone: (404) 633-5011. Cable Interfilm.

SUPPORTING GROUPS: "Forward Atlanta" (Atlanta Chamber of Commerce); The Atlanta Arts Alliance; Eastern Airlines (official airline).

ENTRY DEADLINE: February 15, 1969.

CATEGORIES (and entry fees): Feature film (\$150); short subjects (\$50); television commercials (\$30 each); experimental films (\$25).

AWARDS: The Golden Phoenix (best of festival); The Silver Phoenix (best film in each category); gold, silver and bronze medals for best films in such specific categories as 1. industrial; 2. educational; 3. sales; 4. training; 5. economics; 6. television; 7. safety; 8. public relations; 9. sports, etc.

OTHER AWARDS: The Eastern Ionosphere Award (best film dealing with flight); The Eastman Award (\$1000 grant of Eastman color motion picture film); The Regency/Hyatt, Award (best film by a southern U.S. film producer); and The "Forward Atlanta" Award (best film by an Atlanta producer).

SHOWING SITES: preliminary screenings: Regency Hyatt House; Arts Alliance Film Center; feature and short subjects (35mm) winners: Roxy Theater, April 8-12.

THE 5TH CHICAGO INTERNATIONAL FILM FESTIVAL

Chicago—November 8-19, 1969

CATEGORIES: Industrial film competition plus seven other categories including entertainment, experimental, etc.

ELIGIBILITY: 35mm, 16mm and videotape may be entered in the industrial competition. Films produced in 1968 or 1969 are eligible. Each entry should be accompanied by a statement of purpose and specification of the particular audience for which the film was intended. Entry fee is \$35.

AWARDS: Awards are made for commercially produced and in-plant produced films in the areas of sales, marketing, public relations, training and recruiting. A total of six Gold and Silver Hugo Awards are made in addition to the issuance of certificates of participation for all films accepted in the competition.

SPECIAL FILMS: Industrial film entries which, because of budget, size, multiplicity of images or screens, are termed "special" and treated in a separate category.

DEADLINES: Completed entry forms must be in Chicago by Sept. 15, 1969. Films must arrive at festival headquarters by Sept. 20, 1969.

SCREENING: Screenings are free and open to the public. This includes a screening at the festival theater as well as additional industrial film programs at a separate location.

INFORMATION: Address all inquires to Michael J. Kutza, director, 5th Chicago International Film Festival, 235 W. Eugenie St.-T/2, Chicago, Ill. 60614.



THE LEADING ANNUAL EVENT OF THE PROFESSIONAL FILM & TV INDUSTRY

The only completely inclusive Festival which encompasses all phases of film productions starting with Filmstrips, Industrial Films, Television and Cinema Commercials up to Filmed Introductions and Lead-In titles as well as Public Service Television Programs and Multi-Media Productions.

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continued

C I N E

THE COUNCIL OF INTERNATIONAL NONTHEATRICAL EVENTS

OFFICE: 1507 M St., N.W., Suite 807, Washington, D.C. Mailing address: 1201 16th St., N.W., Washington, D.C. 20036. Phone: (202) 265-1136 James H. Culver, *Managing Director*.

OFFICERS: 1967-68: *President*, Reid H. Ray (Reid H. Ray Film Industries, Inc.); *First Vice President*, Peter Cott (National Academy of Television Arts and Sciences); *Vice Presidents*, Charles A. Bemant (Filmscope, Inc.), Charles Dana Bennett (Farm Film Foundation), O. H. Coelln (Founder, BUSINESS SCREEN MAGAZINE), Ralph P. Creer (American Medical Assn.), Thomas W. Hope (Eastman Kodak Co.), Dr. Anna L. Hyer (National Education Assn.), Emily S. Jones (Educational Film Library Assn.), J. Edward Oglesby (Virginia Dept. of Education), Rev. David O. Poindexter (National Council of Churches of Christ); *Treasurer*, Alfred E. Bruch (Capital Film Labs, Inc.); *Secretary*, Dr. Don G. Williams, (retired); *Coordinating Director*, Dr. Harold E. Wigren (National Education Assn.); *Past Presidents*, Alden H. Livingston (E. I. DuPont de Nemours & Co., Inc.), Willis H. Pratt, Jr. (AT&T), John Flory (Eastman Kodak Co.).

OTHER DIRECTORS: Irwin H. Braun (Film Associates), J. Carter Brown (National Gallery of Art), J. Walter Evans (retired), Dr. Malcolm S. Ferguson (National Library of Medicine), O. S. Knudsen (Iowa State University), Dr. John Kuiper (Library of Congress), Carl H. Lenz (Modern Talking Picture Service, Inc.), Stanley McIntosh (Teaching Film Custodians, Inc.), Daryl I. Miller (American Dental Assn.), Peter J. Mooney (Audio Productions, Inc.), Ira E. Thatcher (United Air Lines), Dr. Robert W. Wagner (Ohio State University).

HONORARY LIFE BOARD MEMBERS: Eyre Branch, Dr. Carolyn Guss, Ralph Hoy, Rev. Michael Mullen, Frank S. Rollins, Brig. Gen. Willard Webb (ret.).

ADVISORY COUNCIL: Jay Carmody, Judith Crist, Lou Hazam and Dr. William G. Carr.

COMMITTEE CHAIRMEN: Willis H. Pratt, Jr., Awards and Exhibition; Charles Dana Bennett, Finance; Dr. Anna L. Hyer, Festival Selection; Rev. David O. Poindexter, Golden Eagle Selection; Eyre Branch, Historian; Thomas W. Hope, Information & Publications; John Flory, Nominating; Charles Dana Bennett, Patrons; Carl H. Lenz, Road Show.

PURPOSE: CINE is a voluntary, non-profit organization established to coordinate the selection of U.S. non-theatrical, short subject, and television documentary motion pictures

(including government films) for submission to overseas film festivals. CINE is supported by interested patrons (associate, professional and sustaining).

THE 17TH ANNUAL COLUMBUS FILM FESTIVAL AND AWARDS

Sponsored by the
Film Council of Greater Columbus
in association with the
Columbus Area Chamber of Commerce

Producers Showcase Screening at Neil House Motor Hotel, October 29-30, 1969. Awards Screening (for General Public) at Center of Science and Industry Auditorium, 280 East Broad St., Columbus, Ohio, from 1 to 5 p.m. Sunday, Nov. 2, 1969. Chris Awards Banquet: Thursday, October 30 at 7 p.m., Neil House Motor Hotel.

ENTRIES: Film producers and sponsors are invited to enter motion pictures and filmstrip produced in 1967, 1968 and 1969 provide they have not been previously submitted to any Columbus Film Festival. Entries (in the categories enumerated below) must be accompanied by 4x6 cards (for preview committees) noting type of audience intended.

Films are judged by professionals in the various fields. Entry fee for all motion pictures, regardless of length, plus a new film strip category is \$25. Entries will be accepted beginning February 1 and closing date is July 31, 1969 at 5 p.m. E.S.T. Each print should be made available for judging for at least one month or longer. If less time is available, the category chairman should be so informed. This year no film will be accepted after the closing date for entries, August 1.

CATEGORIES & CHAIRMEN: (Motion picture should be shipped directly to the following): Business & Industry (job training; sales promotion; industrial relations; public relations) *Miss Catherine Benjamin, Chair., Ohio Bell Telephone Co., Film Library, 35 E. Gay St., Columbus, Ohio 43215*. Information and Education (classroom instructional films, specialized instructional; general information); *Thomas Kraner & Wm. Schmitt, co-chairmen; Center of Science & Industry, 280 E. Broad St., Columbus, Ohio, 43215*; Health & Mental Health (health & hygiene; mental health; general medicine; professional medicine; dental). *Florence L. Fogle, Assoc. Professor of Health Education, Ohio State University, 321 W. 17th St., Columbus, Ohio 43210*; Travel U.S. & Foreign. *Donald F. Prugh, Film Council of Greater Columbus 280 East Broad St., Columbus, Ohio 43215* Religious Films, *Miss Delores Sherwood Augsburg Publishing House, Audio Visual Dept., 57 E. Main St., Columbus 43215 Ohio*; Graphic and Theater Arts; *Darrel McDougle, Chairman, S. N. Hallock, Co-chairman, Center of Science & Industry, 280 E. Broad St., Columbus 43215, Ohio*; Filmstrip

Category: Dr. Catherine M. Williams, College Education, OSU, 29 W. Woodruff Ave., Columbus, Ohio 43210.

AWARDS: This is the 11th year of the Chris Statuette Awards, presented to the outstanding films in each category. Films receiving the Chris Statuette must be voted "best in photography, story value, and technical aspects of production." Chris Certificate Awards are given to motion pictures considered "finalists" but not receiving the statuette award.

FOR ENTRY BLANKS: Write to Miss Mary Speer, Film Library, Columbus Public Library, 96 South Grant Avenue, Columbus, Ohio 43215.

16TH ANNUAL "DAY OF VISUALS"

Sponsored by the

National Visual Presentation Assn.

New York, New York—September, 1969

The 16th Annual "Days of Visuals" Awards competition will be held in New York City, New York, September, 1969. An announcement of the exact date and location will be made.

The program includes two days of seminars, a luncheon program and the Annual Awards Banquet.

Program Chairman is Les Waddington (J. Penney Co.); Awards Chairman is Joseph J. Kincaid (Presbyterian Board of National Missions).

For information: write "Days of Visuals" Chairman, National Visual Presentation Association, 663 Fifth Ave., New York, N.Y.

FARM FILM FOUNDATION PROFESSIONAL IMPROVEMENT AWARDS

AWARDS: For the 14th consecutive year, an engraved certificate and \$500.00 will be given to an active member of the American Association of Agricultural College Editors, who is selected by a committee of three Judges as having made, through work in motion picture production, the most outstanding contribution to the advancement of agriculture, home economics, rural-urban relations, and the public interest during the past two years. Honorable Mention Awards of \$50.00 each may also be given at the discretion of the Judges.

PRESENTATION: The Awards will be presented at a dinner co-sponsored by the Farm Foundation and the Foundation for American Agriculture at the annual meeting of the American Association of Agricultural College Editors scheduled for July 14, 1969 at The University of Missouri, Columbia, Mo.

ELIGIBILITY: Any active member of AAACE engaged in some phase of motion picture production is eligible to apply for the Award.

ENTRIES: All entries and inquiries should be sent to Edith T. Bennett, Farm Film Foundation, 1425 H St N.W., Washington, D.C. 20005. Closing date for entries is May 1, 1969.

Continued on next page



NOW YOU CAN SHOOT 35mm 2 x 2 COLOR SLIDE ORIGINALS ON 35mm EKTACHROME COMMERCIAL (ECO) AND OBTAIN FILMSTRIP RELEASE PRINTS OF NEW AND BETTER QUALITY USING THE SAME TECHNIQUE THAT HAS PROVED SO SUCCESSFUL FOR PROFESSIONAL 16mm FILMS.

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FREEDOMS FOUNDATION AWARDS

Sponsored by the Freedoms Foundation
Valley Forge, Pennsylvania
Closing Date for Entries: November 1, 1969

CATEGORIES: Consideration is given to all films produced or released during 1969, which are aimed at building a better understanding of the American Way of Life.

AWARDS: A distinguished jury of State Supreme Court jurists and other eminent citizens selects one film for the top award and approximately 10 others for the George Washington Honor Medal recognition. Awards will be announced at Valley Forge early in 1970.

TO NOMINATE: Nomination forms are available from the Freedoms Foundation, Valley Forge, Pennsylvania.

ANNUAL INFORMATION FILM PRODUCERS OF AMERICA AWARDS

Sponsored by the Information Film Producers of America, Inc.

"Cindy" Awards Presented at Annual Meeting of IFPA, Sheraton-Palace Hotel, Oct. 16-18, 1969, San Francisco, California

ANNUAL AWARDS COMPETITION in recognition of outstanding factual films. The purpose of the IFPA awards is to stimulate constant improvement in the quality of informational, public relations and educational films, and their effective utilization by industry, business, education and government.

CATEGORIES: Public Information, Technical Information, Promotion, Industrial Relations, Education and Enrichment.

ENTRY INFORMATION: Any film completed for release during the period August 1, 1968 thru August 1, 1969. More than one film may be submitted by the same member or organization. Entry deadline is August 1, 1969. Entry fee per film is \$15 for members, \$25 for non-members. For additional information, write Film Competitions Chairman, Information Film Producers of America, Inc., P.O. Box 1470, Hollywood, Calif. 90028.

THE 16TH INTERNATIONAL ADVERTISING FILM FESTIVAL

Cannes—June 16-21, 1969
Sponsored by the Screen Advertising World Association Ltd.

MANAGEMENT: The Executive Council of S.A.W.A. is fully responsible for all policy matters in relation to the Organization of the Festival. All inquiries should be made to the Festival Director: Mr. B. H. Annett, Head

Office, International Advertising Film Festival, 35 Piccadilly, London, W1V 9PB, England. Phone: 01-734-7621

ENTRY DATES: Books of Entry Forms and Delegate Registration Forms will be issued from the Head Office during January.

CATEGORIES: Films will be judged by product categories. There will be 17 individual categories in each of the two groups — Cinema and Television and details of each category are included in the film entry books together with the regulations governing the entry of films.

JURIES: Two international juries, one for the Cinema and the other for the Television group, will be selected to judge all the entries.

THE TENTH ANNUAL INTERNATIONAL BROADCASTING AWARDS

Sponsored by the Hollywood Radio and Television Society



ELIGIBILITY: Open to radio and television commercials broadcast during 1969 in any nation in the world.

CATEGORIES: Twelve television and eight radio commercial categories. In addition, special sweepstakes awards for both television and radio at annual presentation dinner.

JUDGING: Forty creative screening panels meeting in several countries make initial judging. Final judging panel consisting of 23 judges representing advertising companies, advertising agencies, production companies and broadcasters.

CRITERIA: Excellence in broadcast and television commercial presentation including audio and visual quality, sales message impact and overall technical skill and technique.

AWARDS: Special trophy presentations to winners in 12 television and 8 radio categories. IBA awards to approximately 250 finalists in judging. And, a special "Man of the Year" award presented annually to the person judged the outstanding man of the year in international communications.

INFORMATION: Additional information, entry forms and data on past winners may be obtained from the Hollywood Radio and Television Society, International Broadcasting Awards, 1717 N. Highland Ave., Hollywood Calif. 90028. Phone: (213) 465-1183.

Continued on page 28

When writing or contacting festivals, please be sure to mention that you read about it in **BUSINESS SCREEN**.

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practical, the most beautifully uncomplicated, and the most completely sophisticated system, for the price, that exists today. You can add a magazine to the Bolex Rex-5 for 12 minutes of uninterrupted shooting. You can have synchronous sound. You can zoom or stay put with a fast wide angle lens.

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2nd Atlanta International Film Festival

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2. Education
2. Sales
4. Training
5. Television
6. Safety
7. Public Relations
8. Sports
9. Scientific
10. Social Welfare
11. Fashion
12. Travelogue
13. Public Life
14. History
15. Religion and Ethics
16. Medical and Health
17. Graphic and Cultural
18. Political

SHORT SUBJECTS/THEATRICAL

70mm, 65mm, 35mm, all screen formats acceptable.

19. Live action

20. Animation

Special jury award

TV COMMERCIALS

35mm, 16mm, Videotapes, standard formats

21. Live action

22. Animation

23. Public Service

24. Mixed media (more than one technique)

25. Longer than 60 seconds

26. Series

EXPERIMENTAL

35mm, 16mm all formats acceptable

27. Live action

28. Mixed media (more than one technique)

29. Animation

PREVIOUS PHOENIX AWARD WINNERS:

Robert Carlisle Productions — "Softi"
J. Walter Thompson/MPO — "Yesterdays"
Tepee Productions — "Jazzed"
American-International Pictures — "The Wild Eye"
Guggenheim Productions — "Monument to the Dream"
Paramount Pictures — "Ballet in the Blue"
NBC-TV WRC-TV — "Sound of a Giant"
BASF (Germany) — "Ten Thousand to One"
Time Inc. — "Window on the World"

For Entry Information Contact:

The Atlanta International Film Festival
Drawer 13258K

Atlanta, Georgia U.S.A. 30324

Executive offices and facilities:

1534 Tullie Circle, NE No. 127

Cable/Interfilm Tule/404/633-4105

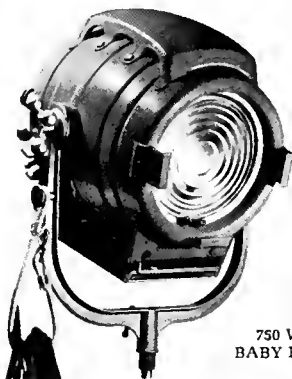
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**INTERNATIONAL FILM & TV
FESTIVAL OF NEW YORK**

New York City—Americana Hotel,
Oct. 14-17, 1969

PURPOSE: To honor those individuals and companies who contribute to the greatness of the industry with their outstanding creations. A coincidental seminar held during the festival provides a showcase for new developments and a forum for the sharing of new ideas and techniques.

CATEGORIES: Inclusive, encompassing all phases of film production from filmstrips, industrial films, television and cinema commercials to filmed introductions, titles as well as public service television programs, featurettes and multi-media presentations.

AWARDS: A Grand Award is given to the most outstanding entry in each section and Gold, Silver and Bronze medals in each category under each section, as well as Special Achievement Awards.

ENTRY INFORMATION: Any production completed after September, 1968 is eligible for entry. There is no limit to the number of films, programs or commercials which may be submitted.

ENTRY DEADLINE: August 1, 1969.

INFORMATION: Complete data and entry information is available from Herbert Rosen, festival chairman, Industrial Exhibitions, 121 W. 45th St., New York, N.Y. 10036.

**THE 10TH INTERNATIONAL
INDUSTRIAL FILM FESTIVAL**

Sponsored by
The Confederation of European
Industrial Federations (CEIF)

The industrial federations of West Europe, through their Confederation headquarters (Paris, France), send their best industrial motion pictures, chosen in national competition, to a different European capital each year for the world's most formidable competition. Entries from other lands, including the United States, must be submitted through similar national industrial federations, upon formal invitation to compete from CEIF.

Eight Official Categories of Festival

Category A: Films about subjects of general industrial or scientific interest (economic, social or technical) or films contributing to the prestige of a sponsor, intended primarily for general audiences.

Category B: Films, other than sales films, about specific industrial products, materials or projects, intended primarily for general audiences.

Category C: Films, other than sales film about specific industrial products, materials or projects intended primarily for special audiences.

Category D: Films about specific products or services, with a direct sales purpose, intended either for general audiences or dealers (excluding films for showing in paid time in cinemas or on television).

Category E: Films about scientific principle and research (excluding film used as a research tool) intended primarily for special audiences including educational establishments.

Category F: Training films (for example films on management measures for increasing efficiency, productivity, automation, human relations, vocational guidance) intended primarily for special audiences.

Category G: Films on accident prevention, occupational diseases, rehabilitation, health education and other aspects of social security.

Entries: An official invitation to participate must be extended to the National Association of Manufacturers, as the U.S. host group; a sub-committee appointed by the N/A/M has worked in cooperation with the U.S. Council on International Nontheatrical Events (CINE) to select official U.S. entries, if invited. Readers of this publication will be kept informed when the list for 1969 has been selected.



**U. S. INDUSTRIAL
FILM FESTIVAL**

INTERNATIONAL COMPETITION

16 mm
motion pictures

35 mm
filmstrips

DEADLINE FOR ENTRIES

March 1, 1969

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U.S. INDUSTRIAL FILM FESTIVAL
333 North Michigan Ave.
Chicago, Ill. 60601
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THE 26TH ANNUAL NATIONAL SAFETY FILM CONTEST

Sponsored by the National Committee on Films for Safety

ELIGIBLE FILMS: All motion pictures produced or released during 1968 whose primary objectives are safety or which have important accident prevention sequences. Contest entry deadline will be February 19, 1969.

CATEGORIES: Motion pictures, (16mm) in each of five fields: 1. Occupational. 2. Home. 3. Traffic and transportation. 4. Recreational and Sports, 5. General. Judged separately are television and theatrical subjects, TV shorts and spots.

AWARDS: Bronze Plaques will be awarded to top winners in each of the various areas of safety. Award of Merit Certificates will be given to other films for special reasons of subject treatment, production excellence and/or unusual contribution to safety. At the discretion of the judges, awards may be given separately for "instruction-teaching", "documentary," and for "inspirational" purposes.

One of the plaque-winning films may be designated "Safety film of the Year" and receive appropriate recognition.

PRESENTATIONS: Films winning the Bronze Plaque will be shown in October during the National Safety Congress and Exposition in Chicago, Ill. Plaques will be presented at that time to representatives of sponsors of these films by the Committee's chairman. Certificate of Merit winners will receive their awards after the final judging which is in April. All winners will be notified immediately after the judging.

FORMATION ON AWARDS PROGRAMS: Write Wm. Englander, Secretary, National Committee on Films for Safety, 425 North Michigan Avenue, 5th Floor, Chicago, Illinois 60611.

SAN FRANCISCO INTERNATIONAL FILM FESTIVAL

San Francisco—October, 1969

CATEGORIES: Within "Films for Communication" section include Educational (classroom training); Enlightenment (information & enrichment); Documentation (essays & factual); and Persuasion (promotion & influence).

ENTRY DEADLINE: (and fees): Official entry deadline to be announced. Entry fee is \$40.

AWARDS: Golden Gate (plaque)-1st; Silver Plaque-2nd; Bronze plaque-3rd; plus "Best Category" plaque and "Honorable Mention" awards in each category.

FORMATION: For entry data and other information, write San Francisco International

Film Festival, 425 California, San Francisco, Calif. 94104.

U. S. INDUSTRIAL FILM FESTIVAL

Chicago—April 24, 1969 at Palmer House Hotel.

PURPOSE AND OBJECTIVES: To highlight the industrial film and its effectiveness as a modern communications medium; to provide producers sponsors and distributors an opportunity to showcase their productions; and to enable the industry to maintain an ever increasing standard of production excellence through competitive comparison.

ELIGIBILITY: 16mm industrial motion pictures and 35mm filmstrips produced for industry, associations, government, religious or educational organizations, designed primarily to inform, motivate, stimulate or educate their audiences.

JUDGING: Groups and categories have been established to provide the most equitable bases for judging entries of all types. Groups consist of films that are commercially produced, government produced, in-plant productions or university produced. Productions of these four groups of producers do not compete against each other but are judged within their own group alongside films produced under comparable circumstances. Within each group, there are 13 categories of subject matter such as advertising, fund raising, public relations, etc. Entries with an English sound track or accompanying English script are invited from throughout the world.

ENTRY DEADLINE: March 1, 1969.

FORMATION: For complete details and entry information, write J.W. Anderson, festival chairman, U.S. Industrial Film Festival, 333 N. Michigan Ave., Chicago, Ill. 60601.

THE NINTH ANNUAL WESTERN HERITAGE AWARDS

Oklahoma City, Okla.

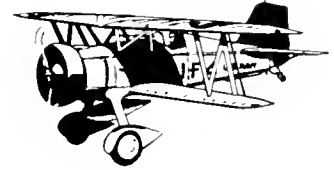
Deadline: January, 1969

Awards Ceremony: April 1969

Sponsored by The National Cowboy Hall of Fame and Western Heritage Center

CATEGORIES: Best Western motion picture; documentary film; fictional television program; novel; non-fiction book; juvenile book; art book; magazine article, short story, or poetry; and musical composition. The Awards hope to bring about a desire to create a greater appreciation and a better understanding of our nation's Western heritage.

ENTRY INFORMATION: Application blanks can be obtained from the Public Relations Dept., National Cowboy Hall of Fame, 1700 N.E. 63rd St., Oklahoma City, Okla. 73111. Phone: (405) GR 8-1811.



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January, 1969



President Reid H. Ray presents one of the international awards before diplomatic representatives.

163 "Golden Eagles" — several international awards presented

11th CINE Awards Festival Honors Top Films

GLOBAL OVERVIEW of the vast and diverse events which comprised the 1968 international film festivals specifically devoted to the informational motion picture medium was provided in Washington, D.C. on Friday, November 15, when the Council on International Nontheatrical Events (CINE) held its 11th Annual Awards Ceremonies and Exhibition of Films of Merit.

This year's selection of U.S. nontheatrical, short subject and television documentary motion pictures, comprising 163 professional and amateur films, was made from a total of 1,300 subjects submitted to nationwide juries organized for this purpose by CINE. The 163 "analyst" films selected all receive CINE's "Golden Eagle" and amateur entries are awarded CINE "Eagles" if deemed suitable for international competition.

The success of this year's program was evident to the hundreds of producers, sponsors and guests of CINE who filled the auditorium of the National Education Association where presentation ceremonies were held on Friday afternoon and evening.

— 59 major prizes and awards were won by U.S. films around the world.

— 91 other entries received honor certificates of participation at various events, signing their programming at various festivals and often the highest honor awarded.

Among the ten major world awards pre-

sented during impressive evening ceremonies in the nation's capitol were those made by His Excellency, Egidio Ortona, Ambassador of Italy. These included the top Golden Mercury statuette of the Venice Golden Mercury Competition given to *Momument to the Dream*, produced by Guggenheim Productions, Inc. for the American Iron & Steel Institute.

Ambassador Ortona also presented CINE with the Grand Prix "for the best group of films from any nation" given by the Cortina Film Festival; another Grand Prix to CINE for "best national selection" at the Trento Film Festival this year. And the Grand Prix of the 15th annual International Electronic, Nuclear and Teleradio Cine Exhibition at Rome was presented to *Mind and Hand*, produced by Graphic Curriculum, Inc. for the National Broadcasting Company.

Dr. Kurt Krejci, Press Attache of the Embassy of Austria, heralded the major awards given U.S. industrial motion pictures at the 9th International Industrial Film Festival held in Vienna this year. Top winner of a handsome Grand Prix as well as a first category award at Vienna was *Memento*, produced by the Center for Mass Communication of Columbia University Press for the American Telephone & Telegraph Co. Other Vienna trophies presented by Dr. Krejci included second prizes to *Aluminum* (produced by Larry Madison Productions for Aluminum Limited) and *Don't Push Your Luck* (pro-

duced by Harvest Films for the National Society for the Prevention of Blindness). *Incredible Machine*, produced by Owen Murphy Productions for AT&T, also brought home a third prize trophy for the U.S. from Vienna.

Jaroslav Zamtovsky, Minister-Counsellor from the Embassy of the Czechoslovak Republic, officiated at two Grand Prix presentations. The Grenat Grand Prix of the Pardubice Scientific Film Festival in that land also went to *Incredible Machine* and the Grand Prix of the Brno Film Festival was presented to *Quiet Revolution*, produced by Allendor Productions for the STP Division, Studebaker Corporation and the Champion Spark Plug Company.

Awarding the "Golden Ear" of the Berlin Agricultural Film Competition was Karl J. Maes, Second Secretary of the West German Embassy. That high honor was given *The Growing Edge*, produced by Empire Photo-sound, Inc. for International Minerals & Chemical Corp.

A Gold Award, from the London Medical Film Competition, was made by Brian Crowe, First Secretary-Information of the British Embassy. This trophy went to *Cardiac Valve Replacement Using an Improved Prosthesis*, produced by Baylor University's College of Medicine and sponsored by the Cutler Laboratories.

The final top award presented at these

Continued on page 34



TOP AWARDS—In left photo, Reid H. Ray, CINE president presents Charles Guggenheim the Golden Mercury Statuette for "Monument to the Dream" in competition in Venice as Italian Ambassador Egidio Ortona applauds. In right photo, Sumner Glimcher, producer of "Memento" accepts top category prize and Grand Prix Award of 9th International Industrial Film Festival from Dr. Kurt Krejci, press attache, Embassy of Austria.





sync sound without a blimp: how to spend the day shooting not setting up.

Why is the camera crew so often called an hour before the cast? The lighting is one reason. Another is the time and effort it takes to set up a blimped camera. The NPR weighs 20 pounds and it needs no blimp.

That's the day's first setup. But what about the others? A crab dolly saves you from having to haul the rig yourself, but the angles you can get with it are limited. Taking one on location is a pain in the neck. The NPR gives you sync sound without a blimp — and it needs no AC power. If you want a *really* high angle, you can climb a tree with it in one hand, like a briefcase.

Changing lenses, setting the stop and focusing are all slowed down by a blimp, even if it's a "self-blimp." Changing magazines is even worse. We all know what a disruption that can be. People leave the set; the lights are killed. When the camera — and blimp — are ready, the director has to establish the mood and continuity all over again, poor chap. The NPR's pre-threaded magazine can be changed in five seconds. If you happen to run out in mid scene, it just means another take. Immediately.

With the NPR you get more shot in a day. You also get precise reflex viewing, registration-pin movement, a rotating two-lens turret, a constant-speed motor with sync-pulse generator and automatic clapper, five-second magazine changes and, of course, you get blimp-free silence. You get more shot; and you don't have to get up an hour before the cast. Why not write to us for the new free NPR brochure?

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motion picture cameras since 1909

CINE awards . . .

continued



Diplomats representing their countries at the CINE presentation ceremonies included (l. to r.): Miro Bruner, Yugoslavia; Jaroslav Zantovsky, Czechoslovakia; Brian Crowe, Great Britain; Karl J. Ma Germany; and Dr. Kurt Krejci, Austria.



Sol Wrenn (left), State of Virginia Department of Education and James Thompson, vice president and general manager of NAVA visit during CINE awards festival.

Films were shown that afternoon by Ray Shady, Editor, Kodak Movie News.

Another presentation of CINE films highlighted the 104th Technical Conference of the Society of Motion Picture & Television Engineers, which preceded the CINE Exhibition program at the Washington Hilton in that city.

Role of motion picture

A tradition of this eventful Exhibition Day program is the annual black tie dinner honoring award-winners and special guests of CINE. Guest of Honor and principal speaker at the dinner this year was Bruce Herschensohn, Director, Motion Picture and Television Service of the U. S. Information Agency. Herschensohn's speech brought waves of applause from his audience as he discussed the relationship of youth to the factual film and the role of the documentary motion picture, for good or ill, in bringing its message to peoples everywhere. His words were ably summed up in these closing phrases:

"I feel when the world audience is aware of the importance of the screen and how it can distort or tell the truth, then we'll start to win. As corny as it may sound — truth is on our side — and so are some of the finest filmmakers in the world."

In retrospect, the annual CINE Exhibition mirrors the overseas festival events of this era. Festivals proliferate in Europe: 12 festivals

were held in Italy alone, five of them in Venice. Spain was active with competitions in five of her cities; CINE entered four festivals in France this year; was represented by the First Prize trophy given by the Castillon II International Week of Tourism in Spain to *Discover America*, produced by Reid H. Ray Film Industries and United Air Lines.

CINE submitted 399 prints to the 63 overseas festivals entered on behalf of the U.S. this year, scoring a total of over 150 awards and certificates of participation. At afternoon ceremonies, the organization's president, Reid H. Ray, presented the 163 Golden Eagle and 10 Cine Eagle awards selected for 1968 competition. Mr. Ray also presided at the evening trophy presentation, assisted by CINE presidents Alden H. Livingston, E. I. du Pont de Nemours & Co., and Willis H. Pratt of American Telephone & Telegraph Co. Most of the ceremonies for the busy evening of award giving was Peter Cott, Executive Director of The National Academy of Television Arts and Sciences and a CINE vice-president.

Exhibition Day events also included special morning and afternoon screenings of outstanding U.S. informational films. At screenings held at the National Geographic Society on Friday morning, Dr. Robert Wagner, Professor and Chairman, Dept. of Photography



BANQUET SCENES—Left Photo—Leo Trachtenberg, president of Harvest Films, discusses his much honored film "Don't Push Your Luck" with Bill Terry of American Oil Co., and Lon B. Gregory, editor of Business Screen. Right Photo—Harry McCarthy, Kathleen McCarthy, Arthur Krienke, producer of "Irrigation and the Business of Farming"; Raymond O'Leary, producer of "Early Detection of Oral Cancer"; and O. H. Coelln, CINE vice president and founder of Business Screen.

Cinema. The Ohio State University, introduced a selection of documentary and educational films.

His presentation was followed by an hour-long showing of selected business and industry films, introduced by Ott Coelln, founder of BUSINESS SCREEN and U.S. international jury member at the 9th International Industrial Film Festival in Vienna. Youth Amateur League in West Germany. And behind the Iron Curtain. U.S. films were strongly represented at festivals in Belgrade, Brno, Kranj, Pardubice and Novi Sad.

Latin American participation brought U.S. films to Mexico City and to Buenos Aires, São Paulo and Mar del Plata in South America. This U.S. "Olympic Team" of outstanding educational films travelled to far off Tokyo and to three cities in Australia as well as to Addis Ababa and Tunis on the African continent. Participation included such unfamiliar places as Mamaia, Ustica, Kelibia and Knokke-De Zoute as well as at Israel's competition in Tel Aviv and at Tehran in Iran. U.S. films showed well at Calcutta in India; won a Golden Knight from Malta in the Mediterranean and were honored at Cork, in Ireland.

It is worthy of note that all these carefully-selected U. S. festival entries are competing with the best of the rest of the world at most of these events, including films of the Soviet Union and other Iron Curtain countries.

Taking note of the thousands of factual films created in this country each year and of the comparatively wide range of CINE's participation throughout the field of educational, industrial, scientific, medical, dental, art, music and cultural documentaries, plus the year's best out of television documentaries and selected theatrical short subjects, how does it all come about?

Consider the contrast of the pre-CINE era a dozen years ago, with hundreds of U.S. producers and sponsors submitting entries to such festivals on a direct basis. At festivals such as Edinburgh, for example, this resulted in as many as 100 films coming in for programming. Other hundreds of unsolicited entries piled up in Venice, Brussels, Berlin, etc. Far too many for pre-judging and selection at such events, they were often simply sock-piled or chosen at random with disastrous results.

It was to correct this situation that a representative cross-section of nontheatrical film industry leaders was drawn from production, distribution, manufacturing, users, press and associations to form the early Committee which has since become the well-organized Council on Nontheatrical Events. Subsequently, CINE agreed to help select U.S. television documentary and theatrical short subjects.

Today, a well-manned Washington headquarters is headed by CINE's Managing Director, James H. Culver. Its present 31 directors represent a true cross-section of the entire industry, including presidents of national production and distribution organizations. Its work is supported by voluntary contributions, made through memberships and sustaining and professional patrons. •



A sampling of some of the trophies and prizes presented during the 11th CINE Annual Awards.



The registration area was busy all day as filmmakers and guests checked in for the annual awards banquet and ceremonies.



Visiting during CINE banquet are (l. to r.): Mrs. George Bouwman, George H. Bouwman, producer of "Discovery"; Robert Glatzer, producer of "Friendly Game"; Ann Addison, National Educational Television; Sumner J. Glimcher, producer of "Memento" and head of films at Columbia University Center for Mass Communications; and Mrs. Glimcher.

Plaza Now in New Total Production Center

Ultra-modern 23,000 sq. foot production center is one New England's finest, provides wide range of service.



Complete editing capabilities add to overall production control.



Newest and most modern equipment characterizes extensive sound department.



Fully automated and manual equipment satisfy both large volume and custom still requirements.



An insert and main stage allow many sets to be working and in use at the same time.



Interlock, slide and filmstrip projectors can be run from the console in the screening room.

The results of many months of planning, designing and constructing were realized during the past year as Plaza Productions raised the curtain on its new production facilities.

According to Executive Vice President/General Manager Jim Wille, this expansion has given Plaza one of the finest total communications production centers in the East. Moreover, the company is now able to offer the complete development and production of a full range of communications media programs for agencies, business and industry.

These services include motion pictures, TV and radio commercials and public service spots, videotape, filmstrip and slide presentations, audio services, corporate and employee communications programs, programmed instruction, graphic design services.

Situated in Hartford, Connecticut, the expanded production facility is centrally located to serve New England/New York and the entire country through Hartford's ever-growing international airport. This ability to readily service distant clients is evidenced by the number of programs produced for companies in Chicago, San Francisco and even England.

Those visiting the new 23,000 sq. ft. facility for the first time are particularly impressed by its completeness and the careful attention given to every detail in design and layout.

The 60 x 40 foot main stage and 25 x 22 foot insert stage provide a wide range of large set-up, and table top capabilities for both film and videotape. During one recent production, this vast stage allowed for three sets working at the same time.

Four dressing rooms, makeup room, scene dock and a client's office are located just off the main stage to facilitate production control. A fully equipped kitchen is also maintained to prepare food for use in TV commercials.

The very latest in design and equipment is found in the three studio audio complex where all

recording, transfer and mixing performed. Location and studio recording are done on Nagra and Ampex equipment, with subsequent magnetic transfer on Mnasync recorders. These recorders and the continuous tape loop machines are tied into the mixing console whose custom designed places as many as fourteen different sound sources at the mixer's disposal.

Completing the extensive sound department is the music room containing a full effects library and four stock music libraries. Original scoring is available.

Graphic and fully animated motion pictures and artwork, slides, filmstrips and titles are easily handled on the camera department's Oxberry animation stand. This department also contains an optical printer for duplicating slides and filmstrips. With still motion picture and still photography and the variety of equipment in the department, virtually all photographic assignments can be handled.

Editing rooms, art and production departments and a screening room with interlock projection equipment give Plaza personnel complete control over pre and post-production work as well.

A highlight of the new facility is the ten darkroom color and black and white still laboratories. Both large volume and custom order requirements can be satisfied with the fully automated automatic pump-fed mixing system for continuous flow of fresh chemicals, use of an electric eye device to read negatives and the finest densitometers for accurate color printing attest to the still lab's completeness.

Plaza's modern new center reflects the growing interest of the New England area in effective communications media programs and enhances Plaza's communications' philosophy — "To provide the most effective means of motivating progress for business and industry."

URING THESE PAST ELEVEN YEARS since CINE was born, motion pictures have changed significantly.

More important, perhaps, than the new art, the new forms and new techniques, is the fact that finally the cinema is recognized as a true art. I think the battles of trying to prove that point are over. Film artists are now called film artists. Due to the education of my predecessor, George Stevens, Jr. there is an American Film Institute. Motion picture theaters no longer compete with a carnival or a shooting gallery or a dance hall — now they compete with a museum, an art gallery and a concert hall. Show that CINE deserves a great share of the credit for that.

But for each victory there's always a new conflict. And there is a new conflict. Anyone could have predicted it. No true art form has ever avoided it — and no art form has become involved in it to the extent that motion pictures have. The conflict is international politics. Like it or not, the international screen and the international political arena have become inseparable. That has been true in film festivals, in commercial theaters and now films for television.

One of the criteria used for selecting CINE Award winners is of special significance in the light. The criteria is to present the United States as well as other countries and their people and institutions in a fair and objective manner. Presenting the United States and its people and institutions in a fair and objective manner is also our job at the Motion Picture and Television Service of the United States Information Agency.

And that brings up the logical question — where are we, as a nation, progressing in telling our story to the world? Are we telling the truth and telling it well? Are we winning or losing in the communication of ideas through the international screen?

If I were to judge by the work of CINE and the work of those producers who have won prizes this afternoon and this evening, I could answer — The United States is doing significantly. We are telling our story truthfully and well and with quality.

But as much as I wish CINE were the whole story — it, unfortunately, is not — I feel, in total, we are losing.

I say that not from having any inside information. I say that from simply looking at the world realistically and traveling it and listening to it and watching theater screens and television tubes where films are exhibited around the world. Somewhere along the line there has been a failure to communicate, to tell the world what America is really all about, and what America is really for. It tells the world at large, particularly the young, doesn't know. And as a result of that we have seen a great wave of what we might call a lack of a more descriptive expression, anti-American sentiments and anti-American demonstrations.

There are those who disagree and who ar-

Excerpts from a speech made by Merschensohn, director of motion picture and television services for the United States Information Agency, at the CINE Awards banquet November 15 in Washington.



By BRUCE HERSCHENSOHN*

Answering questions, exploding some myths, and pinpointing the extreme influence of motion picture and TV screens on youth, the USIA Director of Motion Picture & Television Services says, "Yes, but . . ."

gue that it is not at all because of communications or a lack of them, not at all because of the screen or what it says or doesn't say, that there is so much anti-Americanism in the world. They argue that it is because of the policies of our country. They say those policies are internationally unpopular and they cite Vietnam as a number one case. But the problem isn't Vietnam.

Anti-Americanism, particularly among the young, has become a prejudice. A prejudice about Vietnam and about race relations, about poverty and crime and economy and riots and whether President Johnson smiles or doesn't smile, and whether he waves his arms or doesn't wave his arms. And President-Elect Nixon might go through the same thing. The shame is that anti-Americanism is a prejudice as sure as anti-Semitism or prejudice against Negroes. The younger generation around-the-world speaks against prejudice and their cause, which is *right*, is to end all prejudice. Yet, without experience, they have engaged in this new prejudice of anti-Americanism not understanding their own hypocrisy.

How did this prejudice come about? I believe the screen has played an important role and often that role has been played by well-intentioned filmmakers who felt that they were providing a service to "tell it like it is" not knowing that they were "telling it like it isn't."

For anyone who has worked with a motion picture camera knows that a camera can be a liar. There is an expression, "Don't believe everything you read in print." Well, I think this generation agrees with that expression and no longer do you hear people say, "I read it in so-and-so, so it must be true". But since the proliferation of motion pictures and television, that phrase should be changed to "Don't believe everything you see

on the screen." The obvious question is how can a camera lie? And the answer is that a camera which is meagerly equipped with a lens, shutter, and film is only able to capture the visible — but most often what is visible is only a reaction to what is invisible. And all the important aspects of life are invisible: love is invisible, faith is invisible, hate and fear is invisible, restraint is invisible, and even the motivation behind political decisions is largely invisible.

I remember being in Los Angeles when the President of the United States was inside a hotel and a mob outside was getting out of control. It was a fearful time. Later that night I watched the re-play of the events on television, and weeks later I saw a documentary film on it. Cameras were able to capture the policeman's stick in sharp focus but cameras were mechanically unable to record the *potential* threat, the *potential* risk of a mob that might provoke a policeman's stick.

The camera in Vietnam can show a large Caucasian soldier holding a small, pathetic-looking Asian in black pajamas and bare feet but the camera cannot go backwards and show that the pathetic-looking man in black pajamas has just killed women and children intentionally.

American cameras record a riot in a Negro community, yet there is no way for the camera to record that the majority of Negro citizens in that community are not participating in the riot.

And finally, in any battle scene in a motion picture it is impossible to know without a program, who is the aggressor and who is the defender. That decision, unfortunately, is up to the filmmaker.

And so, I think that it is important, particularly for young people to know, that cam-

Continued on next page

are we losing . . .

continued

eras unintentionally and intentionally are capable of the most malicious and harmful lies.

Add to the work of a photographer, a sound track which includes narration and sound effects and music which plays on the emotions of the audience. And add to that the film editor and editing devices and you have the most powerful salesman, the most powerful communicator for good or evil that inventors have ever devised.

Knowing all of this, how much of an influence is the screen? Some still think of it as the Saturday matinee for kids, date-night for the teenagers. But not at all. The means of exhibition have come into every home as well as the theater.

Youth today has almost more experience with the screen than it does with life. In the more developed countries of the world, by the time a young man is eighteen years old he has spent an average of 12,000 hours in school, but 15,500 hours in front of a screen — and that includes television and theaters. Those figures, by the way, do not come from U.S.I.A. but from the Stanford Research Institute. And what do they watch? Am I inferring it's all bad? Of course not. A great deal is excellent. Some of it is the news but as we just mentioned, some of the news is untrue. And one fact that is often ignored is that even the news that *is* true is by its very

name and by its own definition, a *departure* from the truth of normality. The Washington riot of April is news, the normalcy of no riots in Seattle is not news. No headline has ever screamed, "Things are OK!" There is no news story about normalcy.

One more item I'd like to bring up. Although it might seem irrelevant, it isn't. Since the advent of television, youth has been a witness to an almost unnatural awareness of life and of aging and of death, and it has created what we call the "now" generation.

When I was a boy, I remember Carol Lombard was killed in an airplane accident. A few months later her last motion picture was released; it was Ernst Lubitsch's *To Be Or Not To Be* and I remember thinking what horrible taste it was to bring out a film with someone who had just died and I didn't want to see it. And I remember earlier when Tom Mix died, a film was brought out after his death and I didn't want to see it.

But today it is common and it is an every night procedure to watch on television, films with those who have passed away within years, months, days or even hours. It is also common to see James Stewart fifty years old at 8 o'clock and twenty years old at 11 o'clock. I feel this also contributes to a feeling of an urgency about life and an awareness of the aging process and death that the very young might not yet be equipped to cope with.

Add to this the events of the assassination of President Kennedy, Dr. King and Senator Kennedy. All young and important men whose lives were taken in practically every American's living room. There is no way for us to do anything about this but we must be aware that we are facing a generation with experiences we were largely spared from. This is due to access of the screen.

I only wish every student, between graduation from high school and entrance into university, could take a trip around the world. I wish he could go to Berlin, to Moscow to Prague, to Korea and Vietnam, to Latin America, and Africa. And then make his appraisal of what the world is like and what we're doing and why we are committed to freedom and peace. But they can't all take such a trip. And so the international screen must take those travels for them and tell them what the world is like and what we're like.

I hope American motion picture producers will make pictures that tell the truth. All I hope that those who are dedicated to making pictures in the national and international interest, receive the support and finances that it takes.

I realize it's pessimistic to say we're long in the war of ideas. But I do think we're losing. But we haven't lost. And I feel when the world audience is aware of the importance of the screen and how it can distort or tell the truth, then we'll start to win.

As corny as it may sound — Truth is on our side — And so are some of the finest filmmakers in the world.

Modern's 11th Skyport Cinema At New York's JFK Airport

Members of the press and key advertising and public relations executives last month saw how the motion picture medium is now being utilized to entertain and inform air travelers before they leave the ground. The movies are shown throughout the day in an attractive lounge area in the United Air Lines terminal at John F. Kennedy Airport. There is no charge to the waiting passengers. The film showings are sponsored by some of the country's leading companies and trade associations. The lounge is operated by Modern Talking Picture Service of New York.

A wide variety of interesting films including sports, travel, and business shorts, as well as important social documentaries about topical problems such as air pollution, water pollution, littering and crime are shown. A few of the films being shown include *The Enchanting Busch Gardens of Los Angeles* sponsored by Anheuser-Busch; *A Million Lights Shall Glow* from

the Hong Kong Tourist Association; *Sky Country U.S.A.* from United Air Lines and *Energy* from the American Petroleum Institute.

Modern uses rear-screen projection in the lounges so the films may be shown without darkening the area. By using the new General Electric Mark 300 bulb, they are able to project an extremely bright image onto a 45" Polacoat screen. Miss Kathy Burns, G.E.'s "Lady of Light" was on hand at the inaugural to explain the rear screen projection system.

A professional projectionist is on duty at all times to manage the lounge and handle the projection. Two 16mm Kalart Victor projectors are used. While one is showing a film, the other is being threaded with the next program to be seen. By alternating back and forth, there is never a period when the screen is dark. During the showing of a film, a Kodak Carousel slide projector is used to give the name of the sponsor on an adjacent screen.

Ralph Del Coro, eastern sales vice president for Modern commented on Skyport Cinema and the opportunities it provides film sponsors to reach affluent and influential traveling executives. "The operation was initiated four years ago in Cincinnati . . ." Del Coro told the guests, "and based on the favorable reception by the viewing travelers, Modern has expanded the operation to 10 other airports throughout the country." The facility at Kennedy is Modern's 11th Skyport Cinema and the reports from the viewers have been excellent.



Ralph Del Coro, Modern Talking Picture Service executive vice president explains Skyport Cinema at the John F. Kennedy Airport opening.



Audience at the opening of the New York Skyport Cinema watch one of the films shown during the inaugural.

FROM LITTLE REELS of film some mighty motion pictures grow," aptly paraphrases films entered in the Third Annual California Student Film Festival, held at San Juan Elementary School in the historic town of San Juan Capistrano on June 7th.

Going statewide for the first time this year, the festival drew a high-level films from 15 counties that 37 made the final ranks after preliminary screenings. The festival of student-produced 8mm motion pictures is under the co-direction of Pierce E. ("Pat") Patterson, Director of the Orange County (Clif.) Schools Audio-Visual Center, and Richard George of San Juan Capistrano Unified School District. It is jointly sponsored by the Audio-Visual Education Association of California (AVEA) and the California Audio-Visual Education Distributors Association (CAVEDA).

Student-produced films are becoming a permanent part of educational systems," Patterson stated. "It's not a passing fancy. Not only do the youngsters like making these films, but statistics from our few short years of operation prove the activity's benefit in stimulating and motivating our young people into better learning experiences.

All films entered in the annual competition must be student-produced, with a minimum teacher and parental supervision, and must be based on curriculum-oriented subject matter.

This has caused many a student to delve deeper into a sub-area than he normally would," pat added. "We have heard of students doing poorly in reading before entering the student film festival who then advanced two and even three grade levels in capability.

This was due to the necessity of research thoroughly the subject matter of the film," Patterson

students entering the film festival also have the benefit of meeting and talking with prominent producers of commercial films to help judge the event. Winners were also invited to attend CAVEDA dinner meeting, where their films were shown to members — which comprise most of the nation's leading producers and distributors of educational films.

Film entrants were classified by grade level (Elementary, In-

termediate and Secondary) and by whether they were silent or with sound. A first, second and honorable mention award was given in each class. First and second awards are small statuettes of a motion picture camera mounted on a tripod, each suitably engraved.

Also for the first time this year, each school represented by a festival winner received two 8mm film projectors as a gift from Technicolor Corporation, along with numerous educational film loops for the projectors donated by the members of CAVEDA.

Judges who spent the day in San Juan Capistrano screening the finalist films in classrooms which were filled to capacity with student-parent-teacher spectators were: Frank Albitz, AV Section Los Angeles City Schools; Wayne Brown, AV consultant for Los Angeles County Schools; Lenore Eberle of Palos Verdes Peninsula Unified Schools; Les Helhena, owner of Avis Films; Dr. Richard J. Johnson, Chairman of Department of Instructional Media of California State College at Long Beach; Steve Sicard, AV consultant; Bob Neubacher, owner of Neubacher-Vetter Productions; Homer O'Donnell, co-owner of International Education Films; and Dr. John Upton, Professor of Photography and Cinema at Orange Coast College.

They found that some of the films came very close to professional standards in several aspects. A few were of professional quality in at least one phase of the filmmaking art.

Subject matter of the films was as diversified as the people who produced them — running the gamut from an hilarious "Keystone Cops" chase type silent to an extremely sensitive, beautiful story of a young girl faced with the "today" problem of her fiancée in Viet Nam, the mood being aided by music and sound effects tracks recorded separately on tape. And, there were many done in the "classroom educational film" manner.

Production techniques ably tackled by the young producers ranged from simple table-top photography and handwritten titles to elaborate color productions with optical effects and numerous location shots. One film that caught the hearts of all, "An Apache At Acacia", told the story of a young Indian boy (Ronnie Schell) who had left his

Continued on next page

California's Student Film Festival

By ROY L. DEETS

Begun in one small area in 1965, the California Student Film Festival has reached statewide proportions in three short years and is contributing greatly to the film and audiovisual education of young students.



Charles Malcolm and Dave Webb, students at Newport Harbor High School, are pleased to accept the award for second place silent film in the High School class from Al Musso, Past-President of CAVEDA. Malcolm also co-produced the first place winner in this class.



Teacher and film supervisor Mrs. Florence Russell, and Ronnie Schell, young Indian boy star of film "An Apache at Acacia", first prize winner in the elementary sound film division.



Judges Frank Albitz, Homer O'Donnell and Dr. Richard Johnson (l to r) judge a competing film before the watchful eyes of students.

student festival . . .

continued

reservation in Arizona to live with foster parents during school time and attend school in Ventura County, California. Ronnie and his fourth-grade classmates narrated the "first-person" film, which was produced under the supervision of Mrs. Florence Russell, their teacher.

Though still basically a very shy boy, Ronnie sparkled with happiness and pride when he collected his trophy for first place in Elementary-Sound.

The California Student Film Festival really got its start in the Concordia School at San Clemente, California in 1965. But then, it was nothing more than the idea of a reading class teacher

to record some of the skits his students had plotted and written as a reading class assignment. However, the "picture bug" bit, and before anyone knew what was really going to happen, the classes split into several "film crews" and seven skits were captured on 8 millimeter film. The students voted on best efforts and the empty plastic film spools, painted with gold and mounted on wooden blocks, were given as awards.

By the following year, the school systems in that area had become unified and the San Clemente student filmmakers were the nucleus of a movement that started the San Juan annual fes-

tivals. From the one school, and only several grades, it has in three short years expanded to cover all grade levels short of college and covering the entire state.

Winning films in this 1968 Festival were:

Elementary Div., Silent:

First place: *Project Mission*, M. G. Marsh's 4th Grade class, Lexington Elementary School, Pomona Unified School District, Los Angeles County.

Elementary Div., Sound:

First place: *An Apache at Acacia*, Mrs. Russell's 4th grade class, Acacia School, Timber District, Ventura County.

Intermediate Div., Silent:

First place: *Icarus*, Sharp Park photo lab, Sharp Park School, Laguna Salada District, San Mateo County.

Intermediate Div., Sound:

First place: *Mosaic*, 8th grade, Ocean View School, Ocean View District, Ventura County.

Secondary Div., Silent:

First place: *The Case*, Charles Malcolm and Paul Woltz, Newport Harbor High School, Newport-Mesa Unified School District, Orange County.

Secondary Div., Sound:

First place: *Tuesday Is Forever*, Mark Van Matre, Fitch Mountain High School, Healdsburg District, Sonoma County.

Projection equipment was furnished by the Motion Picture and Education Markets Division of Eastman Kodak Company, who also sent along Richard Sullivan and Scott Robertson to insure a professional quality showing of the student films.

"The Beginning"—A Stirring Look at the American Dream

IN THESE DAYS of violent objection and harsh protest, times of questioning, if not public flouting of some of the patriotic tenets of our nation, this film arrives on the scene as a reassuring affirmation of the basic American precepts and philosophies.

The Beginning, an impressionistic history of Massachusetts, has itself had an interesting history. Its producers, Steven Ventilla and John Horvath Zalabery, are escapees from Hungary, and the film seems to benefit from their fresh view of this country's great adventure in democracy. The film abounds in the glories of Americana. Many scenes use no more than the artifacts of early Massachusetts—hand wrought tools and pottery—to evoke the spirit with which earlier Americans carved their nation.

Zalabery and Ventilla were sponsored in the project by Audio Productions with the idea that they would find a progressive, public minded business to support the project and bring it to the attention of the American people. Their faith was justified when William G. Shain, public relations manager for Atlantic Richfield, saw the film and his company purchased the theatrical and TV rights to *The Beginning*. Atlantic Richfield will make the 13½ minute color film available to the widest possible audience of children and civic groups on

a free loan or purchase basis.

The film is unique from several standpoints. For one thing, its story is a mosaic pieced together from seemingly incompatible elements—live action, stills, old prints—in a wildly random scheme that brings everything together in a moving visual sweep down the turnpike of our history. The film's approach, focusing as it does on watershed events and movements significant in the development not only of Massachusetts, but of the nation, makes the utmost use of that state's unique position as a microcosm of American history. Colonists, frontiersmen, Indian-fighters (and makers of peace with the Indians), seekers of religious freedom (and perpetrators of religious persecution), saintly philosophers (and hangers of witches), builders of the first college and the first factories, revolutionists and whale-fishers, Abolitionists and clippership-builders, the story of Massachusetts matches that of the country, step by step.

Totally unexpected is the realization that there is not one live character in the film. Unexpected because the movement never stops, due to a combination of camera movement, lens manipulation and optical trickery. Living presence is evoked from such materials as landscape, scrimshaw and cemetery headstones.

Possibly the most daring aspect

of *The Beginning* is the verse narration—free verse to be sure (you are not conscious of it as poetry unless you look at the script)—but verse nonetheless. This imparts a lyrical, inspiring tone:

"In Massachusetts, the past seems to live on even in the midst of industrial prowess. You look at the complex machines of its factories and you remember those early craftsmen . . . And in the streets of Boston, a great modern city, you are reminded at every turn of the past. Of all American places it is here that

the past speaks most clearly—a quiet and lovely voice that strangely calms the jangle and clamor of the hurrying present."

A spokesman for the National Educational Association has said, "Not only should every school child in the country see this film—they must see it."



Many scenes use no more than the artifacts of early Massachusetts.



"... seekers of religious freedom (and perpetrators of religious persecution . . ." are presented in the film through striking visuals.



The movement never stops, even though there is not a live character in the film.

proudly presents and salutes the most honored business films of 1968 as indicated by their awards and prizes won in festivals and competitions throughout the world. Our listing of the best honored films of the year was arrived at by comparing and combining winners from the festivals listed at the right with the winners of previous international events (the data for which is provided by the Council on International Festivals which entered the films).

For the first time, our comprehensive coverage of festival activity includes the 1968 festi-box score at the right which shows the number of entries in each festival and the number of top awards or prizes. Rounding out our annual total festival coverage issue is a planning guide to 1969 festivals and competitions with complete information about dates, locations and entry requirements which begins on page 23.

American Film Festival Entries: 1000 Blue Ribbon winners: 43	International Film & TV Festival of New York Entries: 2,500 Grand Award winners: 6
Atlanta International Film Festival Entries: 303 Phoenix winners: 10	International Industrial Film Festival Entries: 139 First & Grand Prix winners: 9
Chicago International Film Festival (Industrial division) Entries: 56 Hugo winners: 6	National Safety Film Contest Entries: 101 Bronze Plaque winners: 12
CINE (Council on International Northeatrical Events) Entries: 616 Golden Eagle winners: 163	NVPA "Days of Visuals" Entries: NA First Award winners: 14
Columbus Film Festival Entries: 410 Chris Statuettes: 48	San Francisco International Film Festival (Industrial division) Entries: 205 First Award winners: 4
Information Film Producers of America Entries: 250 Cindy winners: 12	U.S. Industrial Film Festival Entries: 200 First Award winners: 26

-A-

Africa, East & West

Sponsor: Pan American World Airways, Inc.
Producer: Henry Strauss Productions, Inc.
CINE Golden Eagle
Grand Award: NVPA "Days of Visuals"
Chris Statuette - Columbus Festival
Award - U.S. Industrial Film Festival

Aluminum

Sponsor: Aluminum Limited, Inc.
Producer: Larry Madison Productions, Inc.
CINE Golden Eagle
Chris Certificate - Columbus Festival
Grand Award - International Industrial Film Festival

America and Americans

Sponsor: National Broadcasting Company
Producer: Lee Mendelson Film Productions
CINE Golden Eagle
Chris Certificate - Columbus Festival

Americans on Everest

Sponsor: National Geographic Society
Producer: Norman G. Dyhrenfurth
CINE Golden Eagle
Chris Certificate - Columbus Festival
Blue Ribbon - American Film Festival
Cup of Belluno Tourist Organization, Cortino

The Ancient Peruvian

Sponsor and Producer:
International Film Foundation, Inc.
CINE Golden Eagle
Blue Ribbon - American Film Festival
Diploma - Edinburgh Int'l Film Festival

-B-

Basketmaking in Colonial Virginia

Producer: Colonial Willamsburg, Inc.
Chris Certificate - Columbus Festival
Blue Ribbon - American Film Festival

The Big Deep

Sponsor: Standard Oil Company
Producer: Equina Films, Inc.
CINE Golden Eagle
1st Award - NVPA "Days of Visuals"

Big People - Little People

Producer: Karty Films, Inc.
CINE Golden Eagle
Blue Ribbon - American Film Festival

Bridge Over the Tagus

Sponsor: United States Steel International
Producer: Wilding, Inc.
CINE Golden Eagle
Chris Statuette - Columbus Festival

-C-

The Challenge of Six Billion

Sponsor: Allis Chalmers Manufacturing Co.
Producer: Reid H. Ray Film Industries, Inc.
CINE Golden Eagle
Chris Certificate - Columbus Festival

Changing Art In a Changing World

Sponsor and Producer: Film Associates
CINE Golden Eagle
Chris Certificate - Columbus Festival

The Cow

Producer: Dimension Films
Chris Statuette - Columbus Festival
Best of Category - San Francisco Festival

-D-

Decision at Delano

Sponsor: KNBC-4 and Jack Copeland Productions
Producer: Jack Copeland Productions
CINE Golden Eagle
Blue Ribbon - American Film Festival

The Discoverers

Sponsor: Union Carbide Corporation
Producer: Peckham Productions
2nd Award - NVPA "Days of Visuals"
1st Award - New York Int'l Festival

1968's most honored films . . .

continued

Don't Push Your Luck!

Sponsor: National Society for the
Prevention of Blindness
Producer: Harvest Films, Inc.
CINE Golden Eagle
2nd Award — International Industrial
Film Festival
Safety Film of the Year — National Safety
Film Contest

Draw Me a Telephone

Sponsor: Western Electric Company
Producer: Pelican Films, Inc.
CINE Golden Eagle
Chris Certificate — Columbus Festival
Blue Ribbon — American Film Festival

-E-

The Embattled Cell

Sponsor: American Cancer Society
Producer: Wexler Film Productions, Inc.
CINE Golden Eagle
Chris Statuette — Columbus Festival

Exchanges I

Sponsor and Producer: St. Louis
Productions, Inc.
CINE Golden Eagle
Chris Certificate — Columbus Festival

Exploring Relief Printmaking

Sponsor: Film Associates
Producer: Motivational Art Films
CINE Golden Eagle
Chris Certificate — Columbus Festival

-F-

Family Planning

Sponsor: The Population Council
Producer: Walt Disney Productions
CINE Golden Eagle
Chris Statuette — Columbus Festival
1st Award — U.S. Industrial Film Festival

The Farm

Sponsor: Remington Arms Company, Inc.
Producer: Larry Madison Productions, Inc.
CINE Golden Eagle
Chris Statuette — Columbus Festival
1st Award — New York Int'l Festival

Fertilization and Birth

Sponsor: E. C. Brown Trust Foundation
Producer: Wexler Film Productions, Inc.
CINE Golden Eagle
Diploma — Edinburgh Int'l Film Festival

Friendly Game

Producer: Chronicle Productions
CINE Golden Eagle
Diploma — Edinburgh Int'l Film Festival

Fusion

Sponsor: Spring Mills, Inc.
Producer: Concept Unlimited, Inc.
CINE Golden Eagle
Diploma — Edinburgh Int'l Film Festival

-G-

Geology of Yellowstone

Producer: Western American Films
CINE Golden Eagle
Diploma — Edinburgh Int'l Film Festival

The Good Guys are Faster

Sponsor: American Telephone & Telegraph
Producer: Gotham Film Productions, Inc.
1st Award — NVPA "Days of Visuals"
Chris Certificate — Columbus Festival

Grain of Salt

Sponsor: Morton Salt Company
Producer: The Jam Handy Organization
1st Award — NVPA "Days of Visuals"
Chris Certificate — Columbus Festival

Grizzly!

Sponsor: Aetna Life & Casualty Company
and Encyclopaedia Britannica Films, Inc.
Producer: Wolper Productions
CINE Golden Eagle
Diploma — Edinburgh Int'l Film Festival

-H-

Happy Holidays In the Ozarks

Sponsor: American Oil Company
Producer: Matco Associates, Inc.
CINE Golden Eagle
Chris Certificate — Columbus Festival

Harvest

Sponsor: United States Information Agency
Producer: United States Information
Agency and Carroll Ballard
CINE Golden Eagle
Diploma — Edinburgh Int'l Film Festival
Special Prize — Bilbao Festival

Here is Tomorrow

Sponsor: American Telephone & Telegraph
Producer: Jack Denove Productions
3rd Award — NVPA "Days of Visuals"
Atlanta International Film Festival
Chris Certificate — Columbus Festival
1st Award — U.S. Industrial Film Festival

Horizons Unlimited

Sponsor: General Telephone & Electronics
Producer: Owen Murphy Productions
CINE Golden Eagle
Chris Certificate — Columbus Festival

-I-

Imagination 10

Sponsor: Champion Papers
Producer: Morton Goldshell Associates
3rd Award — NVPA "Days of Visuals"
1st Award — U.S. Industrial Film Festival

Incredible Machine

Sponsor: American Telephone & Telegraph
Producer: Owen Murphy Productions
CINE Golden Eagle
1st Award — NVPA "Days of Visuals"
Silver Award — San Francisco Festival
Diploma — Edinburgh Int'l Film Festival
Silver Hugo — Chicago Int'l Film Festival
3rd Award — International Industrial
Film Festival

The Incredible Skis

Producer: Summit Films, Inc.
Gold Cindy — IFPA
Silver Hugo — Chicago Int'l Film Festival

Instincts of an Insect

Sponsor: Fleetwood Films, Inc.
Producer: Fleetwood Films, Inc.
CINE Golden Eagle
Chris Statuette — Columbus Festival
Blue Ribbon — American Film Festival
It's Called Motor Oil
Sponsor: Shell Oil Company
Producer: Daniel L. Hess
1st Award — NVPA "Days of Visuals"
1st Award — U.S. Industrial Film Festival

-J-

Jamboree for Friendship

Sponsor: Ex-Cell-O Corporation and
Pure Pak Division
Producer: Matco Associates, Inc.
CINE Golden Eagle
Chris Certificate — Columbus Festival

Jazzoo

Sponsor and Producer: Tee Pee Productions
CINE Golden Eagle
Silver Phoenix — Atlanta Int'l Festival

-L-

The Laser: A Light Fantastic

Sponsor: Film Associates
Producer: CBS News
CINE Golden Eagle
Golden Rocket — Rome Int'l Exposition

Legacy of Gemini

Sponsor: National Aeronautics and Space
Administration
Producer: A-V Corporation
CINE Golden Eagle
Chris Certificate — Columbus Festival

The Long Shadow

Sponsor: University of Southern California
Producer: Division of Cinema
University of Southern California
CINE Golden Eagle
1st Award — U.S. Industrial Film Festival

-M-

Memeto

Sponsor: American Telephone and Telegraph
Producer: Center for Mass Communications of Columbia University Press
CINE Golden Eagle
1st Award and Grand Prix:
International Industrial Film Festival of Category – San Francisco Festival

Mr. Rembrandt Visits Russia

Sponsor: KLM Royal Dutch Airlines
Producer: VPR Productions
CINE Golden Eagle
Diploma – Edinburgh Int'l Film Festival

Monument to the Dream

Sponsor: American Iron & Steel Institute
Acadelle Gas Company and National Park Service
Producer: Guggenheim Productions, Inc.
CINE Golden Eagle
Blue Ribbon – American Film Festival
Silver Phoenix – Atlanta Int'l Festival
Diploma – Edinburgh Int'l Film Festival
Golden Mercury – Venice

The Moods of Surfing

Sponsor and Producer: Pyramid Films
CINE Golden Eagle
Chris Statuette – Columbus Festival
Award – New York International Festival
Silver Cindy – IFPA
CONI Silver Medal – Cortina

-N-

Neverwhere

Producer: Calvin Productions, Inc.
CINE Golden Eagle
Diploma – Trieste International Festival

New York City . . . The Most

Sponsor: New York Times
Producer: Spectrum Associates
1st Award – NVPA "Days of Visuals"
1st Award – New York International Festival

A Night on Jackrabbit Mesa

Sponsor and Producer: U.S. Air Force
Bronze Plaque – Nat'l Safety Film Contest
Blue Ribbon – American Film Festival

-O-

Of Earth and Fire

Sponsor: Lenox, Inc.
Producer: United World Films
CINE Golden Eagle
1st Award – NVPA "Days of Visuals"
Chris Statuette – Columbus Festival
Blue Ribbon – American Film Festival
Programmed – Cordoba Int'l Festival

Osteoporosis of Aging

Sponsor: Sandoz Pharmaceuticals
Producer: Walter Landor Associates
CINE Golden Eagle
Diploma of Participation – Buenos Aires Scientific Film Festival

Ounces of Prevention

Sponsor: Firestone Tire and Rubber Company and Scott Paper Company
Producer: Firestone Tire and Rubber Co.
Chris Certificate – Columbus Festival
Bronze Plaque – Nat'l Safety Film Contest

-P-

Paper Mache

Producer: ACI Productions, Inc.
CINE Golden Eagle
Diploma – Edinburgh Int'l Film Festival

People and Particles

Sponsor: Harvard Project Physics, Harvard University
Producer: Carpenter Center for Visual Arts
Harvard University
CINE Golden Eagle
Diploma – Trieste International Festival

Pigs!

Sponsor and Producer: Dimension Films
CINE Golden Eagle
Chris Certificate – Columbus Festival
Blue Ribbon – American Film Festival

Precision

Sponsor: IBM
Producer: Peter C. Funk
1st Award – NVPA "Days of Visuals"
Chris Certificate – Columbus Festival

The Price of Survival

Sponsor: Division of Health Mobilization, Public Health Service
Producer: National Medical Audiovisual
2nd Award – NVPA "Days of Visuals"
Chris Certificate – Columbus Festival
Bronze Plaque – Nat'l Safety Films Contest

Psychedelic Wet

Producer: Homer Groenig, Inc.
CINE Golden Eagle
Programmed – Cordoba Int'l Festival

-Q-

Quiet Revolution

Sponsor: STP Division, Studebaker Corp. and Champion Spark Plug Co.
Producer: Allend'or Productions, Inc.
CINE Golden Eagle
Grand Prix – Brno Int'l Motofilm Forum

Quality and Promise

Sponsor: Washington University
Producer: Shelby Storek & Company
CINE Golden Eagle
Chris Certificate – Columbus Festival

-R-

Red China Diary with Morley Safer

Sponsor and Producer: CBS News
Chris Certificate – Columbus Festival
Blue Ribbon – American Film Festival

The Redwoods

Sponsor: Sierra Club
Producer: King Screen Productions
CINE Golden Eagle
Oscar – Best Documentary Short Subject
1967

Requiem For A Faith

Producer: Hartley Productions, Inc.
CINE Golden Eagle
Chris Certificate – Columbus Festival

River of Knowledge

Sponsor: R. R. Donnelly & Sons
Producer: Take Ten, Inc.
1st Award – NVPA "Days of Visuals"
Chris Certificate – Columbus Festival

The Road

Sponsor: Frontier Nursing Service
Producer: Vision Associates
CINE Golden Eagle
Chris Certificate – Columbus Festival
Blue Ribbon – American Film Festival

-S-

Scientist in the Sea

Sponsor: Oceanographer of the Navy
Producer: Oceanographer of the Navy and Naval Photographic Center
CINE Golden Eagle
Chris Statuette – Columbus Festival
1st Prize (Category) – Milan Int'l Festival

Second Chance

Sponsor and Producer: Children's Memorial Hospital
CINE Golden Eagle
Chris Statuette – Columbus Festival
Blue Ribbon – American Film Festival
Silver
Sponsor: Anaconda Co., Hecla Mining Co. and American Smelting & Refining Co.
Producer: MPO Videotronics
2nd Award – NVPA "Days of Visuals"
Best Industrial Film –
New York International Festival

So Sell Me

Sponsor: Maytag Company
Producer: Flagg Films, Inc.
Chris Certificate – Columbus Festival
1st Award – New York International Festival

Space

Producer: Ezra Baker Films, Inc.
CINE Golden Eagle
2nd Prize – Cork International Festival
Space Navigation
Sponsor: National Aeronautics & Space Administration
Producer: Graphic Films Corporation
CINE Golden Eagle
Diploma – Edinburgh Int'l Film Festival

Straight Pitch

Producer: Henry Strauss Productions, Inc.
Chris Statuette – Columbus Festival
1st Award – U.S. Industrial Film Festival

Continued on next page

1968's most honored films . . .

continued

The Sun Never Sets

Sponsor: Muscular Dystrophy Association
 Producer: Allegro Film Productions
 2nd Award — NVPA "Days of Visuals"
 Blue Ribbon — American Film Festival

-T-

They Call It Pro Football

Sponsor: American Express Company
 Producer: NFL Films, Inc.
 CINE Golden Eagle
 Grand Prize — Cortino

Tornado

Sponsor: Environmental Science Services
 Administration, U.S. Dept. of Commerce
 Producer: Astra Films, Inc.
 CINE Golden Eagle
 Diploma — Edinburgh Int'l Film Festival

The Trouble With Words

Producer: Westminster Films
 Chris Certificate — Columbus Festival
 Blue Ribbon — American Film Festival

Two Times Too

Producer: Jerome Ducrot Studio, Inc.
 and Elektra Film Productions, Inc.
 CINE Golden Eagle
 Programmed — Cordoba International
 Festival

-W-

The Weapons of Gordon Parks

Sponsor: Forma Art Associates
 Producer: Forma Art Films
 CINE Golden Eagle
 Diploma — Edinburgh Int'l Film Festival

White Lightning and Me.

Sponsor and Producer: General Motors
 Photographic
 1st Award — NVPA "Days of Visuals"
 Chris Certificate — Columbus Festival

Why Do You Smile, Mona Lisa?

Producer: Fleetwood Films, Inc.
 Chris Statuette — Columbus Festival
 Blue Ribbon — American Film Festival

Why Man Creates

Sponsor: Kaiser Aluminum & Chemical
 Producer: Saul Bass & Associates
 Chris Certificate — Columbus Festival
 1st Award — New York International
 Festival
 Gold Cindy — IFPA
 Golden Gate Award —
 San Francisco Festival

Winter Geyser

Sponsor: David Adams
 Producer: Pyramid Film Producers
 CINE Golden Eagle
 Chris Certificate — Columbus Festival

World of Difference

Sponsor and Producer: International
 Harvester Company
 CINE Golden Eagle
 Blue Ribbon — American Film Festival

Worth How Many Words

Sponsor: Eastman Kodak
 Producer: Morton Goldsholl Design
 Associates, Inc.
 2nd Award — NVPA "Days of Visuals"
 Chris Certificate — Columbus Festival
 Silver Hugo — Chicago Int'l Film Festival

The Wyeth Phenomenon

Sponsor and Producer: CBS News
 CINE Golden Eagle
 Chris Certificate — Columbus Festival
 Blue Ribbon — American Film Festival

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United Boosts New York Image as the "Fun City"



Chatting at the premiere of United's new film by MPO Videotronics are (l. to r.): Arnold Kaiser, president of MPO Videotronics; John Grember, executive producer for United Air Lines; Joy Manhoff, executive coordinator for filmmaking in New York; and William Susman, executive vice president, MPO Videotronics.

United Air Lines is providing visual boost to New York's image by being "Fun City" with its latest travel film, the second in a planned series of five films designed to attract young adults to today's "swinging cities." The 13½ minute color film, titled (believe it or not) *Once Upon a Time a Beautiful Young Girl Flew to New York Town*, *Silver Wings Where She Met Her Wonderful People*, *Had Her Hair Done by Mr. Kenneth*, *Thought Herself a New Wardrobe*, *Met Her Prince Charming in Central Park . . .*, joins *Honolulu*, making use of the latest cinematic techniques in capturing the essence of a United city. "Every technique — lighting, music, film editing, and camera

angles — is designed for the young, mod market," according to John Grember, executive producer for United.

"We've captured the mood and excitement of New York City," Grember said, "whereas the typical travelogue simply talks about them."

The film uses many of the television commercial filming techniques developed by MPO.

It is as far from the standard travelogue as could be. Yet travelogue is what it is. *Once Upon a Time . . .* is a paean to Fun City, and even includes a note of thanks to Mayor John V. Lindsay.

Once Upon a Time, etc. concentrates on people and people oriented places, such as restaur-

ants, boutiques and clubs, and, for example, shows the famous night lights of Broadway from the unusual vantage point of a motorcycle weaving in and out of New York's infamous traffic.

United's new five-film "swinging cities" series will be complete by next spring, with the addition of films on Las Vegas, San Francisco and Los Angeles to those on Honolulu and New York.

The five films, described by Grember as "the most dynamic ever produced by United," will cost in excess of \$300,000.

The New York film was shot entirely on location in the city. Credits include John P. Grember of United and William Susman of MPO as executive producers. Arthur Pembleton directed and photographed. Sam Ornstein edited. James McCartney was producer. Original music by Gino Piserchio. Written by Bill Bernal. The film stars Susan Blakely and Alan Landers. It was produced by MPO Videotronics, Inc.

United's Swinging Cities series will be distributed through Modern Talking Pictures Service, Inc. to theatres, television and travel agencies, civic groups, church clubs and other similar organizations.

Experiment Yields Good Motorcycle Safety Film

The filming of a unique experiment in motorcycle safety has resulted in a dramatic new film, *The Critical Hours*, which emerges as something more than a training film.

The film follows an Explorer through a program that could save the lives of thousands of prospective motorcycle riders in the years to come. The idea evolved when BSA Motorcycle-Western decided to do something to combat the rising number of motorcycle injuries and fatalities.

With the cooperation of the Southern California Automobile Club, Boy Scouts of America and the Los Angeles Police Department, they launched the project. Fourteen youths, all members of Explorer Post 981-X La Mirada, California were the guinea pigs. Only three had ever been on a motorcycle before. Under the watchful eyes of Motor Officers Les Lillywhite and Ed Fitzgerald of the Los Angeles Police Department, they tackled the comprehensive course of training.

The Critical Hours follows the Scouts through their program of study — the classroom instruction, initial rider training, and learning the California Vehicle Code before driving on the public streets. Each fellow progressed at his own pace. When he has achieved sufficient skill he leaves the training area accompanied by an instructor riding tandem. As he developed more proficiency, the instructor accompanied him on a separate machine. Then so-

loing along pylon-marked routes on a specially prepared section of Dodger Stadium.

You attend their graduation exercise at the Police Academy along with Los Angeles Police Chief Reddin, Great Britain's Ambassador Dean and other dignitaries as they give their comments on the program.

Then, a two hundred mile road tour to Lake Arrowhead winding through the mountains exhibiting the youths' driving skill, to spend a fun-filled week end at camp.

"So" . . . the picture concluded — "it is up to you, whether your cycle trips will end in tragedy . . . or with pleasure . . . by the way YOU spend the most critical hours. Look for proper training, or better yet, talk to your local community leaders about assisting you in organizing your own cycle safety program."

The Critical Hours is in sound and color and runs 24 minutes. It was produced for BSA-Western by Trademark Film Productions in Thousand Oaks, California. Prints may be borrowed or purchased from BSA-Western, 2745 E. Huntington Dr., Duarte, Calif. 91010.



Susan Blakely as the girl in United's new film about New York City, swings through the city shopping, buying, seeing, eating and loving.



They're Taking A Giant Step



By **NORMAN SIEGEL**
Vice President
Sunburst Films, Inc.



THE WATTS MANUFACTURING Company, a branch of Aerojet-General Corporation, was begun in 1966 to help reverse the festering unemployment inside the Watts ghetto. A million dollar gamble assembled under the leadership of Aerojet Chairman Dan Kimball, the Watts company began employing hundreds of men and women who had been labeled as "the unemployables."

Young veterans of the film industry in Los Angeles, my brother and I decided to embark upon the uncertain road of independent production by documenting the story of the unique Watts firm. Our sponsor was to be KNBC, the NBC station in Los Angeles, provided we could get cooperation in Watts. They underlined the word *if*.

After setting up several initial meetings for

us, Aerojet left us alone to do our research at the Watts Manufacturing Company. Operation, at first, was not easy to come

The management personnel were friendly and extremely helpful. But the employees on the assembly lines (the company made heavy duty tents for the government) were difficult to talk to. When we learned most of them came from the welfare lines of the streets, and some from prison, we understood why they reacted to us with a mixture of suspicion and animosity.

We returned each day for nearly two weeks before the curtain that kept us from being able to deal openly with the employees began to lift. A seemingly routine general interview proved to be the crucial turning point. A young Negro whom we had unsuccessfully attempted to talk to several times, suddenly said good morning to us. Suddenly other workers who had similarly refused to talk to us now broke their silence.

We knew we had crossed over some of the most visible barrier.

Weeks later as filming began, we expected to encounter difficulties since the entire production takes place inside the factory. We were using employees as principal

LEFT — General Manager Leon Woods discusses company's progress with secretary Judy Bradford (top). Young female employee (center) operates sewing machine. Curtis Thomas and "Billy Soul" (bottom), are employees appearing in "Take A Giant Step."

ers in the film. Another obstacle was that
re most employees work under a piece
system, even the slightest interruption
d cause them to lose money.

oth obstacles were overcome without the
ttest inconvenience because by the time
egan filming all of the employees knew
s and almost automatically anticipated
t we expected them to do. I doubt wheth-
rained actors could have 'performed' as
e.

Human Resources

The film, entitled *Take A Giant Step*,
focuses less on the technical aspects of the
company than on its human resources. Our
story line specifically follows Lester Johnson,
a young black employee. Like thousands of
other ghetto youth, Johnson had partici-
pated in riots and lived to taste the bitter
retribution they caused to his own commu-
nity. His "Black Power" background and
experiences with the police labeled Lester as un-
pleasant to most personnel directors.

The story follows Lester as he goes from
the streets to the employment office at the
company's Manufacturing Company, where he
wins his second chance. It depicts him earn-
ing an honest dollar Monday through Fri-
day and serving out an assault and battery
sentence on weekends.

Lester's advancement is not sensational,
any advancement at all is a giant step
for a young man who, less than six months
ago, was without hope.

At the film's end, Lester is seen having
made the grade in the company — something
not everyone who comes to work there
can do. Perhaps the strongest clue to why
Lester made the grade can be found in one
of his own statements . . . "I feel I'm doing
something constructive, even if its threading
a machine or picking a piece of paper off
the floor . . . I feel I'm helping my peo-
ple . . . and I can dig that."

Take A Giant Step was shown over
ABC's "Survey", a documentary series,
on June 15, 1968. It was enthusiastically re-
ceived by the Los Angeles press.

The film will be distributed to 34 foreign
countries by the United States Information
Agency, and will be shown to hundreds of
American firms through the National Al-
liance of Businessmen, which bought prints
in its nine regional districts.

It is hoped that *Take A Giant Step* will
encourage businessmen to promote other
Manufacturing Companies in dis-
advantaged labor areas. In this way, other Lester
Johnson's will be enabled to take their giant

Foreign distribution

The film is in color and runs 25 minutes
in length. It was produced by Sunburst Films,
Los Angeles. Richard Siegel, producer;
Norman Siegel, writer-director; Fred Kaplan,
executive producer; Mark Friedman, original
script.

Foreign distribution in the U.S. is being handled
by Roundtable Films of Los Angeles. •



Lester Johnson, main character in the film, is shown in jail cell where he serves his sentence for assault and battery on weekends.

This acclaimed dramatic film shows what one company — Aerojet General — is doing to employ the so-called "unemployables" in the strife-torn Watts area of Los Angeles. The Siegel brothers of Sunburst films shot the heart of the matter to "show it like it is."



Sunburst Films crew shooting "Take A Giant Step" includes (l. to r.) Andrew Siegel, Les Rance, Norm Siegel, Fred Kaplan and Richard Siegel.

Production Challenge—Filming Maze of Conveyors in Busy Warehouse

Producing solid sales films of a complex automated conveyor system in a busy warehouse provides some unique technical challenges for Wonderland Studios. Overcome were such obstacles as inaccessible locations, poor lighting and rapidly changing conditions.



This is the packing area of the conveyor system designed by Teeco Automated Systems for the Sears warehouse. A challenging interior to film because of the complex conveyor systems located literally everywhere, thereby cutting the available light.

HOW DO YOU tell a potential customer about your work when one of your proudest examples is an intricate system of custom-engineered conveyors housed in a vast building that is specially designed just for that purpose?

You can't take prospects out to the site for tours — even if that might be geographically feasible — without interfering with a customer's operations.

Nor would still photos tell the story adequately. They would show only static scenes that freeze the action of a dynamic operation. And while blueprints might be meaningful to an engineer, they would just probably bewilder a layman.

This was the problem faced by Teeco Automated Systems, Inc., of Los Angeles. They resolved it by taking the firm's work to potential customers via a professionally produced motion picture.

The subject of the film is the Sears & Roebuck Co. Fashion Center in Los Angeles. The vast, computerized warehouse receives men's, women's and children's ready-to-wear from suppliers all over the United States, then distributes the clothing to some 100 retail outlets throughout the West and in Hawaii.

The interior is filled with a maze of overhead monorail carriers and varying-height belt conveyors, plus storage rails and racks for both garments on hangers and flat goods in tote boxes.

The system moves clothing from the perimeter into the center of the warehouse for temporary storage and then smoothly moves it out. Except when the goods are put on and taken off the system by hand, they are shuttled to predetermined destinations automatically.

To document the operation of the system on film, Teeco selected Wonderland Productions of Hollywood, headed by Martin Bryan. Elected a life fellow of the International Institute of Arts and Letters in 1961 for his creative achievements, Bryan has won awards for his work from, among others, the Association of Industrial Advertisers.

The very nature of the installation presented technical and artistic problems which, while certainly not altogether unique, required care and imagination to surmount.

To begin with, the Fashion Center is a big building. So big, in fact, that the ceiling is high

ough to permit a second Teeco conveyor system to be installed on top of the existing one. This is to take care of any reasonable future need for expansion.

But the height of the ceiling means that the overhead fluorescent lights — the sole source of illumination in the windowless warehouse — provide far less light than that needed for motion picture making.

Consequently, every scene for the Teeco film had to be brilliantly augmented with quartz-halide lamps which were carefully positioned for sharp detail free of shadow.

Changing angles

Each time the angle changed, each time a new shooting position was called for, the lamps had to be respotted. To ensure color fidelity under such difficult conditions, Bryan used only Kodak Ektachrome EF Film, type 7241 (C.I. 160). This is a 16mm film which was reduced to 8mm format before printing. Bryan pointed out that prints made from the larger format film are of better quality.

Cross-country vans bring the clothing into the Fashion Center on hangers and in boxes. After checking and ticketing, hanger goods are put on trolleys which are suspended from an overhead monorail. The flat goods are put on belt-conveyed tote boxes.

Both trolleys and boxes have mechanical triggering devices that can be set so they are automatically shunted off the system to predetermined storage areas. In some respects, the system operates much like an automated railroad yard, the chief difference being that freight cars are switched on one horizontal plane, whereas the Teeco installation operates on multiple levels.

The Fashion Center computer locates the number, colors and

sizes of each item that are to be sent to each retail store. Then human "pickers" go down the storage aisles, filling the orders.

They put hangered ready-to-wear on a conveyor and set the trigger device for the number of the specific store. The same thing is done with the tote boxes for flat goods.

As they move past the off-racks for each store, the hangered goods slide down to their pre-set destination. Here, on the topmost level of the packing area, they remain on racks until the packer is ready to trip a release mechanism that lets them slide down to her working deck. Tote boxes are conveyed to her in similar fashion on an intermediate level just below the hanger racks.

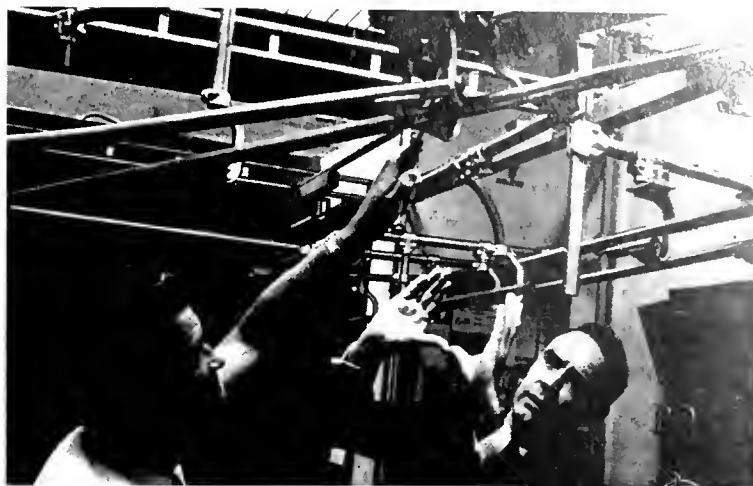
When the packer fills a box, she puts it on another belt conveyor. That carries it around behind and beneath her working deck, and then deposits it on the floor in front of the packing area. There, the boxes for each store are loaded on fork-lift pallets and trucked to the loading dock.

Bryan had to ensure that the script properly amplified what the prospective Teeco customer would be viewing. It had to tell not only what was happening, but how and why.

"This film permits us to display our services anywhere in the country," Teeco President Robert Tangle declared.

"It gives us a solid selling tool that gives the layman a much clearer picture of what we can do for him than any number of blue prints or brochures.

"The film pinpoints details of operation and brings the installation right into the office of the potential client. It not only shows him how our systems work, but it also indicates the quality of our design and installation," he concluded. •



Teeco President Robert Tangle confers with Wonderland Producer Marvin Bryan on details to be emphasized in the conveyor system (above). Camera man (below) focuses on one aspect of the conveyor system that automatically shuttles fashions to points throughout the huge warehouse.



Examining the plans of draftsmen designing the automated conveyor system. Many firms construct buildings from the ground up under Teeco's system.

IFPA JOURNAL

INFORMATION FILM PRODUCERS OF AMERICA, INC.

Ralph Hall Productions Named New IFPA Executive Director

Robert Hecker, National President of IFPA, announced December 1st that the National Board of Directors has retained Ralph Hall Productions, Hollywood, California, to act as executive director of Information Film Producers of America, Inc.

Ralph Hall Productions — which has successfully ram-rodged the last two national conventions — is headed by Ralph M. Hall, who has been active in the physical growth and development of the national IFPA picture since 1957. Jacqueline Stilwell, of Ralph Hall Productions, will continue as National Recording Secretary, by appointment of the Board of Directors.

The primary function of the executive directorship will be to further the aims and goals of IFPA, as specifically outlined by the Board of Directors. Publication of the national NEWSLETTER on an increased scale (size and scope), management of the yearly national conferences, an intensive campaign to recruit new members (and eventually sponsor new chapters in many major cities) and an intensive public information program — these are some of the duties of Ralph Hall Productions toward IFPA. The establishment of regional symposiums for the interchange of programs and outstanding films *between chapters*, is a plan calculated to be invaluable to individual members. More recognition for sustaining members is being planned for the NEWSLETTER. Better communication between members, official "sister" organizations such as SMPTE, etc., and government agencies is expected to be developed in the very near future.

In connection with these long-range plans, Ralph Hall Productions announces the appointment of Maggie Layne to implement the

program and assist in carrying out the wishes of the Board of Directors of IFPA. Maggie — (professional writer, actress, Air Force Reserve Information Officer, and secretary/treasurer to her husband's motion picture production company, Bliss Productions, Inc.,) — met IFPA for the first time at the October Palm Springs Conference, where she acted as special information officer, liaison between IFPA and the USAF, co-sponsors of the event.

Dates for the 1969 conference have already been set — October 16th, 17th and 18th, at the Sheraton-Palace Hotel in San Francisco. Good Luck, RHP!

Herschensohn Elected Chairman of Newly Formed Washington Chapter

The newest chapter of the Information Film Producers of America held its charter meeting at the Sheraton-Park Hotel in Washington, D.C. November 6. Opening remarks by Chairman Pro Tem Lt. Col. J.C. Stokes, chief of the presentation division, Headquarters, USAF, touched upon the historical significance of the meeting. The Washington Chapter provides a larger scope and broader spectrum to government, education, industrial and independent professionalism.

The request for a charter was granted, via letter from National President Robert Hecker, and the following officers were approved by the membership: Bruce Herschensohn, director of motion pictures and television for USIA, chairman; LtCol J.C. Stokes, vice chairman; E. Del Smith, program chairman; James Thompson, secretary-treasurer; Lt. Sims Howell, publicity; and Jay Brubaker, membership.

National Financial Vice President (and President-elect) Michell Rose addressed the membership and presented sustainer plaques to Art Rescher, of Bryon Films and Col. Peter Boyko of Capital Film Laboratories, Inc.

Bob Scott, chairman of IFPA's Board of Governors, spoke briefly on the function of the Board, requesting that the new chapter keep in touch for interchange of ideas and suggestions. National Recording Secretary Jackie Stilwell was present to record the proceedings.

During a general discussion, James Etheredge stressed two important qualifications for membership — common interests and an active interest in A-V communications. Anything less would result in less general activity — which could defeat the general aims and goals.

Northern California Chapter Sees Underwater Filming Presentation

The Northern California Chapter of IFPA did it again — another outstanding program, this time featuring Ernie Brooks and Mal Wolfe of the world famous Brooks Institute of Photography at Santa Barbara. The audience of 75 included IFPA members from Hollister in the south, to Sacramento in the north, as well as local SCUBA enthusiasts and our brethren from SMPTE. The evening began with cocktails at 6:30, dinner at 7:00 and the meeting at about 8:45 — all at the Senator Hotel in downtown Sacramento.

Supported by film clips, colored slides and various special underwater gear, Ernie Brooks and Mal Wolfe showed the group how to all LIGHTS! CAMERA! ACTION! in an environment completely foreign to many of those present. They covered the varied problems of lighting and color . . . saw examples of under-water experiments using infra-red, ultra-violet light, and fulorescent paints. We even saw the problems created by underwater lights reflecting back from plankton in the water, sometimes so thick you couldn't see more than five feet in front of the lens. Ernie and Mal discussed the lens problems, the special corrections that must be made, and how to shoot in close with wide-angle, multi-camera set-ups — and still keep the other cameramen out of the picture.

Many members were interested in the answer to the big question: "Where do you get candidates for underwater camera crew?" As a leader in this field, Brooks' experience shows there are two sources for underwater teams — trained cinema people with diving experience — and trained divers with NO cinema experience. Brooks has tried both ways in training aquanauts for the Lab Programs. The group learned that it is easier to re-train an experienced diver on camera work than to make a trained diver out of an experienced cameraman. However, both sources of men have been used with good, over-all results.

The windup came with demonstration of the latest in automatic underwater camera with zero gravity, special lights used by aquanauts, and a newly devised helmet worn by the underwater camera crews. An informal question and answer period continued for a considerable time while coffee was served.

Continued on page 5

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IFPA . . .

continued

IFPA Elects National Officers for 1969

With the balloting now complete, the Information Film Producers of America has selected its 1969 slate of national officers to lead the group through the coming year. The new officers will be officially installed in January at the meeting of the Los Angeles Chapter.

The 1969 President is Mitchell Rose, motion picture producer for USAF DET. 4, 1352nd Photographic Group in Inglewood.

Edward J. Carroll has been elected executive vice president. Ed is motion picture supervisor of the Southern Pacific Railroad Safety Dept. in San Francisco.

Fred Beelby has been reelected editorial vice president. He is motion picture producer/writer for USAF DET. 4 in Inglewood.

The new Chapters Vice President in the West is Robert McGue. He is chief of motion picture, TV production for General Dynamics/Convair.

Art Rescher, sales representative for Byron Film Laboratories is the chapters and membership vice president in the East.

And, Jackie Stilwell was appointed IFPA National Secretary by vote of the Board of Directors.

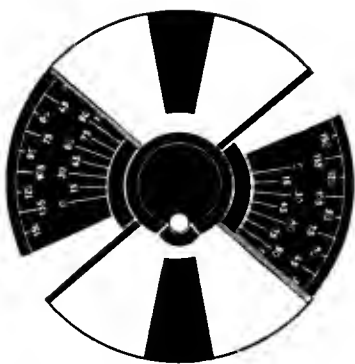
Vidtronics Hosts LA December Meeting

On December 19th, Vidtronics Division of Technicolor hosted the L.A. IFPA Chapter members at MPO Studios. Joe Bluth, vice president and general manager of Vidtronics, explained and demonstrated through closed circuit monitors, Vidtronics' remote process of transferring video tape to work print film and synchronized magnetic sound tracks. The film can then be edited, picture and sound, and transferred back to video tape in edited form.

The January 31st meeting of the L.A. Chapter will coincide with the installation of the new IFPA national officers, grateful thanks to the outgoing ones, and a fantastic film presentation of the tribulations, traumas and triumphs of the Bob Hope Christmas tour in Viet-Nam, by a man who really knows — our good friend Alan Stensvold, one of Hollywood's top cameramen. Meeting will take place at Dublin's Irish 'n' Fun spot.

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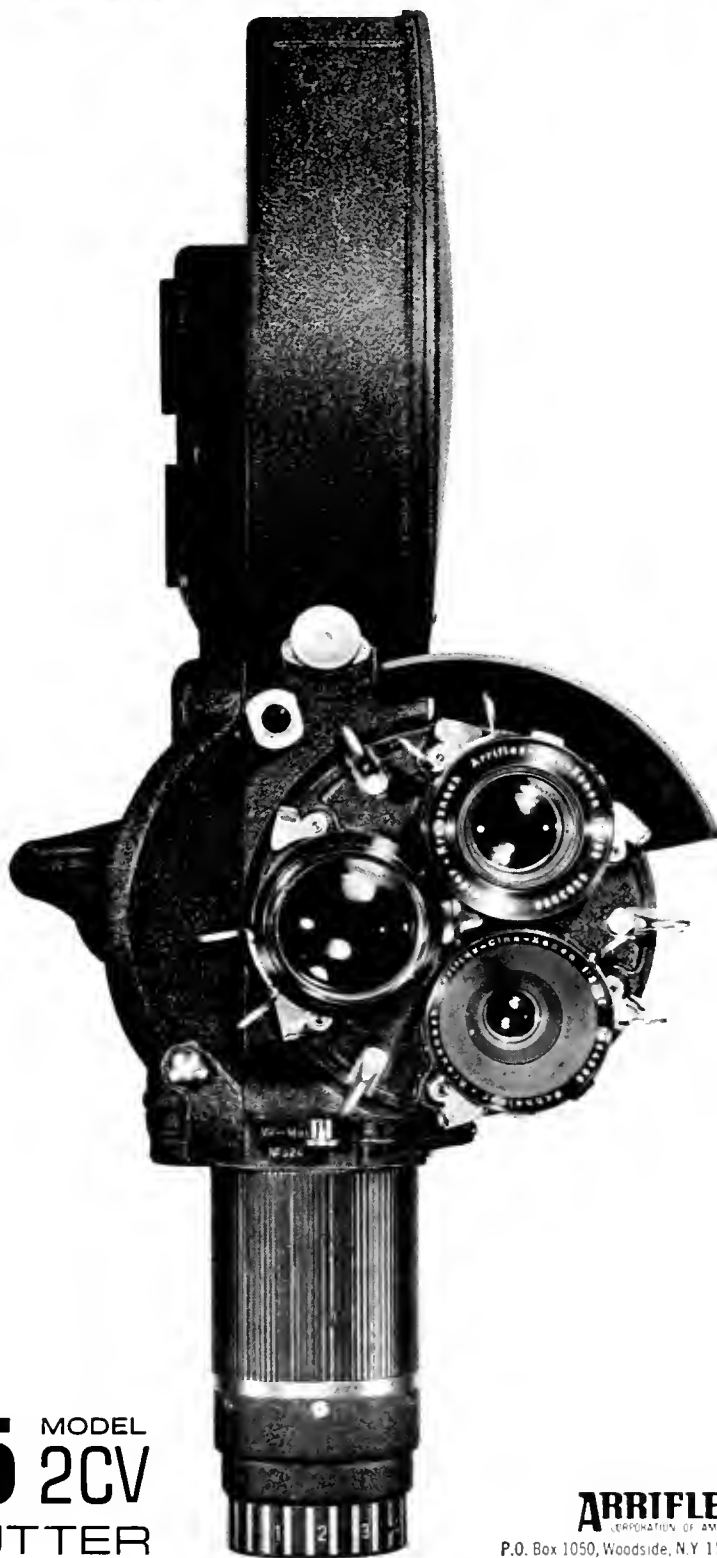
Lenses give their finest images at certain apertures. Maintain these apertures by adjusting exposure with the variable shutter instead of the diaphragm. The variable shutter can also eliminate the need for ND filters and the optical deterioration they create.

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A 'busy' background can ruin an otherwise good shot. Wash it out—close down the shutter and open the lens to reduce depth-of-field—the background stays in its place: the background.

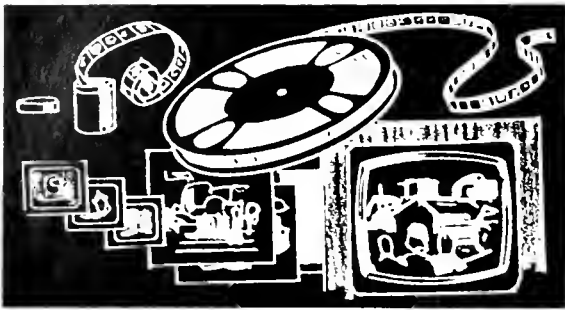
more sharpness control

Fast-moving subjects may speed by too quickly to register at the wide-open shutter speed of 1/48 sec. So close down the shutter—just enough to 'freeze' the action in each frame and get sharper pictures on the screen.



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picture parade

Harvest Films Completes, Releases Cancer Care Film

Harvest Films, Inc. has completed and released a new film for Cancer Care, Inc.

A Special Kind of Care is a dramatic film showing how one family was helped by Cancer Care when a member was struck by cancer. It shows the many ways in which Cancer Care works to keep families stable and together despite the stresses caused by advanced cancer.

The film was produced and directed by Leo Trachtenberg. It is a 16mm color film, running 13½ minutes, and is cleared for TV. Screening prints are available through Harvest Films, Inc., 11 West 42nd Street, New York, N. Y. 10036.

"The Hangup" Shown Publicly by Air Force

The Hangup, a film recently completed for the U.S. Air Force, is now being screened throughout the nation via theatre and television. Originally slated for internal use only, *The Hangup* was so well received by the Pentagon that it has been reclassified and made available to the public. It is concerned with the use of hallucinogenic drugs, amphetamines and barbiturates in the military. Thomas Craven Film Corporation, New York, produced.

"The Travel Door" — of Agents Moving Faster

The world convention of the American Society of Travel Agents in San Juan recently witnessed the premiere of a motion picture that mirrors its members.

Sponsored by Delta Air Lines, *The Travel Door* is a 28-minute film in 16mm sound/color designed with one purpose in mind — to describe the multi-faceted role of dedicated travel agents who are "forever moving faster than their clients in the world of

travel." Lee Sport, Delta's Agency and Vacation Sales Manager, points out, however, that it is also a travel film, with tantalizing glimpses of several recognizable vacation areas.

The film follows the adventures of three travel agents involved with the varied needs of their clients. To accomplish this, camera crews and actors traveled across Delta's system, which includes 60 cities in a route network extending coast to coast,

border to border, and into the Caribbean.

Four-second scenes like that of a race car spinning out in front of the camera took a half day to set up.

Richard Bradley, NBC network personality, stars as travel agent Ralph Melton. Doug Mayes appears as Murray Resnor, and Patricia Borgen is Roberta Lind-say.

The producer, Walter J. Klein Company of Charlotte, com-

missioned Loonis McGlohon to compose an original musical score for "The Travel Door." The score includes eight different themes. One of them — a psychedelic scene — lasts only ten seconds.

The motion picture title refers to the doors to world travel that travel agents are continually opening for their customers. Viewers get an eyeful of travel in the film's 28 minutes. Locations include Old Town in San Gatos, California; splashy casinos in downtown Las Vegas; the Streetcar named Desire in New Orleans; exotic Dunn's River Falls in Jamaica; a boat moving through the Florida Everglades; O'Hare terminal in Chicago; Knott's Berry Farm; and Anaheim.

According to Sport, "The Travel Door" will be shown to television audiences, civic clubs, travel groups, and other public audiences for at least three years.

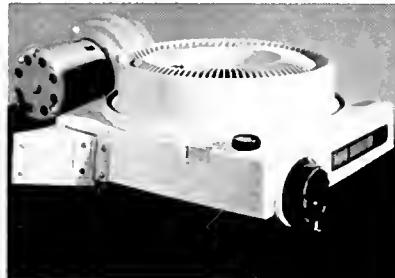
He reported that production of the motion picture went according to plan except in one aspect. The script called for the film to open on a travel agent walking in cold misery through a blinding snowstorm. The producer set this up for Chicago in mid-winter and waited for the weather bureau to give the red. It never came. Chicago was snowless. But the intrepid camera crew got their snowstorm a mile from their studios — in Charlotte, N. C., in the sunny South.

Meal Planning Subject Latest Kellock Film

Identifying and showing the homemaker in one of her most important roles, *A Woman's Place* describes the importance of planning nutritious family meals centered around a main national dish.

Produced for the National

Continued on page 55



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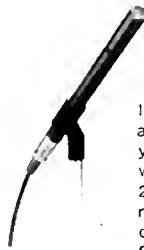
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picture parade . . .

continued

Livestock and Meat Board by Kellock Productions, the 20 minute color film defines the position of meat as the foundation for most meals. The film outlines the six basic methods of meat cookery, the proper and effective use of temperature control and underscores properly planned and prepared meals from a nutrition standpoint.

Additional information may be obtained from the National Livestock and Meat Board, 30 South Wabash Ave., Chicago, Ill. 60603.

Causes, Prevention of Juvenile Delinquency

A film on causes and prevention of juvenile delinquency from the viewpoint of troubled boys and girls is being distributed by The Sears-Roebuck Foundation.

In-depth interviews with young people and a statement by F. Lee Bailey, criminal lawyer, also are included in the film.

Narrated by Joe Garagiola, radio and television broadcaster, *The Invisible Child*, was produced by the Ohio Youth Commission and Taft Broadcasting Company under a grant from The Sears-Roebuck Foundation.

The film is recommended for parents, high school seniors, college students, and church and civic groups, as well as public and private agencies or local govern-

ments. It is available on a free-loan basis from The Sears-Roebuck Foundation, 7435 Skokie Blvd., Skokie, Ill. 60076.

Navy Zero Defects Films Aims to Stop Errors

The first documentary film produced on the U.S. Navy's Zero Defects Program, *Sauce for the Gander*, was previewed by an audience of 300 top military and civilian personnel at its October 30 premiere in San Diego, California.

Emphasizing excellence in craftsmanship at all levels, the ZD Program appeals to the individual to prevent errors through personal pride in his job. The program awards citations to staffs which have reached goals set to eliminate errors.

Shot primarily at the Naval Air Rework Facility in San Diego and at the Portsmouth, New Hampshire Naval Ship Yard, the twenty-two minute color film will be shown to all Naval installations, to all other defense establishments, for public relations purposes and to private contractors.

Charlie, the main character in the film, expects perfection for all other Naval personnel, but himself. He steps back to take a good look at his own behavior and discovers that it is possible to strive for perfection. The film

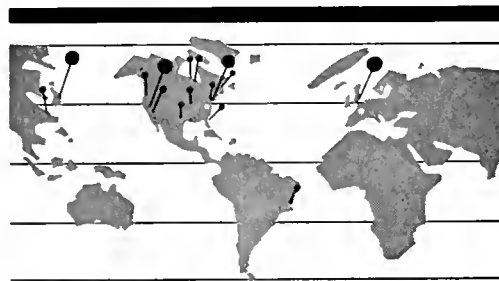


Charlie, the main character "Sauce for the Gander", blames secretary for losing one of the engines.

includes scenes from his boyhood home life and professional career.

Joseph Dunford, president of Pelican Films, which produced the film coordinated the production with the U.S. Navy, with following credits: director, McKean; producer, Richard Carter; technical advisor, Frank Curhan; cameramen, Dick France and Urban Santone; screenwriter, Cliff Peacock; and editor, Harry Chang.

The Navy Zero Defects symposium took place October 29 through October 31 at the Grand Motor Hotel in San Diego. Admiral I. J. Galantin, Chief of Naval Material, delivered the keynote address. Workshops were conducted on the program as well as the presentation of Industrial, Naval and other Department of Defense exhibits.



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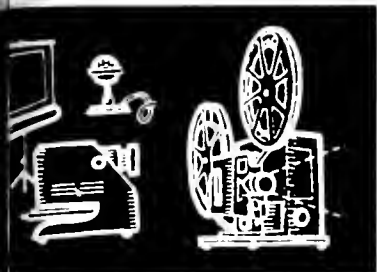
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The "professional" track utilizes instrument grade tape which is cone lubricated to full oxide. The surface is extremely smooth and flat minimizing surface noise. Dynamic quality is such that recordings can be made at higher amplitudes without distortion. Playback will render better response in lows below 50 Hz and highs above 5,000 Hz. Maximum height of this track is 1/2 mil (.0005). No balance is ever needed.

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same flat smooth surface with a lower profile of .0002" to .00025". Dynamic quality is 15% lower than the professional

track but is greater than currently available tracks.

Service is available for laminating Super 8, Regular 8 and 16mm films. Further information is available from Zyco Magnetic Tracks, P. O. Box 243, Cornwells Heights, Pennsylvania 19020.

Lens Support Prevents Wear on Lens Mount

Birns & Sawyer has introduced a lens support to prevent unnecessary wear of lens mount and to ensure good lens seating for sharper focus.

The B & S accessory holds the Angenieux 12-120 zoom lens, in true, non-distorted zoom. Since it's designed to support the Angenieux zoom lens, a special shoe is available to hold the zoom arm support on the Auricon Cine

Voice, Pro 600 Auricon, Mitchell 16, Milliken, closed-circuit television cameras and others. For additional information, write Birns & Sawyer, Inc., 6424 Santa Monica Boulevard, Hollywood, California 90038.

Kalart Offers New 16mm TV Film Chain System

The Kalart Company, Inc. has introduced a portable 16mm TV uniplex film chain system, Model STV-TV-A. Compact and easy to operate, the system can show 16mm sound films at one or more remote locations by means of closed circuit television and can also be used to record 16mm film on videotape for storage and future replay. The complete unit features a special 16mm sound film projector adapted for TV

Continued on next page

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These are all empty words indeed, without the know-how and the personal attention of experienced people to back them up.

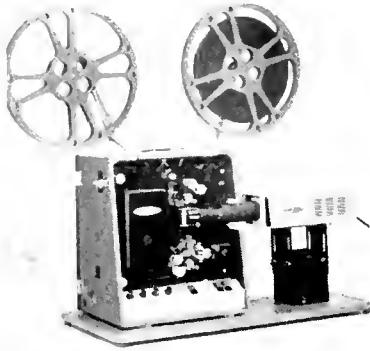
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new products review . . .

continued



The Kalart system has a 2000 foot film reel capacity and comes ready to operate.

use, a TV camera, an adjustable camera mount bracket and a mounting base. Both camera and projector can be used separately. The projector includes a built-



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in speaker and permits the operator to monitor the sound output during operation. The camera can also be used as a conventional TV camera and includes provisions for reversing vertical sweep. The camera provides both composite video as well as RF output. This feature offers complete compatibility for existing television distribution systems. For details, write The Kalart Company, Inc., Plainville, Connecticut 06062.

Folding Portable Easel Lightweight, Easy to Carry

The Oravisual Company has introduced a new J-157 all purpose portable easel. The easel is easy to carry; it folds up to 19½" x 29½", weighs 9 lbs., and has a built-in carrying handle. All necessary presentation materials can be carried on the easel, ready for instant use: paper pad, pad clamp, chart shelf, and storage drawer.

The J-157 can be used as a table model (with its legs folded up) or as a floor model. The easel also has extension legs which permit its use at any of 4 different floor heights; for 50" high up to 70" high for maximum audience visibility.

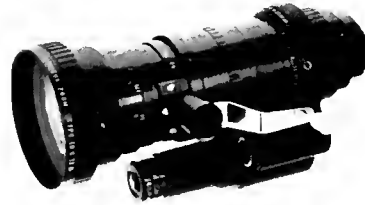
The J-157 easel is designed primarily for executives in sales, advertising, engineering, service and training who do a great deal of traveling both in and out of town. For further information, write Oravisual Company, Department R-11, Box 11150, St. Petersburg, Florida 33733.

Spindler Sauppe Introduce Hand-Held Remote Control

A hand-held remote control unit designed for Selectroslide 2 x 2 slide projectors has been introduced by Spindler & Sauppe, Inc. The remote controller, Model 737, provides forward slide change, reverse slide change, and operation of a Spindler & Sauppe Model 715 focus control. All functions are actuated by two rocker switches. When used with manual Selectroslide Model SLM projector, the control actuates the command lights which signal the operator. For additional information, write Spindler & Sauppe, Inc., 1329 Grand Central Ave., Glendale, Calif. 91201.

Automatic Iris Lenses Produce Good Exposures

Agenieux Corporation of America has introduced a series of motion picture lenses of special interest to the television news and industrial fields. The 6x 12.5BDA (12.5-75mm f/2.2), 10x9.5BDA (9.5-95mm f/2.2) and the 10x12BDA (12-120mm f/2.2) will be available with Automatic Iris for most 16mm reflex motion picture cameras. Light passing through the entire lens is metered by a CdS cell. The response is amplified by



The Automatic Iris helps the professional cinematographer create a film of superior quality with less than normal effort.

transistors and sent to a controlling device which in turn opens or closes the diaphragm. The adjustable control will accommodate all film emulsions within a range of ASA 10 through 400. Exposure times of 1/5 through 1/160 second can be applied.

The cinematographer can, with the Automatic Iris, obtain correct exposure in hostile environments or beyond his reach or when lighting changes while filming. More information may be obtained from Angenieux Corporation of America, Inc., 440 Merrick Road, Oceanside, New York 11572.

Facsimile Fonts Offer Title Lettering Source

Users of the Photo Typositor for preparation of title cards and similar work have a new source of letter-styles in Facsimile Fonts, distributed exclusively by Los Angeles Type Founders, Inc. These give users the largest selection of alphabets available anywhere. Many hundreds of letter-designs which previously could not be obtained in either film or metal form now are available from this source.

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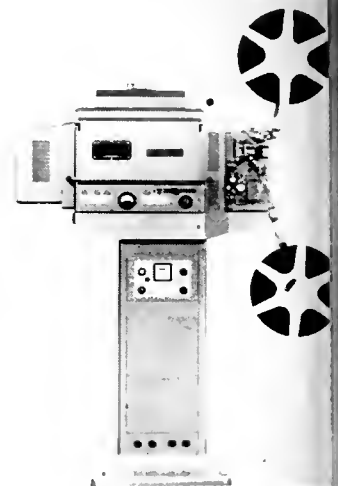
checked by optical comparison to assure quality exceeding usual industry standards.

Photo paper, and both dry and mixed chemicals also are supplied by the distributor of Losimile Fonts.

For additional information, write Los Angeles Type Founders, Inc., 225 East Pico Boulevard, Los Angeles, California 90015.

Allied Impex Offers Four Bauer Projectors

Four new 16mm Bauer sound projectors with pushbutton operation are offered by Allied Impex Corporation. Optical sound only or optical and magnetic sound projectors are available with Xenon Lamphouses for 800 or 1600 watt lamps. Stancro with each of the four models of the Selection II O line is a precision projector mechanism with "Geneva" Maltese-cross movement immersed in circulating oil bath, and non-asynchronous drive motor, single phase 110V



The Bauer Selecon II O 16mm sound projector is available in four models.

60 cycle motor for 24 fps. standard are 5000' capacity reels, tilting platform, projector column with built-in pushbutton controls, elapsed time meter and built-in transistorized pre-amplifier.

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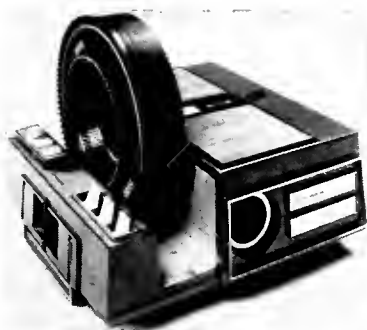
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for optical and magnetic d.

The Xenon Lamphouse has a 4-in cold light mirror, auxiliary front mirror and ignition and is provided with an anti-interference device. Lenses for projectors are offered from 25mm to 75mm. There are also Moeller Anamorphic Lens 2X for 35mm and 50mm lenses, and a Moeller Anamorphic Lens 46/2X for 65mm and 75mm. Additional information can be obtained from Allied Imaging Corporation, 300 Park Avenue South, New York, New York 10010.



The 990 accommodates all conventional 2x2 inch slides in trays of almost all manufacturers, including the company's own 100-slide tray.

when to focus manually for badly warped slides.

For more information, contact Atlas-Rand Corporation, 2 Keystone Place, Paramus, New Jersey 07652.

Mole-Richardson Offers Litewate Brute Molarc

Rated at 225 amperes, 115 to 120 volts D.C., yet weighing only 137 pounds, the new Litewate Brute Molarc, Type 4601 duplicates the performance and light output of the Type 450 Brute.

The Litewate Brute features a tilt-out carbon feed mechanism, opening from the rear, for easy re-carboning without disturbing the lamp orientation. The entire mechanism is easily removable for servicing. The housing is all aluminum construction with hinged clean-out panels on the bottom trough. A light-trap louvered vent is provided in the top for ventilation.

All controls are mounted on the rear for easy access by the operator. No carbon position adjustments are required to re-strike the arc. A new Mole-Richardson designed, heavy duty, quick-break switch with male pin plugs is provided. The focusing crank adjusts beam divergence from 12 to 48. Control knobs are provided for manual positioning of the positive and negative carbons.

For further information, contact Mole-Richardson Company, 937 North Sycamore Avenue, Hollywood, California 90038.

2-5 KW Spotlights for Production Application

Bardwell & McAlister, Inc. has developed new 2KW and 5KW indirect softlights for film and television production use, using tungsten halogen quartz lamps. For additional information, write John L. Murray, Bardwell & McAlister, Inc., 1117 N. McCadden Pl., Hollywood, California 90038.

shock resistant container specifically designed to hold one Technicolor film cartridge keeps it safe in shipping or storing. The Plio-Magic features an easy to operate locking system which provides a sure grip without straps or buckles. For information from Plastic Corporation of America, 640 Commercial Avenue, Carlstadt, New Jersey 07072.

Atlas-Rand Projector Focuses Automatically

The Keystone Targetronic 990, autofocus projector with a 45mm range finder, has been introduced by the Atlas-Rand Corporation, a division of Berkeley Corporation, Inc. This projector makes it possible to establish perfect focus even before projecting the slide and then assures that subsequent slides will be sharply focused even if slightly tilted or improperly mounted.

The unit has a Bausch & Lomb optical system, three separate fans providing cooling, cycling focusing, and a metal die cast construction with walnut trim. Other features include a solid-state remote control timer and an autofocus meter which advises

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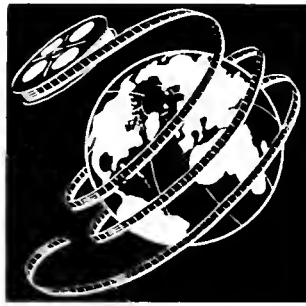
portable rear projection theater, pictured above, displays slides, movies and filmstrips in normally lighted rooms. Entire unit, including large 272 sq. in. rigid screen, folds into 1 in. thick case for easy portability and storage. Weight 7½ lbs.

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industry news

Along the film/tape production line

Ingenuics Formed to Sell Fairchild-Hiller Products

The formation of a new aerospace "spin-off" firm to manufacture and market commercially more than two dozen optical and photographic products developed originally by a division of Fairchild Hiller Corporation was announced recently.

The company, Ingenuics, Inc., announced simultaneously that it had purchased from Fairchild Hiller Corp. "substantially all of the assets" produced during the past two years by the Advanced Optronics Laboratory of Fairchild.

Included in the portfolio of purchased products, representing future sales estimated at "many millions of dollars," are the exclusive rights to the synthetic stereo 3D movie system developed by Fairchild Hiller in all fields except "industrial show" and motion picture theater markets. These rights include home movies, educational, scientific and military markets for the new system which permits any movie ever made to be projected for 3D stereo viewing.

An 8mm projection system is currently on display in Ingenuics' "Show and Tell" room.

Ingenuics has received a contract from Fairchild Hiller to provide consulting services on the stereo 3D system which won a gold medal when shown publicly for the first time on October 16 during the International Film and TV Festival at the Americana Hotel in New York.

The firm was able to purchase the products and systems . . . ranging from advanced prototype equipment to simple demonstration models . . . due to the "lack of a commercial product environment" at Fairchild Hiller's Space and Electronic Systems Division and also "their reluctance to start one during a lean year".

In addition to the 3D synthetic stereo movie system, Ingenuics listed several of the other prod-

ucts of the purchased assets:

1. Cobra System of Coil Film Processing — a high quality method for rapidly processing rolls of photographic film.
2. "Flicka" Comparator — a device which enhances the visual differences between two objects which are supposedly the same.
3. Optical Contrast Booster — a technique for improving contrast of the projected image appears on the ground glass of rear screen projectors, such as microfilm viewers.
4. 3D X-Ray — a relatively straight forward device has been developed which permits small parts to be conveniently X-rayed and viewed in three dimensions.

The corporation has initially contracted for 1,500 square feet in Gaithersburg including office, "show and tell" prototype and assembly area space.

Sandrof Awarded for Oceanography Films

Samuel Sandrof, executive motion picture producer for the Oceanographer of the Navy, has received the Navy's second highest civilian award, the Superior Civilian Service Award, in recognition of the outstanding Navy-wide oceanography film program which he established and directs.

In a recent ceremony, the high award was presented to Sandrof by Rear Admiral O. D. Waters, Jr., Oceanographer of the Navy. . . . for superior civilian service which has been of exceptional value and great benefit to the Navy."

Many of his educational, scientific, and public information documentary films have received world-wide festival honors and awards, including the Edinburgh, Venice, San Francisco, American, and Columbus Film Festivals. One of his recent films,



Samuel Sandrof receives the Superior Civilian Award from Rear Admiral O. D. Waters, Jr., Oceanographer of the Navy.

Mission Oceanography, traces the history of oceanography from the whaling days of the 1840's down to the present. It has won recognition from nine film festivals to qualify as one of the most honored films produced by the Navy in 10 years.

His films are a substantial part of the Oceanographer's public affairs program, which recently received the Silver Anvil Award from the Public Relations Society of America as one of the country's outstanding information programs of 1967.

Sandrof has been in charge of the Navy's oceanography program, since its inception 10 years ago. He entered Government service in the Navy's motion picture program in 1951; his career in the film industry goes back to 1938.

The Navy's oceanography films are available on free loan to the public from the nearest District public affairs office.

International Audio Visual Incorporates in Seattle

To facilitate services to its growing dealership organization which now extends into 15 areas of the U.S.A., International Audio Visual has incorporated in Seattle. Until now, International Audio Visual, which since

seen importing 16 mm sound projectors and allied equipment to Japan for distribution in North America, has handled all business from its Canadian office in New Westminster, British Columbia. Shipments to U.S. orders were made from Seattle, and orders, invoicing and all accounting were handled in the Canadian offices.

President Peter Allinger states that International Audio Visual projectors are now being used by an increasing number of leading industrial and commercial concerns in the U.S.A.

Appointed General Manager of International Audio Visual in Seattle, is Bob Gaskins, formerly sales manager for Richmond Manufacturing Co., Van Nuys, California. Gaskins was an Audio-Visual dealer in Wichita, Kansas.

Cinema Beaulieu Opens National Headquarters

Cinema Beaulieu, Inc., has completed a new and ultra-modern headquarters facility located at 225 Ventura Boulevard in Van Nuys, California — a location convenient to all major Los Angeles freeways. The new phone listings are: (213) 2395 and 872-2860.

Cinema Beaulieu's new 10,000 square foot multi-storied headquarters building, which began operations November 18, 1966, was specially designed to provide improved customer service. Accounting and order-processing have been completely automated. The Technical Service Department, equipped with up-to-date electronic instruments and providing rigorous quality control procedures, has been greatly expanded to speed repairs. Warehousing and shipping facilities have been enlarged to provide the efficient handling of customer's orders.

Cinema Beaulieu, Inc. is the exclusive United States distributor of Beaulieu 16mm and Super 8 motion picture cameras and

Heurtier 8mm and 16mm projectors.

In addition to its west coast headquarters operation, Cinema Beaulieu also maintains an east coast showroom and service center in New York City.

Acme Using Network-Like Isolated Switching System

Acme Film & Videotape Laboratories has completed the installation of a network-type "isolated switching system."

The system provides complete and rapid switching ability at each videotape recording machine, remote locations, and in the control room. It eliminates "patching" to distribute the sig-



Acme Film & Videotape Laboratories' Chief of Engineering Maintenance Curt Thielemann in front of the video distribution amplifier and the 360 switcher relays in the "isolation switching system".

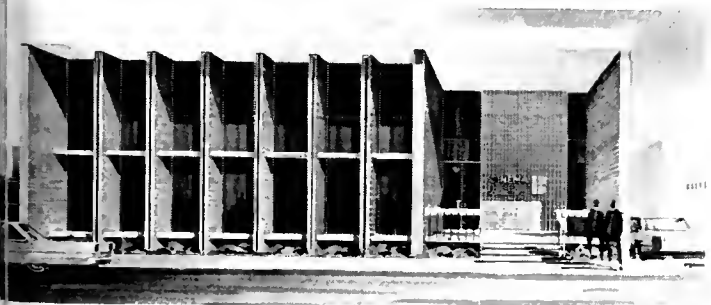
nals and increases signal-to-noise ratio.

The entire system utilizes the latest electronic switches, relays, and integrated circuitry.

It is a relay cross-circuit switching system that includes 360 four-double-contact-relays. Each is capable of interconnecting each signal source to every other one in the plant. More than one mile of 50-wire multi-conductor cable was used.

The system is similar to those used by the major networks. It originated with Marconi and the BBC in England — was devel-

Continued on next page



Cinema Beaulieu's new national headquarters in Los Angeles.

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continued

oped further at Canada's CBC — improved even more at NBC in this country.

According to Curt Thielemann, chief of engineering maintenance, the new installation used 6500 feet of color coax cable and 7200 feet of audio cable . . . and will improve the transmission of color signals in Acme's Videotape Laboratory. The distribution amplifiers for audio and video were redesigned for even truer reproduction of both sound and color.

A unique feature of the system is a "lock-out system" that gives the laboratory a capability of providing private viewing of audio alone . . . video alone . . . or special routing of any signals. "Recent growth of Acme's Videotape Laboratory made this elaborate system necessary — and we now look forward to higher quality and faster production activity," Thielemann said.

He estimated that the system cost approximately \$50,000 to install and took a full year. It was designed so that additional equipment and facilities can be easily added.

U.S. Industrial Film Festival Plans 2nd Year

J. W. (Wil) Anderson has been named chairman of the U.S. Industrial Film Festival for the annual event to be held on April 24, 1969. Wil Anderson, an ad-

visor to other film festival member of the Chicago Council and a member of the board of Chicago Unlimited, guided the U.S. Industrial Festival to a highly successful season earlier this year. The event attracted entries from nations with winning films. Producers in the United States, Canada and England.

Commenting on the second annual event, Wil Anderson said, "We have established this festival as a leading international event providing producers and sponsors an opportunity to showcase their 16mm motion picture productions and 35mm films. Business minded producers of these industrial films have responded by their response that they want a festival not cluttered with entertainment or experimental films.

Entry blanks will be ready in December and must be returned to the U.S. Industrial Film Festival, 333 N. Michigan Ave., Chicago, Illinois 60601, U.S.A. by March 1, 1969. Awards will be presented at the Palmer Hotel in Chicago, April 24, 1969. Entries are \$40.00 for 16mm motion pictures and \$25.00 for 35mm film strips and are in demand throughout the world from producers, sponsors or distributors of commercially produced films and from university, government and in-plant producers.

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Training Films, Inc., 150 West 54th St., New York 10019. CO 5-3520.

Visual sciences, 599BS Suffern, N.Y. 10901

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Appel Visual Service, Inc., 12 Eighth St., Pittsburgh 15222.

Oscar H. Hirt, Inc., 41 N. 11th St. Philadelphia, 19107. Phone: 215/923-0650.

J. P. Lilley & Son, Inc., Box 3035, 928 N. Third St., Harrisburg 17105, (717) 238-8123.

The Jam Handy Organization, Pittsburgh. Phone: ZENith 0143.

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Colonial Films, 752 Spring St. N.W. 404/875-8823, Atlanta 30308.

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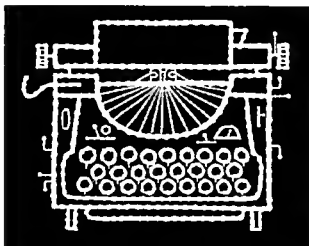
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the last word

Carlisle Productions Moves Chicago Office

Robert Carlisle Productions, producers of advertising, documentary, educational and feature films, has moved to 908 N. Ernst Ct., Chicago.

Carlisle has leased the entire third floor of the building for use as studios and offices. With headquarters and feature studios in California, Carlisle maintains editing, finishing and some production facilities in Chicago.

Wolper Opens Division to Produce Educational Films

Wolper Productions has established a new division to produce educational films.

Heading the Educational Film Division is Larry Savadove, who has terminated an eight-year association with McCann-Erickson,

Inc. to accept the post. Savadove served five years as creative director and vice president of McCann-Erickson in Japan and Asia and three in the Caribbean.

Savadove will headquarter at Wolper Productions in Hollywood and will work under the supervision of Alan Landsburg, Wolper executive vice president.

CFI's Goetz Promoted to Army Reserve Colonel

Jack M. Goetz, director of public relations at Consolidated Film Industries, has been promoted to the rank of full Colonel in the U. S. Army Reserve. With the promotion, he has been given a new mobilization designation assignment on the Army Staff at the Pentagon as Chief, Audio-Visual Section, Public Informa-



Pinning on Goetz' new Colonel's "Eagles" are (left) Col. James H. Stell, senior U. S. Army advisor for the Southern California area, and (right) Col. Phillip C. Wikoff, commander of the 301st Civil Affairs Group, headquartered in West Los Angeles.

tion Division, Office, Chief of Information, Department of the Army.

Goetz also commands the 6325th Information Unit (RTU), located in West Los Angeles, California.

Klein Co. to Produce Atomic Recruiting Film

The U.S. Atomic Energy Commission has commissioned Walter J. Klein, Ltd., of Charlotte, N.C. to produce a new nuclear recruitment film.

My Middle Name Is Atomic be designed to attract young people to careers in nuclear science at many levels in industry and government.

Two of America's largest power companies are co-sponsoring the motion picture — Consolidated Edison Company, of New York, and Pacific Gas and Electric Company, of San Francisco.



Tony the Tiger is greeted by Rita Powers, president of Pinnac Productions, at Pinnac's "Marble Palace" where Tony did his "thing" originally for Kellogg's National Sales Meeting produced by Dick Jacobsen and L. Burnett Co and Pinnac's Jim Johnson. Tony, Kellogg's Sugar Flakes mascot, is played by Burt Jim Cahill.

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Use cheaper cuts of meat: cut in small chunks (do not grind).
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pot; fry onion until tender; add meat mixture. Cook 15 minutes;
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Home Ec students eat it up.

More and more, these days, Miss Teen-Age America is becoming interested in Mexican and Chinese cooking. She wants to eat more of it—and she wants to prepare it herself!

One big reason for this development is Beatrice Foods.

In classrooms across the country, Beatrice has been introducing millions of students to the pleasures of foreign cuisine through a series of tempting films. Expert chefs show them how to prepare dozens of exotic specialties. And these films whet lots of young appetites for the Gebhardt Mexican Foods and LaChoy Chinese cookery packaged by Beatrice.

Millions of women are enjoying these films, too.

On television. And at hundreds of resorts. In addition, they're watching other entertaining and informative Beatrice films about its Jolly Rancher candies and Burny Bros. baked goods.

These audiences—the older women and the oncoming generation—represent giant marketing opportunities for food processors. *Both* groups influence what goes on the table right now—and the youngsters will be clearing supermarket shelves of their favorite products for years to come.

To reach this big, big market, Beatrice works with a big, big distributor of sponsored films. The biggest, in fact: Modern.

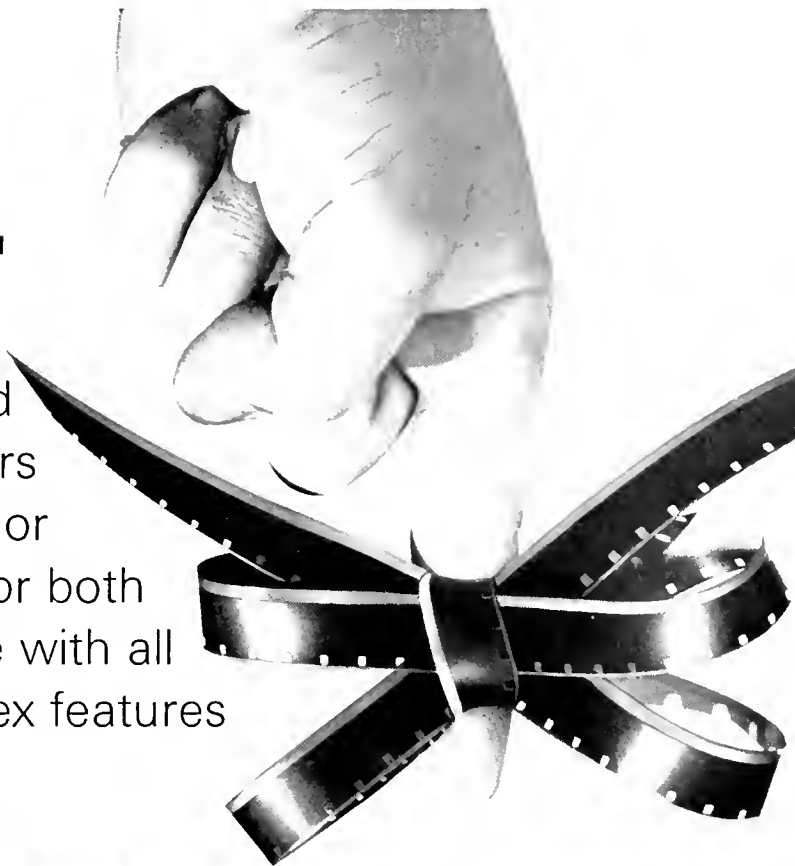
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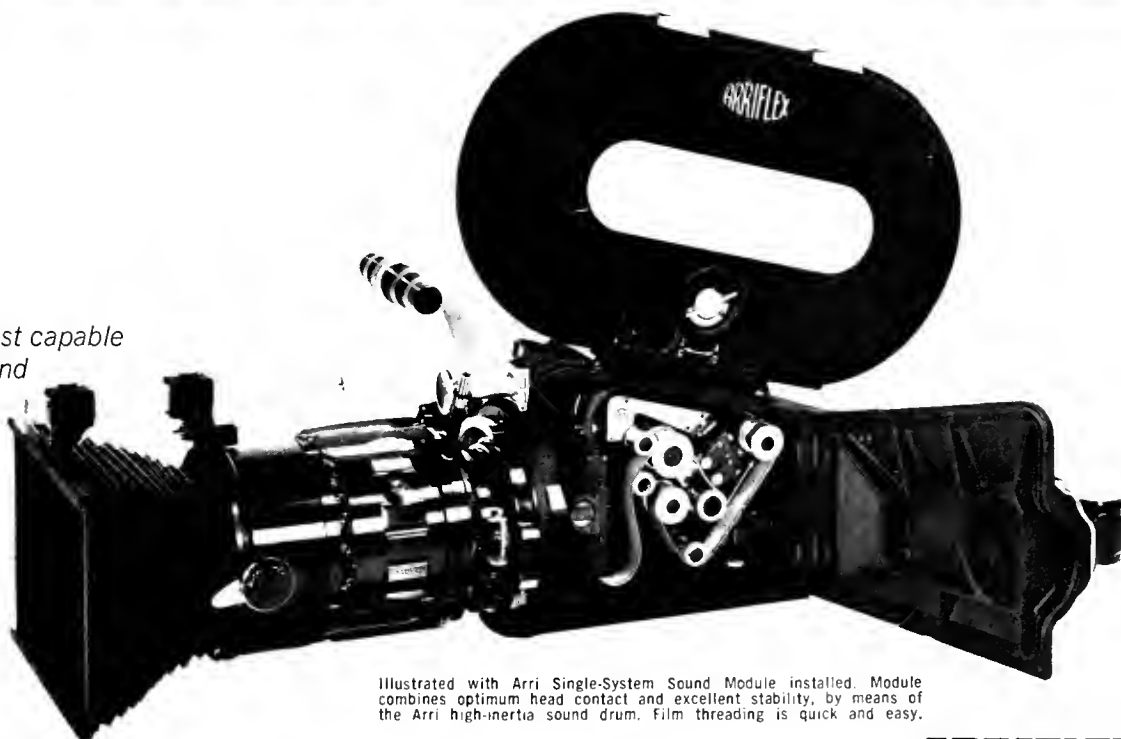
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On Our Cover

"A particularly relevant mood of starkness" is reflected in the cover photo of one of the corridors used in the multi-media maze created by Coffin/Christensen in Seattle for Pacific Northwest Bell. Continuing its coverage of the ever-increasing use of multi-media presentations, BUSINESS SCREEN reports the complete story of the Coffin/Christensen presentation beginning on page 24.



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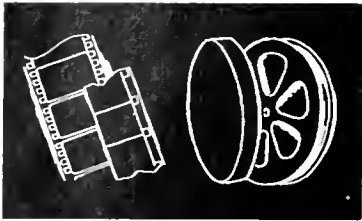
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Pan Am to Equip Jets with New Bell & Howell System

Pan American World Airways will equip its fleet of 25 Boeing 747 superjets with a new advanced color motion picture entertainment system engineered by the Bell & Howell Company. "In addition to the superjets, 101 of Pan Ams Boeing 707 fleet will also be equipped with the Bell & Howell system," said N. E. Halaby, president of the airline.

Under terms of the contract, which is in excess of \$16,000,000, Pan Am will lease the equipment from Bell & Howell which will supply the films for the airlines Theatre in the Air programs.

Pan Am will utilize three wide screens in its 707s, each 50 inches by 25 inches. Two of the screens will be in the economy section of the aircraft and the third in the first class compartment.

Installation of the system on the 707s will begin this month with approximately 45 aircraft equipped by June, and the remainder by December.

The 747 superjets will be equipped with six screens ranging in size from 18 inches by 36 inches to 26 inches by 72 inches. The new Theatre in the Air system will be installed in each of Pan Am's 747s at the Boeing

plant prior to delivery to the airline.

"Each of the 707s," according to Bell & Howell President Robert A. Charpie, "will be outfitted with a 16mm projection system. The system will feature new concepts such as remote lens focus control, standby projection lamp and automatic film rewind, which will simplify the on-board projection operation," Charpie said.

To start the motion picture a stewardess will merely push a button with the system automatically shutting off at the conclusion of the feature.

Under terms of the contract, Bell & Howell will provide total service support on a world-wide basis, with a network of technical facilities maintained by the Bell & Howell Airline Service Company, a subsidiary of the parent company.

Hollywood Film Acquires Wil-Mar Manufacturing Co.

In an all cash deal Hollywood Film Company acquired the Wil-Mar Manufacturing Company of Pasadena, California.

Wil-Mar is a job shop manufacturer specializing in producing precision components for the aircraft, optical and photographic industries.

Hollywood Film Company is

a closely held corporation, co-owned by Ben and Harry Feitelbaum and engaged in the business of manufacturing and distributing film handling and motion picture laboratory equipment.

Acquisition of Wil-Mar will add the additional manufacturing facility required for the companies expansion program into the field of motion picture printing equipment. Wil-Mar's total capability will be utilized exclusively for manufacture of Hollywood Film Company products.

Technicolor Adds Loading Facilities for Cartridges

Technicolor, Inc. has expanded its facilities for loading super 8 film into cartridges through a new licensing program, according to Robert Kreiman, vice president and general manager of the Commercial and Educational Division.

Technicolor has entered into license agreements with a number of firms across the nation to load both silent Magi-Cartridges and optical sound Movie Cartridges. The cartridges are used with Technicolor 8mm and super 8 Instant Movie Projectors.

"The success of cartridge film," said Kreiman, "has made this expansion necessary. Our own cartridge facility in Phoenix will continue operation, but the demand is now so great that other facilities are needed. Many film producers, especially on the East Coast, have expressed a demand for local cartridge facilities. Film organizations licensed by Technicolor to load cartridges are required to maintain rigid standards."

"We are confident," Kreiman added, "that this expanded capability will enable industrial and educational film producers to meet the growing demands for cartridge films."

According to Technicolor, the following firms are included in the present agreement: Super 8 City, Alexandria, Virginia; In-

ternational Communication Films, Santa Ana, California; Bonded Services, New York, New York; Reela Film Labs, Miami, Florida; Audio-Graphics, Los Angeles, California; Modern Trim, New York, New York.

Arriflex Holds Prices Despite Higher Export Tax

Paul Klingenstein, president of the Arriflex Corporation of America, announced that his firm will, for the time being, maintain prices on Arriflex cameras in spite of West Germany's recent adoption of a 4 per cent export tax.

The export tax went into effect in early December and was matched by a 4 per cent reduction in West German import duties. These tax changes were implemented to strengthen the Free World's money market and stabilize exchange rates, in the light of West Germany's extremely strong economy and export surplus.

Birns & Sawyer Adds New Building During Expansion

Continuing its expansion in the motion picture equipment business, the sales and rental firm of Birns & Sawyer, Inc. announced the purchase of a 14,000 sq. foot concrete building at 1026 N. Highland in the heart of Hollywood.

"The building is excellent for our needs," said Jack Birns, president. "There is easy loading dock access for our rental customers, both from the large parking lot as well as alleys to Highland and Romaine. The sales area is beautifully lit, high-ceilinged and air conditioned.

"We'll be able to combine in one building both our facilities currently located on Vine Street and on Santa Monica Blvd. and hence effect operating economies as well as greater efficiencies of service to our customers."

The transaction details were

Continued on page 6



Russian motion picture technicians visited the Movielab plant in New York as part of a tour arranged for them by the SMPTE following the group's 104th Technical Conference. Shown are (l. to r.): Saul Jeffee, Movielab president; Dr. Victor Komar, director of Cinema & Photo Research Institute, NIFKI; Alex E. Alden, staff engineer of SMPTE; George Alexandrovich, chief engineer of Motion Picture Laboratory & Reproducing Facilities of the U.S.S.R.; and John Kowalak, vice president of Movielab, Inc.



FIESTA ■■■ Central American holiday produced by Vision Associates, Inc. and Airways

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continued

not disclosed by the seller, Hunt Foods & Industries, but the purchase price and improvements were said to approximate \$250,000. Escrow closing is expected on February 28.

In addition to motion pictures, the firm is a major supplier to the U.S. Navy, and other marine agencies for underwater lights, which were nominated for an Academy Award this year.

Panda Productions Gets Emmy for "Here I Grew Up"

Clark L. Pangle, president of Panda Productions, Inc., Washington, D.C., received his third television "Emmy" recently at the annual Academy of Television Arts and Sciences Awards Banquet for his production *Here I Grew Up*.

Filed on location, *Here I Grew Up* is a dramatic documentary on the boyhood of Abraham Lincoln and received the Outstanding Achievement for Excellence Award in the independent producer's category. Senator Everett Dirksen, a Lincoln



Clark Pangle (left) receiving his "Emmy" from Bob Crane, star of "Hogan's Heroes" and host for the ceremonies.

scholar, served as host and narrator of the production.

The film was produced by Panda Productions for the National Park Service and premiered on WTPO-TV in Washington on Lincoln's birthday 1968. The film is being made available to schools and other interested parties through the Division of Audio-Visual Arts, National Park Service, Harpers Ferry, West Virginia 25425.

Visual Literacy Conference Scheduled in Rochester

A National Conference on Visual Literacy will be held in Rochester, N.Y., at the end of March, 1969.

The conference will be a forum for an exchange of ideas among educators and others involved in this new field.

The concept of visual literacy is that young people, by learning to "read" and "write" visually, especially with photography, become capable of communicating more effectively in all ways, and adjust more quickly and favorably to society.

The chief means by which today's explosion of new knowledge is spread is through the tools of visual communication: photography; printing, publishing, and graphic design; audiovisuals; advertising; motion pictures and television; storage and retrieval of information on microfilm; maps; engineering graphics; and various combinations of these and other devices in education, business, and other fields.

How to enable the student to grasp fully what today's visuals are telling him, to make full use of visual means in expressing himself, in other words to be fully literate visually as well as

verbally, is the question educators are exploring.

The purpose of the National Conference on Visual Literacy will be to bring together many persons working in the field from various parts of the nation. These will include photographers, specialists, linguists, people concerned with learning disabilities, authorities in the arts and industrial arts, educational psychologists, persons working in perceptual research, and audiovisual experts.

Capital Begins Super 8 Processing in Washington

Capital Film Laboratories, Inc., has inaugurated super 8 printing and processing services from their Washington laboratory.

In announcing the new services, Capital President Alfred Bruch said, "This is a major step in our continuing efforts to provide full range post production services to our clients. We will not provide regular 8 services, however, due to the rather dramatic decrease in regular 8 applications in industry, government and education. Super 8 is the new emerging medium, and we

Continued on page

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Ken Smith's Mexican Dubbing Firm Bankrupt

Mexico City, Dec. 30—The Arbitration Council ordered the Ken Smith dubbing studio which had declared itself bankrupt to pay back salaries of \$120,000 within 30 days to members of the technicians union (Technicos y Manuales) or see its lab and equipment placed on the auction block.

The studio, dubbing U.S. tv series into Spanish here, suspended operations several weeks ago.

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Our sympathy to those U. S. Producers who succumbed to the appeal of cheap prices, and risked inferior quality.

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continued

Washington capability is fully prepared to meet complete super 8 printing, processing and cartridge requirements . . ."

The new super 8 services include 16mm B&W dupes; 16mm color internegatives; super 8 B&W reduction dupes; super 8 color reduction color internegatives; sound transfer to super 8 negative track; sound transfer to magnetic stripe; super 8 B&W or color direct reduction silent, optical and magnetic sound prints; B&W or color contact silent, optical and magnetic sound prints; and complete cartridge services through Capital's new Super 8 City.

Gordon Buys Ford HemisFair Projection Equipment

Alan Gordon Enterprises Inc. has purchased the unique motion picture in-the-round projection equipment used by the Ford Motor Company at the recent HemisFair '68 in San Antonio, Texas.

The equipment, which includes nine specially designed projectors capable of beaming a film on a 360° screen, will be assigned to the Gordon Projection Division in North Hollywood, Calif.

At the Ford exhibit the projectors flashed a 10-minute movie on a 16-foot-high by 146-foot-long screen. The system is one of the few of its type in the world.

Reeves Broadcasting Acquires Actron Corp.

Reeves Broadcasting Corp. and Actron Corp. have agreed in principle for the acquisition of Actron by Reeves. The announcement was made by Hazard E. Reeves, chairman and chief executive officer of Reeves, and H. Scott Killgore, president of Actron.

"The video services Actron offers in the non-broadcast television area parallel those offered by Reeves Video Division in the broadcast area," Reeves said. "Actron's capabilities compliment our present activities and will enable us to offer full, across-the-board video services to every class of user."

Actron operates production and post-production services, and

provides systems design, installation and installation for industrial and educational non-broadcast television users.

Actron will operate as an autonomous unit within the Reeves Educational Service Division. Its present management will continue to operate the company. Actron's facilities are headquartered at 565 Fifth Avenue, New York, New York.

Medical A-V Men Assist World Health Organization

Representatives of the National Medical Audiovisual Center in Atlanta, Georgia, U.S. served as temporary advisers to the World Health Organization on the use of audiovisual materials and techniques in biomedical communication.

Dr. Norman L. Cole, Chief of Educational Studies and Development Section, and Robert Craig, Special Education Programs Officer, participated in a series of seven Inter-Regional Seminars on Teaching Methods and Teaching Aids in six nations of Europe and the Middle East during September and October.

The National Medical Audiovisual Center (NMAC) is the U.S. Public Health Service's primary center for production, distribution, and utilization of audiovisual teaching materials in the biomedical fields. It is a component of the National Library of Medicine, National Institute of Health. Two major programs of the Center offer advisory and consultation services to medical health installations on the development of audiovisual communication systems and the integration of audiovisual media into curricula and developing curriculum. More than 80 institutions in the United States and abroad received such services this year.

The first of the World Health Organization (WHO) Seminars was held in Ankara, Turkey, where Dr. Cole and Craig spoke at Hacettepe University to professors of medicine from Roumania, The Ivory Coast, Algeria, Morocco, The Congo, Haiti, Cambodia, and many other countries.

Other seminars included Sofia, Bulgaria; Teheran, Iran; Stockholm, Sweden; Utrecht, Netherlands; and Zagreb, Yugoslavia.



Stand by .. quiet please .. roll sound .. speed .. camera .. rolling .. slate .. scene 4A, take 2, sound 2..okay, action..Hold it, cut .. would you mind taking a step to the right and take a couple of beats after I say action before you talk ..

Is that a way to make a documentary film? We don't think so.

take "Employing the Disadvantaged," a film we just completed for BNA Films. Suppose you're on location in a plant in the Watts section of Los Angeles. You strike up a conversation with a guy on his coffee break. You realize he's got something very important to say, but you also realize you can say it only once — to you, at that moment, on that spot. Cut him off and start the "lights, camera, action" routine and he'll freeze. So you nod to your cameraman — two people: cameraman with a hand-held Auricon, soundman with a Sennheiser 404 directional microphone. They know what's up. They start talking as you go on talking. It's not

candid. The worker knows he's being photographed, but there's nothing to get him up tight, and he goes on pouring his gut out. It turns out to be the scene you will use to open your film. You couldn't have gotten it any other way. You expose another 100 rolls of color film that way, and you spend four months editing. Does it work?

The Chicago International Film Festival judges thought so. They awarded it a Gold Hugo, the first prize for industrial films.

BNA thought so, and they're the ones we made the film for. BNA ought to know. It's their business to know what films business wants.

If you've got a film in mind that can't be made, or shouldn't be made, in the "lights, camera, action" style; a film about people that you want to be credible as well as informative, screen some of our films. In addition to "Employing the Disadvantaged," we have recently made other award winning films for the Metropolitan Life Insurance Company, National Educational Television Network, the U.S. Department of Health, Education and Welfare and the National TB Association.

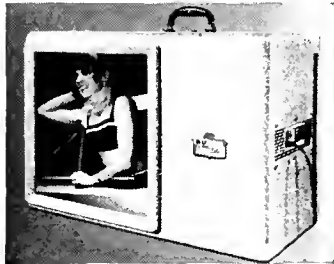
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BUSCH Cinesalesman self-contained, continuous 16mm projectors are dependable, portable, versatile. Available in variety of models to meet any requirement for continuous or rear-screen projection. Unit has 20 years of proven performance with many patented, exclusive features found only on world-famous Busch Cinesalesman projectors.



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The Big Screen 16mm continuous BUSCH Cine-Educator Projector is dependable, self-contained, mobile and beautifully finished in Walnut Formica. Special features are: push-button start; automatic cycling stop; auxiliary cooling system, and high-quality sound. Heavy-duty projector units with many exclusive features. This unit can also be supplied with Slide Projector in place of the 16mm Projector.

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screen executive

Hulfish Heads Marketing For Spindler & Sauppe

A ten year veteran of the audio-visual industry, James W. Hulfish, Jr., has been appointed director of marketing for Spindler and Sauppe, Inc., Glendale, California.

For seven years the director of information for the National Audio-Visual Association (NAVA), Hulfish has most recently served as the marketing head of Elco Optisonics Corporation (Montgomeryville, Pa.) and in customer relations for Polacoat, Inc., (Blue Ash, Ohio).

In his new position Hulfish will be responsible for developing promotional materials for the company's "Selectroslide" projectors and accessories as well as coordinating its expanding national advertising campaign. In addition, he assumes responsibility for creating and presenting audio-visual programs designed to assist both dealers and consumers in the use of sophisticated slide presentation systems.



HULFISH



HEDDEN

Calvin's Hedden Fills SMPTE, ACL Posts

William D. Hedden was recently elected 1969 president of the Association of Cinema Labs. Hedden is vice president of Calvin Productions, where he heads the company's laboratory and technical services.

Announcement of his election followed closely his appointment as sections vice president of the midwest section of the Society of Motion Picture and Television

Engineers. In that capacity, he will have responsibility for coordinating all work of the Society's 12 sections and will assist each section with monthly meetings and programs.

Sandler Film Names Two New Vice Presidents

Richard Perkins has been named vice-president and created the position of director of the film commercial division of Sandler Films. In his new capacity, Perkins will bring his distinctive "approaches" for commercials.

Morley Skolnek has been appointed vice-president of Sandler Films and executive vice-president of the company's film commercial division.

Skolnek, who has been associated with the company for five years, will devote himself primarily to managerial functions.

Byloff, Wolfson Promoted During Reeves Changes

Robert Byloff has been promoted to vice president of Reeves Broadcasting Corporation. Byloff will become president of the corporation's Video Division which was formed as a separate division early in 1968.

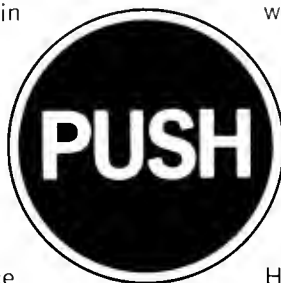
In a related move, Bruce Wolfson was promoted to vice president of operations of Reeves Video. The promotion closely followed the acquisition of Videotape Center by Reeves Video. Wolfson had been operations manager since 1958.

Four Named in Wilding Executive Changes

John H. Long, vice president of Wilding, Inc., has been appointed chairman of the Wilding plans board for the Howell subsidiary. The appointment gives Long responsibility for

Continued on page

open . . . Push, it's closed! The HFC Plastic Film Case is the addition to the long line of film handling equipment available Hollywood Film Company. Push button control certainly makes this all new case! To close the case, simply push in the corner buttons, to open it, pull the buttons out. No twisting or turning or fussing with antiquated devices. Look at some of these other features . . . Instant, moisture resistant and shock resistant. A label holder is permanently attached to the case. Labels can be changed in seconds. Mailing costs are reduced to the light weight of the case. A convenient handle is provided for easy transporting of film from place to place.

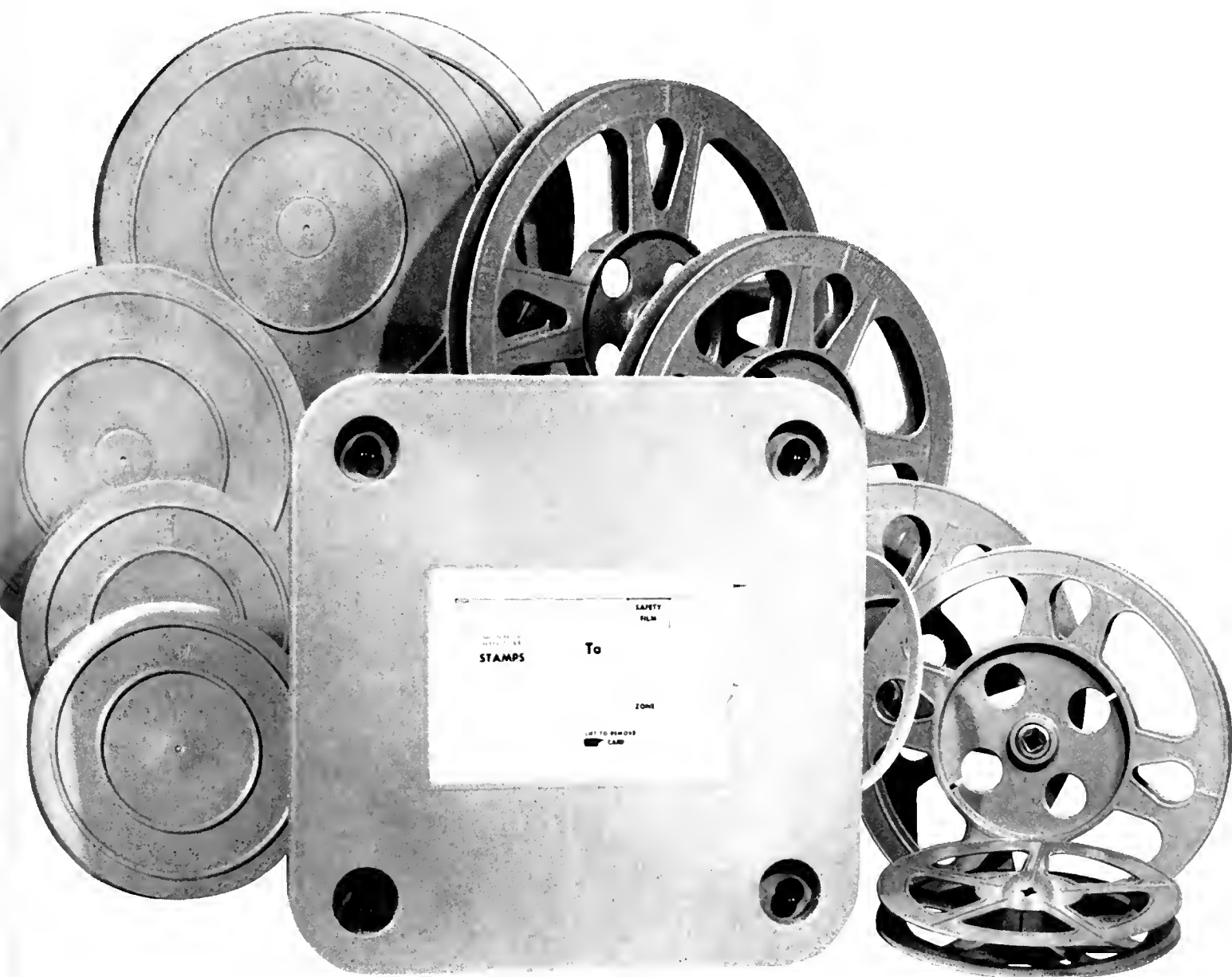


Also available are the HFC and Goldberg plastic and steel reels, fibre cases and split reels. HFC reels combine quality and economy, and afford the proper protection for your film yet are so light weight savers they can be shipped at extremely low costs. The Goldberg reels are the finest made, you can buy no better reel.

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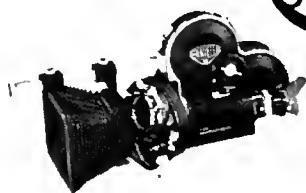


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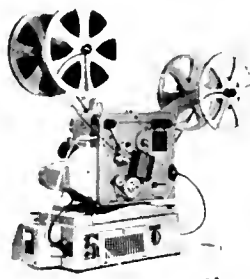
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ARRIFLEX 35mm CAMERA

Model II-C incorporates the latest improvements in 35mm reflex cameras. Quick change magazines, mirror reflex shutter. Also available with variable shutter, built-in electric slate and synch generator.



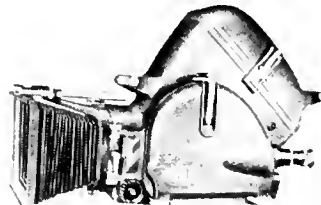
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screen executive . . .

continued

for market and media research and program conception and development on the newly created board.

In another move in the Wilding management restructuring, William R. Winn, senior vice president, has been appointed vice chairman of the board. With Wilding 11 years, Winn became senior vice president and creative director in 1965.

In still other changes during the restructuring, Ralph E. Davis was named vice president and manager of the Motion Picture Production Division, and Boyd C. Hill was appointed vice president and editorial director, a new post.

All of the men will be located in Wilding's Detroit offices.

Hawkinson Retires at I-C After 50 Years Service

A 50-year career in the railroad industry and audiovisual production and administration ended in January as John T. Hawkinson, manager, audiovisual services for the Illinois Central Railroad, announced his retirement. As the IC's director of public relations and advertising, Clifford G. Massoth, said, "he made motion pictures a major tool for training, management and public relations objectives."

A pioneer member of the Industrial Audio-Visual Association, Hawkinson has also long served as that professional organization's vice-president for Illinois. He was re-elected to that post on many occasion and presided over several annual meetings in recent years.

But his career at the Illinois Central will be long remembered for the important series of railroad work study films which were used in Federal hearings on rail industry labor costs and for his wide range of interest in all relevant audiovisual media.

For instance, audiovisuals on railroad signals which he created have been widely used in training train crews; safety education was another primary field for both legal and training film application. All along the Illinois Central tracks throughout mid-America, station masters and other railroad people will miss his regular visitations, his help in arranging community and industry programs and his always-

ready, skilled camera work which helped to bring definitive visualizations of Illinois Central activities and areas to millions during the years in which he created many interesting motion pictures.

Mr. and Mrs. Hawkinson reside on Chicago's far South side and plan extensive travel in the early years of his well-earned retirement. T. Allan Southall succeeded Hawkinson in the administration of audiovisual services at the Illinois Central.

Southall, a former resident of Lexington, Ky. and a graduate of the University of Kentucky with a B.A. degree in Radio, TV and Films has served in TV production at WKYT-TV in Lexington. In 1960 he became associated with the Commonwealth of Kentucky, Department of Public Information, as assistant radio-TV editor. In that post he handled both motion picture and photography, editing and production of statewide radio programs and films, serving under four governors during his tenure.

Coomer Heads Sales for B&H A-V Products Div.

Roger W. Coomer has been promoted to manager of sales for the Audio-Visual Products Division of Bell & Howell Company, announced F. J. Hoback, director of marketing. Coomer's responsibilities include directing the efforts of the division's regional managers and sales administration activity in various specific market segments.

Prior to joining Bell & Howell in 1967, Coomer worked as a buyer for a major department store and in a sales capacity for the glass manufacturing industry.

Snell Elected President of A-V Systems Design Firm

George R. Snell has been elected president of George Snell Associates, Inc., Mount Pleasant, N.J. The firm specializes in audiovisual systems consultation, design, furnishing and installation.

Also A-V manufacturers' representatives, the firm has signed and installed front and rear screen projection facilities for major corporations, educational institutions and the government.

Snell spent four years as a

Continued on page



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AT&T Enjoys Residual Benefits from Portable Version of 5-Screen Show

The American Telephone and Telegraph Company enjoyed a residual benefit when they converted their successful five-screen multimedia show to a two-screen portable version. The production, entitled "Data Communications Today and Tomorrow" originally an hour and a half in length, explains new technological production systems. It was so well received at the 1968 annual newspaper

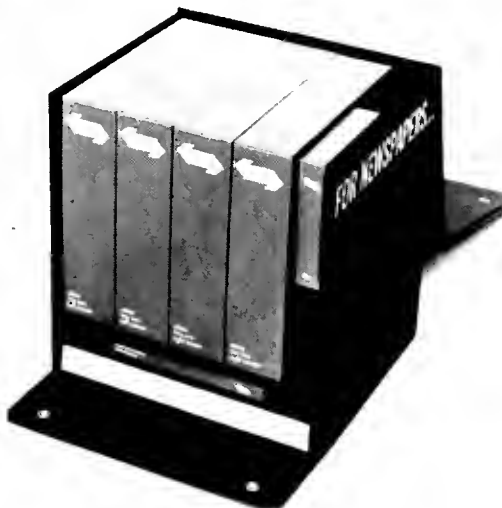
industry's convention, AT&T asked Ken Sac Associates, New York, producers of the multi-media show, to create 25 portable versions for use in their regional offices.

The abridged program reduced the five screen show to a simple twin-screen version easily presented by a single operator. The entire production is housed in a colorful red white and blue kit, so light weight it can be hand carried. Each kit contains 302 slides in four Carousel slide trays, a 40-minute sound tape, a 16 mm film, and a script containing complete instructions for operating and producing the show.

Besides a verbal introduction for use by the regional program director, the script book contains detailed information on "how to present" the audiovisual program. The instructions explain, with diagram, how to arrange the twin screens and the projection equipment, and even includes pointers on how to assure a successful show. The script was written to accommodate the new visual format, with explicit cues for smooth synchronization of visuals with taped narration.

The trim, smartly designed box was constructed not only to hold all the items compactly, but also to protect them during shipment and storage.

The audiovisual kits are now being used in regional AT&T offices throughout the country.



Contents of the portable 40-minute multimedia show includes slide trays, tape, script, 16mm film and boxes. Sturdy outside container is at left.

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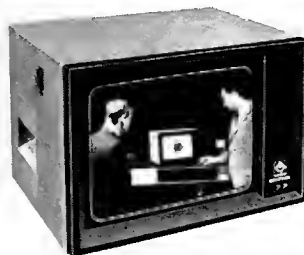
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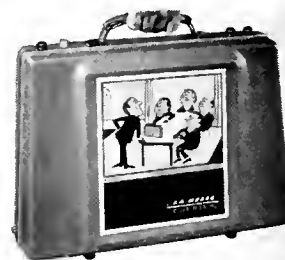
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screen executive . . .

Continued

ger of the mideastern audio visual systems division of Teleprompter Corp. Four years ago, he left Telepro Industries, where he was director of industrial education systems, to start his own company.

Murphy Heads Modern Public Relations Work

Philip Murphy has been appointed public relations manager of Modern Talking Picture Service, Inc. In this capacity he will handle press relations and work with clients on special public relations film projects.

Murphy was previously on Modern's staff for 10 years and has worked independently for Modern as well as other clients for the past five years. He has long been the author of *Modern Memos*, the company's newsletter to film sponsors and producers. He is a graduate of Princeton University and a member of the National Association for Industry-Education Cooperation.

Cavanaugh Heads Eastern Sales for Technicolor

Joseph F. Cavanaugh has been named regional sales manager for the eastern division of Technicolor.

Cavanaugh came to Technicolor from Procter and Gamble. He will be headquartered in New York and serve Technicolor audio-visual dealers along the eastern seaboard.

Ellithorpe to Editorial At Hanna-Barbera

Dan Ellithorpe has been appointed supervisor of the editorial department of Hanna-Barbera Productions, according to William Hanna and Joseph Barbera.

Prior to joining Hanna-Barbera, Ellithorpe was associated with Leo Burnett Company in Chicago.

Glasell to Merchandising Post at Universal Training

Universal Training Systems Co. has appointed Don L. Glasell vice president, merchandising. Glasell joined Universal Training after 12 years with Montgomery Ward, Chicago.

In his new position Glasell assumes responsibility for production of training programs designed for business and industry

as well as procurement of prepared training materials and audio visual equipment. Universal Training Systems Co. produces and distributes multimedia materials for sales, management, clerical and systems personnel. The company has specialized in the development and production of audio-graphic materials utilizing the cassette tape recorder in combination with workbooks and other participative materials.

Around the Industry

Tom Freese has been named vice president and production chief of the film division of Goldsholl & Associates, Northfield, Ill. . . . Chicago's LaRue Films, Inc. has added two new staff members; Robert H. Lounsbury as associate producer and production manager; and Dorian Purcell as associate producer and writer . . . Joe Hevesi is the new manager of the industrial film division at Rose-Magwood Productions; formerly with U.S. Steel . . . TV Producer James K. Harrelson has joined Viafilm, Ltd. as an executive producer . . . Former A-V Director of the Girl Scouts, Carol Hale, has joined Cinemakers, Inc.; will specialize in A-V development . . . Fred Niles Communications Centers has named Tedd Determan creative director . . . Zedore L. Campbell has been named a sales representative at Capital Film Laboratories . . . Philip R. Rosenberg, formerly post production manager for 20th Century Fox Television, has joined Roger Tilton Films, Inc. as production supervisor and completion manager . . . the new controller for Acme Film & Videotape Laboratories is CPA Joe Oster; formerly with Strin-Silver-Pecora accounting firm . . . Charles Power and William Hale have been named in changes at Reeves Video; Hale is manager of syndication services and Power was promoted to director of engineering . . . filling the newly created position of field operations director for Spindler & Sauppe is Carrol B. Sager, previously a factory representative . . . and Bruce Kerner has been named general manager of Sandler Institutional Films, division of Sandler Institutional Films, division of Sandler Films, Inc. •

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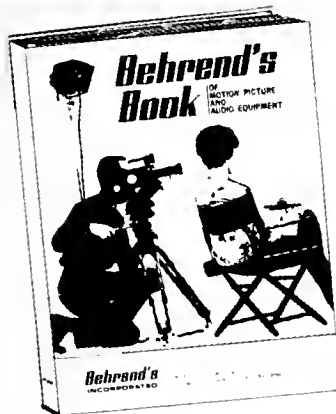
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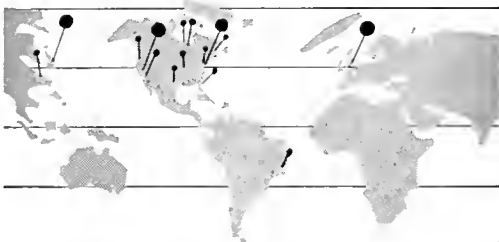
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48 Chris Statuettes Presented

During 16th Columbus Festival

A TOTAL OF 48 "Chris" Statuettes were presented to the top films entered in six categories at the 16th Annual Columbus Film Festival banquet last October. In addition, several hundred others were awarded the cherished "Chris" Award Certificate.

Since its inception by the Columbus (Ohio) Public Library in 1952, this popular festival has grown in size and participation gaining ever greater status as one of the leading U.S. annual film festivals. It's top award, the Chris Statuette, has become one of the leading symbols of achievement for film producers throughout the country. Co-sponsored by the Columbus Area Chamber of Commerce, the festival has adhered to its basic purpose "to encourage and to promote the use of 16mm motion pictures in every form, not only in the local community, but throughout the world."

The most recent festival was held on a bit of a sad note, after its popular and dedicated president, Daniel F. Prugh, was stricken by a heart attack just two weeks prior to the awards banquet. Under the able guidance and leadership of Mary A. Rupe, secretary-treasurer, the banquet was held and awards presented in the Festival's typically fine tradition. BUSINESS SCREEN is happy to report that as of this writing, Prugh is recovering well and back at work on a half-time basis.

Albert J. Rosenberg, vice president and general manager of the Text-Film Division of McGraw-Hill Book Co. keynoted the annual Chris Awards Banquet, where E. H. "Bud" Gillis, director of the Educational TV Network Commission presented the Chris Statuettes.

The 48 films receiving statuettes were selected for their outstanding excellence in the fields of business and industry, education-information, health-mental health, religion, cultural arts and travel.

Selected as the best of the more than 400 films entered, the following films and their producers and sponsors were accorded the Chris Statuette (the producer follows the film title):

Education

Airplanes and How They Fly (Centron Corp., Inc.); *How Solid Is A Rock?* (Encyclopedia Britannica Educational Corp.); *Of Earth and Fire* (sponsor: Lenox, Inc.); *Instincts of An Insect* (Fleetwood Films); *The Royal Silk of Thailand* (Douglas Aircraft Company Film & Television Communications); *Spain, Proud Past and Promising Future* (Neubacher-Vetter Film Productions); *American Farming . . . Yesterday and Today* (Bill Snyder Films); *Birds that Never Fly* (The Independent Film Producers Com-

pany); *Beneath Kilimanjaro* (Don Meier Productions, Inc.); *Colorado: Prehistoric Man* (Barbre Productions, Inc.); *Gauguin in Tahiti: The Search for Paradise* (McGraw-Hill Films); *The Mechanic* (Vision Associates); *Mine Fire Control* (Creative Arts Studio Inc.); *The Cow* (Dimension Films); *Mood of Surfing* (Pyramid Film Productions); *America: An Introduction* (Film Associates of California); *Bill of Rights in Action: Freedom of Speech* (Film Associates of California); *Family Planning* (Walt Disney Productions); *Early Stone Tools* (University of California Extension Media Center); *Scientist in the Sea* (Oceanographer of the Navy); *Another Man's Family* (U.S. Air Force 1352nd Photographic Group); *Darwin and the Theory of Natural Selection* (Coronet Films); *A Land Betrayed* (Alfred Higgins Productions); *Symmetry* (Contemporary Films/McGraw Hill); *The Farm* (Larry Madison Productions); *In One Day* (National Film Board of Canada); *India—The Struggle for Freedom* (Vision Associates, Inc.); *Vietnam: The War Comes Home* (WBNS-TV).

Cultural Arts

Why Do You Smile Mona Lisa? (Fleewood Films); *The Thing at Foxcatcher Farms* (Dick Young Productions); *Ceramics: Art of the Nazis* (Film Associates of California); *I, The Scioto—The River* (WBNS-TV).

Health

Eat to Your Heart's Content (sponsor: American Heart Assn.); *Diabetes I—The History of Diabetes* (Hoechst Pharmaceutical Co.); *Diabetes II—Discussion of Etiology* (Hoechst Pharmaceutical Co.); *Second Chance* (Children's Memorial Hospital); *The Embattled Cell* (Cy Wexler Film Productions).

Business and Industry

The Long Flight (BP (North America Limited)); *Hitachi Symphony Orchestra* (Japan Media Ltd.); *The U.S. Air Force in Southeast Asia 1967* (U.S. Air Force 1352nd Photographic Group); *Maine's Harvesters of the Sea* (Bay State Film Productions); *Straight Pitch* (Henry Strauss Productions).

Travel

The Old West Trail (John Savage); *Greece: So Rich, So Poor* (Centron Corporation); *Africa, East and West* (Henry Strauss Productions); *Australia: More than Kangaroos* (LeMont Films); *Muskingum—Valley of the Lakes* (Muskingum Watershed Conservancy Dist.).



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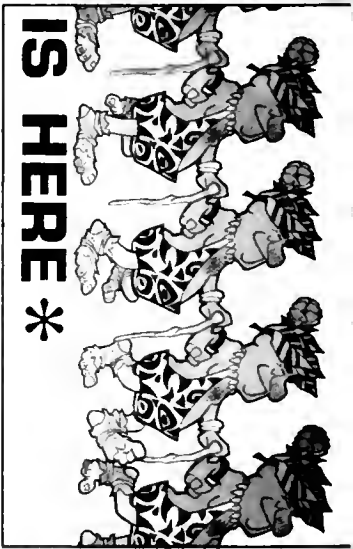
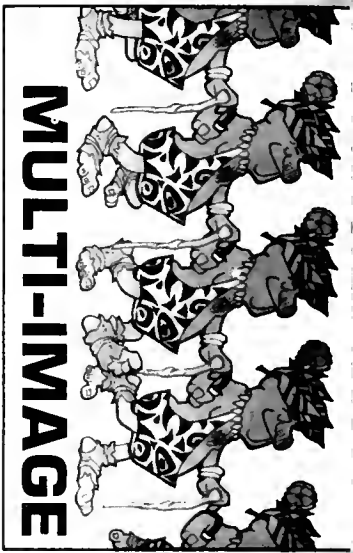
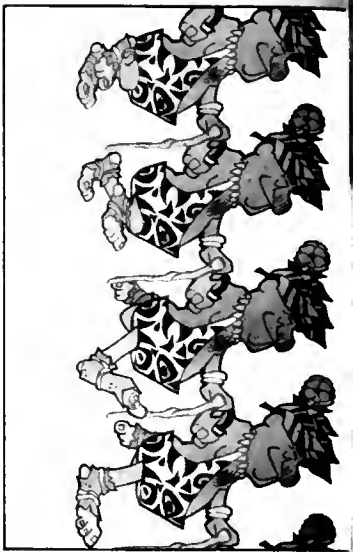
vital subject ever presented.

Watch these columns for news of U.S. availability. Shown at the Annual Conference of the Information Film Producers of America at San Diego last fall, it has built a sizeable waiting audience.

Production equipment (cameras, etc.) rose from \$27 million in 1966 to \$33 million in 1967. Industrial film producers spent an average of nearly \$10,000 each for production equipment, compared to \$7,500 in the previous year.

What's Being Done With \$110 Million Appropriated for Consumer Education?

Mindful of the Vocational Education Act passed by the Congress in 1968 and with our



Media Master 600 is the up-to-minute means of producing the multiple image presentations so much in demand today. Each Media Master 600 unit can control up to five slide projectors and one motion picture projector, automatically and simultaneously. Controlled by one programmer, a presentation may be projected on one to six screens. Two linked units can control 10 slide and two movie projectors from a single audio signal track. Reliable, automatic programming overcomes both human and economic limitations in the preparation of dazzling programs.



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The Media Master 600 is available for purchase on a six-week delivery schedule. The net price of \$4,500, F.O.B. Dallas, includes the Media Master 600 unit, connecting cables, power cords, projector stands, and a special pulse tone generator.

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The Old West Trail (John Savage) Greece: So Rich, So Poor (Centron Corporation); Africa, East and West (Henry Straus Productions); Australia: More than Kangaroos (LeMont Films); Muskingum—Valley of the Lakes (Muskingum Watershed Conservancy Dist.).

By O. H. COELN

COMMENTARY

PRESIDENT NIXON'S ADMINISTRATION has a powerful communications' resource in many far-flung audiovisual programs within both domestic and overseas departments of the Federal Government. And there is clear evidence that a thorough review of some of these programs can help America get the message through and vital training done more effectively. From firsthand evidence gathered during recent trips abroad, for example, both USIA and foreign commerce bureaus would be helped by stimulating guidance from the best available talent able to serve the Administration.

The unpopularity of Viet Nam among our friends overseas has apparently tended to heighten the enthusiasm of USIA motion picture librarians, even though their resources cover a wide spectrum of valuable study and reference films. Overseas offices of the Department of Commerce can also supply useful business films and technical guidance. Films of the U.S. Department of Agriculture have played an important role in stimulating food and fiber production in the undeveloped countries. Let there be more of this; use the powerful sight/sound medium where it works best: among influential group audiences. Depending on mass audience viewing of television films from the USIA is not enough; decision makers and heads of important national groups can also be reached by giving them the kinds of pictures important to their own interests and needs.

We recommend that the President's able new Communications' chief, Herbert Klein, call together a Study Group to review national communications' policy. A step in the right direction was recently taken by General Service Administration's a-v chief, James Giblin, in group review and cataloging of Federal films. Another good step, well worth considering by Mr. Shakespeare, new chief of the USIA, is the retention of a dedicated and brilliant young director of that agency's Motion Picture and Television Services, Bruce Herschensohn. His record of highly-creative production and first year of experience at the USIA should not be wasted.

What's Being Done With \$110 Million Appropriated for Consumer Education?

Mindful of the Vocational Education Act passed by the Congress in 1968 and with our

thoughts still on Washington's approach to audio-visuals under the Nixon administration, let us not forget that \$110 million was appropriated for consumer education programs. Is any of these eligible for much-needed consumer guidance films? Can the states acquire and build libraries of consumer-oriented media?

There is certainly no better way to deliver definitive information to both youth and adult groups, all of them served by more than 600,000 16mm sound projectors already at hand. Educational television and public service time on commercial television stations widens the potential audience for such films. *Where are they? Where's a catalog of really factual consumer films already available?* More are certainly needed.

Federal Spending for Nation's Schools Declined 7.3 Per Cent in Recent Year

On the other hand, Federal spending for implementation of formal classroom learning fell 7.3 per cent in 1968-69. Accounting for the drop are reduced congressional appropriations, withholding of funds for noncompliance with desegregation guidelines and inability of some states to use funds because they became available too late to plan their programs.

OECD Arranging for U.S. Distribution of "Not Enough" on Developing Lands

There's word that the great OECD documentary *Pas Assez (Not Enough)*, which won honors at the International Industrial Film Festival in Vienna last fall, will soon be available for outright print purchase through a U.S. film distributor. In case you're not familiar with this subject, it is a 30-minute definitive film on development aid problems. Produced for the OECD (Paris) by the renowned Dutch filmmaker, Bert Haanstra, it has some of the most memorable sequences on this vital subject ever presented.

Watch these columns for news of U.S. availability. Shown at the Annual Conference of the Information Film Producers of America at San Diego last fall, it has built a sizeable waiting audience.

Evening Network Programming Begins on National Educational TV "NET"

In mid-January, National Television achieved network status, speeding the delivery of pertinent programs to its 148 public-TV affiliates on a much more immediate basis. The near-network evening telecasting was made possible this year by a drastic reduction in Bell System rates through special action by the Congress and by the establishment of a Corporation for Public Broadcasting to help pay the costs. First weekly schedules showed that Monday programs will offer *NET Journal* (filmed documentaries); Tuesdays will be devoted *NET Festival* (a cultural series); Wednesday evening's show will include a monthly consumer series (*Your Dollar's Worth*) and news and science programs. The Thursday network program will feature *NET Playhouse*, featuring new American playwrights and BBC productions.

Audiovisual Market Report Reveals Business Spent \$412 Million for A-V

Kudos to Tom Hope, market analyst in the Motion Picture & Education Markets Division at Eastman Kodak, who has again authored the *only* statistical studies of the broad audiovisual market in the U.S. Prepared exclusively for the *JOURNAL* of the Society of Motion Picture and Television Engineers, Mr. Hope's report (published in the November issue) shows that the nontheatrical and audiovisual market of America crossed the billion-dollar mark by the end of 1967.

Of special interest to our readers is the disclosure that business and industry spending in the A-V field climbed to \$412 million, an 11 per cent gain over the \$372 million spent in 1966. Government on all levels is said to have expended \$131 million as against \$118 million in 1966, also showing an increase of 11 per cent.

The Hope study notes that "among the most significant developments of 1967 in the total nontheatrical field was the fall-off of cine-8 footage processed, while super-8 tripled. Processing of 16mm and 35mm film was off slightly. The basis for this part of his report is the annual survey taken by the Association of Cinema Laboratories.

His report indicates that business and industry accounted for the largest number of new film titles in 1967 with an estimated 7,500 pictures. In contrast, educational films accounted for only 2,200 titles, including college and university productions.

Total projector sales for 1967 were estimated at \$47 million, off a million from the previous year. Electronic equipment sales, including closed-circuit television apparatus, are disclosed as an estimated \$60 million. Production equipment (cameras, etc.) rose from \$27 million in 1966 to \$33 million in 1967. Industrial film producers spent an average of nearly \$10,000 each for production equipment, compared to \$7,500 in the previous year.

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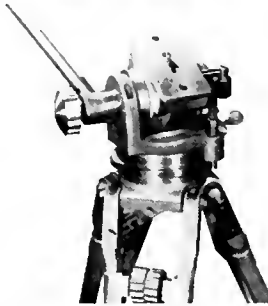


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The new Mark II Pro Jr. Head with Teflon® bearings combines fluid-head smoothness with the fast, free movement of a friction head. Features include "T" level; accessible knob for mounting camera; adjustable angle telescoping pan and tilt handle; 3 positions for attaching pan handle; tension control knobs.

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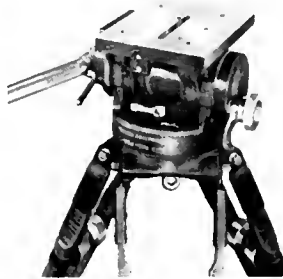


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PROFESSIONAL "BALANCED" TV HEAD. MODEL "C"

HEAVY DUTY MODEL FOR CAMERAS WEIGHING UP TO 135 LBS.

Offers smooth tilt and pan action, perfect balance. Quick release handle locks in position. Mechanism is enclosed, rust proof, needs no lubrication. Has tension adjustment, built in spirit level and telescoping extension pan handle. Slotted tie-down screw counterbalances camera for film load or long focal length lenses. Mounts on professional type or all-metal tripod.

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Has cast top flanges and upper leg portion made of one piece aluminum alloy casting. Lower legs are 1½ inch seamless steel tubes, hard chromed to prevent corrosion. Calibrated legs slide easily and have tie rods to center tube for automatic leveling.

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MODEL "C" PRO-JR. METAL COLLAPSIBLE TRIANGLES

Insures rigidity, prevents tripod legs from slipping. Adjustable feature permits extensions of triangle to vary leg spread. Collapses for easy portability.

Model "C" with leg clamps. \$39.50
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EVR— PROMISE OF THE FUTURE?

Called everything from a toy to the communications miracle of the future, an aura of confusion has long surrounded CBS' EVR system. Here is a complete, current report of its capabilities and potential applications following its first public demonstration.

WITH THE FIRST public demonstration of CBS' controversial Electronic Video Recorder (EVR) system, many additional details of the system came to light and many of the questions of its capabilities were answered.

Heralded as both a "revolution in the 'knowledge industry'" and "a rich man's plaything," EVR and its potential or lack of it has stirred comment and observations from audiovisual men throughout business, education and government. In its first public demonstration (attended by BUSINESS SCREEN), EVR was shown to store pictures with sound for playback through a standard TV set in much the same fashion that a long-playing record stores sound for later playback on a phonograph.

Basically, there are three elements to an EVR system:

► *The thin EVR film* is dual-tracked, and carries its sound in parallel lines on a magnetic track, along with two rows of visual frames. Although the film is miniaturized, the image reproduces with sharper definition and clarity than a conventional television picture. The film has no sprocket holes, and a tiny cushion of air separates the layers of pictures when stored in the cartridge.

► *The circular EVR cartridge*, which holds the film, is seven inches in diameter and has a maximum capacity of 750 feet of film, 8.75 mm (under $\frac{3}{8}$ inch) wide. This is equivalent to 180,000 picture frames or 52 minutes of programming.

► *The EVR player* is compact, versatile and simple to operate. A lead from the player is easily attached by handclips to the external antenna terminals of the television set. Then the film cartridge is placed on the player, the television set turned on to a channel that is not broadcasting, and the player starter button pushed. The film automatically threads itself past an electronic sensor that converts the film image to electrical impulses, and then transmits these impulses — along with the sound — into the television set. The player features buttons for speedy forward and rewind, a fingertip adjustment for slow scanning of individual sequences, and the capability for freezing any frame on the screen without damaging the film or dimming, flickering or blurring the image.

Since transmission to the set is direct and there are no buildings or

Continued on next page



TOP — The EVR player is readily connected to any conventional TV receiver with a single wire.



LEFT — This is EVR film (enlarged three times) consisting of two side-by-side tracks, each with a capacity of 26 minutes of black and white programming and an independent sound track.

EVR . . .

continued

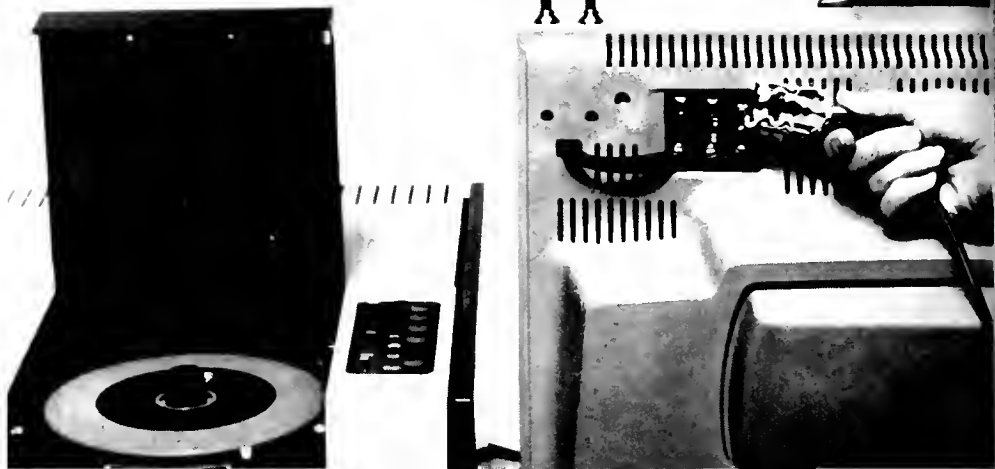
other interference to contend with, there is no ghost image or other picture or sound distortion. Nor is there any projector noise to distract the viewer, or interfere with concentration, conversation, comment or supplementary instruction. The system can also be operated in normal light without lowering the shades.

Although much of the EVR technology was developed by Dr. Peter C. Goldmark, president and director of research at CBS Laboratories, as an offshoot of the Division's space research programs with U. S. Government, the Company will not manufacture the system itself. CBS will license its production among leading manufacturers. At first, players will appear as attachment units, styled and built by manufacturers of home entertainment equipment. Once manufacturers get into full production, customers will be offered a variety of models with complete cartridge interchangeability. The film, however, will be recorded, printed and inserted in cartridges at CBS plants.

The CBS Electronic Video Recording Division plans to develop an EVR market among the television, publishing and motion picture industries; video-tape libraries; educational institutions; and suppliers of informational, training and recreational materials. With these outlets as a start, EVR could revolutionize the storage and exchange of information in education, industry, the arts and the home.

The classroom

Electronic Video Recording could give new scope to television's immense potential in education. As the Carnegie Commission for



An external connection like this clamps the EVR player to any conventional television receiver, regardless of its location.

Educational Television noted, a more versatile playback technology in educational television is the one thing needed to return to the classroom the flexibility that the present uses of broadcasting deny it. With such a technology, according to the commission, "the teacher can select the program, play it at the moment of his own choosing, replay it at will in whole or in part, interrupt it for comments." By providing this technology, EVR may help educational television make the "massive contribution to formal education" that the Carnegie Commission feels is not only possible, but is imperative.

Today, teachers must schedule classwork around broadcast hours, and they have no control over what appears on the screen — or when. With EVR, the teacher might integrate educational films more effectively into the smooth flow of his classwork. He could preview and choose. He could stop the program for comment or for general discussion. He could schedule lessons at his own discretion,

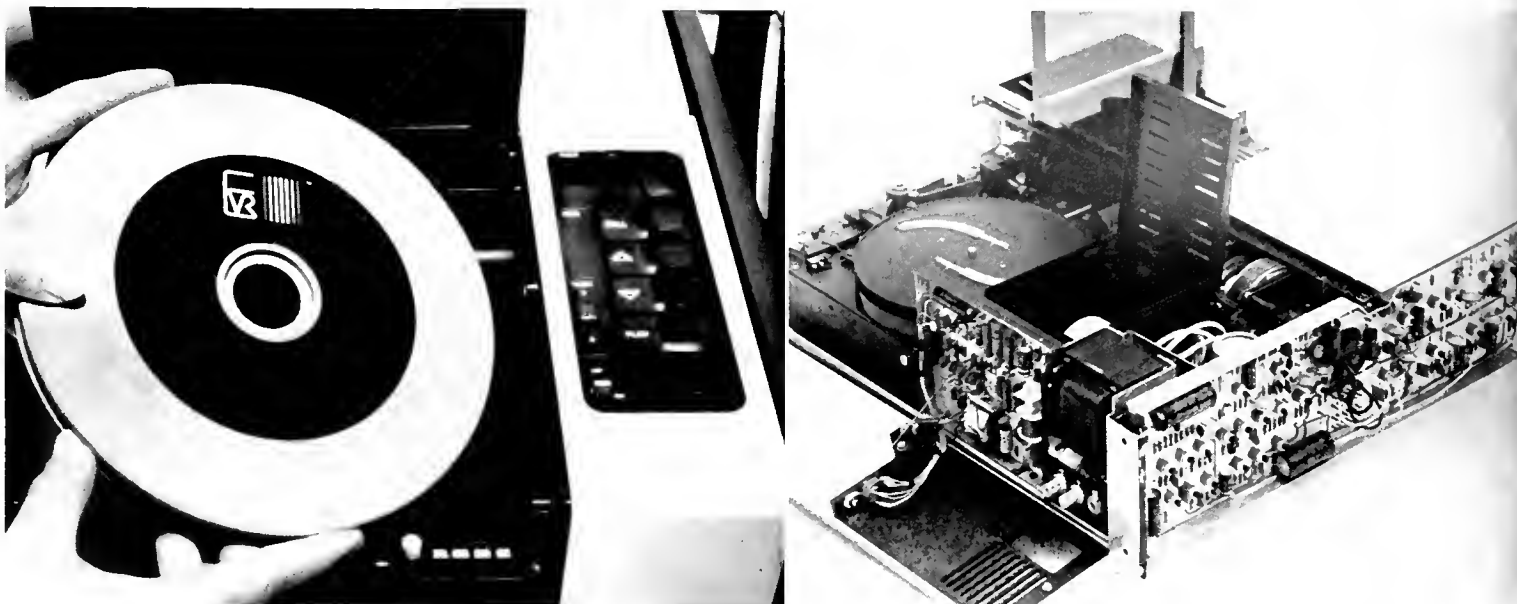
and show his films either to individual students or to large groups simply by linking single EVR player into as many television sets as he needs. He can even play them several classrooms at once.

Because EVR cartridges are considerably more economical than conventional films, schools may no longer need to depend on central or outside audio-visual libraries, frequently at distant points. They could buy up their own libraries.

Home use

The process of education does not end when one leaves school. It is only just beginning. The swift pace of change in scientific technology, the arts and industry forces millions of Americans to study at home, and many actually enroll in formal correspondence courses to sharpen and extend their skills.

Whether young or old, a high school or college graduate, an individual must study to keep up, to adapt, to increase his com-



The self-feeding EVR cartridge (left) is seven inches in diameter and drops on the player in the manner of a long-playing record. It contains up to 30 minutes of visual and audio material. The components of the player are shown in this CBS Laboratories prototype with the housing removed (right).

ence. Since 95 percent of America's 69 million homes have television sets, EVR is a local key to home study. Wherever in the world they may be, the most inspired educators and other leading authorities in their fields are now able to appear on film and give the student the next best thing to face-to-face lectures. And he will be able to study at his own learning pace — in the calm and privacy of his own home.

When not being used for home study, EVR can also provide hours of exciting and stimulating recreation. Before that Saturday morning round of golf, the EVR owner can slip a cartridge on the player and get a quick lesson from Jack Nicklaus. Or he can settle down for an evening of *Hamlet* or some other selection from his library of Shakespeare. Perhaps he will be in the mood for theowitz concert at Carnegie Hall, or Marianne Moore, Robert Lowell or some other favorite poet, reading from his own books.

Industry, government and business

On the job, EVR may become a major management and training tool. With its low dollar-per-minute cost for creating, disseminating and displaying training programs, EVR could reduce the teaching load on overworked instructors. Whether they are studying to be salesmen, dental technicians, lathe operators, engineers, computer programmers, officers, executives or astronauts, trainees can learn via EVR. The government could be able to teach the disadvantaged more efficiently and effectively. Hospitals might change staff films on medical hygiene or new patient-care techniques; at his leisure, a busy surgeon can watch closeups of new

Motorola to Make EVR Player

An agreement has been signed licensing Motorola Inc. to manufacture and market the CBS Electronic Video Recording (EVR) player. Joint announcement was made during the first public demonstration of EVR.

It was indicated at the demonstration that the black and white type EVR player will be produced in one of Motorola's Illinois facilities and will become available in substantial quantity by July 1, 1970. A color version of the EVR player is expected to be in production during the last half of 1971.

Initial markets to be served include hospitals, school and industrial organizations. A fine potential is also forecast in the hotel-motel field.

"These markets are not in any sense outside limits," said Elmer H. Wavering, president of Motorola Inc. "Rather they represent the most obvious needs to be served on a priority basis. These are markets in which we now provide other commercial equipment and for which we now have on board fully qualified engineering,

operations in his field. Scientists and engineers might be able to see and hear about the latest developments in their areas of specialization — not just read about them.

And the future? Perhaps one day, there will be an entire encyclopedia in EVR cartridges, stored in a space no bigger than a single paperback book. There could be vivid

production and marketing people."

Among the details of the agreement revealed at the demonstration is the fact that Motorola is, at present, the only U.S. company licensed to produce the product and that CBS will receive royalties under its terms.

The first model EVR player to be introduced will be an industrial-educational unit of "ruggedized" design. A consumer market type player will follow. Exact costs will be announced at a later date.

Regarding the selection of Motorola to manufacture the EVR player, Frank Stanton, president of CBS, noted, "We are impressed with Motorola's broad diversification in electronics equipment and the wide variety of markets the company serves. Motorola enjoys a leadership position in several important product categories, including solid state color television; hospital communications systems; and classroom and hotel-motel television. It has a reputation for quality of engineering and production. And it is an aggressive competitor in the marketplace."

motion pictures showing the circulation of the blood or the way a nuclear reactor works. There could be animated geography lessons illustrating how volcanos erupt, chasms open or canyons split off. There might be an essay on political science with the President himself addressing the viewer. Or there might be an essay with Bertrand Russell observing that "the more purely intellectual aim of education should be the endeavor to make us see and imagine the world in an objective manner as far as possible as it really is . . ." As a tool of education and enlightenment, EVR might help us see — and experience — the world in just that way.

Still many questions

With all of this, there are still many questions to be answered by the potential EVR user, when it becomes available sometime in 1970 (see box). EVR quality is very good, but is it better than VTR quality? Which will be the most convenient? Which will be ultimately cheaper? Present videotape recording equipment is improving steadily, and will undoubtedly be better in 1970 (when EVR is commercially available) than it is today. How will the two compare then?

As of this writing, EVR appears to have several inherent advantages, but its ultimate success or failure rests in the hands of the potential users of the system, whether their use be for business, government, education or home. They are the ones who will have to decide if EVR will do the job they want it to better and/or cheaper than whatever else is available.



Watching Dr. Peter Goldmark, president of CBS Labs load an EVR player during the first public demonstration are (l. to r.): Felix Kalinski, president CBS/Comtec; Elmer Wavering, president of Motorola, Inc.; Frank Stanton, president of CBS; Arthur Ochs Sulzberger, president of the New York Times; and Robert Brockway, president of the EVR Division.

Mixed-Media Maze

Tells of Changing Social Environment

Called upon to convey the essence of the changing social environment to forty executives, Coffin/Christensen Productions created a moving "experience" for participants in a clever plastic maze which commanded attention and involvement.



PACIFIC NORTHWEST BELL received presented Coffin/Christensen Productions of Seattle with the problem of communicating the essence of the changing social environment to a group of some forty executives of the company at their annual conference. The important consideration was to insure the group's full participation in an auditory, tactile and visual experience.

Coffin/Christensen responded by developing the concept of a plastic maze, representing the contemporary scene, in which the experience was to take place. The maze was divided into four sections, each area symbolizing a factor of social perspective—namely, The Worlds of Media, of Social Fragmentation, of Frustrations and Value Systems, and Urban Crisis.

The accompanying scale diagram of the Council House of Salishan Lodge, Oregon, outlines the spatial dimensions of the presentation.

The walls (8 ft. in height) and roof of the maze were built out of black visqueen plastic which created a particularly relevant mood of starkness into which was set an apparently confused mass of information pertaining to the shifting social framework that it symbolized.

The members of the conference, having heard an introductory speech (*in area*) relating to the content of the maze, were ushered individually, at one minute intervals via closed circuit TV into the corridor.

Each person began the experience by picking up an IBM card onto which was printed a number of short questions relating to the World of Media. Along the sides of the corridor were winding walls of black visqueen on which were pinned a flowing line of photostats. At three locations were continuously playing tape recorders. The first played Musak-type music, the second combined that with a polished band piece, and the third was a conglomerate of those plus some acid rock. This medium symbolized the generational and environmental changes in auditory response.

At the end of the corridor was a television camera and monitor recording the person's progress down the passage and giving instructions into the maze as he approached. Another question card was available at this point introducing the World of Social Fragmentation.

The main area of the maze — now entirely enclosed with black visqueen interspersed with approximately a hundred feet of yellow and clear air-filled columns made out of polyethylene that protruded through the walls and ceiling — started here. Immediately to the right was a telephone booth, whose glass on three sides was covered with rear projection material, inset into the visqueen walls. The telephone rang as each person approached it and when he answered, the sound of laughter interspersed with words and phrases was heard while at the same time 2 Carousel slide projectors and a 16mm Bell & Howell projector

One of the corridors of the maze (left) which created a particularly relevant mood of starkness

er bombarded the sides of the booth with
 rtising material designed by Coffin/
 stensen.

he next point of reference was a table
 an Audiscan and earphones on it. The
 er pressed a button that activated the
 discan on which appeared a typical pub-
 lications film. The sequence lasted for five
 nds after which the discordant sound of
 ephone continuously ringing as a back-
 nd to a rock song came over the ear-
 nes and behind the viewer an 8' by 20'
 projection screen lit up by 2 Carousel
 projectors and a 16mm Bell & Howell
 ector showed scenes of social turmoil.
 r sixty seconds the machinery stopped and
 viewer was directed on by a girl's voice
 ng: "Please proceed. The world is wait-
 for you. This is a recording", which was
 owed by the beeps of a touchtone tele-
 ne. The viewer then picked up another
 as he went along into the World of Fru-
 ons and Value Systems.

n this area, he was confronted with a con-
 ous flow of photostats depicting confusion
 uncertainty. At the head of one corridor,
 t into a photostat, was a TV set, also
 vated by a button, showing an executive
 vering a talk about social commitment.
 the viewer sat, involved with the sights
 sounds coming from a small black box,

another screen to his right lit up by a Bell
 & Howell graphically depicting the harsh
 reality of a thermonuclear explosion.

At the end of this sequence, with another
 card in hand introducing the World of Urban
 Crisis, the viewer wandered down the corri-
 dor past a Cousino tape recorder emit-
 ting a discordant nerve-wracking sound (symbolic
 of frustrations) until he reached a triangular-
 shaped room made with three 9' by 12' rear
 projection screens. The floor, ceiling and
 'walls' were covered with nipple-like plastic
 packing material. Three Carousel slide pro-
 jectors were so placed as to cause consider-
 able distortion. In the center was a table on
 which a Ramos Fizz awaited each participant.
 As he sipped this drink, the screens lit up
 showing a series of randomly timed slides
 concerning the urban scene, while a tape re-
 corder played a melodic ballad popular in
 suburban homes. The intent was to contrast
 the ease and comfort of suburbia with the
 turmoil and wretchedness of the inner city,
 that is the ghetto.

When the music and slides stopped the
 viewer left the maze for Area 3 where a row
 of chairs was arranged. On each chair was
 the set of cubes known as "Instant Insanity",
 a puzzle produced by Parker Brothers. Also
 present was a closed circuit TV camera and
 two 23" monitors which recorded the group's

movements. The rationale for this feat-
 ure was to make the viewer aware of the spec-
 tator role which the media are more and
 more imposing upon us.

After the entire group had filtered through
 the maze, another speech was given explain-
 ing the content of the maze in terms of the
 new attitudes arising out of the rapidly shift-
 ing social framework. This was backdropped
 by a light show produced by two dissolving
 Carousel slide projectors. The slides, pur-
 posely made in black and white, represented
 the dimension of media in contrast to the
 speaker who stood for the obsolete world
 of non-visual participation. The slides, ran-
 domly operated by the speaker, were pro-
 jected so as to cover the entire wall which
 the group was facing.

Following the speech, the group moved
 back through the corridor into Area 1 again.
 The chairs in that room had been rearranged
 into sets of six — placed on platforms so as
 to dissolve the members of the group away
 from conformity to their relative positions
 within the company-faced seven angled 23"
 televisions. By the side of each chair was
 a button connected to a response meter built
 by the Aero Marc Company of Seattle.

After all were seated, the speaker respon-
 sible for this part of the presentation intro-

Continued on next page

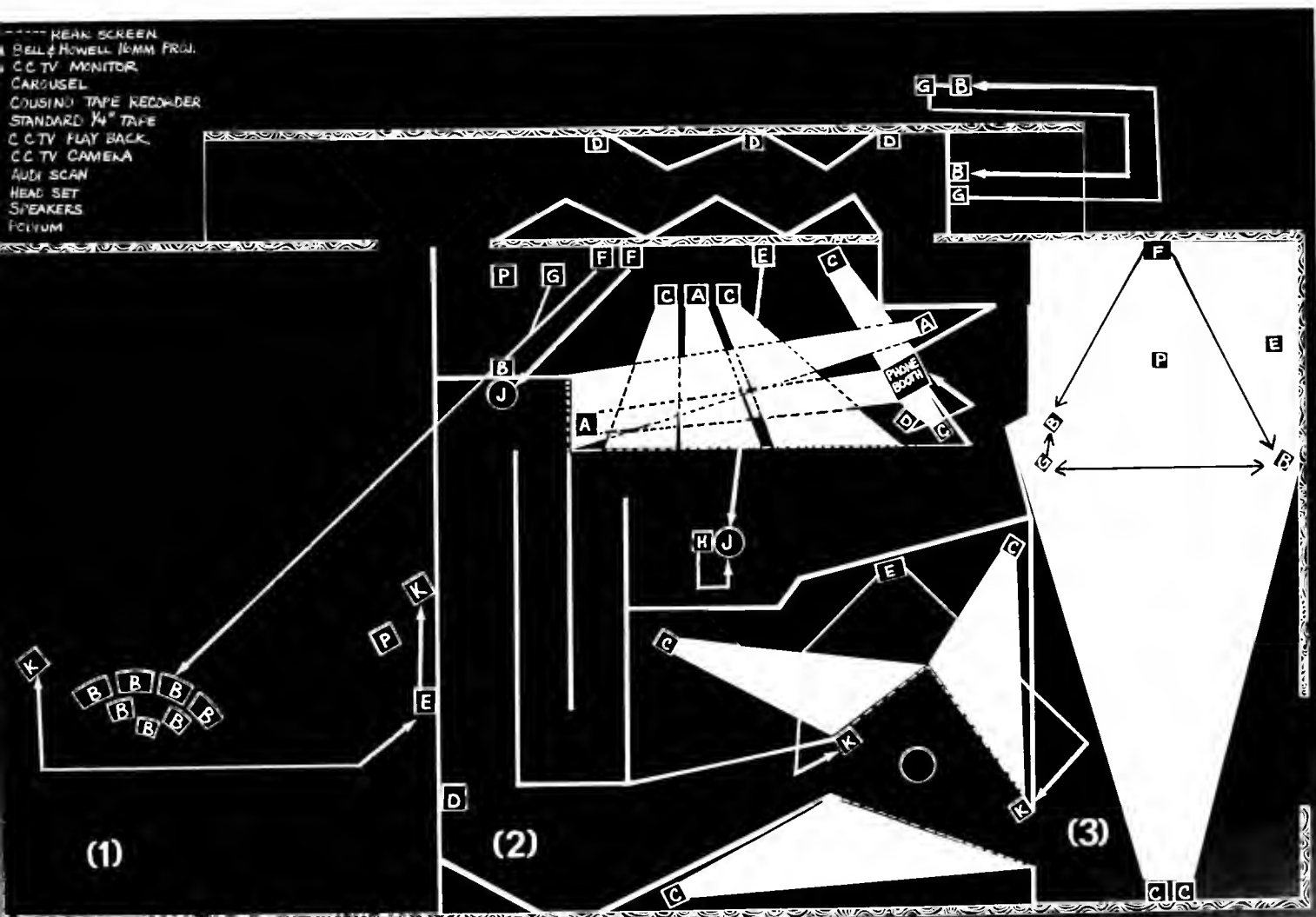


Diagram of the Council House at Salishan Lodge, Oregon, showing the spatial dimensions of the presentation.

mixed-media maze . . .

continued

duced the topic live via closed circuit TV from the projection area. A 16mm black and white film—written and produced by Coffin/Christenson for the occasion—which had been transferred to video tape was shown over closed circuit on the seven TV sets. During the film, which depicted the attitudes and conditioned prejudices of the Business World, each



Two Carousels on dissolve with slides representing "the dimension of media in contrast to the speaker who stood for the obsolete world of non-visual participation."

person was required to press the button in agreement, or leave it alone in disagreement, with the thirty-three situations posed, thereby forcing him into taking a position, into recognizing the degree of his involvement. This voting was registered on the response meter so as to record the reactions of the group in percentages.

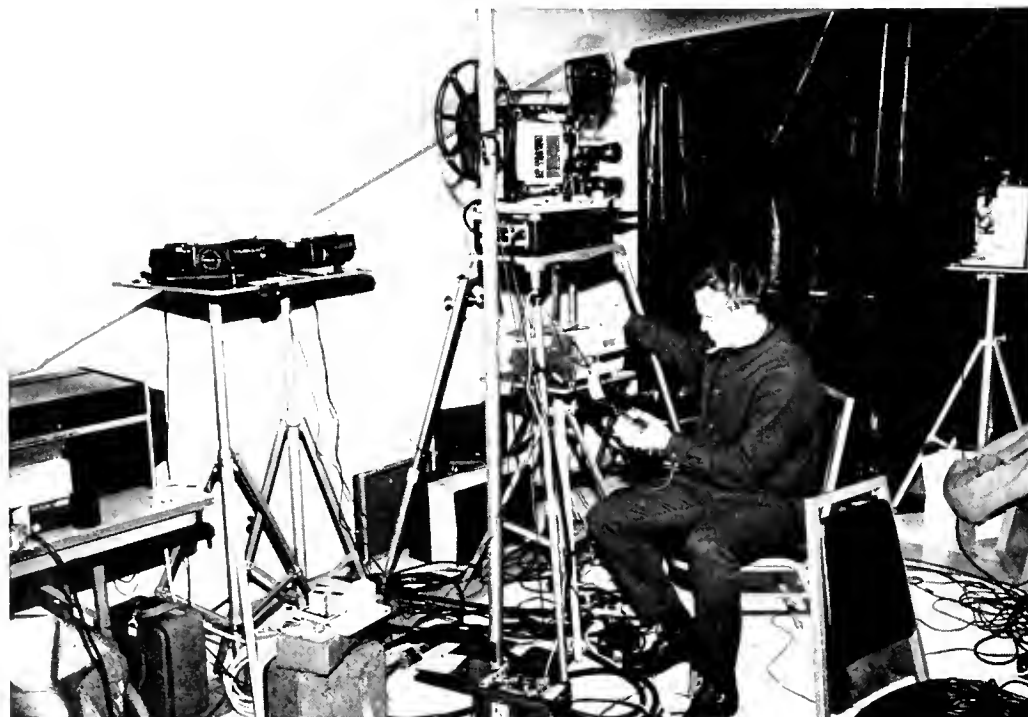
There was then a further live speech via closed circuit followed by a lengthy discussion.

The projection area was the hub of the operation. In it were 4 Kodak Carousel slide projectors, 3 16mm Bell & Howell projectors, 2 Cousino continuous playing tape recorders, 3 1/4" tape recorders, 2 video playback units and a monitor and 1 TV camera. The equipment required only three operators, each handling a number of machines, to trip on and off the projectors and sound recorders for the various sequences.

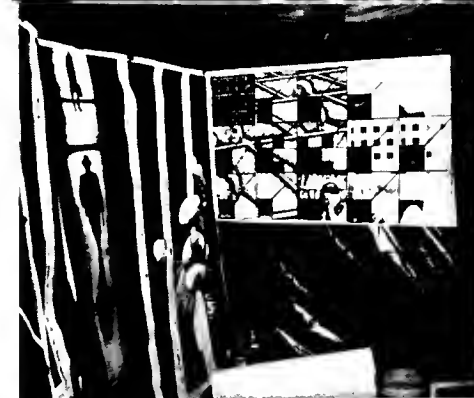
In all, the equipment consisted of:

- 6 Cousino continuous playing tape recorders
- 3 16mm Bell & Howell projectors (all rear projection)
- 9 Kodak Carousels (two on dissolve set up)
- 3 video tape playback units
- 11 T.V. monitors
- 3 T.V. cameras
- 4 1/4" tape recorders
- 5 Rear projection screens.

The end result was a moving visual experience, aptly communicating the message in an atmosphere of total involvement for maximum retention. •



Hub of the presentation was the projector area containing 4 slide projectors, 3 16mm projectors, 5 tape recorders, 2 video playback units, one monitor and one TV camera.



ASPECTS OF THE MAZE—Above and below parts of the "apparently confused mass of information pertaining to the shifting social framework that it symbolized."



Univac's Southwest region salesmen are not only learning and improving their performance through audiovisuals, but are rapidly becoming experts in creating them by using several A-V techniques in making their sales presentations.

SELLING WITH VISUALS



Audiovisual presentations are created on hook and loop boards at the Southwest regional offices of Univac in Houston. Videotaping a presentation by H. R. "Hank" Malinowski is Jim Greene.

PERHAPS NO INDUSTRY today places as much emphasis on product education and training as does the data processing industry.

Virtually every sales presentation and customer training course must be tailored specifically to the customer's individual requirements.

So a computer salesman could conceivably spend all his working hours in the preparation of presentations, leaving no time for prospecting and customer contact.

The lack of training and experience in preparing and delivering professional audiovisual presentations can be a further hindrance to the computer salesman.

Yet, if Hank Malinowski has his way, every Univac salesman will become a "multiplexer" with the power of audio visuals.

The director of education for the Southwest Region, Univac Division, Sperry Rand Corporation, Malinowski is successfully "multiplying the selling and training skills of Univac representatives."

Univac's Southwest region, headquarters in Houston, is the division's largest territory, in terms of sales and revenue.

Assisted by visiting Univac systems analysts and salesmen, Malinowski has developed an inventory of several hundred audiovisual presentations, many of which are being adapted nationally.

Most can be used for internal sales training, prospect sales presentations and post-sale user educational purposes, as well as for professional group meetings and conventions.

Currently the office has a library of over one hundred hours of presentations on videotape, color slides with script manuals, overhead transparencies and "hook and loop" boards.

Partially because of a new "Man of the Month" system instigated earlier this year, the library grows each week.

As Southwest Regional Manager E. W. McCain describes him, the "Man of the Month" is a Univac salesman or systems analyst who spends four weeks in Houston assisting Malinowski in every phase of training and customer education programs.

"Inevitably," McCain relates, "he becomes so enthusiastically involved in the program that he begins writing and producing presentations himself, though he may never have done so before."

"Videotape," Malinowski declares, "has already solved dozens of presentation problems, and we are just beginning to explore its many more potential uses." For the recent 20th Annual Operations Conference of the American Trucking Association in Atlanta, Univac wanted to tell a "trucking industry success story" in its exhibit booth. There was not enough time to produce a motion picture. The solution? In two days, Malinowski and two associates had visited Gordon's Transports, a leading Memphis-based trucking firm with the only real-time computer operation in its field. They videotaped statements by the company principals, showed a dozen applications of the Univac 491 system in action, then finished editing the tape, which was

Continued on next page

selling with visuals . . .

continued

shown in Atlanta the following week.

"Obviously," Malinowski commented, "videotape also works wonders in helping salesmen to see and overcome their own poor presentation habits.

"Variety" is the word to describe the library's content.

The *Tower of Babel*, for example, is a hook and loop presentation based on the Holy Scriptures. In a humorous vein, it shows how "communications confusion" caused the tower to be abandoned before it was ever completed. "Management today," the script relates, "sometimes stops progress because he doesn't understand the language of data processing."

The "Univac Educational Portfolio," featuring the "Modular Showcase of Visuals" is a combination of presentations to provide technical orientation and academic instruction, and to raise the level of awareness of data processing potential, particularly among management groups.

Its basic purpose, a narrator explains to outside groups, is "IMAGE." To "inform, motivate and generate enthusiasm" for data processing "within your organization."

The Portfolio begins with a brief review, on 35mm color slides, of Univac educational and training materials available. These include such 16mm motion pictures as *A Matter of Time*, produced in England as a case history of British European Airways' use of its Univac 490 real time computer system.

Univac's reference library of technical manuals and books, to provide speakers with background information, is also depicted in the "Modular Showcase of Visuals."

Malinowski endorses the use of unusual visual effects to demonstrate computer tech-



Univac representatives use hook and loop boards to great effect in many of their more formal presentations.

niques. For example, he employs the brilliant flashing lights of a polarizing spinner on an overhead projector, to simulate multi-programming.

Still other presentations on hook and loop boards include "Tops," a demonstration of Westinghouse Corporation's Teletype Order Processing System, with Univac real time computers. "Data Communications" is a subject offered to customer data processing personnel.

Supporting the entire audio-visual program are published booklets. A "Brochure of Wisdom" reminds branch managers and staff personnel that "You could re-invent the wheel. But can you afford the time? Presen-



Cartoons and combination cartoon-photography are used for illustration in desk-top sales presentations produced for computer systems prospects. Presentations are often tailored for specific clients.

tations await your request."

Additional technical subjects available include "Principles of Real Time," and "Principles of Data Communications."

For management meetings there is "EDP for the Line Official," "Executive Seminar on Data Processing," and "Univac 9000 Installation Planning Guide."

Presentations for marketing purposes include "The Benchmark — A Technical Criterion," "Univac 9200-9300 Presentation," "Univac 9400 Presentation," and "A Financial Prospectus," produced primarily for corporate financial officers.

Available to the academic community are three more presentations: "Magnetic Tape Principles," "Concepts of Binary" and "Principles of Magnetic Drum Mass Storage."

Most of the Univac presentations are ideally suited to audiences of approximately 25 people. Virtually every subject presented on hook and loop boards is also available on 35mm color slides, primarily for quick reference purposes.

Audio-visual equipment, owned by Malinowski's Houston department, includes a Beseler Topcon Camera with motorized mount; the Kodak Carousel, overhead, film-



A factory caught in the "paperwork bottle" is one of the scenes in the Univac's "9200" desk-top slide presentation.

strip and motion picture projectors, a videotape recorder and monitor, screen "hook and loop" board with black light phosphorescent visual presentation ma-

"Sales Tales in Marketing Magic" recent addition to the Educational Po-

Primarily for internal sales training sometimes adapted to customer or professional audiences, "Sales Tales" begins with a demonstration of magic by Jim Taylor, Univac's New Orleans resident manager.

To guide a new Univac salesman to the right place at the right time with the idea and attitude" are a score of supplementary visual presentations covering such subjects as "Techniques in Presenting With a Slide," "Conducting Sales Workshops," "Time is Money," "Proposal Efforts Personalized," "Account Service—Your Sales Insurance Policy," "Prospecting for Profit" and "Campaign Closeout — With Crescendo."

Other training scripts with visuals include "Suspecting," a plan to help the sales analyst and sales representative organize "suspecting," rapidly and efficiently, and "Generators," a strategy plan to help the salesman "get up and get back in, when he's been the close."

Including in a light-hearted mood, "Sales Tales" invites its audiences to "open their eyes and know the score, by drinkin' a cup of the Wisdom Well, so you'll have some in your sales tale."

Recently produced were sales presentations on the Univac 9200 and 9300 systems, for desk-top viewing. Each includes a record player, with disc-recorded musical narratives on the Univac system, as well as 15-frame color filmstrips.

The soundtrack and the filmstrip, combined with cartoon art with photography, provide bright, entertaining three-minute messages for each of the Univac systems.

What kind of results has this extensive audio-visual library produced? A Univac salesman's response goes something like this: "One audio-visual presentation gave me the competitive edge to close the sale. The increased morale factor is immeasurable," states Regional Manager E. W. Cain.

EVERY BASIC INDUSTRY has both an audience and the opportunity to bring interested viewers the definitive story of its products and processes. But to attract and hold attention and interest of sizeable potential audiences, whether in schools, clubs, or television, *professionalism* in production is a "must" for such films.

For products are as basic to mankind's existence as salt. The Romans, for example, considered it so precious that they used it as currency; the Latin derivatives have come down to modern languages. Yet it is found in all oceans, is buried deep in the earth and is the only rock consumed by man!

Uttering mountains of solar salt are brought to the screen in the new 28-minute motion picture recently produced for the Morton Salt Company, a Division of Crown International. In this thoroughly instructive yet entertaining film, The Jam Handy Organization has blended the twofold appeal of scientific discovery with genuine popular appeal. Sparsely narrated, *A Grain of Salt* is far from the usual step-by-step exposition of industrial operations.

The producer's approach was to create a wide range of moods from light humor to awe-inspiring pictorial effect; the film uses startling camera angles and unusual shots — the face of a workman, whirling bits of a monster drill and the cathedral-like atmosphere of caverns of shimmering stuff deep in the earth — to enhance the viewer's appreciative interest. Narration is relegated to an understated element, with emphasis on strong visual imagery.

The rewards to Morton have already been considerable. Audience reaction noted by the national distributor; Modern Talking Picture Service, has been enthusiastic. And well it might be, for *A Grain of Salt* was a first prize winner in the Educational-Documentary category of the National Visual Presentation Association's "Day of Visuals" in New York; the film has also received the Christy Award in the Business and Industry Category at the 1968 Columbus Film Festival.

And Morton's picture was the first business film to receive an AAA rating from the Motion Picture Review Board of the Public Relations Council last year, scoring 97 of a possible 100 points!

Opening sequences of *A Grain of Salt* capture viewer attention with a whimsical touch. Under a serene blue sky, leafy trees sway in a light breeze. There is absolute silence as a white bird circles and lights. A freckled-faced youngster solemnly crawls across the grass with a salt shaker in his fist. Obviously he is testing the old adage that you can catch a fly by sprinkling a grain of salt on its tail. The scene shifts to a restaurant, catching a waiter surreptitiously tossing a pinch of salt over his left shoulder. And for the first time, audiences hear the voice of narrator Bob Cunningham as he says:

"You know, it's amazing what a grain of salt will do." The title frame emerges into the main action.

In ancient Egypt and Imperial Rome slaves

Continued on next page



Camera crew from the Jam Handy Organization shoots a sequence of salt moving out of mine on conveyor belt.

Filming the story of . . .

SALT

A wide range of moods prevail in "A Grain of Salt." Far from the usual step-by-step presentation of industrial operations, the film successfully combines light humor and awesome pictorial effect to tell the story of salt.



Deep in a Morton Salt Company underground mine, a camera crew prepares to shoot a scene for "A Grain of Salt." The salt in this mine at Grand Saline, Texas is the gift of a shallow, warm, forgotten sea of some 400 million years ago.

salt — vital commodity . . .

continued

were traded for this precious commodity and wars were fought to get it. Roman soldiers received their "salary" in salarium argentum—salt. In some parts of Africa, we're told, it's still used as money.

Modern methods of obtaining salt are shown in subsequent sequences. To picture one of the earliest known methods, the camera moves to the scenic area around Saltair, Utah. Here, bathed in the searing sun, are Morton's evaporating ponds where the technique of solar evaporation is still used—but today, it is under the most exacting scientific conditions.

Briny water from a salt water source is pumped into the concentrating ponds in the month of May. The sun and wind do their work, impurities settle and by September the top of each pond is covered with a layer of sparkling salt crystals ready for harvest. The camera follows the processing steps now used to produce various commercial grades of pure solar salt—scientifically tested and ready to market.

A Grain of Salt also has arousing dramatic moments as, for example, the shattering explosion of blasting charges as they crumble towering walls of salt in Morton's underground mine at Fairport, Ohio—2,200 feet

down and one mile out under Lake Erie. Chunks of rock shoot out like shrapnel as blasting sequences were lensed by remotely-controlled cameras, with photographic crews only 200 feet away.

Salt mine scenes remind the viewer that counterpart diggings in Europe are so beautiful that they are used as cathedrals for worship. The cameras catch intimate glimpses of underground mine activity, so that audiences get the "feel" of being in the center of action. In subdued narration, they are reminded that salt in this mine is the gift of a shallow, forgotten sea of some 400 million years past. The sea evaporated and left these vast beds of salt which in time were buried beneath layers of soil and rock.

In this scene and in another which follows of the mine at Grand Saline, Texas, Morton had a special message to get across. Contrary to rumors out of Siberia, an underground salt mine is really a clean, pleasant place to work. Year-round temperatures average 70 to 75 degrees. The "rooms" of salt are 75 feet high at Grand Saline.

Much of the salt from a mine is marketed in bulk form to serve the needs of industry. Table salt, however, is obtained from brine wells sunk deep in the earth. Wood cuts and a clarifying animation sequence depict the complex processes of obtaining salt crystals from brine.

The film is really a two-part exposition. The second "half" of *A Grain of Salt* amply illustrates the myriad uses of salt in its many forms. Here, the production technique shifts to fast-paced, colorful material, using a quick tempo of music and professional players to show how salt and salt products help make everyday living more pleasant and healthier. To provide cinematic flow and unity, three basic characters who were used to introduce the film return in this part of the picture, appearing in amusing situations.

A pretzel maker (the player who was previously seen throwing salt over his shoulder) is pondering a weighty problem. As he taps his pretzel, the salt falls off. The narrator comments, "ordinary salt won't stick to well, will it?" As the pretzel maker shakes his head in agreement, the narrator suggests that he try something special and a huge bag of Morton Pretzel Salt appears to solve that problem.

The same character continues to stumble through a series of perplexing or hazardous situations showing the need for salt. He tries to wash his hands in hard water but can't get any suds—a water softener using salt pellets is the answer. He comes home with an armload of groceries and disaster threatens on an icy sidewalk until his concerned wife dashes out with a bag of Morton Safe-T-Salt. Dressed in a safari outfit to fend off the noon-day sun, he works in his garden but has to be rescued from heat exhaustion by a dose of Morton Salt Tablets.



Miners prepare demolition charges for blast in Morton's Grand Saline, Texas underground.



One of the scenes from the film depicts the importance of salt for ice control on city streets.

In its final sequences, the film develops the concept that salt, a keystone of modern industry where it is used in food products, dyestuffs, in automobile tires and motor oil, for paint and Simoniz, fumigants and insecticides, conditioners, aluminum, paper, cellophane and plastics. There are, the film shows, more than 14,000 ways in which salt is used to the betterment of all. And the Morton Company's research laboratories are constantly uncovering new ways to make life better and more liveable with *A Grain of Salt*.

This thoroughly informative picture is being shown in wide usefulness in upper elementary and high schools—and among the general public through service clubs and other adult groups. It is also being requested for presentation in service television showing. Free loan picture may be obtained from any office of Morton Talking Picture Service.

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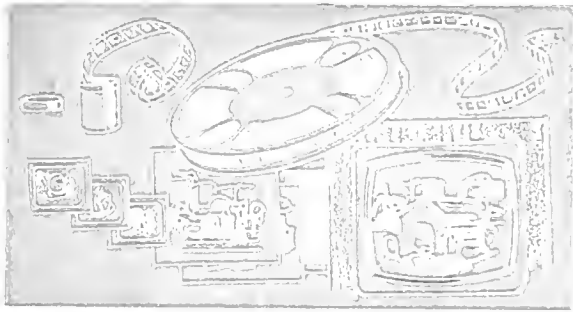
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picture parade

Modern Marketing Offers Sales Training Series

After a year of field testing, a new and proven sales training program is now available nationally from Modern Marketing Programs. *The Successful Selling Series* consists of seven filmstrips and records, as well as leader's guides and sets of collateral material for the salesmen. Each of the units deals with one of the 7 basic elements or techniques involved in successful selling, including prospecting, handling objections, closing the sale, and time control.

The series was produced by International Salespower Institute, Inc. to provide sales executives with a proven, and easy to use, program that will: (1) Train new salesmen quickly and effectively; (2) Remind experienced men to use their selling knowledge on every call.

A number of companies in various industries have profitably used the program during the test

period and have been enthusiastic about the results.

The series is available on a sale or rental basis. For detailed information about the program and how you can obtain preview prints, write to Modern Marketing Programs, a division of Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N. Y. 10036.

A Deeper Look at Life, Economy of Hong Kong

A new film on Hong Kong's life, industry and arts has been released for U.S. distribution by Caltex Petroleum Corp.

Hong Kong Horizons was premiered before 250 guests September 12 at a reception held in the United Nations Association's theatre in the Carnegie Endowment International Center in New York. Kyatang Woo, Resident Representative in the U.S. of the Hong Kong Trade Development Council stressed the growing acceptance of Hong Kong's products in international markets, and he thanked Mr. A. N. Lilley, Board Chairman of Caltex both for the interest the film will stimulate in Hong Kong and the worldwide distribution it will receive. Mr. Lilley estimated that some 25 million people will ultimately see the film, in a variety of languages.

Hong Kong Horizons will shortly be introduced abroad by a premiere in Hong Kong. Additional local premieres are planned in several of the 60 eastern hemisphere countries in which Caltex companies operate. It has also been entered in a number of major international film festivals.

In the U.S. prints of the film will be shown on television, and made available on free loan to groups through Sterling Movies, Inc.

Clever Premiere Kicks Off Head Start Film

In one of the most unusual movie premieres in New York City's history, the star of the film did not attend because it was past his bedtime, and the film opened not in New York's theatre district in the 40's, but uptown in the Spanish speaking section around Broadway and 165th Street.

Pancho is a 24 minute color film, presented by The Office of Economic Opportunity to show residents of Spanish speaking urban areas just what the Head Start Program is all about. The star of the film, five year old Frank *Pancho* Mansera, is the National Head Start Child of the Year. His story — the dramatic discovery of his serious disorder, and his subsequent amazing response to medical and educational treatment — epitomizes the desperate needs discovered among impoverished children.

The guest of honor at the premiere was the Honorable Herman Badillo, Bronx borough

president. Badillo addressed the theatre audience, briefly explaining the Head Start Program, and how it benefits the community as well as individual families.

Other notables attending the screening at the San Juan Theatre, Broadway and 165th St., were Josephine Nieves, director of N.E. Regional Office of Economic Opportunity and John Van Putten, director of the Washington Heights Neighborhood City Hall. Representing the distributor, Modern Talking Picture Service, were Richard H. Rogers, vice president, and John B. Lalley, vice president.

Distribution plans for the film include both Spanish and English speaking theatres throughout the country. In addition, 16mm prints in Spanish or English are available on a free loan basis for showings to schools, churches, community groups and civic organizations. For additional information, write Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N.Y. 10036.

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Bronx Borough President Herman Badillo (center) receives a print of "Pancho" from Josephine Nieves, director of N. E. Regional Office of Economic Opportunity and Richard H. Rogers, vice president of Modern Talking Pictures Service following the film's premiere at the San Juan Theatre.

Training Babysitters in Home Fire Safety

The first feature film on the important subject of training babysitters in fire safety is now available from the National Fire Protection Association (NFPA).

Have a Wonderful Evening uses the story technique to gain and hold the attention of the teenagers who comprise the majority of the nation's babysitters. The narrative is a vivid account of an evening at the Craig's house where a babysitter's lack of knowledge about what to do when fire strikes nearly brings disaster to the children entrusted to her care as well as to the house itself.

Dramatically proving to babysitters that they must have training to wisely meet such emergencies, the film also skillfully weaves into its story a tremendous amount of practical information. Thus it can serve as an excellent introduction to a babysitting course, or can stand alone as an effective informational film. It is especially appropriate for junior and senior high school students, from whose ranks come most babysitters, and is equally valuable to parents.

This 16-mm film in Technicolor and sound has a running time of 16 minutes. It was produced by RJ Film Communicators with technical assistance from NFPA.

Have a Wonderful Evening, available at \$165 per print, may be ordered from the National Fire Protection Association, 60 Batterymarch Street, Boston, Mass. 02110.

Clothing Selection Shown In Women's Film Series

Dressing by Design, a series of five 16mm films, provides a basic understanding of clothing selection that will enable women to see themselves objectively and create wardrobes that project their individuality.

The film series presents a popular short course that has long been a part of the Family and Consumer Sciences program of the University's Cooperative Extension Service. The material is suitable for women of all ages, physical types and coloring. The films stress a personalized approach to choosing clothing and teach how to combine the factors of shape, line, texture and color to make the total appearance a harmonious composition.

The films are *Silhouette*, 24 minutes, b/w; *Line*, 29 minutes, b/w; *Texture*, 30 minutes, b/w; *Color*, 24 minutes, color; and *Color and Wardrobe*, 29 minutes, color. They may be purchased or rented as a series or individually, and supplemental printed reference material for high school, college or adult school instruction is available.

Detailed film descriptions are contained in a brochure obtainable by writing to: University of California Extension Media Center, 2223 Fulton St., Berkeley, Calif. 94720.

Goodyear Film Shows New Packaging Materials

Goodyear Wraps It Up, a new 22-½ minute, 16mm color, sound motion picture demonstrates to supermarket and food store executives and managers how to save money and time by using proper packaging techniques in their meat and produce departments.

The film is being used in conjunction with a breakfast seminar sponsored by The Goodyear Tire & Rubber Company's Packaging Films department. It was produced by the Corpra division of Tatham-Laird & Kudner, Goodyear's advertising agency, and Victor Kayfetz Productions, Inc.

Photographed at Goodyear plants in Akron, Ohio, and in various supermarkets in Ohio, New Jersey, and New York, the film shows the making and testing of various plastic films used for packaging. The techniques used in packaging from the simple hand-wrapping process through to the use of highly sophisticated automatic packaging machines are depicted. The engineering, advisory and consulting services provided by Goodyear without charge to supermarkets is also explained.

Many sequences were photographed in supermarkets during normal store business hours while customers were shopping. The camera crews, using only available light and applying "cinemaverité" production techniques, were able to carry out their assignments without interrupting the routine of supermarket operations.

Prints of this motion picture are in the hands of the various Goodyear district offices for showing to supermarket managerial personnel. •

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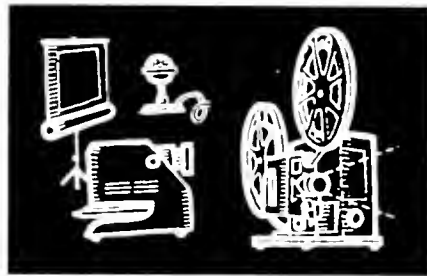
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is born
naked...
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to life.

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new products



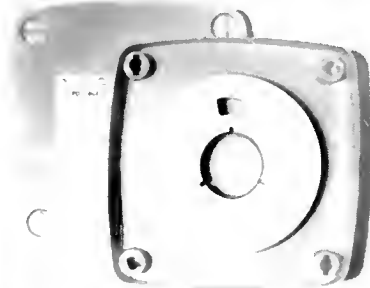
Plastic Reel Introduces 1" Video Tape Reel Case

The Plio-Magic shipping and storage case for 8" x 1" or 6 1/2" x 1" video tape reels assures safe transportation of valuable video

reels, and bulbs with 1500 to 2000 hours average life.

Designed for use with standard cardboard mounted 35mm color super slides, it is also available with random access and remote controls, and produces sharp, pictures and bright colors.

For additional information, write Christie Electric Corporation, 3410 West 67th Street, Los Angeles, California 90043.



Super-tough case comes in several colors with imprinting available.

Wipe-On Liquid Lengthens Life of Film and Slides

Permafilm, a wipe-on liquid that makes both color and black and white slides and movies longer lived and more resistant to damage, is available from Edwa Scientific Products Corporation.

When applied with a clean cloth to both sides of the film, the liquid replaces most of the moisture which is baked out of the film during repeated projection with an inert chemical that cannot evaporate. The treated film becomes tough, pliable and resistant to static and to fungus growth, thus preventing warping, popping, fading, static charge which attract dust, dirt and fingerprints. Permafilm toughens the emulsions side and lubricates the base side so that film is less likely to scratch.

For a free bulletin write Edwa Scientific Products Corporation, 12120 South Peoria Street, Chicago, Illinois 60643.

tape. The reel is placed on a rigid hub in the case and the cover closes tightly with a positive action locking system.

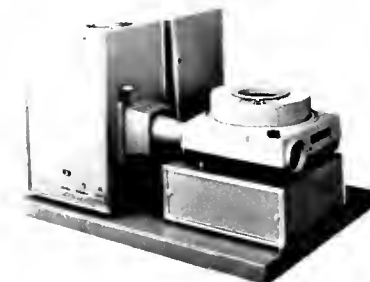
Further information may be obtained from Plastic Reel Corporation of America, 640 South Commercial Avenue, Carlstadt, New Jersey 07072.

Slide Projector Produces 4 to 8 Times More Light

The Christie Xenolite "Carousel" slide projector, Model BFL 450-46 is suitable for use in large auditoriums, theaters, rear screen projection, outdoor amphitheaters, advertising, display systems, trainers and other applications. It is one of several new series of Xenon and Mercury Arc Lamp Illuminator Systems which consist of lamphouse with optics, rectifier power supply, ig-

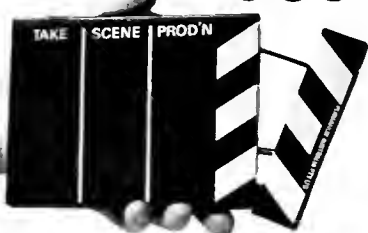
Model GR-2 Projects Bright Giant Images

A 2,000-watt tungsten-halogen 3 1/4" x 4" slide projector, designed for instant, extra-bright "spots" at temporary as well as permanent locations, has been introduced by Genarco, Inc. This unit, Model GR-2, plugs into regular 20-ampere outlet. The projector produces 5,200 lumens while drawing only 17 amperes of current, thus producing brighter pictures in lighter surroundings.



The Christie Xenolite Projector produces sharp clear pictures.

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Compact and lightweight, this spring loaded automatic slate is constructed of heavy duty metal enclosed in a tough plastic jacket. Just cock it—press the top with your finger—and the clapperstick releases automatically. Plastic covering can be written on with grease pencil and easily wiped clean. The most convenient, reliable slate of its type available today.

Specifications: 7" long, 4 1/2" high, 1/2" wide, weight: 10 oz.



Available in black or white—please specify

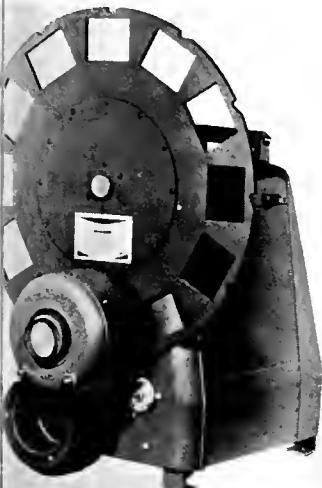
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West Coast: 7051 Santa Monica Boulevard, Hollywood, Calif. 90038 . . . (213) 469-3601

Over 40 years of quality service



tungsten-halogen projector produces brilliant ad "spots".

percent of light output is maintained throughout a lamp life of 300 hours, and light distribution is unusually even.

In addition to projecting ads, the mobility of the Model GR-2 gives it application in traveling shows, lectures and display work. The use of the larger 3 1/4" x 4" slides combined with 2,000 watts of power and higher color temperatures produces brighter giant images from either a long or short row. The system is also recommended for rear projection. For further information contact Geneco, Inc., Subsidiary of Robins Industries Corporation, 15-58 27th Street, College Point, New York 11356.

Eclair Shoulder Brace Available From Gordon

A shoulder brace, designed for use with the Eclair camera, is now available from Alan Gordon Enterprises, Inc. The Gordon-Eclair Shoulder Brace features lightweight construction and even weight distribution which permits the cameraman to film for hours without fatigue. It allows him to use both hands without having to hold the camera and is designed so that the cameraman does not have to strain his neck forward in order to use

the Eclair viewfinder. The G-E Shoulder Brace is available with a 12V battery belt or quick release web safety belt.

Further information may be obtained by writing or calling Alan Gordon Enterprises, 5362 N. Cahuenga Boulevard, North Hollywood, California 91601.

Maxi-Brute Outperform Standard 10K Output

Berkey-ColorTran is producing a Maxi-Brute "6" which outperforms a standard 10K in light output and area coverage and draws less than 50 amps. Operating directly from 120 volts, AC/DC, the Maxi-Brute "6" accepts a family of 1000 watt, PAR 64 "quartz" lamps with color temperatures of 3200°K and 3400°K. PAR 64 "quartz" lamps are also available with dichroic coated lenses producing a color temperature of 5500°K. With all six 3200°K PAR "spot" lamps burning, the Maxi-Brute produces approximately 5300 footcandles at



The Maxi-Brute "6" is an ideal motion picture and television location fixture where long throws are required.

20 feet while drawing less than 50 amps. Six individual lamp switches provide for various levels of intensity without changing color temperature.

The Maxi-Brute "6" is compact, rugged, well ventilated and can be stand mounted or C-clamp

Continued on next page

A.V.E.-HOKUSHIN 16mm SOUND PROJECTOR



UNSURPASSED QUALITY

EXCEPTIONAL FEATURES

NOW AVAILABLE FOR IMMEDIATE DELIVERY

The A.V.E.-Hokushin 16mm optical/magnetic sound projector now offers the latest advances in motion picture projection, including:

- Needle sharp picture, with f 1.4 Canon 50mm lens, micro-focussing
- Rock-steady action, with new pull down mechanism
- Easy loading, with new interlocking system
- Forward and reverse
- Single control knob, for simple operation
- Still and slow-speed operation
- Large 16-tooth sprockets
- Automatic loop restoration, insuring safe and flickerless projection at all times
- Easy portability
- Fine-adjustable claw mechanism for precise framing
- High-power induction motor, no electrical noise, no cleaning necessary
- Cinemascope lens holder available
- Modular design provides easy changeability of replacement parts
- Magnetic sound playback, with simple optical-magnetic switch
- Magnetic recording, with adapter accessory
- Remote control attachment available
- High speed rewind without switching reels
- Integrated circuit, solid state amplifier, large flywheel and top-quality ball bearings provide excellent high-fidelity characteristics
- Exciter lamp automatic compensation circuit maintains exact sound volume and quality regardless of voltage drops
- Unique lamp release mechanism permits instant change of lamps

— Write or Phone for Specifications and Price —

A.V.E. CORPORATION

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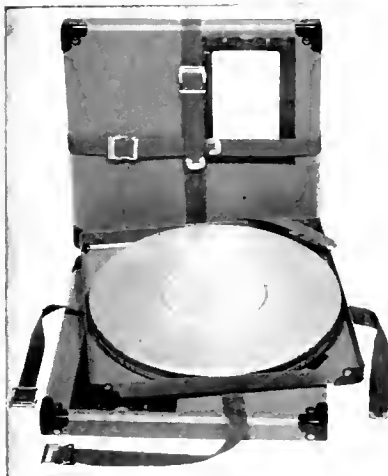
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new products review . . .

continued

supported. Accessories include four leaf light shields, dichroic daylight conversion filters as well as diffusion frames that accommodate spun glass.

For details, contact Berkey-ColorTran, Inc., 1015 Chestnut Street, Burbank, California 91502.

Honeywell Elmo Dual 8 Projector Uses Any 8

Complete compatibility with all three major 8 mm films is offered in the Honeywell Elmo Dual 8 Projector, Model 330. Honeywell Photographic reports. Selective push button sprockets allow projection of either Super 8, single 8 or regular 8mm films by simply pushing in the appropriate shaft to shift sprockets to the proper format. There are no extra parts to add or remove when converting from one film format to another.

The Model 330 features automatic threading with 400-foot capacity; a control that allows the user to project forward, reverse or stop; flicker-free speed control that allows the user to vary the projection speed from slow to fast in order to insure smooth viewing. Any speed may be selected from 12 to 24 fps.

The Dual 8 Model 330 projector includes a 120v, 150 watt Tru Flector (DFG) lamp, one 400-foot reel and a dust cover. The projector is 12 inches high, 10 inches long, 7¼ inches wide and weighs 12 pounds. It operates on 110-125 volts AC 60 cycle current. For complete information, write Honeywell Photographic Products, 4800 East Dry Creek Road, Denver, Colorado 80217.



Honeywell Elmo Dual 8 is easy to operate and projects any of the three 8mm formats.

Spindler & Sauppe Markets Package Dissolve System

Spindler & Sauppe, Inc. is offering two Ultrabright Selectroslide professional 2 x 2 projectors, each capable of projecting 3000 Lumens onto a screen, with a Model 770 Dynamic Dissolve unit as a high performance package dissolve system. This team provides professional users with a great degree of operating flexibility and special effects with a high output of illumination. The system offers many exclusive features, including several dissolve speeds, reverse sequence, superimposition, fade-in fade-out, and remote on/standby control.



Ultrabright 3000 Lumen Projectors, paired with new Dynamic Dissolve, offered as package system.

The package system, designated Model 775, includes two dissolve-modified SLR-1200 Selectroslide projectors equipped with Ultrabright systems, 5" f2.8 projection lenses with remote control focus, one model 770 Dynamic Dissolve System, and one Model 773 Dynamic Dissolve Remote Controller with 25 foot cable. Other projection lenses, from 1-12" to 12", may be substituted to fit any special requirements, either front or rear projection. More information may be obtained from Spindler & Sauppe, Inc., 1329 Grand Central Avenue, Glendale, California 91201.

Concord VTR-620 Features Fast Electronic Editing

Concord Electronics Corporation has introduced a new video tape recorder with electronic editing called the VTR-620.

A push-button control on the VTR-620 provides a smooth



Pushbutton control of the VTR-620 videotape recorder provides smooth transition between scenes.

transition between scenes. This allows editing for all three types of recording conditions: (1) When the recorder is stopped or started between scenes during live recording; (2) when dubbing inserts from previously recorded tapes, films, or off-the-air recordings, onto a single tape; and, (3) when mixing live or pre-recorded tape segments on a single video tape.

The VTR-620 is a helical scan, dual rotating-head system using ½ inch video tape. It is compatible with all other Concord video tape recorders. For additional information, write Concord Communications Systems, 1935 Armacost Avenue, Los Angeles, California 9002

Mobile Lecturn Convenient for Teaching and Speaking

The American Seating Company's 745 mobile projector lecturn accommodates almost any size equipment for audio/visual presentations and demonstrations. The swing top on the lecturn provides for right or left hand operation. Quiet operating rubber casters provide easy mobility and storage. Ample storage for an overhead projector or other equipment plus three drawers for slides, tapes, films, etc.

For more information, contact American Seating, Grand Rapids, Michigan 49502.



This lecturn is made from wald-patterned high pressure plastic laminates and steel tubing for durability and easy cleaning.

AVE Offers Hokushin 16mm Optical/Magnetic Projector

A new 16mm optical-magnetic sound projector now being imported from Japan and distributed throughout the United States offers several unique features of interest to industrial film users.

The AVE-Hokushin, a joint product of AVE Corporation, New York, and the Hokushin Electric Works, Tokyo, is light in weight and easily portable, but is of thoroughly solid construction with well-tooled heavy duty parts that should provide constant trouble-free service.

Among its features are a simple switch for optical or magnetic playback sound, provision for still and slow-speed projection, and an automatic loop restoration mechanism.

Amplifier uses an integrated circuit and is of solid-state design.

Further information may be obtained from A.V.E. Corporation, 250 West 54th Street, New York City 10019.

Make Your Own Overhead Slides

Anyone with a Xerox machine can make his own slides for overhead projection by using Excello film, a product of the Sun Chemical Corporation. Anything that can be copied on paper can be duplicated on the film with no change-over from paper setting. Those using overhead projection equipment will find Excello film a convenient and inexpensive way to reproduce maps, graphs, line drawings, and the printed word to film for immediate projection.

More information is available from Custom Products Division, Sun Chemical Corporation, 681 Main Street, Belleville, New Jersey 07109.

Jack Coffey Introduces 16mm Film Cleaner

A portable, low-cost 16mm film cleaner has been introduced by the Jack C. Coffey Company. The Luxor/FilMagic Film Cleaner removes loose emulsion, dust, dirt and oils from films while they are being rewound and coats them with a silicone glaze to make them scratch-resistant and smooth. The film cleaner is placed between rewinds and the film glides over silicone tapes and is cleaned and glazed on both sides.

The Luxor/FilMagic No. 838

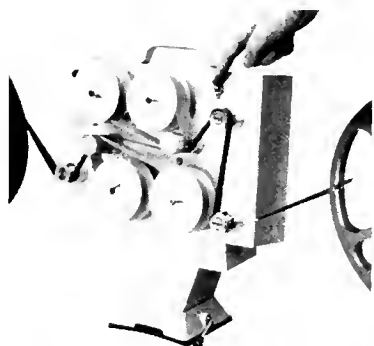
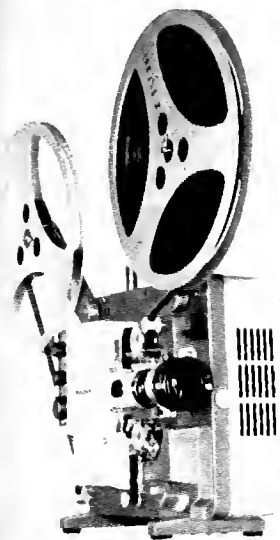
With an optional magnetic recording adaptor and the built-in remote control system, recordings can easily be made single-handedly at some distance from the projector, or in a sound booth.

A single control knob provides settings for forward and reverse operation and lamp on-and-off. An exciter lamp automatic compensation circuit maintains sound volume and quality regardless of voltage drops.

Loading is sure and easy, and practically foolproof with two big 16-tooth sprockets and a new interlocking system. Lens is a Canon f 1.4, 50mm, noted for exceptional brilliance and sharpness.

Both projection and exciter lamps are standard American types available anywhere. A unique lamp release mechanism permits extremely rapid change.

Service is facilitated by a modular design which permits snap-on parts to be used throughout.



The Luxor/FilMagic permits even small film libraries to clean films as they are inspected.

is furnished with 2 spools of 30' silicone-impregnated tapes which may be washed for re-use. Contact Jack C. Coffey Co., Inc., 104 Lake View Avenue, Waukegan, Illinois 60085 for more information.

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industry news

Along the film/tape production line

Chicago's Filmack Studios Celebrates 50th Year

1969 marks the beginning of the 50th continuous year of operation for Chicago's Filmack Studios — one of America's pioneer film producers.

Starting as a one-man operation in 1919, Filmack has expanded in the last half-century into all phases of commercial film making: business, theatrical and educational motion pictures, filmstrips and slides; motion picture television commercials. Today, the large, modern film plant is located on Chicago's historically nostalgic "film-row" — Wabash Avenue.

Fully staffed and equipped, Filmack boasts its own still and motion picture studios, a complete full-animation department, recording studios and its own laboratory for black-and-white and color films.

Coffin/Christensen in New Seattle Quarters

Coffin/Christensen Film Productions has opened new and improved facilities with a move from 1906 East Aloha to 619 East Pine, Seattle, Wash. 98122. New telephone number is 206-325-5920.

Foster, LeMoine Form Film Partnership

Jacques Lemoine and Fred B. Foster, Jr. today announced the formation of a partnership for the production of television commercials, industrial films and documentaries.

The firm will be known as Foster & Lemoine's TVA Group, Inc. It is an outgrowth of The TVA Group, Inc. which Lemoine has operated since 1962. Lemoine will be president and Foster executive vice-president.

The new Foster & Lemoine's TVA Group, Inc. is located at 4 East 46th Street where it has

its own shooting stage and a staff which includes three film directors, three cameramen, an editor, assistant director, and supporting personnel.

Richter-McBride Opens New York Facility

The formation of Richter McBride Productions, Inc. has been announced by Robert Richter and Robert McBride, television and film producers formerly with CBS News and King Screen Productions.

The new firm, located at 15 East 53rd Street in New York City, is developing a series of television specials in cooperation with The Conservation Foundation and the Sierra Club.

Alan Gordon Distributes Elemack Spyder Dollies

Alan Gordon Enterprises Inc. has been appointed Western United States distributor for Elemack Spyder dollies and accessories.

The Spyder is expressly designed for use in inaccessible areas, making it ideal for shooting in tight corners and narrow spaces. It is ruggedly built despite being lightweight and, with the Jonathon Jib Arm Assembly, easily is converted into a dolly crane.

The Spyder is available for sale through the Gordon Sales Division in North Hollywood and for rent through the company's Rental Division in Hollywood.

Bardwell & McAlister in New Hollywood Showroom

A new showroom located at 6757 Santa Monica Blvd., in the heart of Hollywood, has been opened by Bardwell & McAlister, Inc.

Staffed by sales engineers specializing in professional motion

picture and TV lighting methods and installations, the new showroom will have on display the full line of Bardwell & McAlister lighting fixtures, ranging from the 750 w. Baby Keg to the 10 kw Big Mac Spotlight, plus the latest models of Tungsten-Halogen lights. In addition, full demonstration and testing areas will permit potential users to actually check out light output, control and balance features as well as operating features.

The new facility will also include sales and administration offices, under the supervision of John Murray, Vice President of Sales.

Westport A-V Group Relocates, Expands

The Westport Communications Group Inc., recently opened new larger offices and audiovisual studio facilities at 155 E. State St. in Westport, Conn.

The audiovisual consulting and production firm, headed by Fred Hertz and Tod Dockstader, serves advertising agencies and various industrial clients in radio and television, film, slide and filmstrip presentations and audio production.

Sandler/Shinsha Films Formed in Tokyo

Sandler/Shinsha, a joint American-Japanese production company, has been formed in Tokyo by Allan Sandler, president of Sandler Films, Inc., Hollywood-based commercial and institutional film production company.

Equal partners in the new company are Sandler Films and Tohokushinsha, major Japanese conglomerate company. The two companies have heretofore worked jointly on production of several commercials for Japanese television without a formal production company being established. *Continued on page 40*

What's in a name?

BUSINESS SCREEN is now a "Harbrace" publication . . . a part of Harbrace Publications, Inc., a subsidiary of Harcourt, Brace & World, Inc.

Much of the what, why and wherefore is explained in the 1 on the facing page. We are proud of this new association because there is indeed solid substance behind the name which means much to BUSINESS SCREEN readers.

What's in a name?

The name "Harbrace" stands for a bright new concept in business magazine publishing — *satisfying the need to know.*

The name BUSINESS SCREEN has come to be synonymous with *new tools, techniques and ideas for audiovisual communication.* Our new association with one of the nation's leading publishers of textbooks and periodicals is a source of tremendous strength and vitality to this magazine. All of our effort and expanded resources will be directed toward continuing to provide the film and audiovisual industry with the most useful, idea-sharing business publication it has ever had.

Both names have come to mean a lot! And, as BUSINESS SCREEN moves into its 31st year of service, we hope to make both mean even more.

Lon B. Gregor
Editor

A great name in publishing takes a great step in publishing.

Harcourt, Brace & World forms Harbrace Publications, Inc., a major entry in the business and professional magazine field.

Four business and professional periodical companies have combined to form Harbrace Publications, Inc. With 41 publications and 14 annuals and directories, Harbrace will reach some 704,000 readers in paper, building materials, housewares, electronics, gas, telephone engineering, food, apparel and toy distribution, plus serving management and professional needs of doctors and architects.

With the formation of this new subsidiary, Harcourt, Brace & World advances its concept of satisfying the need to know by broadening its scope to include specialized business and professional fields.

The publishers combined to form Harbrace (Ojibway Press,

Byrum Publications, Brookhill Publishing Co., and part of Haire Publishing Corp.) will maintain their present offices. The headquarters offices for the new company, Harbrace Publications, Inc., will be in New York.

By combining these companies into one, Harbrace will bring stronger support to all in marketing, merchandising and research services. Our goal is to earn an increased share of audience in each market we serve by continued upgrading of editorial, design, circulation quality and advertiser services.

Harbrace—satisfying the need to know. A great new step in publishing.

BUSINESS PUBLICATIONS Modern Converter, Office Products Dealer, Paper Sales, Roofing-Siding-Insulation, Flooring, Housewares Review, Electronic Technician Dealer, Hearing Dealer, Gas Age, Gas Appliance Merchandising, Industrial Gas, L-P Gas, Telephone Engineer and Management, Bakers-Weekly, Drive-In Management, Hospital and Nursing Home Food Management, Kitchen Planning, Meat, Plant and Business Food Management, School and College Food Management, Snack Foods Corset and Underwear Review, Hosiery and Underwear, Intimate Apparel, Toys and Novelties, American Fur Breeder, Business Screen, Communications News, Broadcast Daily, Top 50 Markets. **MEDICAL PUBLICATIONS** Physician's Management, Blood The Journal of Hematology, Metabolism: Clinical and Experimental, Arthritis and Rheumatism, Comprehensive Psychiatry, Seminars in Roentgenology, Seminars in Hematology, Progress in Cardiovascular Diseases, Journal of Pediatric Surgery Seminars in Psychiatry, Proceedings of Transplantations



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Training Films, Inc., 150 West 54th
St., New York 10019. CO 5-3520.

Visual sciences, 599BS Suffern, N.Y.
10901

• PENNSYLVANIA •

Appel Visual Service, Inc., 12
Eighth St., Pittsburgh 15222.

Oscar H. Hirt, Inc., 41 N. 11th St.
Philadelphia, 19107. Phone: 215/
923-0650.

J. P. Lilley & Son, Inc., Box 3035,
928 N. Third St., Harrisburg
17105, (717) 238-8123.

The Jam Handy Organization, Pitts-
burg. Phone: ZEnith 0143.

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Colonial Films, 752 Spring St. N.W.
404/875-8823, Atlanta 30308.

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Swank Motion Pictures, Inc., 201 S.
Jefferson Ave., St. Louis, Mo.
63103. (314) JE 1-5100.

• OHIO •

Academy Film Service, Inc., 2110
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Films Unlimited Productions, 564
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Fryan Film Service, 4369 Industrial
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Sunray Films, Inc., 2005 Chester
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91754. Phone: (213) 264-6850.

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• OREGON •

Moore's Audio Visual Center, Inc.
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97214. Phone: 503/233-5621.

• UTAH •

Deseret Book Company, 33 East
South Temple St., Salt Lake, 10.

industry news . . .

continued

Sandler Films will provide a permanent Tokyo-based staff to work with Tohokushinsha's 150 executives and technicians on the production of film commercials and industrial films.

The formation of the new company is the outgrowth of Sandler's production of a series of Fujiya Candy commercials, the first commercials produced by an American company for Japanese television.

Sun Dial Shooting Navy Undersea Film

The next great adventure in exploring space will be the subject of a new motion picture by Sun Dial Films, Inc. for the Oceanographer of the Navy.

Carl V.

Ragsdale,

president of

Sun Dial, said

that his firm

has been se-

lected to pre-

pare a televi-

sion docu-

mentary

about SEA-

LAB III, the

U. S. Navy experiment in the

study of life in and under the

sea. Scheduled for the near fu-

ture, SEALAB III is the Man-in-

the-Sea phase of the U. S. Navy's

Deep Submergences Systems

Project, with the purpose of de-

veloping the technology and

equipment necessary to allow

man to live and work in the

ocean depths.

A 57½ foot-long seafloor habi-

tat, SEALAB III will be low-

ered to a depth of 600 feet near

San Clemente Island off the coast



of Southern California. teams of 8 men each will of the habitat for conse twelve-day periods. The experiment will last sixty d

The Film-Makers Name Officers During Expansion

Initial plans for a major expansion of The Film-Makers, Inc., Chicago, were announced recently by Lincoln Scheurle.

First phase, effective Jan. 1, placed Scheurle as chairman of the board; Carl J. Nelson as president; Leo Cassettari, executive vice president; Jordan Stein, senior vice president; and Dobosz, vice president and production manager.

All will be members of the Board of Directors and stockholders in the company.

Nelson was formerly executive vice president in charge of production at Wilding, Inc. Cassettari was vice president and general manager at Wilding. Bernstein and Dobosz have joined with The Film-Makers, Inc.

V.I.P. Studios Opens New Suburban Chicago Studio

V.I.P. Studios, Inc. announced the opening of a New Visual Studio at 800 East Broadway, west Highway, Mount Prospect, Illinois.

V.I.P. Studios will cater to the VIP's of the Audio-Visual Communications Industry. Offer full creative services, aerial photography, slides, film production, the production of industrial shows, sales meetings and training programs.

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Printing Equipment

Copers Service Corporation offers a brochure covering an expanded line of printing equipment. New printers include the 104C, a 3000 foot, additive color version of the popular 104, and a 104C additive color contact printer equipped with a completely new lenticulated optical system. Copies of the brochure are available on request of the Sales Department, Copers Service Corporation, 1200 Grand Avenue, Glendale, California 91201.

Carousel Portfolio of Films

The new Carousel Portfolio of Films is an innovative two-part format designed for television education institutions. Capsule descriptions and data are imprinted on the body of the Folio which can be retained in a central resource file. Complete information is then duplicated on detachable cards (one for each film) which can then be filed by department heads. Included in the new 1968/1969 listing are controversial CBS social documentaries such as *In America* and *Remedy for Riot*, as well as two completely new color series on *Automotive Mechanics*, and *Farming & Sex Education for Elementary*

The Portfolio will be sent free upon request from Carousel Films, Inc., 1501 Broadway, New York, N.Y. 10036.

Merchandise

A new concept in sales catalogs for users of audio-visual equipment has been designed and produced by Behrend's, Inc. Based on the premise that a catalog should do more than just list merchandise, Behrend's has incorporated editorial and "editorial" articles aimed at explaining and educating the reader to the purpose and use of the merchandise.

Highlighted are features such as "Choosing the Right Camera", "The Story on Quartz", "Editing: The Unique Skill", "Video and the Non-Theatrical Producer" and "Your Microphone".

A 108-page catalog can be obtained, at no charge, by writing on your company letterhead to Behrend's, Catalog Department, 161 West Ave., Chicago, Illinois 60611.

about Filmmaking

Many of the advanced techniques available today's movie-makers are described in 170 films which are listed in a new booklet, "A Filmography of Films about Filmmaking and Move-Making." The booklet was edited by Robert W. Wagner and David

L. Parker of the Department of Photography and Cinema, Ohio State University, for teachers of photography, movie-making, and cinematography.

Included in the listing are technical films on the mechanics of splicing, editing, panning, set construction, and animation, as well as historical films and descriptions of directing and the nature of the film medium.

Under study in individual films are such topics as the flashback and flashforward techniques employed by Orson Wells in "Citizen Kane;" preparation of drawings-in-motion by Walt Disney; the effectiveness of "sight gags" perfected by Keaton, Turpin, and Laurel and Hardy; unedited films from the television series "Gunsmoke;" voice-sight synchronization methods; and hundreds more.

The 12-page listing, which is arranged alphabetically and contains brief descriptions of each film, also tells where they can be ordered.

Single copies of the listing (No. AT-26) are available free from Dept. 454, Eastman Kodak Company, 343 State Street, Rochester, New York 14650. Quantity prices are \$1.00 for 10 in multiples of 10.

Film and Supplies

Superior Bulk Film Company has just published a 64-page catalog designed especially for the industrial movie maker.

A special 24-page section is devoted to "do-it-yourself" processing of black-and-white or color motion picture film. This includes film, equipment, chemicals, formulas and instructions.

Superior Bulk carries a complete selection of film of all types and speeds for 8mm, Super 8 and 16mm camera owners. Film is available with or without processing. Sound striped film is also available.

Also shown in the catalog are editors, titlers, lights, sound equipment, camera, projectors, books and film subjects.

A copy of Catalog 690 can be obtained by writing to Superior Bulk Film Co., 442 N. Wells St., Chicago, Ill. 60610.

Details on Nagra IV

F&B/Ceco Inc. is offering a free, illustrated brochure and price list describing the Nagra IV line of portable, synchronous tape recorders. The booklet includes accessory information as well as a thorough description of the Nagra IV's new features.

Many of the changes in the Nagra IV are refinements of the existing features found in the world famed Nagra III.

The brochure can be obtained free of charge from Ron Groen, at F&B/Ceco's main office, 315 West 43rd Street, New York, N.Y. 10036.

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Comment

Letters from readers

Gentlemen:

We wanted to enter a film in the American Film Festival listed in your January issue, but couldn't find an address. Can you help?

B.K.
Chicago

► *Certainly . . . with apologies for omitting it. Write American Film Festival, c/o Educational Film Library Association, 250 W. 57th St., New York, N.Y. 10019. The 1969 coordinator is Mrs. William (Esme) Dick.*

Gentlemen:

The 1969 Atlanta International Film Festival is June 16-21, not last year's date of April 8-13 as printed (in January issue). Further, there is no Eastman Award or any connection with the good people at Eastman Kodak as implied. Also the closing date for entries is March 31, not February 15. This has caused mass confusion.

J. Hunter Todd
Executive Producer
Atlanta International
Film Festival

► *The data for the Atlanta International Film Festival should have read as follows.—Editor*

THE SECOND ANNUAL ATLANTA INTERNATIONAL FILM FESTIVAL

Atlanta, Ga. June 16-21, 1969

MANAGEMENT: J. Hunter Todd, Executive

Producer. Mailing address: Drawer 13258K, Atlanta, Ga. 30324. Phone: (404) 633-5011. Cable Interfilm.

SUPPORTING GROUPS: "Forward Atlanta" (Atlanta Chamber of Commerce); The Atlanta Arts Alliance; Eastern Airlines (official airline).

ENTRY DEADLINE: March 31, 1969.

CATEGORIES: Feature motion pictures, Documentaries, Television commercials and Experimental films. Films and television programs in format from 70mm, 65mm, 35mm, 16mm and videotape (compatible to VTR 2000) accepted.

AWARDS: The Golden Phoenix is the grand award of the Festival, with Silver Phoenix awarded in category; a \$500 cash prize awarded for the best student film.

SCREENINGS: Screenings of award winning films are held in the new Atlanta Arts Alliance Center.

Gentlemen:

In looking over the "1969 Film Festival Planning Guide" in January's BUSINESS SCREEN, we are concerned that the American Foundation and Employment Film Fair is not listed. May we ask why this omission occurred?

Michelle Bender
Publicity & Information
Director

► *Until your letter, we were unfamiliar with the details of the Film Fair which will be held for the first time this year. It of course should have been listed as follows.—Editor*

AMERICAN FOUNDATION ON AUTOMATION AND EMPLOYMENT FILM FAIR

May 21-22, Hotel Americana, New York

PURPOSE: To spur the campaign for job training for minority youth and the hard-core unemployed. The Center for Information on Job Training and Development of the American Foundation on Automation and Employment initiated the Job Film Fair to provide information and organizations with a concentrated effort to insure the best job development techniques available on film.

CATEGORIES: Films will be judged and awarded for the highest quality films produced by (1) industry, (2) education institutions, (3) commercial film companies and (4) those which best convey a sense of group pride and/or evoke a better understanding of the ghetto situation.

INFORMATION: Additional information details about the Job Film Fair are available from the American Foundation on Automation & Employment Film Fair, 452 5th Ave., New York, N.Y. 10018.

Gentlemen:

We did not receive an issue #8 for Volume 29 of BUSINESS SCREEN although we received the January issue for the next issue.

Ruth Seelhamer
Crosby Library
Gonzaga University

► *Because of our monthly publishing schedule which began in January, we eliminated the #8, 1968 issue which was to have been published December 30 . . . the same time as the January issue. All subscriptions were appropriately extended to compensate for the cancelled issue.—Editor.*

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And to stimulate film usage all year long, Modern sends out a steady stream of catalogs, brochures, film lists, and special mailers.

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BUSINESS SCREEN

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On Our Cover

The Earth, as seen from the Apollo 8 circling the Moon, is one of the highly moving sequences from "Apollo 8—Go for TLI," produced under NASA contract by Houston's A-V Corporation. For the complete story of A-V's production for NASA, turn to page 17. Photos by Don Uhrbrock and NASA.



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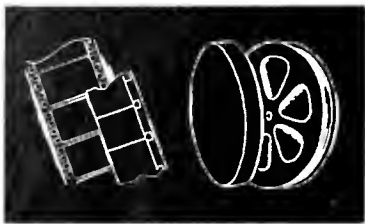
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Calvin Productions Now Calvin Communications

With Calvin Communications the new name selected for Calvin Productions, Inc., the Kansas City headquartered motion picture firm has renamed its various facilities. The announcement was made February 3 to more than 800 film makers attending the opening session of the 23rd Annual Calvin Workshop by Calvin President Leonard W. Keek.

The change will effect all Calvin locations which have been renamed Calvin Productions — Kansas City; Calvin Laboratories — Kansas City; Calvin Packaging — Independence (Missouri); Calvin Productions — Louisville (formerly Vogue Productions); and Calvin Productions — Philadelphia (formerly Calvin-De-Frenes). Nearly 500 persons are

employed by Calvin at the various locations. The corporate mailing address remains 1105 Truman Road, Kansas City, Mo.

According to Keek, "Calvin corporate names aren't actually as critical in a service organization as our people and our products. However, the names are being changed to obtain additional public continuity and consolidate an extended operation. We feel the changes will serve our own best interests and will help us better identify ourselves to the industry."

Keek also emphasized that there would be no other changes within the organization at this time. The company will continue to operate as it has in the past, placing strong emphasis upon quality products, expert service and future growth and expansion.

4-H Film Selected for Russian Exhibition

Governments of the United States and the Soviet Union have chosen a 4-H film made by a North Carolina producer for exhibition to the Russian people next summer.

Joe Tonkin of the 4-H office of the Department of Agriculture informed Walter J. Klein Company, Ltd. of Charlotte that their 1968 film, *Joe M. Day, 4-Her*, had been selected as part of the Education U.S.A. presentation of the United States Information Agency in Moscow opening July 30 this year.

The half-hour motion picture documents the 4-H life of young Joe Day of tiny Nebo, Kentucky, now a student at the University of Kentucky and married to the girlfriend in the film.

The film reveals the close relation between land grant colleges and universities and teenagers like Joe Day working in their local 4-H clubs. This appeared to the Soviet judges to be one of America's strong points in the field of education.

The motion picture was produced by the Klein firm on a grant from J. I. Case Company, the farm machinery maker.

U.S. Industrial Festival Names Board of Advisors

The U. S. Industrial Film Festival has announced the appointment of its 1969 board of advisors according to J. W. Anderson, chairman for the international event. Bringing to the board a wealth of knowledge

Continued on page

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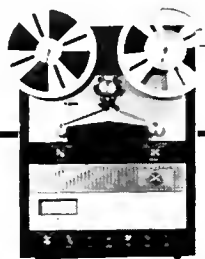
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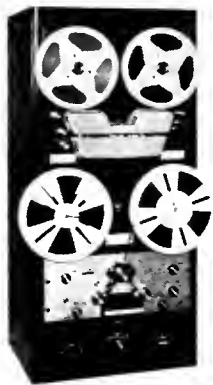
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continued

industrial motion pictures are Peter D. Crane, Interama; Jerry Curto, Jr., Santa Fe Railroad; Ira Eaker and Allen Zwerdling, Back Stage Publications; Marv Gold, Film Design; Lon B. Gregory, Business Screen; John P. Grember, United Air Lines; W. R. Terrell, American Oil Company; Robert B. Konikow, Advertising & Sales Promotion Magazine; W. Ray Hyde, Public Relations Counselor.

Prominent industry film distributing firms are also represented by Dan Kater, Modern Talking Picture Service, Inc.; Frank J. Havlicek and Gordon Hempel, Sterling Movies, Inc.; and Joseph Liebich, Association Films.

The festival highlights the industrial film and its effectiveness as a modern communications medium by providing worldwide producers, sponsors and distributors an opportunity to showcase their productions. In last years event, films were judged from six nations with winners represented by films from England, Canada and the United States.

"The appointment of these men assures highly qualified leadership of the festival for the 1969 season," Anderson noted. He stated, "We are pleased to have the recognition of the Chicago Film Council and Chicago Unlimited. Both organizations have long strived for the continued development of the film industry."

Films produced throughout the world are invited into the competition. Information may be obtained by writing U. S. Industrial Film Festival, 333 North Michigan Avenue, Chicago, Illinois 60601, U. S. A. or cable FILM-FEST.

all shares owned by Jack C. Coffey, sole stockholders of the company bearing his name.

Founded twenty years ago, Jack C. Coffey Co. has been profitable throughout its history. The company supplies recording equipment, storage units and other products used to operate libraries of films, transparencies, tapes and similar audio-visual materials.

Other divisions in the Esquire Education Group are Corcoran Films, Globe Textbook Company, a publisher of school textbooks and supplementary books, Rapid Film Technique, a rejuvenator of films. The parent company also operates a Publishing Leisure Group (*Esquire Gentlemen's Quarterly* magazines, Scott Stamp Publications and Hudgeons E-Z Products), Lighting Group (Wide-Lite, Lite, Hadeo Products, and Right Lite), and an Electronics Instrumentation Group (Process Analyzers, Inc.).

The Jack C. Coffey Co., will operate as an autonomous unit within the Education Group. It will retain its present headquarters location in Waukegan, Ill., a suburb of Chicago. The firm's personnel will remain the same but with a realignment of duties. Jack C. Coffey was named chairman of the board. John Kroll has been promoted to president. Elected Vice President were H. J. Phillips, in charge of marketing and sales, and Robert A. Krueger, financial affairs. James C. Moran is assistant sales manager.

Hollywood Video Center Expands Audience Studio

Hollywood Video Center, the largest independent videotape facility on the West Coast, will expand and renovate its audience studio at a cost of \$110,000, according to HVC executive president Richard Gottlieb.

The major elements involved in the project include the addition of 350 square feet to the stage area; expansion of audience seating capacity from 175 to 210; new seats, carpets and wall decor; new scenery storage area; a new prop room; and new stage doors large enough to permit entry of vehicles.

Jack C. Coffey Co. Acquired by Esquire, Inc.

In a move designed to broaden its position in the educational audio-visual field, Esquire, Inc. has signed a purchase agreement calling for the acquisition of the Jack C. Coffey Co., Inc.

The Coffey organization, a major supplier of equipment and materials for school audio-visual materials libraries, has been acquired for an undisclosed amount of cash. Under terms of the agreement, Esquire purchased

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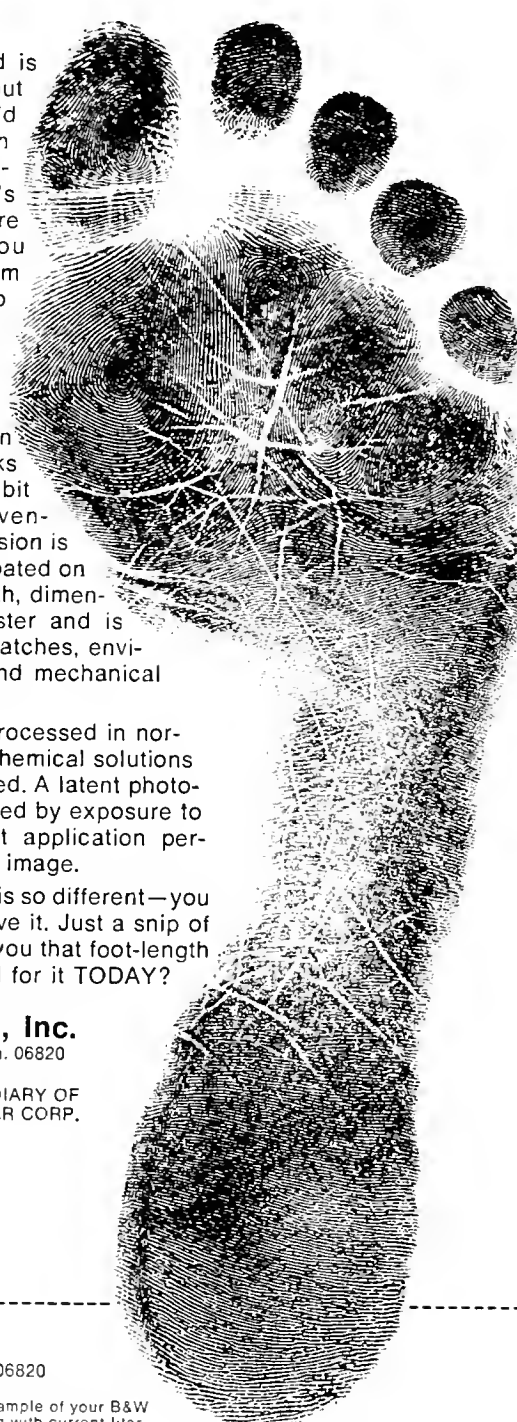
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screen executive

Forman Resigns, Steadman Heads Berkey-ColorTran

Milton Forman, president of Berkey-ColorTran, Inc. and Berkey International and vice president of Berkey Photo, Inc., has resigned. This has been done to fulfill his personal plans which he will announce later.

Benjamin Berkey, president of Berkey Photo, announced also that Loren E. Steadman, formerly manager of television systems for General Dynamics-Convair division, has been appointed president of Berkey-ColorTran. Steadman joined Berkey-ColorTran in 1968 as executive vice president and general manager.

Joseph Katz, managing director of Berkey Technical (UK) Ltd., will assume the responsibility for the management of Berkey International (Europe).

Chicago offices, sound stages, film laboratories.

Kater Heads Modern's Sponsored Film Division

Guilford C. (Dan) Kater has been appointed head of the sponsored film division of Modern Talking Picture Service, Inc., according to Carl H. Lenz, president of the company.

The position of division head is newly created and places Kater in charge of both sales and library operations for sponsored films.

Kater was formerly vice president in charge of Modern's West Coast sponsored film sales office in Chicago. His new office is Modern's New York City headquarters.

The 39-year-old executive began his career with Modern in 1953 as manager of its Cincinnati film library.

Eigen Heads Modern's Minneapolis Library

Modern Talking Picture Service, Inc. has appointed C. D. "Ike" Eigen manager of its Minneapolis, Minnesota film library.



KATER

ANDERSON

Wilding Names Two to Vice President Posts

James C. Vivian has been appointed vice president of Wilding, Inc., marketing-communications subsidiary of Bell & Howell.

He will be based at the Detroit headquarters office (18000 West Eight-Mile rd., Southfield) with responsibility as account supervisor of Wilding services for Ford Division of Ford Motor Company.

Robert J. Dunphy of Mt. Prospect, Ill., has been appointed to the new position of vice president and controller in the management restructuring.

Included in the announcement by Frederic W. (Fritz) Overesch, chairman and president, was that Dunphy will be based at the historic Essanay Studios (1345 Argyle ave.) which house Wilding's

Pelican Names Anderson Executive Vice President

Thomas Anderson has been appointed executive vice president, Pelican Films, Inc. Previously, Anderson headed Pelican Films of California, as vice president.

A New Yorker, he joined Pelican in January, 1966, to establish the West Coast operation, now a successful and growing facility. After remaining there for three years, during which time he also served as a film director, Anderson has returned to the company's main offices to this new position, which has been created by the firm's expansion.

Michael McCoy, head of sales and production manager,

promoted to vice president in charge of Pelican Films of California, Inc. Before joining Pelican, McCoy was a producer with MPO and VPI in California. He also is a helicopter pilot in motion pictures.

z to Chairman, Chief c at Audio Magnetics

iving B. Katz, president of io Magnetics Corp., South-California manufacturer and handiser of magnetic tape for audio purposes, has been ed chief executive officer chairman of the board of firm. He retains the title of ident in the new corporate cture.

katz, who in 1962 recognized huge potential in low-cost netic tape when Japanese- le tape recorders began to d the market, founded the any that year on a \$6,000 stment.

Today, Audio Magnetics is the on's largest manufacturer of mpact Cassettes. The comy produces 600,000 units a nth at its Gardena, Calif. facil- and expects to increase that l million units a month after mpletion of a 50,000 square- t addition this year.

ome Properties Names ld to Head Films

Melvin L. Gold has been ed to the newly-created post Vice President in charge of motion picture division of me Properties, Inc., accord- to Joseph J. Macaluso, Pres- ent.

In his new post, Gold will su- vise and administer all film erations, reporting directly to President. Gold will continue President of Manhattan Sound dios and Executive Vice-Pres- ent of National Showmanship.

Muntean Named Sales Manager at Kalvar

Marc E. Muntean of Metairie, Louisiana was appointed Sales Manager of Kalvar Corporation. For the past three years, Mun- tean has been accounts manager of the Film Department of E. I. dePont deNemours and Com- pay, Inc. and was responsible for industrial sales in 11 states eated in the middle south and southeastern United States.

Touchstone to VP at Lori Productions

Robert Goss Touchstone has been promoted to vice president and executive producer of Lori Productions, Inc. of Los Angeles, producers of educational, industrial, and television document- ary motion pictures. Touchstone, who has been with the company for two years, was formerly sales manager. Prior to his association with Lori Productions, he owned and operated Touchstone Pro- ductions in Ft. Lauderdale, Flor- ida.

Reeves Names Hodges Acting General Manager

E. Grey Hodges has been named acting general manager of the Video Division of Reeves Broadcasting Corp.

Hodges was formerly market- ing director of the division. He joined Reeves in 1966 as publi- cations manager of Previews, Inc. He moved to the Studios Divi- sion in 1967 and assumed the marketing duties in 1968. Before joining Reeves, he was associ- ated with Miller Freeman Publi- cations.

Photo Research Names Branch to Vice President

James K. Branch has been ap- pointed vice president of Photo Research Corporation.

Branch joined Photo Research Corp. in 1952 and since then his career has progressed through phases of production, purchasing, marketing, advertising and man- agement and for the past four years he served as general man- ager.

Rigsby to Direct at Rose-Magwood Productions

Gordon Rigsby, veteran film, tape and live TV director, has joined Rose-Magwood Produc- tions, Inc. He will be available to clients in the four production centers of the firm as well as its industrial film division RMP As- sociates.

Formerly with NBC for eleven years on both coasts, Rigsby di- rected such shows as Ford Star- time, the Pat Boone Show and the Westinghouse Specials, among others.

His credits include 50 docu- mentary films for NET, a series of mixed media presentations for NASA, and the Chevrolet com-

patible presentation to introduce its 1969 models, as well as many commercials shot both here and in Canada.

Greenberg to Executive VP at Dynamic Films

Sanford Greenberg has joined Dynamic Films, Inc., as executive vice president, and a member of the board of directors. Green- berg's primary area of responsi- bility will be executive produc- tion management and he will direct the company's development and expansion programs.

Greenberg joins Dynamic after 12 years with MPO Videotronics, Inc., where he was a vice presi-

dent and treasurer and member of the board of directors.

Robert Byloff, Reeves Video President Dies

Robert W. Byloff, a leading innovator in color television broadcasting and President of Reeves Video Division of Reeves Broadcasting Corporation, died Saturday, January 18, of a heart attack. He was 48.

Byloff was a member of the joint RCA-NBC systems engi- neering team that began the first successful broadcasting of color television for the National Broad- casting Company. As manager of advance planning, he redesigned NBC's studio facilities in New York, Washington, and Burbank, California for compatibility with

Continued on next page

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screen executive . . .

continued

color. He was also manager of systems engineering for RCA in Camden.

He joined Reeves Broadcasting Corp. in 1959 to build a video facility that has since grown to become the largest independent video services company in the world. Techniques developed by Mr. Byloff while at Reeves have become standard operating practices in the entire television industry.

Sylvania Names Davis to Studio Sales Mgr. Post

The appointment of James L. Davis as sales manager for studio, theatre and television lighting for the Photolamp Division of Sylvania Electric Products Inc. was announced recently by Richard H. Hodges, sales manager Industrial Commercial.

Davis will be responsible for coordinating all of the marketing activities in the studio, theatre, and television lighting fields, and will have regional specialists reporting to him from New York, Chicago, and Los Angeles. He will make his headquarters at the Sylvania Lighting Center here. Prior to this appointment, Davis was a regional sales engineer for the Photolamp Division.

At the same time, Fred H. Freeman was named New York area studio, theatre and television specialist. Freeman was formerly an area sales engineer in New York. He will make his headquarters at Sylvania corporate headquarters, 730 Third Avenue, New York, N. Y.

Harvey New Head of MPO Industrial Sales

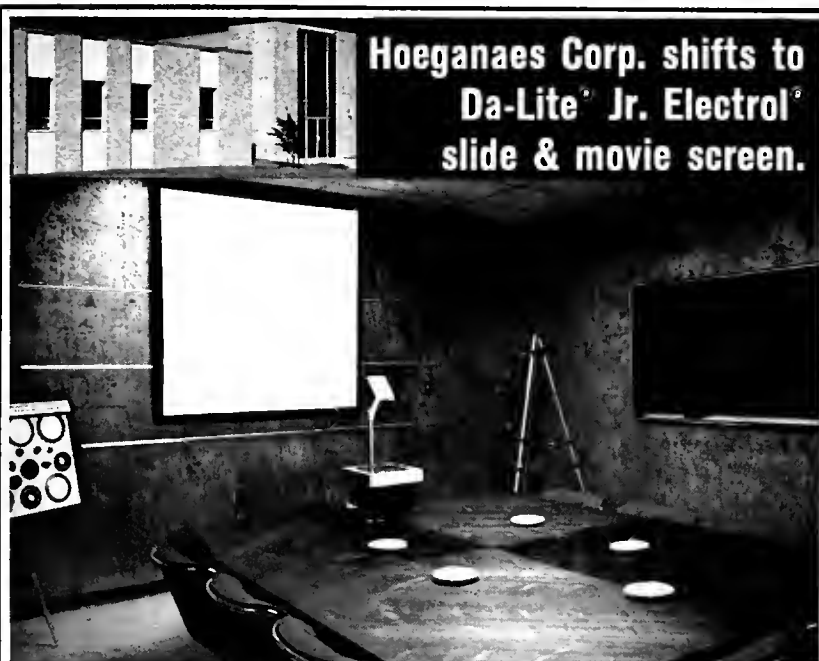
Finbar (Barry) Harvey has been appointed Director of Sales of the sponsored films division of MPO Productions, Inc., it was announced by Judd L. Pollock, chairman of MPO Videotronics, Inc., the parent corporation.

Harvey joined MPO in August of 1968. He has been an account executive in MPO non-theatrical film production unit.

Around the Industry

Herb Lewis has been named vice-president and general manager of Association-Industrial Films. He succeeds the late Mrs. Jean Lewis . . . Medi-Visuals, A-V

specialists in the health sciences has named *James R. Phillips* president . . . The new merchandising manager for Bell & Howell video products is *George Adik* . . . And, *Kenneth J. Nicki* has been promoted to regional sales manager in Southeast for B & H Audio-Visual Products . . . *John P. LaLois* and *Gordon Cummings* have been named to newly created positions at Modern Learning Associates. *L. Langlois* is program development manager and *Cummings* is director of special marketing . . . *Charlotte Jayne Drake*, former with Fred A. Niles in Chicago, has her own shop, *Drake Associates* in the Windy City . . . The new head of the Birminghams Sawyer Optical Division is *James A. Sparkes*, previously with *Kodak Corp.* . . . *R. E. Kilbourn* has been appointed controller and office manager at *H. G. Peters & Co., Inc.*, *Primos, Pa.* . . . In new posts at *Pako Corporation* are: *F. G. "Bud" Hamilton*, general products coordinator; *Henry Wing, Jr.*, manager, professional photographic market; *Rollie Schultz*, zone technical supervisor for the West Coast; *Carl Wahl*, New England zone technical supervisor; *Tom Stas*, New York territory technical rep; and *Jack Wise*, graphic technical rep in Midwest and Canada . . . *D. Porter Bibb*, former international market director of *Newsweek* magazine, has joined *Maysles Films, Inc.* . . . The new operations manager for *Capital Film Laboratories, Inc.* is *Col. Peter Boyko* . . . General Electric's Photo Lab Department has named *Robert Tollman* manager of the Southern States Sales District, Atlanta, and *Fred A. Thomas* manager of the Mid-States sales district . . . *Les Meek* has joined the staff of *Alan Gordon Enterprises* regional division in Hollywood . . . Newly appointed sales manager for *Elektra Films* is *Herbert Schwartz*; with *EUE Screen Gems* until a year ago . . . *D. Downer*, former producer-director with *Haboush & Co.*, has been signed as a commercial director at *FilmFair* . . . *John Yrisarry* has been named to position of marketing director of the *Photo Products* division of *Braun North America*.



Hoeganaes Corp. shifts to Da-Lite® Jr. Electrolite® slide & movie screen.

Among other things, the Hoeganaes Corp. of Riverton, New Jersey makes shifty little gears for automatic transmissions—and they make good ones. So, naturally, when they decided to get a fully automatic projection screen, they selected Da-Lite.

They selected a famous electrically operated Da-Lite screen (there are 4 models in all) because, it's de-

signed for easy installation on wall, ceiling or within the ceiling. Sizes 50" x 50" thru 20' x 20'. The screen was purchased from Williams, Brown & Earle, Inc., Phila. Write Dept. B. S. for the name of a Da-Lite Audio-Visual specialist near you.

DA-LITE®

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Get a Graflex 16.

Before you put your money on one of those automatic loading projectors, consider!

You may spend a few more seconds loading our Graflex 16, but it won't cut, chop, or tear your film to ribbons . . . the way those "lightning" loaders are all too apt to do.

You want to show films in a bright room one day, a dark room another? With an automatic loading projector, you'd need to change bulbs. With the Graflex 16, you push a button. Our two-stage brightness control gives you the light intensity of your choice . . . equivalent to 750 to 1000 watts.

How about that old print? The one that's worn and ragged and has lots of splices in it? The competitive projectors run roughshod over it. Our Graflex

16 goes easy . . . adjusting automatically to the film's thickness so as not to hurt the film or interrupt your showing.

More? You want quiet operation? We offer a silencer. Hate over-heating? We have a special cooling mechanism. Wonder about lens quality? Remember, we're Graflex, now part of the Singer Company, and have been making the world's finest optical systems for still cameras since before you were born.

Don't succumb to the easy lure of automatic loading until you compare all the features of the Graflex 16. Ask your Graflex dealer for a demonstration.

A Graflex 16 projector didn't just happen. We made it that way.



Show the uncut version



Graflex, Inc., a Subsidiary of The Singer Company, 3750 Monroe Avenue, Rochester, N.Y. 14603

SINGER
GRAFLEX, INC.

Helping Them Win in Las Vegas

LAS VEGAS IS NOTED for attempting to show their visitors a good time—it's that kind of city. And, the main attraction is gambling, even though the majority of the visitors are unfamiliar with the various games. To orient tourists to gambling and the most common games played in Las Vegas, hotels and casinos have gone to great lengths to indoctrinate visitors. Casino tours and brochures in each hotel room have grown to be part of the public relations packages used by the various casinos and hotels to familiarize visitors with the rules of the various games.

The Mint Hotel in downtown Las Vegas (a Del E. Webb Hotel), an innovator of other popular tourist attractions, the management has come up with another new way of orienting visitors to the main attraction—gambling.

It became obvious that even with the brochures and helpful personal instruction, that many of the people in the casino were still unsure about how to play many of the games. Bob Plummer, director of advertising and promotion at the Mint, working through W. R. McLain & Associates, contracted Richard J. Soltys Productions to produce a show outlining the basic fundamentals, odds, options, methods and techniques of the three major games — Roulette, Blackjack and Craps. Working with Writer Ed Woodworth, Soltys

Productions came up with a sound slide show to do the job.

Winning Fundamentals of Blackjack, Roulette and Craps is shown to the majority of the eight thousand persons who monthly take the "Behind-the-scenes" tour of the Mint — a tour where one feels like an insider as he sees the money counting rooms, slot machines being repaired and peers surreptitiously through one-way mirrors in the ceiling above the casino.

The show is presented on a Montage Narrator, a self contained projector-amplifier, playing a continuous ¼ inch tape cartridge. At the end of the presentation, the audience is invited to get the feel of the games by practicing on demonstration tables in the room, and with chips given each member of the audience for play in the casino.

"The operation of a gaming casino is one of providing a service for our customers," says Plummer, "and it is our sincere desire that everyone who enters our hotel or casino have an enjoyable time. The *Winning Fundamentals of Blackjack, Roulette and Craps* assists us in this function beyond our expectations."

RIGHT—Scenes from the filmstrip portray all aspects of casino and night life at Las Vegas' Mint.

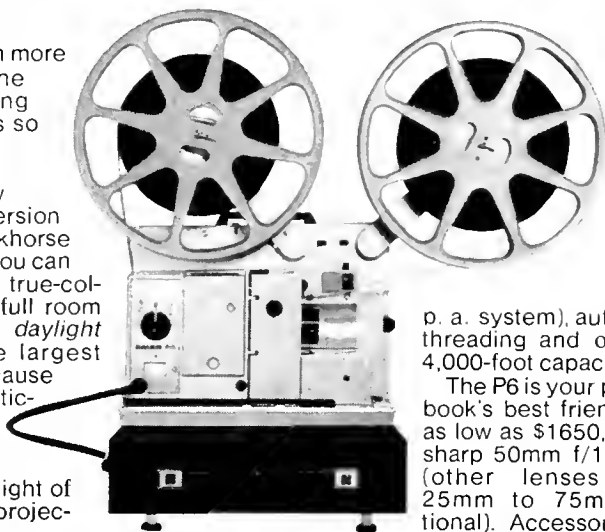


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With the new MARC-300* version of Bauer's workhorse P6 projector, you can show brilliant, true-color pictures in full room light—or even daylight—in even the largest size room! Because the P6 automatic-300's metal-arc lamp puts out more than four times the light of conventional projector lamps.

The P6 automatic-300 projector also gives you 15-watts of optical and magnetic sound amplification (powerful enough to be used as a



p. a. system), automatic threading and optional 4,000-foot capacity.

The P6 is your pocket-book's best friend, too: as low as \$1650, with a sharp 50mm f/1.3 lens (other lenses from 25mm to 75mm optional). Accessories include microphone for p.a., reel rewinders, splicer, extension cord.

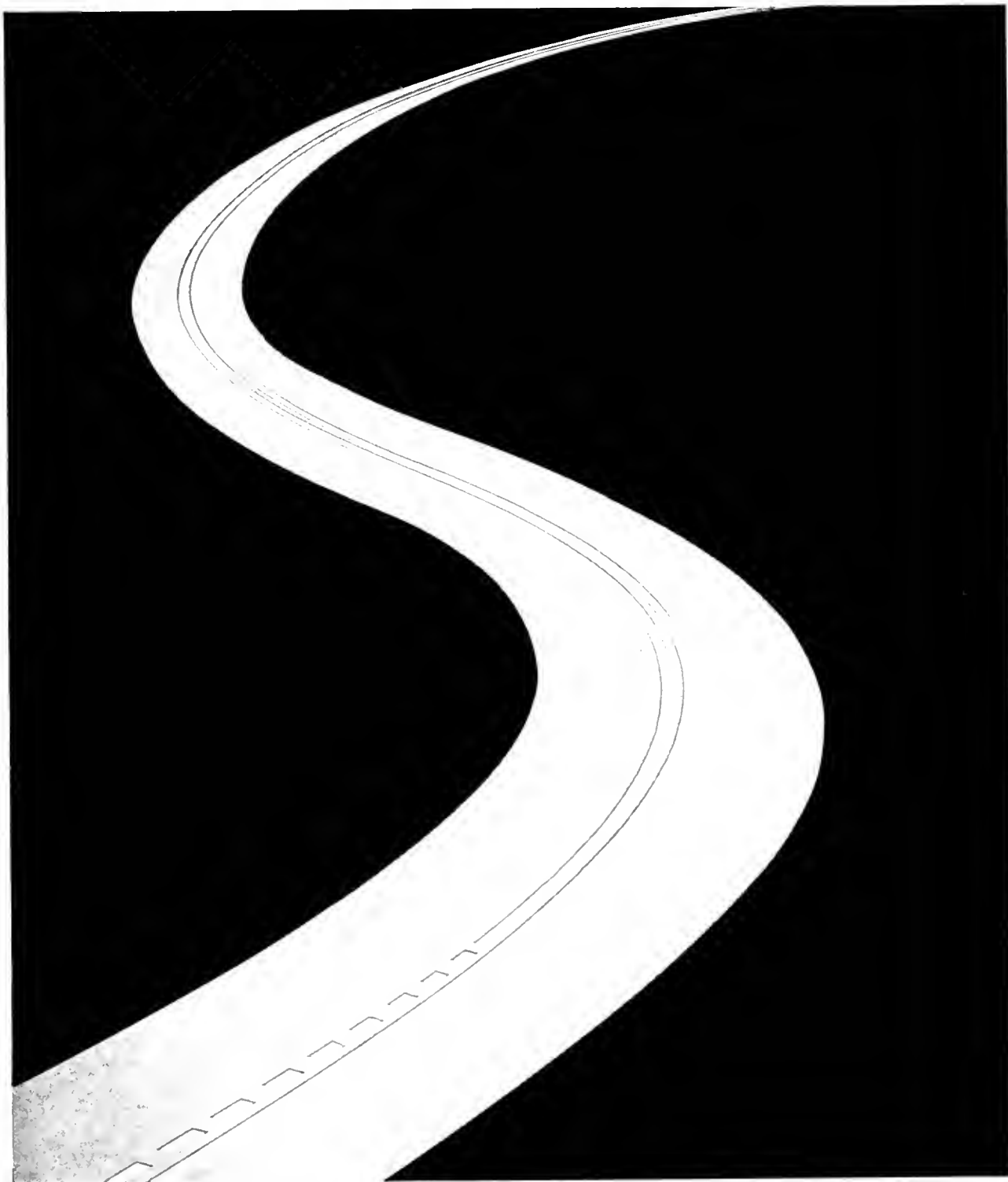
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Ask the man from United World.

Everything about marketing today is getting more sophisticated, and free film distribution is no exception. In fact, it's probably one of the fastest-changing areas of all right now.

So much so that it's almost an entirely new ballgame. You simply can't rely on yesterday's techniques, no matter *how* successful they *used* to be.

How do you get the most out of today's new film distribution systems? Start with a distribution expert like the man from United World. He knows what's happening because he's been in on most of these new techniques right from the start. When you're part of the MCA-Universal family, innovation is a way of life.

For example, he'll tell you about some of the new pre-distribution evaluation techniques available

today, to help you map out more effective reach-and-frequency programs... estimate costs-per-viewer more accurately...

and even help determine—in *advance*—exactly how thoroughly your new film is likely to hit that target market!

Of course, some things about film distribution *haven't* changed, and he'll tell you about those too. Things like taking proper care of each of your prints so that he can get the most mileage from it for you, at the kind of low, low costs that make corporate controllers smile.

Why not ask him in for a no-obligation chat? Whether you're planning a new PR film, or simply want to make sure that your present films are getting through to the right audiences, you'll find it really pays to ask the man from United World.


212/777-6600
**United
World Films**
Distribution Services





By William Shelton

"By heavens, methinks it were an easy task to pluck bright honor from the pale-faced Moon."

— William Shakespeare

How Houston's A-V Corporation Handles

MOTION PICTURES OF THE MOON

IF YOU FORGOT about the merciless deadline, the kind of problem that faced Robbins on January 15, 1969 involved an editor's dream assignment — if you were the right editor. Robbins is Vice President for NASA Production of Houston's A-V Corporation, the prime motion picture contractor for the Manned Spacecraft Center. His problem was this: in the midst of moving his entire production facility to a new location, his veteran film editor, Brian Beasley, who had previously put together five highly successful NASA flight reports, was going. And the film Beasley was working on contained some of the most exciting and unprecedented documentary footage ever taken — the historic Apollo 8 lunar photography taken by astronauts Frank Borman, Jim Lovell and William Anders. The 22-minute motion picture, titled *Apollo 8—Go For TLI*, was to be released in Washington for a private screening for President Nixon and selected members of Congress, then hand carried by Colonel Frank Borman, to all the capitals of Western Europe. Robbins knew it was the kind of film that would be translated multilingually by the U.S. Information Agency and projected hundreds of times on television and on movie screens all over the globe. It would be viewed by millions, studied by students, savored by scientists and, finally, vaulted for glory as the first close-up motion picture taken by man of what Percy Bysshe Shelley referred to as "that orb'd maiden with tresses of fire laden, whom mortals call the moon."

Robbins also knew exactly what the press would be on any pinch-hitting editor he selected. Back in the 1950's, before becoming Writer-Producer-Director for the University of California's Los Alamos Scientific

Laboratory, he, himself, had both photographed and edited films on Eniwetok H-bomb tests that had to be rushed to the White House three days after H-hour. The Apollo 8 pinch-hitting job was an editor's dream assignment, all right, if you had the right editor.

That man, in Robbins' view, was a brown-eyed, wiry, 37-year-old film editor from Saint Louis named Richard Atwell. "Rich" was quiet, soft spoken, and had cranked reels long enough to have developed the arm and shoulder muscles necessary to press nearly his own weight, 162 pounds.

Just after lunch, when Robbins walked into Atwell's windowless cubicle, he was relieved to see that all his essential equipment had already been unloaded and plugged in.

"Rich," he began, "That disc in Beasley's back has jumped out again. He can hardly turn a crank. Besides he's got the flu. He's trying to work with a temperature of over a hundred. I've got to send him home. I hate to ask you. We interlock in four days. Can you take this on?"

Rich Atwell knew the lunar mission work prints were now in house, that the pocked and pebbled face of the moon had come through with sharp clarity and that the master print, handled only with white, cotton mortuary gloves, was waiting in the wings—spotless, dust free, waiting for an editor to decide precisely where the sharp, little steel guillotine with that familiar squeaky-scraping sound would neatly slice the strips of celluloid. And somehow, between luck and overtime and humming reels and a hungry and sometimes desperate memory for a right scene—close or closer—and a just right sound—bugle or bach—a motion picture would result.

When Atwell took over from Beasley three

armloads of reels and 54 takes of sound track, it was Wednesday at 1:54 P.M. The narrated and scored interlock with the Manned Spacecraft Center's taciturn director, Dr. Robert Gilruth, was already set for 9:00 A.M. Monday morning—an appointment, Rich Atwell knew, that was irrevocable.

After transferring his stock, he sat down and read the script. Scene 1 called for an early dawn shot of the poised Saturn V rocket as narration established "December 21, 1968. The shortest day of the year. But in significance, perhaps one of the longest in the flow of history." So far so good.

In researching the 37 page script, A-V's
Continued on page 20



Film Editor Rich Atwell checks footage of Apollo 8 flight for the film "Apollo 8—Go for TLI."

In eight months, Baldwin Baker exposed a million and a quarter feet of 16mm film for ABC TV.

That's 7,000 feet a day, five days a week. All on location, sync sound, with one camera.

Mr. Baker needed a camera that was quick to operate and, above all, reliable. He used an NPR.

Baldwin Baker writes: "*Everybody's Talking* is an ABC Television show that really eats up film. In the first eight months of shooting, we regularly exposed between fifteen and twenty 400 foot rolls a day. In 35mm, that would be over 20,000 feet a day. All lip sync, of course, and all on location—very often three or more separate locations on the same day."

"Short film clips from our filmed footage of people talking about an unidentified subject were screened in the studio for a live panel, who had to guess what the people were talking about. Because we could never tell how long it would take the panel to guess the subject and because the people doing the talking were mostly non-professionals, we had to shoot literally miles of

film to get good tangle quotes and to make sure there would be enough footage to keep running clips until a panelist finally guessed right. We used so much film in fact, that more than Eastman's Hollywood ran completely out of black-and-white rawstock. "With travel between locations and a shooting schedule like that, you can im-

man in the photograph, is a member of the IATSE Hollywood local 659; and that's his NPR.



much time there was to
e for setting up or for me-
ical problems. Without
NPR's instant magazine
ge, I don't think we could
gotten that much foot-
n the can. Overall, it's a
camera to work with, of
se. But our NPR had to
completely reliable too;
it certainly was. We got
lion and a quarter feet of
-steady images."

As well as five-second
magazine changes, the NPR
gives you precise reflex
viewing, balanced should-
resting, registration-pin
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motor with sync-pulse gener-
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Camera makers since 1909

films of moon shots...

continued

Writer/Producer Don Wiseman had listened to or read every word of the six-day-long Mission Control voice track, or real time dialogue that had seemed to emanate from the very walls and ceiling of the MSC press room. In addition, he stayed up or got up for the wee hours' burns when the precise firing of a rocket engine a quarter of a million miles away was crucial not only to the mission but to the lives of three men as well. Wiseman, who had a free hand from the beginning, first felt the mood of his picture late one night when he wandered into the nearly deserted press room. Since he worked with and knew all three astronauts intimately, he instantly recognized Borman's voice from the moon coming to him out of the walls. As Borman chatted, almost idly, with Jerry Carr in Mission Control, astronauts Lovell and Anders slept as their spacecraft circled the moon.

"What's the weather like down there," Borman asked in a casual tone that Wiseman thought also had more than a hint of loneliness in it. Carr said it was a pretty night and that the moon was out.

"A nice time for Christmas," Borman said, "Nice weather for Christmas."

"It struck me then and there," Wiseman recalled later, "that it was basically a mood picture. Here were three men, three ordinary family men sounding casual and maybe even corny and feeling lonely at times right in the middle of a truly epic journey of modern man. And there is nothing wrong with that kind of corn anyway. And here they were, at a time we needed it most, giving us a mission that captured the human spirit and reminded man of what he is, or, maybe, what he should be, or can be."

Later Wiseman decided the mood and the picture would be strong enough to build up

to a close with Borman's prayer from space, "And show us what each one of us can do to set forth the coming of the day of universal peace, Amen."

And Wiseman thought it would be a natural "to come up over that with a fugue, a very precise form of music. It had been a very precise mission, and what is more precise than Bach, the Hemingway of composers? It's precise but it's almost a spiritual thing."

Much of what Atwell set out to do next was typical of A-V's normal support of MSC's requests for training films, engineering film reports, films for television and other specialized films.

A few individuals in NASA's top management, fortunately, are very audiovisual conscious and use film extensively both externally and internally. Dr. George Mueller, the Associate Administrator for Manned Spaceflight, for instance, once told a group of U.S. Senators, "As you can see, it probably is more effective to use a film to describe the status of our program than anything I could possibly say in terms of words."

Individual astronauts also often request special film clips from A-V as an aid in scheduled speech appearances. Producing any type of film for such enlightened management is usually a highly desired challenge for film makers, but production of a major mission film, such as that of Apollo 8, involves some unique problems.

For one thing, during the entire six-day lunar journey, virtually every word spoken from space, from world-wide tracking stations and from Houston's Mission Control is recorded on 30 separate sound tracks on a single strip of 70 mm magnetic film. The tracks had stayed open day and night for the entire lunar journey—146 hours, 46 minutes.



Commander of the Apollo 7 flight, Navy Cap Walter Schirra, Jr., and A-V's Don Wiseman review some of the film narration Schirra is doing for the Manned Spacecraft Center.

Before Atwell could work with them, however, desired script segments had to be laboriously located and transferred to 16 mm magnetic film—hence the 54 short takes he had to juggle.

In addition, documentary motion picture sections of over a dozen separate organizations normally provide key and useable segments. Pre-launch, launch and tracking footage—roughly 4,400 feet, in this case—came from Technicolor Inc. at the Kennedy Space Center, at Merritt Island, Florida. On-board remote cameras attached by the Marshall Spaceflight Center in Huntsville, Alabama record the spectacular view high in the heavens as the massive booster rocket separates from the rest of the rocket train. Meanwhile, activity inside the spacecraft (called IVA, for intravehicular activity), comes from the same astronaut-manned camera that will later be taken out on the moon's surface. Simultaneous and continuous coverage of the key actions and reactions from the floor of Houston's Mission Operations Control Room is provided by roving veteran A-V cameramen Bob Bird, Charles Turner and Jerry Bray, all of whom are allowed on the floor to work on a strict non-interference basis. Working with battery operated, self-blimped (soundproofed) 16 mm Eclair cameras, they have to shoot without giving a word or gesture of direction of advice. In addition, they must register good color qualities in poor light that is usually turned down to about 15 foot-candles to permit better visibility of operating personnel of their key instrument panels and lights. The experienced three-shift trio is also oblivious to the NASA remote camera which services the TV network pool as are the bus flight directors themselves. Animation of rocket train separations and the spacecraft drifting against a starry background normally comes from A-V's own 11-man animation department, but, in this case, footage comes from the manufacturer of the command and service module, North American Rockwell of Downey, California. And, finally, the Apollo 8 recovery footage comes from the seagoing cameramen of the Manned Spacecraft Center who spent Christmas aboard the U.S.S. Yorktown.



A part of A-V's support service to the Manned Spacecraft Center is the responsibility of running audiovisual facilities at press conferences. Here the press records the post-flight conference of the Apollo 7 astronauts (l. to r.): Capt. Walter Schirra, Jr.; Major Don Eisele; and Walter Cunningham.

also normally available to Atwell and other A-V editors are engineering coverage—usually of space hardware assembly and check-out—shot by such other major NASA contractors as Grumman, McDonnell-Douglas, Bendix, IBM, General Electric and Philco-Ford.

The first reels of footage Atwell looked at, however, were the heart and core of his picture—the 900 feet (before he trimmed it down to 600 feet) of shots taken from lunar orbit by the astronauts themselves. The camera they used was not called a motion picture camera (which, at times, it was) but a “data acquisition sequence camera,” a remarkable precision instrument manufactured especially for Project Apollo by the J. A. Maurer Company of Long Island City, New York. The 2.1 inch camera was smaller—at 8”x11”x.9”—than the old Gazette camera and could handle one pound magazines containing 130 feet of thin base Ektachrome. At one frame per second it could operate for 87 minutes before a magazine change or at movie camera speed, 24-frames-per-second, it could run for 15 minutes. It could also function at 6 and 12 frames per second. None of the Apollo 8 footage, however, had been shot in “real time” at 24-frames-per-second; but by printing each exposed frame four times—a process known as “stretching”—most of the “jumpy” quality of movie projecting could be smoothed out.

In Rich Atwell’s hand cranked viewer, he could experience an especially clear illusion of floating serenely above the moon’s alien surface. For rapt and silent minutes he watched—temporarily not as a professional but as a tourist—the eerie traverse of large and small craters, sinuous rills, empty lunar plains and on the moon’s back side, unnamed mountain peaks higher than Everest.

Strange feeling

“It was a strange feeling,” says Atwell, “to be among the first to see this footage—strange feeling and a good feeling.”

Then he put the lunar reels temporarily aside and ran through some of the reaction shots made from the floor of Mission Control. There was the great stuff at the end when the cigars and cigars came out, and here was a tight shot on Astronaut Michael Collins as he tells Borman and company they are free to leave earth’s gravity and go to the moon. “You are go for TLI (translunar injection). You are go for TLI,” Collins tells them, five words to send man on his longest journey. And here were the taut closeups of console operators—physicians, astronauts, engineers—during the long audio blackout when the three guys were behind the moon and no one knew whether or not their crucial lunar orbit insertion burn had been successful.

Suddenly, Atwell spotted a pull back take code by A-V’s head cameraman, Bob Bird. Bird had his zoom lens racked in tight on a in-to-forehead shot of tensely waiting Flight Director Milton Wendler. Suddenly, as Wendler gets the good news, his lips form the word “pow!” Bird gets Wendler wildly throwing up his right hand, as the pull back brings in the surrounding thumbs up gestures and

the room erupting in cheers.

For two and a half days, working until nine each night, Rich Atwell scanned, cranked, cut, spliced, matched, and discarded—filling huge drums with out takes. On Saturday, to give himself church time the next day, he edited 16 hours straight through until after midnight. After church on Sunday, along with Robbins, Wiseman, and soundman John McMurray, he mixed all day, putting in sounds from the thunderous liftoff by Werner von Braun to the closing fugue by Johannes Sebastian Bach. Then he came in early Monday to get ready for the irrevocable 9:00 a.m. interlock screening.

They used to say at the Disney Studios that no one laughed until Walt laughed, and at the Manned Spacecraft Center no one reacts until Dr. Gilruth reacts. Finally Gilruth, a normally conservative, reticent, engineer noted for understatement, turned around in his chair and in a hybrid, nasal Minnesota-Virginia accent said, “It moved me nearly to tears.”

One scene change

There was only one scene change before the film was jettied to Washington and its round of appearances; Dr. Gilruth wanted to emphasize even further the job done by Kennedy’s Launch Control Center.

“It’s an epic flight,” Gilruth explained, “and the people at launch control belong in the film.”

MSC’s Photographic Technology Laboratory, which A-V operates on the night shift only received the pre-print material on *Go For TLI* at 6:30 that evening. By 8:30 the next morning, three answer prints ready for screening were turned over to NASA.

Rich Atwell’s successful crash job was over, but A-V’s overall and multiplex job of servicing Gilruth’s Manned Spacecraft Center and preparing for and beyond the lunar

Continued on next page



Members of A-V’s animation department finish artwork for animation camera. Artists often work from rocket models, some of which they build themselves.



Quality control checker watches two 8mm cartridge loaded films.



Jay Sharp, writer/producer of “Year of Fulfillment!” looks on as cameramen prepare to shoot models of future spacecraft which will shuttle off ferry crews and supplies to orbiting space stations.

film of moon shots . . .

continued

landing was operating simultaneously in several areas.

While *Go For TLI* was going through the mill, two other A-V teams had related projects with deadlines just as imperative. Editor Don Pickard was preparing a silent film clip on the flight which Frank Borman would personally narrate live in Washington and Europe. Simultaneously Japanese-trained and UCLA-educated editor, Etsuzo "George" Ishikawa, and a veteran Aerojet-General Writer/Director/Producer, now with A-V, Ed Roden, were completing an 18 minute quarterly report (including the Apollo 8 flight) to be viewed by House and Senate committees and by NASA and contractor management. This was quarterly report number 23; A-V had prepared number one and all those since.

Elsewhere in the shop, 17 NASA sound films and 1 silent clip, representing 221 minutes of total screen time were in production. These ranged from short biographical profiles on each flight-scheduled astronaut to more elaborate training and orientation films.

A-V, which had previously prepared special Apollo 8 animation for NBC News, also regularly helps select and supplies footage to world wide media. During the last two months of 1968, for instance, A-V dug out and printed footage for one hour-long special to be shown in England, another to be shown in France, another for Italy and still another to be shown in Japan. A-V editors also worked on an ABC special and on Walter Cronkite's *Twenty-First Century* for CBS.

"Usually," says Bill Robbins, "all they have to tell our editors is the general subject matter they want, and the editors do the rest. Most of them have been involved in space from the beginning. They know where the footage is."

A final A-V service to the Houston space center is one whose results are often seen by the public, responsibility for setting up, handling and maintaining the audiovisual equipment at pre-flight press conferences, shift change press conferences and the important post-flight press conferences when the astronauts first tell the story of their flight.

It should be pointed out, in this day of spartan space budgets, that A-V's 167 people and such key departments as the 11-man contingent of professional animation artists and animation camera operators are far from being entirely supported by the NASA contract.

A-V also scripts, animates, casts, photo-



Animation Cameraman Ed Wilson prepares to zoom in for tight shot on lunar module on Oxberry animation camera.

graphs, directs, produces, processes and distributes scores of industrial, television, sports, teaching and public relations films each year.

A few weeks ago President Reberman announced to A-V staffers that their contract with the Manned Spacecraft Center had been extended three more years, "more than enough time," he said, "to cover the most exciting and rewarding phase of space exploration we have yet seen—man's first actual contact with another body away from earth."

Preparation for preserving that historic contact on film is already underway at Bill Robbins' facility, located just across a former Texas cow pasture from the Manned Spacecraft Center "campus" of starkly modern buildings.

As most audiovisual people at MSC know, the quality of the Apollo 8 photography from the moon was achieved with far less technical hazards than will exist this spring or summer when the first astronauts step out on the lunar surface.

There could be photographic glitches on the moon that no one has ever heard of, even though certain additional precautions are being built into the Maurer sequence camera. For one thing, to keep it from freezing up in the sub zero shadowed side of all objects in space, the lunar surface version comes with an ingenious internal heater. To protect the film from possible harmful solar radiation, all magazines will be kept in the thick-sided command and service module until the last possible moment. Then one of the very, very few things the two astronauts will hand carry as they leave the larger module will be the film. They are scheduled to take "several" magazines with them as they crawl through the hatch into the thinner walled lunar module which will actually ferry them down to the surface.

But there are also photographic worries after the return. The exposed film, along with the astronauts and 50 lbs. of lunar rock samples must go into a three week quarantine and decontamination process in MSC's Lunar

Receiving Laboratory. Here either the camera or the decontamination process itself could adversely affect the quality of the film.

The quarantine is not just a matter of bureaucratic caution. The laboratory manager, physicist Persa Raymond Bell, explains the need for strictness this way. "We can't really expect to find dangerous organisms on the lunar samples, but you must remember this port of entry has responsibility for the entire planet. We can't be too careful."

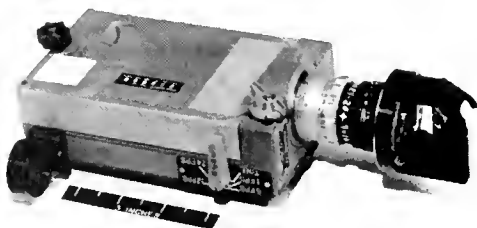
The probable solution is that some of the exposed footage will be decontaminated by immersion in a solution of ethylene oxide. Other magazines may be permitted to be utilized on the outside only. And still others may sit out the entire quarantine period along with the cameramen-astronauts.

One area of coverage Bill Robbins and Bird are working to improve is photographic recording of the astronauts as they step out of their spacecraft after recovery. Normally, they just step out on the deck of the aircraft carrier. Following the lunar landing flight, however, since they will be in quarantine, they will have to walk through an air-tight portal directly into a special trailer, called a mobile quarantine facility (MQF), containing medical and recovery personnel. The trailer will then be shipped and flown to Houston where the astronauts will again step through an air tight portal directly into the elaborately insulated Lunar Receiving Laboratory. To get the astronauts stepping out of the spacecraft and inside the MQF, A-V is training recovery personnel to use a Canon Scopic camera, one of the few 16mm movie cameras that has automatic exposure control.

Apollo 8 and *Go For TLI* of course, are already history, and, hopefully by mid summer, the first lunar landing flight will be history also. Neither A-V, nor the Manned Spacecraft Center it serves, can dwell long on those things time and duty sweep into the past in order to bring on the imperatives of the present. It is the nature of motion picture coverage of space — as it is of the space program itself — to pay close attention to the future and to the intriguing question of whether man does, indeed, have a significant destiny away from his home planet. A handful of films are already underway to match the intense concentration and man hours NASA has to devote to programs and concepts up to 10 years away — space stations, shuttle craft, orbital stations, and use of astronomy, physics, chemistry, biology and the entire gamut of the resources of earth.

For 1969 is more than that — as one A-V film is titled — *A Year of Fulfillment*, it is a year of converting the space accomplishments of the past decade into a more meaningful decade of using the conquest of space for the tangible applications which all men can share — as we now see the applications of the conquest of the sea and the air.

"So it is" the film concludes, "that American leaders, American science, American industry have brought the nation to the threshold of opportunity. The only question now is, do we dream as boldly for the 1970's as we dreamed for the 1960's?"



J. A. Maurer 16mm sequence camera used to take motion pictures aboard NASA spacecraft.

NEW FILMED report by Dynamic Films, Inc., about how one large supermarket chain is recruiting employees from the inner city, is attracting a great deal of attention among management executives in companies participating in the Job Opportunities Program.

It's Up to You

Defining the role of Jewel Food Stores supervisory personnel in recruiting men and women previously considered unemployable, this film provides a case study that Family Circle magazine considers useful to the entire food industry.

This twenty minute color film, *It's Up to You*, shows how Jewel Food Stores, headquartered in Chicago, defines the role and responsibility of its supervisory employees in the recruitment of young men and women not too long ago considered as unemployable. Why a film? Films can, of course, be used to convey information; but the right kind of film can do much more than that. Because a film can involve an audience in an intimate relationship with the subject on the screen, it can be an effective tool in changing attitudes.

The attitude of supervisory employees is at the very heart of the problem in realistic orientation and retention — for the new hires are facing what might be their first encounter with an industrial environment and it is necessary that their fears and insecurity be recognized as they enter the world of work.

An examination of orientation programs in various industrial and business groups clearly indicates that management understands very well what its objectives are in developing a sound program. Unfortunately most of present orientation programs, as good as they may be, fail to achieve their objectives in terms of affecting employee attitudes, and, what is perhaps more important, the attitudes of the supervisors. This is an illusive area not nearly so conducive to simple direct solutions as is the imparting of information or laying down ground rules. And it is to the orientation of management that this film report is directed.

The film is being shown throughout the food industry under the sponsorship of Family Circle Magazine, which is deeply concerned with everything that happens in food retailing because the publication is sold in supermarkets. In a prologue, Gilbert Maurer, Family Circle president, points out that many food chains are already embarked on thoughtfully developed programs for employing the disadvantaged. The industry today accounts for ten per cent of all job trainees under government programs. In offering the report, Family Circle believes that Jewel's program provides a case study which may be useful to the entire food industry. The people pictured are real, and they talk candidly about their frustrations and hopes.

The film is not meant to provide any pat answers, but rather to stir up interest in the problems and possible solutions devised in the beginning stages of the program by Jewel. The company is aiming to provide full-time jobs for over 700 new black people in the Chicagoland area in two years. The program which had only been in operation for 90 days when the film was made, features extensive use of "coach counselors" — generally other black people who "speak the language." New problems crop up every day, as the film shows, but Jewel is determined not to become discouraged. Lee Smith, Vice President, Personnel Development, says, "Can we afford to? Should we afford it? I can say 'yes' — it

does cost money and it does take time, but I question what our costs would be if we don't solve these problems."

The film shows Jewel coach counselors working on orientation and sensitivity problems with recruits and store managers (such basics as how to get to work, absenteeism, what the company expects of them, what they can expect from the company and what they can do to help each other.)

Jewel doesn't think the solution to the hard-core unemployed lies with the government or solely with the social institutions; it must come as a partnership with the business community.

It's Up to You was produced by Dynamic Films for Family Circle (using, by the way, an all-black production crew). Dynamic has an impressive record in this area, has worked on successful job opportunity programs with

Ford Motor Company and with several New York City banks. Nat Zucker, Dynamic president, is chairman of the Film Producers Association committee on job opportunities in the motion picture industry.

The twenty minute, (16 mm) color film, although demonstrating a new program going on in the food industry, could be useful to all industry. Dynamic has retained print and distribution rights in an agreement with Family Circle and will offer the film on a print purchase basis outside the food industry. Further information may be obtained from Dynamic Films, Inc., at 330 West 58th Street, New York, N.Y. 10019. Within the food industry, *It's Up to You* may be obtained on free loan by writing to John Pfriendler, vice-president - promotion, Family Circle Magazine, 488 Madison Avenue, New York, N.Y. 10022.



Dynamic Films crew shooting a location sequence of the Jewel-Family Circle film "It's Up to You."

Filming the Best of the New Educational Techniques

LIKE THE WEATHER, everybody from President Nixon on down has been talking about the urgent need for this country's business community to put its know-how and its money to work in attacking the problems of poverty, hard core unemployment and school dropouts — problems that give rise to grave dangers of our society. And like the weather, nobody has yet done much about it.

One group that has decided to take up the challenge and gamble on the foresight and self-interest of the American businessman comprises a partnership between the Aerospace Education Foundation and Audio Productions. On the premise that one basic cause of the above problems has been the failure — for many reasons, most of them inadvertent or insurmountable under existing conditions — to successfully educate substantial numbers of our disadvantaged citizens, the participants set about creating a tool, tangible and practical, which could be used by business and industry in helping repair such educational deficiencies on a nationwide basis.

This tool consists of a library, on film, of what are considered to be some of the most thoroughly proven, innovative educational classroom situations in this country. Since the films deal both with the public schools and with training for industry, the producing consortium expects there will be a double attraction for American business. The films will be of specific use to companies concerned with exploring innovative methods in training their own personnel, and at the same time offer a singular opportunity for practical public service by the companies which see fit to make them available to the country's educational community.

The package of educational innovations was derived from the filmed report on the National Laboratory for the Advancement of Education. This consisted of the actual setting up of an educational complex in the Washington Hilton Hotel in the District of Columbia, for three days last November. Teaching and supervisory teams representing ten proven programs were set up in classrooms stocked with students from the Washington and Baltimore areas, and invited to demonstrate their concepts and methods. Hours of these demonstrations were filmed by crews directed by Audio Productions' Frank Beckwith and John Nicholas. The resulting "Innovation Library" is directed to "educators" in the broadest sense of the word, teachers, administrators, boards of education, parents and taxpayers — anyone, in other words, involved in or with an interest in making the nation's educational process work better.

The "Educational Innovation Package," if we may call it that, covers several approaches, as captured in Cinema Verite coverage of

classes conducted by practitioners of those approaches. From the following demonstrations, selected films are being produced.

High school work and learn

A team from Patterson Cooperative High School in Dayton, Ohio, demonstrated that school's validated Work and Learn Program. More than 100 companies in the Dayton area actively recruit graduates of this program for a substantial portion of their work forces.

Reaction to rebellion

A highly successful program for dampening the fires of generational hostility was demonstrated by ministers from the Glide Urban Center of San Francisco. What they mainly demonstrate has been called the art of communicating with the uncommunicative — the runaway, the hippie, the political nihilist, the violent juvenile "grownup-hater" — this communication obviously being the first obligatory step on the road to constructive, responsible membership in society.

Individualizing in elementary

One principal and three teachers from Duluth's Special School District No. 3 presented the "Duluth System" of individualized instruction. 21 students from the District of Columbia's school system paced themselves through both group and individual learning situations, following individualized lesson plans, known as "contracts," covering specific objectives, each culminating in an observable activity which demonstrated that learning has taken place.

Self pacing vocational skills

From military classrooms in Biloxi, Miss.; Wichita Falls, Tex.; Denver, Colo. and Rantoul, Ill., personnel of the U.S. Air Force Air Training Command demonstrated its program for the achievement of learning effectiveness in a compressed time frame, through the use of new techniques in advanced communications technology.

Learning to learn

A group from the Tri-School District of the District of Columbia showed how children from kindergarten through sixth grade

can be motivated to learn by the discovery method, to explore and progress, each at own rate, through a combination of appropriate technology and effective teaching techniques.

LSD: The trip back home

Personnel from the San Mateo Union High School District of San Mateo, California demonstrated that school district's method of combating the incursion of LSD and marijuana among their students. As the demonstration began, Washington high school students "on loan" for the occasion, were put away through a 15 hour learning component in the program. Soon they became active participants in the discussion. The observer followed the action on worksheets as the instructor guided the discussion toward one major step in the "trip back home."

Pre vocational training

From Baltimore's "Inner City," two adult students, including several high school dropouts, showed how they were trained to become electronic technicians in a program that in addition subjects them to simulated "everyday" encounters with on-the-job problems.

Reading and writing

The New York City Board of Education Responsive Environment Program was demonstrated through presentation of its "talk typewriter" program whose purpose is to reduce reading and writing failures at all grade levels, from kindergarten students to functionally illiterate adults.



"... to reduce reading and writing failures at all grade levels, from kindergarten students to functionally illiterate adults."



"... the art of communicating with the uncommunicative — the runaway, the hippie, the political nihilist, the violent juvenile "group-hater,""

Crash Film Produced In Sales Crisis Saves Big Account

Facing the possible loss of one of their largest accounts, in one week Gates Rubber Company produced a film proving the superiority of their product. In so doing, they not only saved the account but helped improve their customer's product and bolstered their working relationship.

Two shooting days were used for the ten-minute film. One day had perfect conditions; however, the second produced a heavy snowfall.

TIME WAS OUR WORST ENEMY."

This is how Dan Nordstrom, marketing manager of the Snowmobile Components Division of Gates Rubber Company, Denver, explained a communication problem which threatened renewal of a large contract for five tracks with one of the country's largest manufacturers of snowmobiles.

"We stood on the verge of losing a very important renewal contract because one snowmobile manufacturer wasn't convinced our track was doing the job needed," Nordstrom reported. The only solution was to prove to him that it could handle the test. Unfortunately, the customer couldn't come to Colorado to witness actual tests, so we did the next best thing: we sent the test to him, via motion picture film. "One of our key products in this marketing area," said Nordstrom, "is PolyTrac, a synthetic polyurethane drive track that is lightweight, durable, flexible, and self-cleaning. It was developed by our Research and Development Division in conjunction with leading snowmobile manufacturers.

Gates management felt that a motion picture film of its product in action — even a hastily produced film — could serve as a satisfactory and successful substitute for a customer test.

"This, in itself, was not un-

usual for Gates," Nordstrom stated. "We frequently use sales films to aid our field representatives in telling our varied product stories. However, there was an added complication in this case: one week in which to produce and display a film on which would rest a contract for many hundreds of thousands of dollars."

Gates management contacted Spencer Nelson, an independent industrial film producer headquartered in nearby Boulder, Colorado. Nelson, who was then in the process of creating another film for the V-Belt Division of Gates, was asked to suspend production and undertake the crash project on PolyTrac.

Nelson moved his cameras into the field for performance tests — PolyTrac versus its leading competitor under the same conditions. Using Kodak Ektachrome Commercial 7255 film, Nelson shot the tests in just two days, one of which provided perfect weather; the second day delivered a heavy snowfall that seriously hampered activities.

"Even so," Nordstrom commented, "all of the film shot in the field turned out beautifully. We couldn't have asked for better work under the time and weather conditions available. From this footage, Nelson was able to put together an excellent 10-minute film demonstrating the

Continued on next page



In showing the film, Nordstrom was not only able to have his customer reverse his decision, but was able to show the customer other areas where improvements were possible.

superior performance of Poly-Trac under several types of snow conditions.

"The crisis in time meant we had no time to fool around writing, polishing, and dubbing a sound track. We went with visual captions.

"In fact, time was so short we didn't get a finished print. We took the work print into the customer's office, in edited form. But it did the job. Once the customer saw the test results on film, he not only reversed his decision and reinstated his order for our product, but he discovered that his equipment was not using Poly-Trac to full advantage. The film not only demonstrated to the customer the superior performance of Gates PolyTrac, but also showed ways in which other improvements to his equipment were possible. He was so impressed with the film that he kept it as a base from which modifications to his snowmobiles would be engineered.

"An interesting sidelight is that this crash-produced film, as a work print, is so effective and is in such demand by other snow-

mobile manufacturers that we do not feel a polished film from the existing footage is necessary. We are, however, considering making a more sophisticated sound film.

"We feel communicating product advantages to a potential customer is a critical problem in selling. A lot of different methods have been employed, many of them successfully, depending on the product and the situation. Perhaps the best is to allow the customer to inspect and test the product on his own terms; let *him* prove your product's superiority. But, time and distance do not always allow the manufacturer this luxury.

"As a result, this film has become one of our most important tools in dealing with snowmobile manufacturers. Its visual communication has a sales potential of several million dollars in 1968, and could produce a far greater annual gain in business by 1972. For a film produced in answer to a crisis, this one really communicates — not only to our customers, but in the kind of figures that sales management in any firm can understand.



Nelson, who produces, directs and edits all of his films, had just one week to organize, shoot and edit the Polytrac film for Gates.

FEEDING THE ASTRONAUTS

New Whirlpool film examines food management in space

Whirlpool Corporation, whose Life Support Department pioneered in space food management, has just released a 16mm color film on the subject. It's called "How Many Meals to the Moon?" and it's available on free loan to schools and to business and community groups.

Prints are available from Modern Talking Picture Service film libraries throughout the country. Requests may be sent to Modern at 1212 Avenue of the Americas, New York City 10036.

The 22-minute film was shot in actual spacecraft at NASA's Manned Spacecraft Center and at Whirlpool's development laboratories. Space reporter Peter Hackes narrates. Production was handled by the Jam Handy Organization.

Mealtime in space poses some special problems. The volume and weight of the food must be limited. There is no power for cooking or refrigeration. The astronaut must be able to eat the food in a weightless state and there

can be no crumbs or spillage. The food system must withstand decompression. Waste must be dealt with effectively.

Among the solutions Whirlpool shows in the film is a flexible container from which foods can be squeezed directly into the mouth. Water is first introduced into the freeze-dehydrated food in the container through a special valve by means of a pistol-like probe. The astronaut mixes the food and the water by kneading the container.

When he has finished eating, the astronaut breaks a germicide pill into leftover food to retard putrefaction and the container is placed in a waste storage space. If he eats part of the food and wishes to finish later, a "velcro" tab allows him to place the bag solidly on the wall of the spacecraft on a mating "velcro"

Bite-size foods are wrapped in plastic bags. Foods which have a tendency to crumble are dipped in a special starch-like substance that prevents crumbs but allows astronauts to enjoy familiar food textures.



Astronaut squeezes food directly into his mouth (top) in scene from "How Many Meals to the Moon?" A special water gun (bottom) is used to rehydrate spaghetti in zero gravity container.



The protector projector.



You've got an investment in time, effort, and dollars in every movie you make. We built the Kodak Pageant Sound Projector to protect that investment.

It protects the film with features like shock-absorbing sprockets, a soft tension gate, and mechanically reversible sound drum. In fact, no stationary part of the projector ever touches the picture or sound track areas of your film. All these things reduce film damage, and that's especially important when you project "one-of-a-kind" camera originals.

And the Pageant Projector makes the best of impressions on your audience. The picture and the solid-state sound system go on instantly. The sound is clean without hiss and crackle. No fuzzy not-quite-perfect sound either, because of the unique sound fidelity lever that lets you focus the sound light directly on the track whether the emulsion is facing the lens or lamphouse. The speaker is a quality instrument built into a detachable projector cover. A 40-foot speaker cord lets you put the sound up front where it belongs.

All in all, for film protection and film projection, you need a Kodak Pageant Sound Projector. See your Kodak Audiovisual Dealer or contact one of the offices listed below.

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Kodak



...ing National President Robert Hecker receives certificate from Bob Scott, president of the ... of governors.



...h Hall, executive director of IFPA, receives certificate of appreciation for his convention chairmanship last year. He also accepted certificate for Jackie Stilwell, who was unable to attend.



...es Newcom, last year's chapters and membership vice-president, receiving certificate.



...Deets, who shared 1968 as editorial vice president with Fred Beelby, beams as he accepts certificate. Deets resigned his post due to additional business commitments.



...going National Executive Vice-President Ira ...latcher, receives certificate of appreciation.

base, although finalization of the design has not been completed.

According to Col. Stokes, the winners of the DODEE may compete for the CINDY awards, since the IFPA Conference will precede the DOD Convention, but this, of course, will have no bearing on the DODEE awards. As a matter of fact, members of the DOD, who are also members of IFPA, feel that mutual benefit can be derived from the strong internal competition ensuing from the birth of the DODEE . . . a FIRST in audiovisual communication within the armed forces.

L.A. Chapter Hosts Faud Said, International Film Expert

Faud Said, widely known for his extensive experience in specialized on-location filming, which includes the *I Spy* television series filmed in locations all over the world, was guest speaker for the February meeting of the L.A. Chapter, which took place on Stage 12, Paramount-Gower Studios, in Hollywood.

Said's talk placed special emphasis on his CINEMOBILE, which was used to illustrate his unusual techniques. He also discussed (with illustrations) his plans for "location studios of the future."

In addition to Mr. Said, the members and their guests were treated to a surprise demonstration from Paramount Pictures of a new front projection technique being used for the first time in their film *Catch 22*.

San Diego Chapter Goes Nautical

Both January and February meetings of the IFPA San Diego chapter were concerned with interesting aspects of the sea and its environs. In January, the meeting took place at the facilities of the newly established Naval Undersea Warfare Center on Point Loma, California, where Tom Garcia and Bob White both of NUWC, gave a run-down on their motion picture activities, with special emphasis on the SEALAB III project, followed by an excursion to the docks to view various underwater research craft being used by NUWC scientists and cameramen.

In February, the chapter met at Camp Pendleton, where the West Coast motion picture unit of the Marine Corps opened its doors to brief the members as to what Marine photographers and cameramen are presently shooting, and how the USMC produces its films.

Washington Chapter Gets Look at NASA Apollo 8 Films

The Washington, D.C. Chapter, under the chairmanship of Bruce Herschensohn, held their February meeting in the office of Senator George Murphy (Rep. Calif.). Hosted by Del Smith of Technicolor, the meeting emphasized a drive for new members, and provided an opportunity for the 12 attendees to view and discuss the highly informative NASA film on Appollo 8.

The March chapter meeting will be held at the Pentagon, USAF Presentation Center.



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picture parade

Butler Offers "Habit of Selling" Training Kit

Butler Associates of Dayton, Ohio recently completed a sales training package designed for easy use by business and industry. A complete training program based on basic sales techniques, is entitled *The Habit of Selling*.

Each *Habit of Selling* package contains 6 sound-slide presentations that include tapes for voice and over 390 slides. Coordinated with the sound-slide presentation are 10 each of 6 workbooks, an instructor's guide, script booklets, wall poster and certificates of achievement. It is designed for the beginner as well as the veter-

an professional salesman. The Selling Plan — "5 A's of Selling" is included. The 5 A's are: Approach, Analysis, Active Demonstration, Answer Objections, Always Be Closing. The 5 A's are a trademark of Butler Associates.

The program was developed by Don Butler, president of Butler Associates. He formerly was assistant professor of Salesmanship at the University of Dayton.

The training packages are offered nationally through key Audio-Visual Dealers in each city. For additional information, write Butler Associates, Inc., 1325 W. Dorothy Lane, Dayton, Ohio 45409.

PG&E's "Harvest" Reviews California's Agriculture

Headquartered in San Francisco, the sprawling power networks of the Pacific Gas and Electric Company serve a wide area of Northern California. Film production activities at PG&E are the special concern of Jon F. Stanton.

Latest of that company's films is a 27-minute color film which was two years in the making by Stanton and covers the multi-billion dollar business of California agriculture. Appropriately titled *Harvest*, the film reviews Californians' quest for new food and water resources and their success in conquering arid lands. It is the story of modern farming methods which have turned that state into the world's most bountiful agricultural region.

16mm prints of the good new color film are available without cost to schools, service clubs and other groups in California through PG&E's film library at 245 Market St. in San Francisco or via local PG&E offices in that state.

Cartoons Work Well in Data Management Film

A warm, humorous, yet sophisticated cartoon approach has been used by Adams & Sturman, Inc., advertising, sales promotion and corporate identification agency, to produce a film entitled (*Prism* Program Reporting and Information System for Management) for Cybernetic Applications, Inc., a subsidiary of Cybernetics International Corporation.

PRISM is a higher level computer language that drastically reduces programming time and costs, increases computer output, provides for more efficient use of programming personnel, and minimizes the time required to generate reports for management.

The film *PRISM* was written,

produced and directed by Adams & Sturman. It is in color and released in 16mm and super 8mm to enable Cybernetic Applications salesmen to carry, handle and show the film more easily. The narrator is Norman Rose who narrated *War and Peace*. The film runs 13 minutes.

"Adams & Sturman produced *PRISM* in the cartoon style of the New Yorker magazine so those without data processing or computer orientation could also understand, learn and enjoy it," says Gaylord Adams, president & Creative Director of Adams & Sturman. "In addition, we had to

"Mission USA"—A Look at Life Insurance Investment

A new half-hour color film using dramatic technique on behalf of economic education, has been released for free loan to schools and community groups by The Equitable Life Assurance Society of the United States.

Mission: U.S.A. dramatizes the story of the investment side of the life insurance business focusing on some of Equitable's widespread activity in this area and showing how life company investments influence both economic and social progress in the United States.

The story concerns a young exchange student from Central America who comes to the United States to study our economy and find how his country can benefit from our example. He visits a suburban family and a high school, and on a trip to various cities he sees first hand how insurance money helps finance such projects as building construction, tree farms, jet aircraft and satellites. The film was produced in association with Film Counselors, Inc., by RFC Associates, Inc.

Mission: U.S.A. is distributed through the film libraries of Modern Talking Picture Service.

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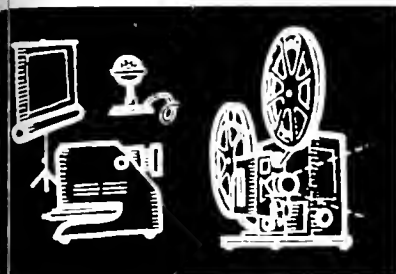
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new products review

Angenieux Introduces Wide Angle Lens

An extreme wide angle lens for 16mm motion pictures has been introduced by Angenieux Corporation of America. The 9mm f/1.9, designated the R7, has a 94° field angle (on a .5" image diagonal). At a distance of only 3 ft. the field covered is 4" x 4'8". The lens is compact, with a total length of only 3.7



The compact wide angle lens corrects distortion and provides quality over the entire field.

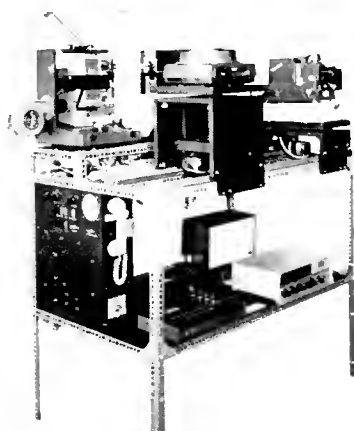
inches and a maximum diameter of 3 inches, and weighs only 14 ounces.

Because of its great depth-of-field, the R7 is supplied with a fixed focus mount. At full aperture, a sharp image is obtained of all objects between 20 inches and infinity. More information is available from Angenieux Corporation of America, 440 Merrick Road, Oceanside, New York 11572.

Busch Offers Packaged Multi-Media System

Busch Film & Equipment Co. recently introduced the Pre-Fabricated Audiovisual Projection System Module No. 177. The Model 177 is a prefabricated multi-media fully integrated rear or front screen projection and sound system in one complete self-contained assembly.

The system consists of a 16mm optical sound projector, 35mm slide projector, filmstrip projector, P.A. amplifier, cassette tape recorder with inaudible trip signal and a local and remote con-



The Busch Model 177 provides unlimited versatility in audiovisual presentations.

trol panel for complete control of all system functions.

The entire Model 177 system is mounted and aligned on a specially engineered 29 x 50 inch module, which contains a low voltage power supply for the control circuits. It includes a control circuit distribution panel, controlled AC power outlets for each piece of equipment, plus complete plug-in control circuits for each piece of equipment in the system. All equipment has pre-positioned and aligned mounts.

The system permits unlimited versatility in design and opera-

tion, and a unique flexibility for presentations. For additional information, write Busch Film & Equipment Co., 214 S. Hamilton St., Saginaw, Mich. 48602.

Compact Super 8 Sound Movie Cartridge

Technicolor, Inc. has placed on the market a new, "compact" sound Movie Cartridge for its Model 1000 super 8 Instant Movie Projector.

The new cartridge will hold up to 220 feet of super 8 optical



Up to 220 feet (10 minutes) of Super 8 film can be housed in Technicolor's new movie cartridge.

sound film with a maximum running time of ten minutes. It is companion to Technicolor's standard 580-foot, 29 minute Movie Cartridge. Both cartridges can be used interchangeably in the same projector.

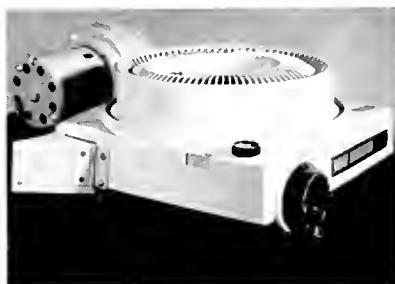
Because film is not driven by sprockets as in conventional projectors, there is substantially less film wear and breakage.

For additional information, write Technicolor, Inc., Commercial and Educational Division, 6311 Romaine St., Hollywood, Calif. 90038.

Use Mini-Slate Clapstick Easily with One Hand

SOS Photo-Cine Optics, Inc. has introduced the "Mini-Slate", a compact, spring-loaded clapstick-slate combination, small enough to be operated automa-

Continued on next page



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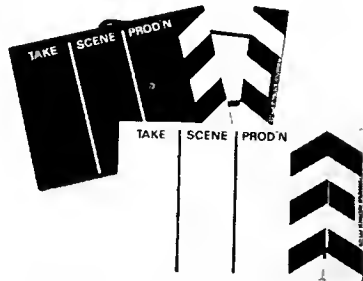
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new products review . . .

continued

ically with one hand.

The slate is operated by cocking the spring driven clapstick and pressing a top mounted lever that releases the clapstick. The Mini-Slate is enclosed in a heavy, transparent plastic jacket upon



The Mini-Slate is available in a choice of black or white,

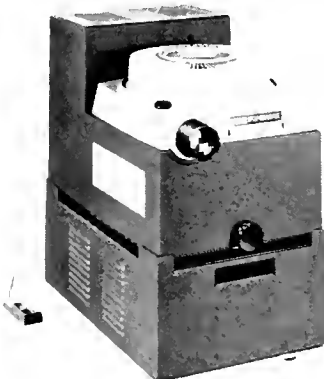
which the data can be written in grease pencil and easily removed. The slate is made of heavy duty enameled metal with clearly marked headings.

The Mini-Slate may be obtained from either the SOS office at 311 N. 43rd St., New York, N.Y. 10036 or 7051 Santa Monica Blvd., Hollywood, California.

Realist Inc. Introduces Super Light Slide Unit

A high illumination slide projector has been introduced to the audiovisual market by Realist, Inc.

The product utilizes the Kodak Carousel AV projector, but triples its light output by incorporating a patented, Realist engineered, power convertor supply source and a unique xenon lamp. The increased brightness produced (2000 screen lumens) permits brilliant, balanced screen illumination pictures to be projected even in lighted rooms and



The Realist Super Light slide projector is a completely packaged high intensity projection system.

makes possible large screen projection over long distances.

Completely self-contained and easily portable, the "Super Light" Projector operates on ordinary 110v. AC. All standard Kodak accessories such as programmers and remote control devices can be used and a variety of different focal length lenses will be made available to accommodate practically all screen sizes and projection distance requirements.

The design and development of the Super Light projector concept was initiated by William C. Ralke, well known audio visual expert and president of Ralke Co., Inc.

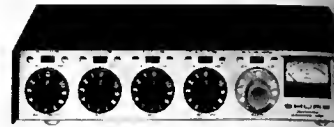
A licensing agreement has been reached under which Realist will manufacture and market the Super Light Projectors. Two models will be available: Model No. 2000 includes a 500 watt xenon lamp and a power pack converter for projection performance three times brighter than the original projector. Economy Model No. 1000 doubles brightness output and uses a 1000 watt tungsten lamp which does not require the power converter. The projectors will be distributed by selected Audio Visual Dealers throughout the United States.

For additional information, write Realist, Inc., N93 W16288 Megal Dr., Menomonee Falls, Wisconsin 53051.

Shure Offers Professional Microphone Mixer

Shure Brothers, Inc. has introduced a microphone mixer/remote amplifier specifically designed to meet professional standards for studio and remote broadcasting, as well as recording and sound reinforcement applications. The Model M67 may be used as a single, complete, compact console or as an add-on mixer for expanding existing facilities. It provides four low-impedance balanced microphone inputs and one line input. It also provides additional microphone inputs in tape recording and VTR applications.

It features line and microphone level outputs; illuminated VU meter calibrated for +4 and +10 dbm out; extremely low noise and RF susceptibility; wide, flat frequency response; and two-level headphone monitor jack. It may



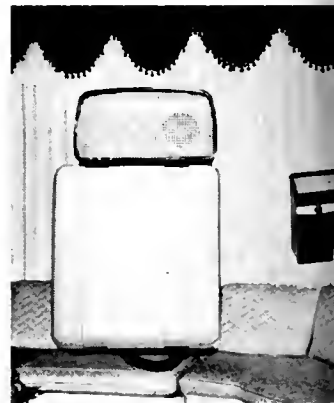
The M67 is compact and weighs only four pounds, three ounces.

be used with AC power or with an accessory battery pack. Provision is made for noiseless, automatic switchover to battery power if the AC line fails.

For specifications write Shure Brothers, Inc., 222 Hartrey Avenue, Evanston, Illinois 60204

Remote Control for Room-Darkening Drapes

With "Ausonic", the press of a button opens and closes draperies for darkening rooms for audio-visual presentations without remote control. The new patented device starts, stops and reverses draperies at any desired point. It can be used with existing cords and traverse rods or even curved ones, and can



operated from any place in the room.

The Ausonic system can be adapted to draperies of any size and of course it has other applications in home, office, hospital and elsewhere. The system carries a two-year factory warranty. Operation by means of electric time-clock or photo sensitive cell also is practical. More information may be obtained from Auton of California, P.O. Box 866, Arleta, California 91331.

RCA Introduces High Light 16mm Projector

RCA recently introduced new 1600 HL (for High Light 16mm. sound motion picture projector for auditorium use.

the projector's Marc 300 arc lamp produces up to four times the light output of conventional projectors, and pictures on the screen take on a remarkable likeness to daylight.

On the audio side, the 1600HL incorporates a new 15-watt solid-state amplifier for high-level sound output. In addition, the sound system can be linked with a number of RCA speakers and amplifiers to suit room and audience size.

Another new feature is a single-switch system for changing multi-reel shows from one projector to another.

For additional information, write RCA Commercial Electronics Systems Div., Camden, N.J. 08102.

Adapter for Filmstrips in Slide Projectors

An easy-to-use adapter that permits the projection of standard 35mm single-frame filmstrips on all current models of Kodak Ektagraphic and Carousel Slide Projectors has been announced by Eastman Kodak Company.

In seconds, an Ektagraphic or



The Filmstrip Adapter quickly converts a Kodak Ektagraphic or Carousel projector into a filmstrip projector.

The Carousel Slide Projector can be converted into a filmstrip projector by removing the lens and inserting the Kodak Ektagraphic Filmstrip Adapter — a self-contained filmstrip and lens unit.

Equipped with a Kodak Ektagraphic 3-inch f/2.8 projection lens, the new adapter not only projects conventional filmstrips with increased clarity and brilliance, but also allows them to be customized by the instructor to fit individual lesson plans or training sessions, thereby eliminating the projection of unnecessary visuals. For more information, contact the regional office of the Motion Picture and Education Markets Division of Eastman Kodak Company: New York City at 100 Park Avenue, New York, New York 10017; Midwestern, 101 West 22nd Street, Oak Brook, Illinois 60521; Pacific

Southern, 6706 Santa Monica Boulevard, Hollywood, California 90038; Southeastern, 1775 Commercial Drive, N.W., Atlanta, Georgia 30318; or Southwestern, 6300 Cedar Springs Road, Dallas, Texas 75235.

Solid-State Fluorescent Lamps for Dark Room Use

"Astra Fyre", which is 28" long and sells at \$19.95, and "Star Fyre", a shorter version in 22" length priced at \$15.95, are new solid-state, portable fluorescent lamps for darkroom use, safe for any film which can be used in red light. Because they're portable—they come equipped with 10' UL-approved cord and push-type on-off switch, and are ready for operation—the lamps can be carried to any convenient location for inspection of negatives as they develop. They are unaffected by photographic chemicals or moisture.

The lamps are constructed to withstand years of hard-use, and are guaranteed for 20,000 hours, or two years, on a pro-rated basis. No starter is required, and the bulb reportedly will never wear out. The non-glare light has no flicker, and the lamp runs "cool" so burns are impossible. Solid-state construction and elimination of all moving parts means no maintenance is involved.

For additional information, write Astrasonics, Inc., 4057 East 9th Avenue, Pomona, Calif. 91766.

Self-Powered Pointer for Rear Screen Use

A new illuminated pointer, developed primarily for use with rear-projection screens has been introduced by Spindler & Sauppe Inc. The pointer functions equally well on front projection screens, chalk boards and flip charts.

The unit provides a self-powered light source (a high intensity yellow light bulb encased in plastic) mounted on the end of a three-foot shaft. It is the only pointer currently available that will perform effectively on a rear-projection system, because rear-projection screens do not reflect the image of a projected light pointer.

More information is available from Spindler & Sauppe Inc., 1329 Grand Central Avenue, Glendale, California 91201. •



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Buchan Pictures, 122 W. Chippewa
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The Jam Handy Organization, 1775
Broadway, New York 10019.
Phone 212/Judson 2-4060.

Training Films, Inc., 150 West 54th
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Visual sciences, 599BS Suffern, N.Y.
10901

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Philadelphia, 19107. Phone: 215/
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J. P. Lilley & Son, Inc., Box 3035,
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17105, (717) 238-8123.

L. C. Vath Audio Visuals, 449 Her-
mitage Rd., Sharpsville, 16150.
342-5204.

SOUTHERN STATES

• FLORIDA •

Jack Freeman's, 2802 S. MacDill
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• GEORGIA •

Colonial Films, 752 Spring St. N.W.
404/875-8823, Atlanta 30308.

• LOUISIANA •

Delta Visual Service, Inc., 715 Girod
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at O'Hare Inn—Phone 296-1037.

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The Jam Handy Organization, 2821
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• MISSOURI •

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63103. (314) JE 1-5100.

Cor-Rell Communications Co., 5316
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Sunray Films, Inc., 2005 Chester
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• NEW MEXICO •

University Book Store Allied Supply
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buquerque 87106.

• OREGON •

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97214. Phone: 503/233-5621.

• UTAH •

Deseret Book Company, 33 East
South Temple St., Salt Lake, 10.

IAVA Sets Plans, Dates for Meeting in Chicago

Members of the Industrial Audio-Visual Association, professional society of audiovisual administrators within American industry have begun setting up the program agenda for their annual meeting in Chicago, Illinois on April 14-16. A unique and effective site for these sessions has been selected: The Center for Continuing Education on the University of Chicago Campus.

Program Chairman Michael Ritt (Combined Insurance Co.) and members of his planning committee, including IAVA president Frank Stedronsky (A. B. Dick Co.), met at the Center on Wednesday, Jan. 15 to review the advance agenda. This year special emphasis is being given the theme: "Here Comes Tomorrow — Get Ready Today" and all members are being asked to submit program subjects for final consideration during the coming weeks. While meetings are open only to members and prospective members, of IAVA "guest experts" will participate in the combined general and special seminar sessions.

Among the advance subjects discussed in planning session

were those provocative titles: "Management Relations and Audiovisual Administrator", "Potential and Pitfalls in Multimedia", "The Sales Meeting Alive or Dead?", "New Directions in Business Film Agencies", and "National Problems: What is the Audiovisual Administrator Doing to Help Solve Them?"

Special guest at the planning session was Lee Coyle (Ohio Telephone Co.), a past program chairman. At work on the program are other midwest members including Marshall Wayne (Mour & Co.) and Bob De (United States Steel Corp.).

Income Properties Form Nat'l Showmanship Service

The board of directors of Income Properties, Inc. will ask stockholders to approve a new name and a change in its capital structure at a special meeting scheduled early in March.

The proposed new name is National Showmanship Service, Inc. — more accurately reflecting IPI's current business.

IPI was engaged since its founding in 1956 down to early 1967 exclusively in the

Continued on page

BUSINESS SCREEN MARKETPLACE

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Experienced TV commercial and industrial film salesman wants to represent top New York or Hollywood producer. Excellent track record. Good agency and industrial contacts. Would expect drawing account set up against sales commissions. Midwest area. Write Box 66, BUSINESS SCREEN, 402 West Liberty Drive, Wheaton, Illinois 60187.

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helpful books and literature

Free Films for Television

More than 500 films available to television stations on free loan are described in a catalog to be published February 14 by Modern Talking Picture Service.

The films are sponsored — mostly for public relations purposes — by business organizations, trade associations, governmental agencies, professional societies and others. They are distributed to stations by Modern Talking Picture Service through its television division, Modern TV.

Subjects include sports, travel, health, religion, agriculture, cooking and others. Running times fall mostly into three categories: half-hour, quarter-hour and short shorts (1 to 7 minutes). Almost all of the films are in color.

Copies of the 48-page catalog will be available free from Modern TV film libraries and from Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.

For Better Tape Recording

A 46-page how-to-do-it guide book for more effective use of tape recording in business and industry is being offered by the Magnetic Products division of 3M Company.

Called Better Communications Through Tape, the book contains a host of ideas for better use of the tape recorder in business and industry and also explains, in layman's terms, the basic operation of tape recorders.

The book contains ideas for the use of recorders by businessmen for such purposes as dictation, recording conferences and meetings, sales training and field communications. A separate section deals with the use of video tape as an active working tool in business and industry, just as in education.

Better Communications Through Tape is available free from 3M Company, Magnetic Products Division, Market Services Dept., 3M Center, St. Paul, Minn. 55101.

8mm Film Directories

The Educational Film Library Association has announced January publication of two new directories — The 8mm Film Directory, and Film Guide for Personnel Training.

The 8mm Film Director is a large volume, listing 5,000 films in over 500 pages. It includes everything in 8mm: silent, sound, stan-

dard 8, Super 8, reel-to-reel, Technicolor cartridge, Fairchild cartridge, single titles, and series. The book is arranged by subject categories, with indexes by title and by Dewey Decimal classification. Brief descriptions are given, with indications of age level and type of film. The only book of its kind, the 8mm Film Directory for the first time gives the teacher, librarian, program planner, and film user an authoritative guide to a rapidly growing field. It was edited by Grace A. Kone, published by the Educational Film Library Association, and distributed by Comprehensive Service, at 250 West 64th Street, New York City 10023. Price of the 500 page book is \$10.50.

Film Guide for Personnel Training was edited by Louis S. Goodman. It includes descriptions and rental and sales sources for films, filmstrips, and video tapes on such subjects as Apprenticeship; Collective Bargaining; Grievances and Arbitration; Human Relations; Leadership and Supervision; Management Skills; and Recruiting and Interviewing. More than 300 films are listed and described, under twenty-one subject headings. Trained directors, administrators, and supervisors should find the Film Guide for Personnel Training an invaluable handbook. Cost of the book is \$5.00, and it is available from the Educational Film Library Association at 250 West 57 Street, New York City 10019. Orders should be accompanied by advance payment, or by organization purchase orders.

H. Wilson Catalog Available

The H. Wilson Corporation is presently offering a 12 page catalog that details its full line of audiovisual equipment for use in industry, business, education and libraries. The catalog includes information on tables, mobile cabinets, mobile learning centers, listening tables, overhead projectors, overhead projection centers, VTR centers, TV wall and ceiling mounts, rear projection units and many other items.

The catalog also includes special application descriptions, prices and specifications. For a free copy, write, H. Wilson Corp., 555 W. Taft Drive, South Holland, Ill. 60473.

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industry news . . .

continued

estate business — chiefly in the building and management of apartment buildings in and around greater metropolitan New York City. Since 1967, IPI has been switching into the film business — particularly in the field of technical film completion services and film acquisition and distribution.

IPI is reputed to conduct the most completely integrated group of completion services in the eastern market, chiefly through three subsidiaries — Cineffects, Inc., optical and special effects . . . Cineffects Color Laboratory, Inc., film printing and processing . . . and Manhattan Sound Studios, sound recording and mixing. A fourth subsidiary, National Showmanship, Inc., acquires and distributes foreign and domestic feature films. The company is exploring additional acquisitions or newly-created divisions which would add supplementing and complementing services.

Ultrabright Patented by Spindler & Sauppe

The United States Patent Office has officially registered the trademark Ultrabright to Spindler & Sauppe Inc., Glendale, California, for use in connection with "High Power Light Output for Use with Slide Projectors, in Class 26", according to S & S president Norman Sauppe.

The mark Ultrabright is used to describe an accessory modification which enables the firm's Selectroslide 2 x 2" slide projectors to project 3,000 lumens of light onto a screen; an image unequaled by any other slide projectors using standard tungsten, halogen, or zenon light sources.

While conceding that his firm has taken some good natured ribbing within the industry for the similarity between its Ultrabright trademark and a well known toothpaste brand name, Sauppe pointed out that the two products strive for a common goal: brilliant white. "Whether or not our Ultrabright projectors share the toothpaste's widely publicized claim of sex appeal is probably a matter of individual judgment, but we would be the last to deny such a possibility," Sauppe mused.

Music Makers Group Sets Sound Dubbing Facility

The Music Makers Group, Inc. (OTC) has established a sound dubbing facility in New York City to transform foreign language films to English using advanced dubbing equipment and synchronization techniques. The principals of The Music Makers Group, which creates original music for leading U.S. advertisers, radio and T.V. stations and for the film and entertainment industries, termed the new facility "a logical extension of the

company's present music, sound and broadcast activities."

The new sound dubbing facility uses advanced equipment and techniques which "electronically 'mesh' new voice sounds to existing lip movements to provide" what is termed "remarkable accurate synchronization of sight and sound." At the same time, Music Makers' new studio provides a foreign film maker or distributor with an excellent opportunity to create new music and re-score the film for the American market, it was noted.

The new studio which will operate as a part of the company's Sound Makers Division, is located at 3 East 57th Street, New York City.

Kodak Establishes New Branch in Taiwan

A Kodak branch has been established in Taipei, the capital of Taiwan. The branch will distribute Kodak photographic products in Taiwan and provide a variety of related technical services.

The new organization is a branch of Kodak (Far East) Limited — an associate company of Eastman Kodak with headquarters in Hong Kong. Previously, the distribution of Kodak products in Taiwan was handled directly from the Hong Kong headquarters.

Donald S. Lamb, a graduate of the University of Missouri, is manager of the new branch. He joined Kodak in Rochester in 1962. The next year he transferred to Kodak Philippines, Ltd., in Manila, where he became assistant manager. About the mid-

dle of last year, Lamb moved Taipei to begin organizing the branch.

IFTAPA Holds First Meeting, Names Officers

IFTAPA had its first general meeting recently at the Americana Hotel in New York City with participants including European, Asian and American members.

William Van Praag of Van Praag Productions, Inc., New York and Hollywood, was elected as president of IFTAPA and accepted with the understanding that his term of office was for one year. Norbert Handwerk of Insel-Film, Munich, was elected vice president of the European area, D. M. Sapra of Asia Telefilms, Hyderabad, India was elected vice president of the Far East area and Peck Prior VPI, New York, was elected vice president of the Western Hemisphere.

The Board of Directors consists of E. Beckh, Rincovisic, Switzerland; A. Becker, Australian Motion Picture Studio Association, Sydney, Australia; J. Valveias Rodrigues, Telecinema, Lisbon; Roberto Gaviola, Framma Gemma, Milano; Norman Greenblatt, Universal City Studios, Hollywood; Rogert Hagopian, King Screen Productions, Seattle; Norbert Handwerk, Insel-Film, Munich; D. M. Sapra, Asia Telefilms, Hyderabad; Peck Prior VPI, New York; and William Van Praag Productions, Inc., New York; Herbert Rosen, New York, offered to serve temporarily as executive director.

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available in 8"x2", 6½"x2", 8"x1" and 6½"x1", comes in its own metal-core shipping carton, so tape can't shift in transit.

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SPECIAL REPORT:

THE HOUSE THAT BYRON BUILT

The Latest in
Tools & Techniques
for Motion Picture
Film Users...

WORLD'S MOST SOPHISTICATED FILM LABORATORY OPENED IN WASHINGTON, D. C.

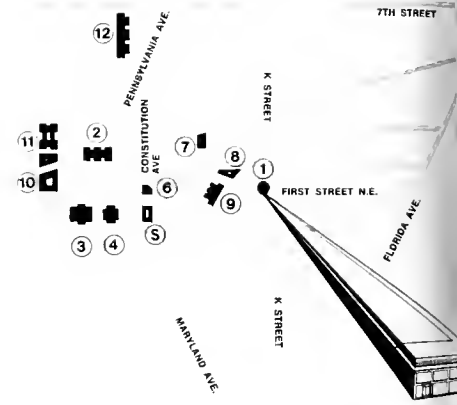
THE WORLD'S NEWEST and, by every standard, most efficiently-designed film laboratory, is now in full operation at the corner of First and "K" Streets in the heart of the nation's capital. The all-new 60,000 square foot four-level structure which houses film service operations of Byron Motion Pictures in Washington, D. C. fulfills every lab man's dream for a perfect facility. The realization of that dream was achieved by its founder-president, Byron Roudabush, and his associates after five years of meticulous planning. The pages of this special report also provide real insight into the tremendous present and future expansion of film requirements in business, education, government and television.

Innovation is the keynote within "the house that Byron built." Entirely windowless for obvious reasons of interior "climate control" and to make offices and working areas "dirt-free," only a single area of exterior glass shields the building's main entrance. Within these walls, the visitor passes through spacious halls and office areas toned in soft, restful hues of olive green and tan pastels, illuminated at frequent intervals by colorful abstract oil paintings. The atmosphere throughout, including the lab's working spaces, is that of quiet efficiency, which belies the feverish pace of operations where TIME is the always-demanding mistress. •

PART TWO · MARCH · 1969
OF BUSINESS SCREEN MAGAZINE



THIS IS THE HOUSE THAT BYRON BUILT



THE SEARCH FOR PERFECTION, a motivating theme behind all the planning of "the house that Byron built", began with the choice of its location. In Byron's own words "being a *service* business, we wanted to locate in the center of Washington with ready access to the beltway and the proposed new 'inter-the advertising agencies, the TV stations and government buildings. We also wanted access to the beltway and the proposed new 'inter-loop' highway which is being built. We had to be near trains, bus terminals, etc."

Today, the new Byron plant on "K" Street, N.E. meets those objectives: it is one block from the main post office and Railway & Air Express and is just opposite the Union Station, destined for complete renovation. A new Washington Visitor's Center will have restaurants, an information center and heli-

port, with terminal facilities for all of the bus lines. The capital's new inter-freeway will come within two blocks of the new Byron facility, providing fast access to anywhere in the city.

* * *

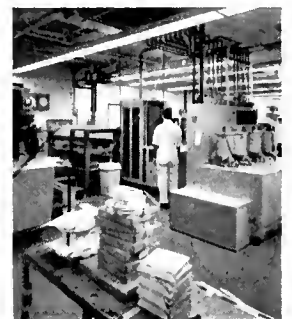
PLANNING FOR EFFICIENCY of operations, setting the stage for architect Thomas J. Stohlman's ultimate plans, was long-range. Byron sums it up: "Bob Johnson, our technical vice-president, and I spent many hours through those advance planning years at the drawing table: planning and measuring every piece of equipment, planning every outlet, all the piping, room dimensions, and . . . most important of all . . . *the work flow*. The finished building is surprisingly like the first layouts we made . . ."

Architect Stohlman describes the resulting

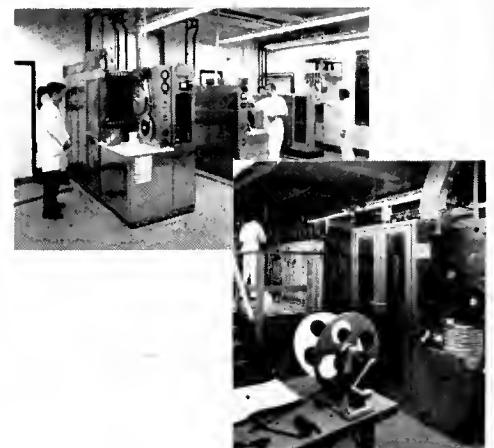
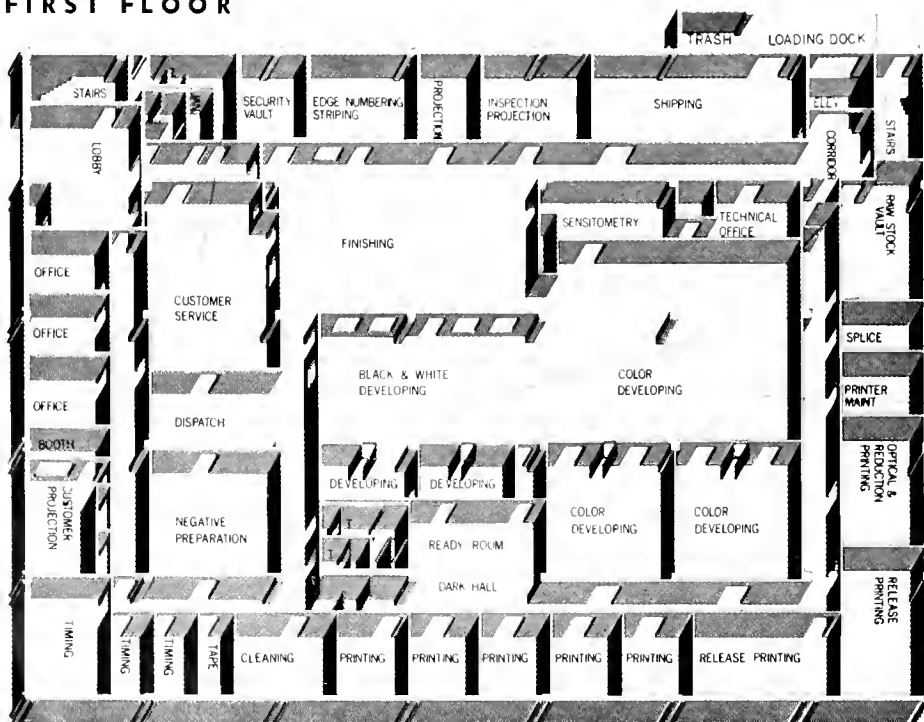
Located at the center of Washington's air, rail highway networks, the new Byron "house of Street" is near the nation's capital buildings. to the map above appears on the back page

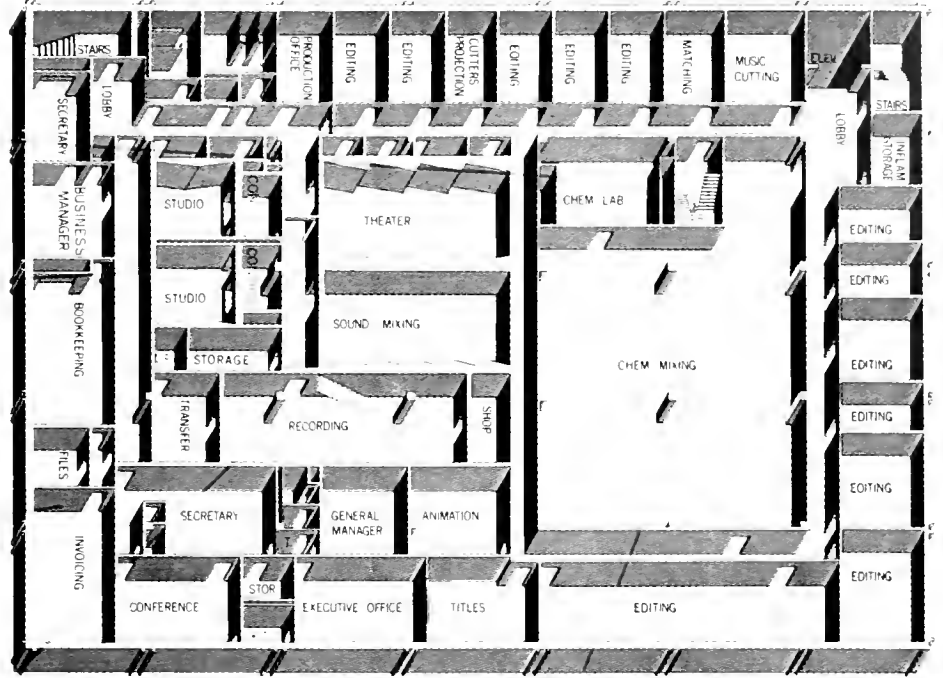
structure with these comments: "The organizing concept of Byron's plans follow the pattern in the step-by-step technique of processing film and in all the secondary operations and equipment needed to support objective.

"Because processing methods are subject to change in the future, Byron's labora-



FIRST FLOOR





SECOND FLOOR

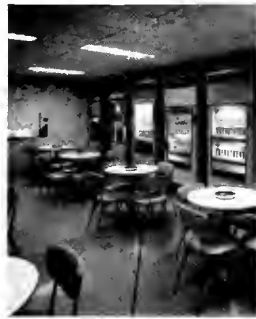
...was designed to accommodate both limited internal re-arrangement and external expansion. The building's success is largely a result of a close architect-client relationship and a mutual determination of design goals." The well-known construction firm of E. A. Baer Co., Inc. of Takoma Park, Maryland, was responsible for the building of the entire structure from deep caissons to penthouse. Other aspects of the overall design are covered within following pages but the significant advantages of its windowless character, providing excellent temperature and humidity control, its hot and chilled water system and fume exhaust, are all critical to quality-controlled processing operations. The building's consulting engineers (Frank J. Sullivan Associates, of Washington) introduced sophisticated heating, ventilating, air-conditioning and plumbing systems to complement the architect's plans.

* * *

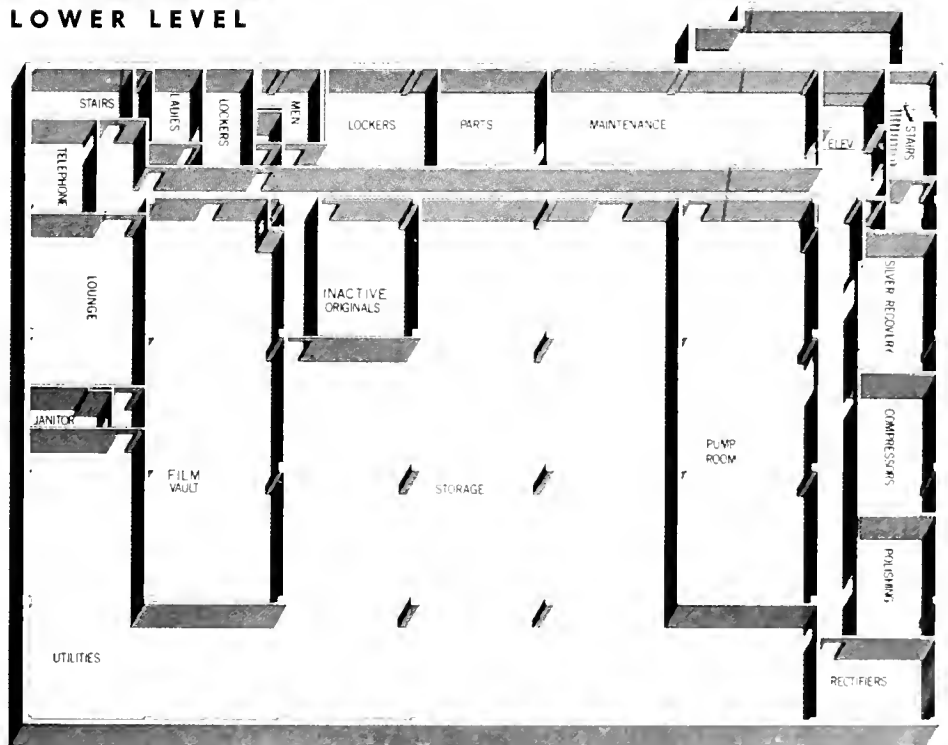
SCHEMATIC DIAGRAMS and supporting illustrations in these pages preview the "step-by-step" descriptive pages which take the reader through the logical flow of film operations. It is worth noting that the first department encountered just beyond the building's entrance lobby is "Customer Service." That phrase symbolizes the thinking behind and within the remarkable new "House on K Street."

* * *

EDITOR'S NOTE: all pictures in this section were photographed under natural light conditions throughout this modern building. ●



LOWER LEVEL



MANAGEMENT BY TEAMWORK

Experienced Specialists Head Key Activities in the Laboratory



Founder-president Byron Roudabush is pictured at work in the executive office in the new building.

YEARS OF SPECIALIZED EXPERIENCE, in all fields related to film processing services, sound recording, equipment design and maintenance, are as positive assets at the new Byron facility in Washington as the bricks, mortar and machines. Since the company's founding more than 30 years ago, its "drive" has been toward innovation, *to seek new and better ways to handle its basic product for the betterment of the film medium.*

Of such men and material are houses like this really built. The constant aim, both in the design of this great new facility and in every new piece of equipment brought off the drawing boards and into this plant, is simply to turn out better product in less time at lower cost to the user.

Byron himself is more than a corporate name: the company's founder is known most widely by his first name. And he has earned the industry's respect as a Fellow, Treasurer and past Convention Vice-President of the Society of Motion Picture and Television Engineers and as President and the first

Secretary of the Association of Cinema Laboratories which he helped to found. He is also a Special Member of the Edison

Pioneers. Members of the company's management team are pictured below on other pages of this special report.



Dudley Spruill
Exec. VP & General Manager



Peter Agnew
Secretary & Comptroller



Arthur Rescher
Sales Manager



Irvin Meyers
V.P. chg Lab Production



Robert Johnson
Technical Vice-President



Virgil Johnson
in charge, Invoicing

Management team meets with President Byron Roudabush (left, foreground). Clockwise, left to right at top: Bob Johnson, Technical VP; Irv Meyers, Production VP; Peter Agnew, Secretary; Dudley Spruill, Exec. VP & General Manager; Holger Kjeldsen, Customer Service; and Virgil Johnson, Invoicing.





.. Showcase at the new laboratory is this modern 70-seat theater which has facilities for 16, 35mm and CinemaScope projection with high-fidelity sound.

Screen Testing for Quality . . .

THROUGHOUT THE PAGES of this picture text editorial visit to the film industry's newest film laboratory service facility, proper emphasis is on the step-by-step phases, so carefully planned for maximum efficiency, in preparation, printing, quality control, processing and final inspection of its basic product: 16mm films.

These are areas the film user rarely sees, except in print such as he. What he *does see and must count upon are results on the screen.* The standard known as "Color-Correct" set and trademarked by Byron involves that on-screen result. It is first evident to the film user *on-screen*, when he first sees rushes or answer prints or previews of his final product in theaters such as those pictured on this page. This is what this building, these people, their machines and this

special report is all about: *the test of quality as the product comes to the screen.* The fact that film orders range into hundreds of color prints for a single title these days, reflecting the constant use throughout the U.S. and Canada alone of more than a half-million 16mm sound projectors owned by business, schools, churches and other groups, is evidence of the vital role served by today's laboratories.

Super-8 is still "to come" and so are Byron's impending installation of videotape transfer equipment, with color transfer facilities for tape-to-film and film-to-tape. Television and videotape are but other hand maidens of today's communications media.

Whatever tomorrow's needs may be, *the present* has been fairly and generously met by this proud new building on K Street, in the shadow of the National Capitol. All that is was created for is either "on-screen" in these theaters or on other screens worldwide. ■



At the left: this comfortable smaller projection room on first floor is conveniently located for customers to check answer prints. Below: on the second floor, this sound-mixing studio (see pp. 14,15) features an eight-position Westrex sound mixing console; electronic counter below screen is for both 16 35mm footages. Altec Lansing speakers assure the quality of sound.





Work orders are written and "originals" begin their lab travels in Customer Service Department.

CUSTOMER SERVICE: critical first steps

Detailed Instructions Guide "Originals" Through Preparatory Phases

THE CAREFUL PLANNING STEPS taken before this Byron facility was even constructed are immediately apparent just inside the entrance lobby. The film maker's first contact is at the reception window of the Customer Service Department. His work order is prepared as a key first step. If the customer's "original" negative is already stored in the lab's film vault (directly beneath the Customer Service Department), it is then ordered out, travels up a convenient elevator and begins its journey through the lab with detailed instructions on the work order. The same "dumb-waiter" also serves

the Sound Department and editors on the second floor.

From the Customer Service Department, the film and order move into the Dispatch Area for routing. Assuming that normal lab procedures are followed, the film then goes to negative preparation and timing rooms, then to the ultra-sonic cleaning equipment and, finally, ends up in the "dark" hall which leads to the "ready room." Here the film and order await scheduling to a printing room.

Incidentally, the Byron lab designed and was the first laboratory to use an ultra-sonic film cleaning machine.

Lab orders finally arrive at this well-lighted Print Assembly Room with its tables and rewinds.



• Film "raw stock" enters the building, the shipping/receiving area where it is fully inventoried and then stored in a special raw stock vault with direct access into a "dark" hall adjoining the ready room. Here, again, temperature and humidity within the vault are key factors in assuring the pro-



Holger Kjeldsen
Asst. Mgr. Customer Service

condition of film stock. Originals and stock then move to the printing rooms. Developed prints are passed into the printing rooms serving the developing machines.



Section of "ready room" at the laboratory where originals will be distributed to the printing room.



Hot splicing is done on Bell & Howell equipment like this "foot splicer" pictured in scene above.

Finally, the customer's film, printed and processed, is ready for the inspection with its high-speed projectors. Only after passing critical inspection, is it ready to move to the shipping room and outbound.

A brief, second look at these preparatory areas is in order. The lab has three ti-



"Timing" of film materials for the printing rooms also depends on the skillful hands of experienced technicians, guided by the original worker order.

Pictured at the right: Ultra-sonic cleaning of film is one of the vital preparatory steps taken at the laboratory to assure optimum cleanliness of originals before they begin their processing steps . . .

Byron was a pioneer in the design and use of this equipment. These machines were manufactured by the Lipsner-Smith Corporation, a leader in the field.



rooms. The lab's large timing room houses an important new piece of control equipment: the highly-precise Hazeltine Electronic Color Timer and a comparative color timer. After

timing data is put on cards, these are taken to a tape punching room where vital information controlling the amount of red, green and blue light is programmed for the printers.

The "ready room" has only dark room lighting but of sufficient strength so that the work order and printer information can be (CONTINUED ON THE FOLLOWING PAGE 20)



This modern Hazeltine Electronic Color Timer is among the latest equipment installed at the new laboratory. This new timer is located in the large timing room area on the building's first floor.

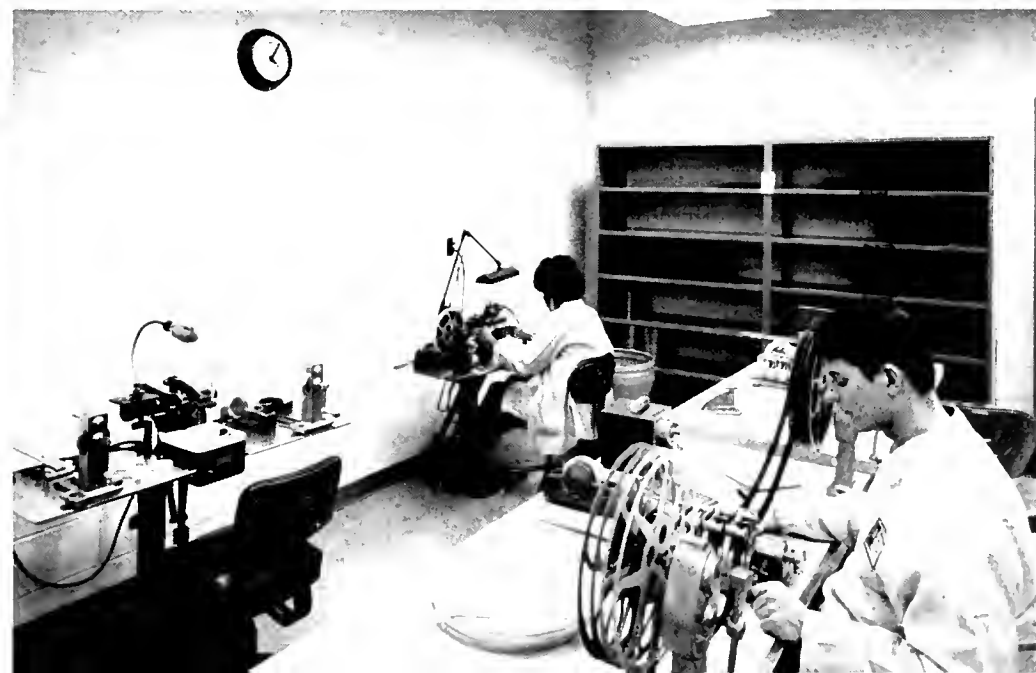


Carded timing data is converted to punched tapes containing precise instructions on red, green and blue light programmed for the printing machines.



The new stock vault has direct access into the "dark room" adjoining the "ready room". Temperature and humidity are carefully controlled to assure perfect condition of all basic material stored here.

Section of the Negative Preparation Department which has both B&H and Hollywood Film equipment.





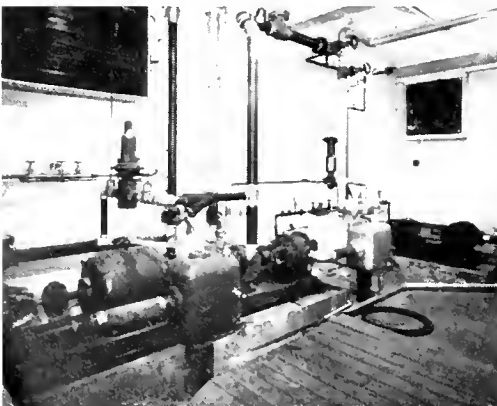
Heart of the vacuum system which keeps entire lab dust-free is this Spencer Turbine machine.

SPECIAL BUILDING EQUIPMENT

THE CRITICAL ROLE of vacuum dirt dust removal in the printer stages of film processing is noted on these pages. Throughout the Byron laboratory, cleanliness is truly "next to Godliness." The entire structure is served by a central vacuum system similar to that used in modern hotels, avoiding the use of portable cleaners which tend to filter out larger pieces of material while returning dust to the air.

Below decks, on the lower level, is another important service area housing the compressor room. In this space, two Nash 50 hp. compressors are set up — one runs continuously with an air-bypass should pressure become too great. The other Nash compressor is an emergency unit which automatically cuts-in if the pressure falls below a certain level. Compressed air is stored in a large tank, is then fed to the squeegees on the developing machines.

The compressed air fed to the printers is first passed through an air dryer which removes all moisture. Another 20 hp. vacuum compressor and its accompanying storage tank supplies the vacuum squeegees for both developing machines and printers.



Nash 50 hp. air compressors and a nearby 20 hp. vacuum compressor which supply squeegees on both developing machines and the lab printers.

PRINTING: automation plus know-how.

Exacting Standards in Color Duplication Are Maintained on These Machines

NEARLY 25 YEARS AGO, Byron designed an optical system for use in a standard continuous printer and became one of the first laboratories in the country to print color films. At the same time, the company set up exacting standards for color duplication and called this process "Color-Correct" — a phrase registered in the U.S. Patent Office. This quality tradition is evident in the first floor areas which house printer facilities on K Street.

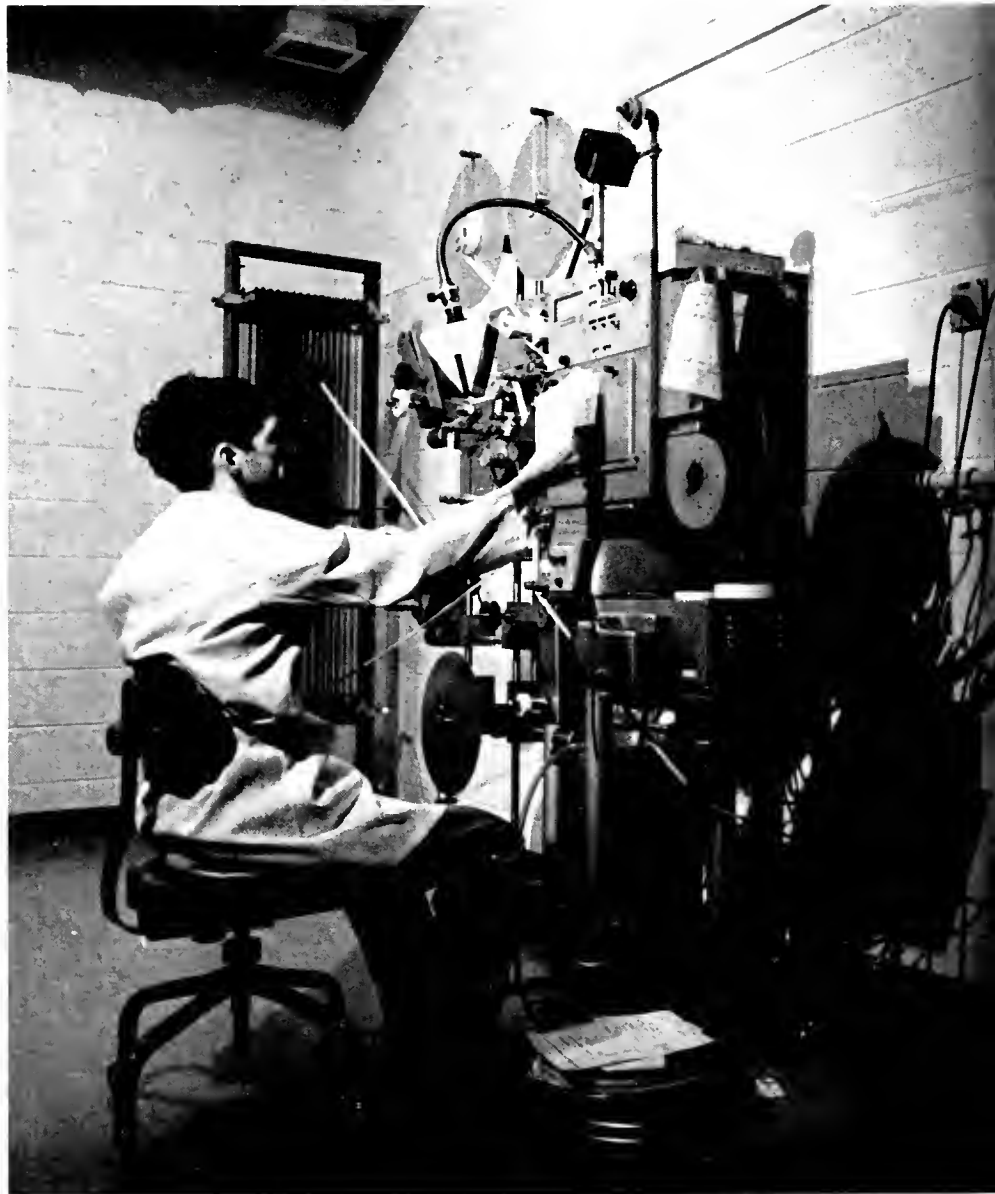
A typical printing room has two Bell & Howell "additive" color printers. At each printer location is an AC outlet, DC current for the printing lamp, three compressed air outlets, and one vacuum air outlet. Compressed and vacuum air, in addition to serving normal printing requirements, are used to operate squeegees on both raw stock and negative, blowing off any lint or dust, immediately drawing such material into the vacuum line.

The printing rooms are, of course, in dark-

room light but white light can be switched without affecting any other area. Incidentally the white light switches are seven-feet high and located on the right side of each desk so there is no chance of turning them off while raw stock is exposed. In addition to normal printing rooms, the new lab has two very large rooms, each of which is set up with an additive color printer with looping facilities. On the other wall in each room is a large Peterson color additive bi-directional panel printer capable of running 500-feet per-minute, printing picture and sound tracks simultaneously (both forward and reverse) so that rewinding or rethreading of negative and raw stock for each print is eliminated.

Another printing room houses the DePue optical one-to-one printers and the DePue production printers. This equipment also has a Bell & Howell additive light source so that Byron timing can be done by one medium programmed tape. This area also has a modest-size printer maintenance shop also

This Bell & Howell Color Additive Printer has been set up for "looping" (loop tree not in photo)



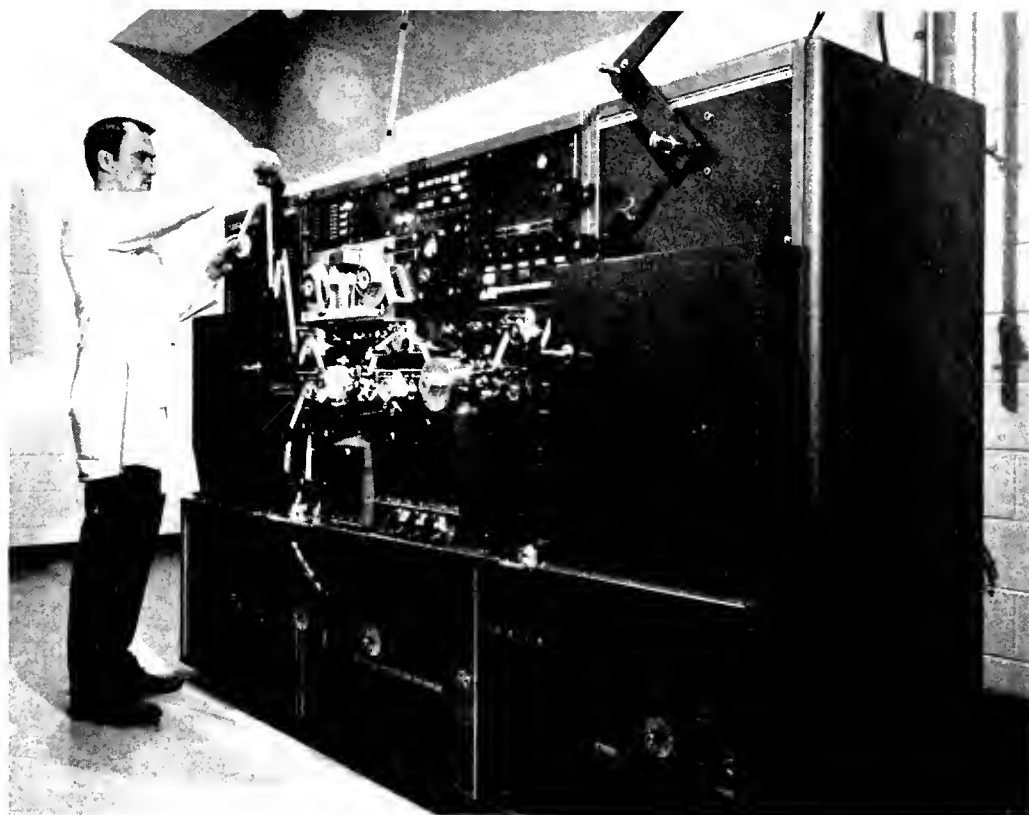
the dark hall so a printer can be rolled out for maintenance adjustment without the necessity of taking it down the elevator to the large maintenance shop on building's lower level.

And adjacent to the raw stock vault is a small room, conveniently located for splicing raw stock and "breaking it down" into the correct length for each release.

An important facility serving the printer rooms is located in a corner of the lab's lower level. In this Rectifier Room are the electrical panels which control each printer location. Rectifier units are mounted on the walls and can be patched to any printer locations. One main switch "kills" all the current to both the rectifiers and motors of all printers.

Adjoining this space is a room used for pushing film. After many, many printings the base side of the printing negative starts to show small abrasions and wear. In this room, the negative is placed on a machine where a small amount of acetate is flowed on the base. It is subsequently polished on a glass buffing wheel.

Automation, dust and lint-free lines, highly-precise, fast-moving machines of the very latest design . . . all these contribute importantly to the efficiency of operations



Peterson Color Additive Bi-Directional Panel Printer was designed for high-volume color release printing. It features complete interchangeability as well as minimum handling of sound, picture negatives.

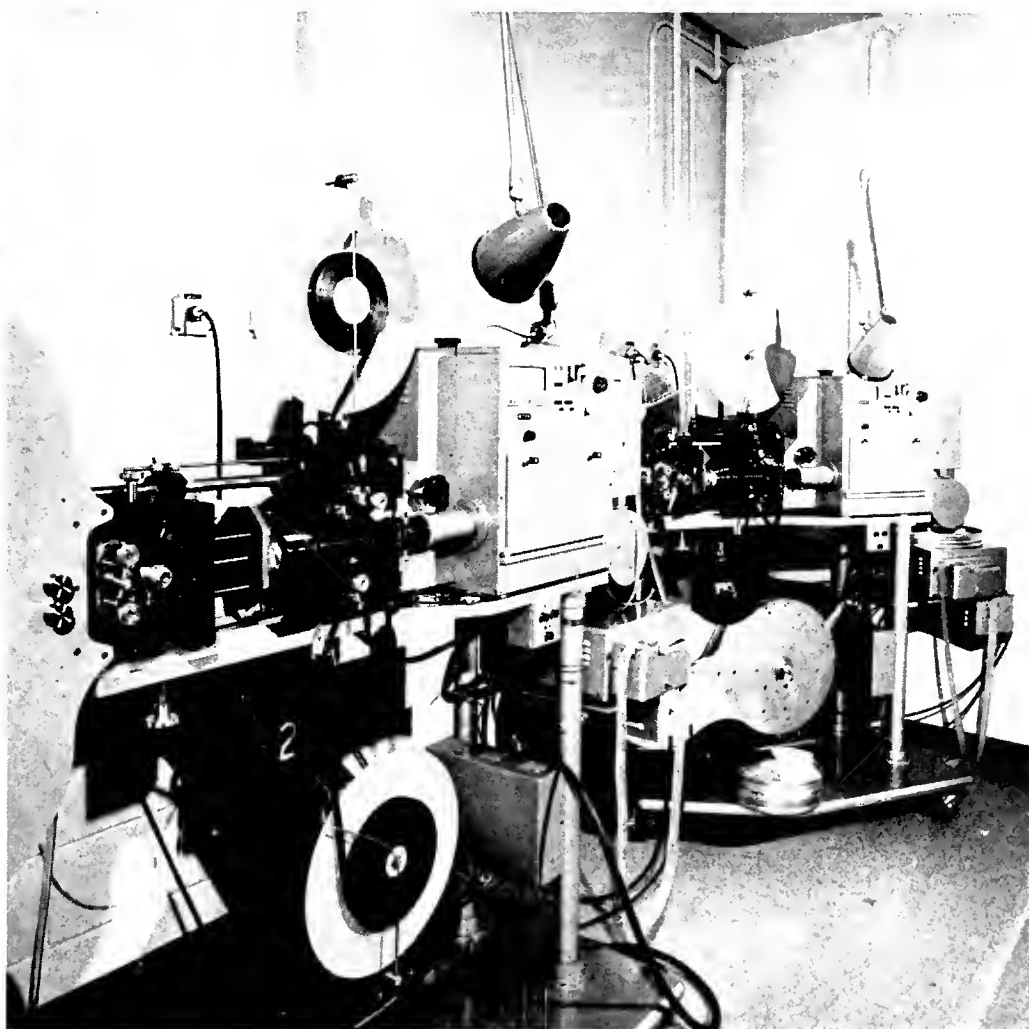


Atlantic Research air dryer equipment takes a moisture out of compressed air before it is supplied to the printing machines on floor above.

and quality of product achieved at this critical stage of film operations at Byron. The illustrations on these pages tell the rest of the story of printing room operations . . .



Conveniently-located printer maintenance shop is adjacent to the printing rooms; equipment can be promptly adjusted or repaired without time loss.



Carlson (DePue) Optical Printers used in the Byron laboratory are equipped with Bell & Howell color additive heads to achieve maximum quality results in this critical phase of lab operations.



Chemical mixing room: here's where the basic ingredients must be blended for their journey to the developing machines on the floor below. All tanks are stainless steel, equipped with Eastern mixers.

THE RIGHT "MIX" IS THE KEY . . .

. . . *the Ingredients Are Film, Chemicals, Machines and the Skills of People*

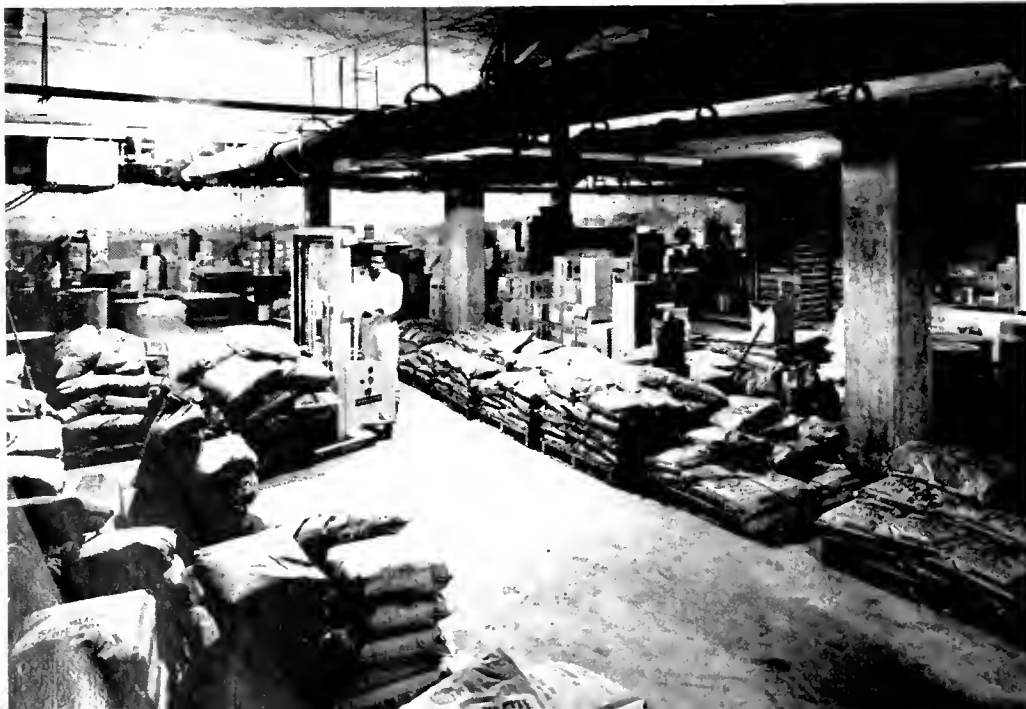
SERVICE HAS A DUAL MEANING when applied to the entire second level of this Byron lab structure. A primary "service" function has been met here by the location of the chemical mixing area immediately above the developing machine room.

The original plan, often followed in other labs, was to put this "mix" room on the lower level and to pump all solutions up to the developing machine floor. The cost of many transfer pumps and of their maintenance was a deciding factor; it was just as efficient to raise bulk chemicals one floor up

instead of down — and water flows to the second level without additional cost.

So the large chemical room was most efficiently located over the machines which it serves. All of the tanks are of stainless steel, with stainless steel covers. Two mix tanks, valved in a flexible manner, are used for each solution. Individual Eastern mixers are installed in each tank. The hot water and city water pass through a mixing valve so that all mixing is brought to one uniform temperature. Large gasoline-type hoses and nozzles are used for filling the tanks.

Spacious bulk chemical storage area is on laboratory's lower level. Bagged chemicals are transported on electric fork lift truck (center of picture) via elevator to the chemical mixing room.



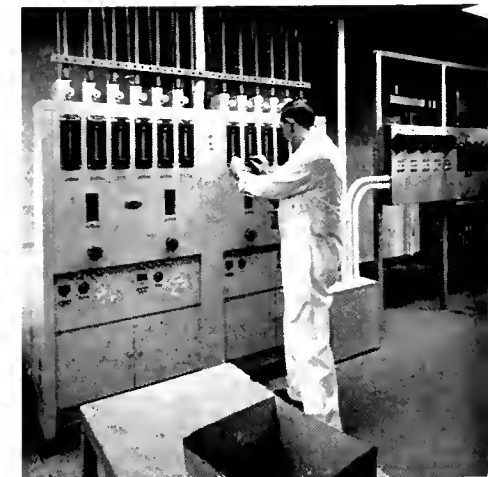
• Floors throughout the mixing room are covered with Dex-O-Tex, a chemical resistant material. All walls are painted with epoxy-base paint. Wherever fumes or chemicals are handled throughout the building, the same basic treatment of Dex-O-Tex and epoxy paint is used. These areas also have separate exhaust system, using stainless steel ducts, so that no air is re-circulated from any of these areas, including the chemical mixing room, chemical lab, developing machine room, edge-numbering room, cleaning, print rooms or the silver recovery room.

Just off the chemical mix room is the chemistry laboratory where analyses are run hourly on all solutions.

Although the technical office and quality control room are on the first level, the functions inter-relate to both floors. Spectrometry has a special room, equipped with two Westrex controlled-densitometers, backed up by a MacBeth densitometer and a Herfeld sensitometer as its main equipment, manned by highly-skilled personnel. Quality control is established in two ways: by the lab's chemist who constantly analyses the solutions *and* by printing photographic strips



Chemicals are carefully weighed in this section of large chemical mixing room. It is this man's job to assure exact "mix" goes to each of machines.



Technician adjusting the precise "flow rates" of the replenishment chemicals being supplied from the lab chemical mixing room to one of the large Pako Ektachrome developing machines on the floor below. Highly-precise control equipment such as this panel is a key factor in assuring ultimate "Color-Correct" print quality.

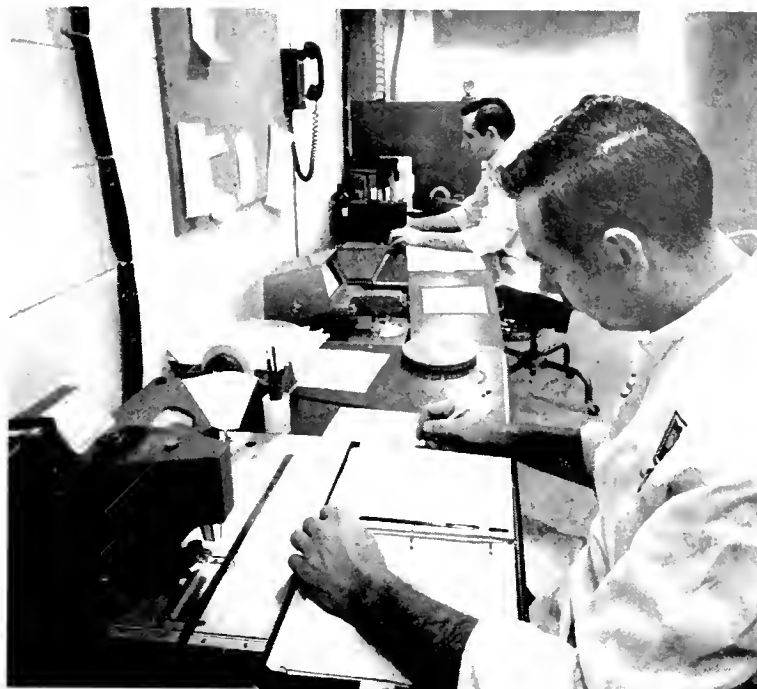
processing them and then reading and plotting the actual photographic results.

The lab production manager has his desk in the assembly room near the customer ser-

At right: engineer Russ Jenkins checks out schedules in his office close to lab operations.



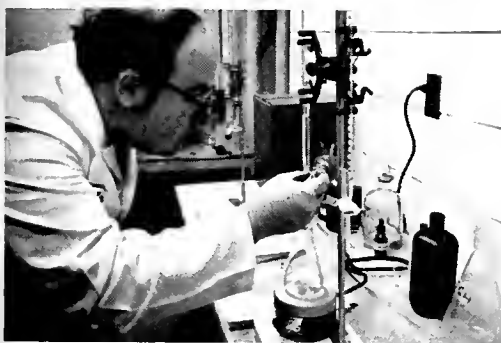
Quality control is the mission of these lab technicians in densitometry control room. Both Westrex and MacBeth densitometers and Hershfeld sensitometers are key tools in this area.



ic department so that he has easy access to all parts of the laboratory; large windows installed in all *inside* walls give quick visual access to nearly every operation of the lab. Also related to these film operations is another important lab activity: the silver recovery room. Located on the lower level,

CHEMICAL ANALYSES THAT HELP ASSURE "COLOR CORRECT" RESULTS

CONSTANT CHECKING of solutions by the laboratory's skilled chemist is one of the two essential phases of quality control. Chemical laboratory facilities at Byron back up its specialist with every required tool for this continual task of analysis which every lab must do to assure proper blending as well as the quality and freshness of ingredients. The *second* phase of quality control involves reading and plotting of photographic strips.



Above: lab's chemist is using his pH meter to test acidity and alkalinity of solutions. **At the right:** analysing the developing solutions ("titrating") is another necessary procedure to safeguard the processing results.

benches, lathe, drill press, grinders and other tools are readily available.

Important mention should be made of the Byron film vault on the building's lower level. All active materials are stored here and all films are cross-indexed by title and by customer identification. Both temperature and humidity are very carefully controlled. And film is never stored on its edge. All cans lay flat on the vault shelves, as they should. •

Placement of Facilities and Tests of Materials All Part of Planning

THE INFINITE CARE taken in the planning and building of this modern laboratory has been reflected in both text and illustrations in these pages . . . but further comment from the architect (Thomas J. Stohlman) is worthy of elaboration. His report reveals that:

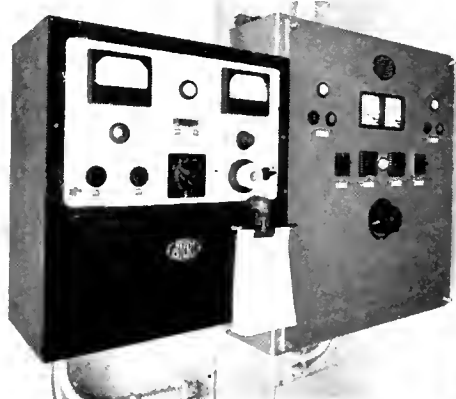
"Offices, developing rooms, chemical mixing rooms and storage facilities—preliminarily laid out and sized on graph paper by Byron and his staff—constitute the basic working components of the plant.

"The sound studio with its high ceiling and its need for insulation was placed deep (CONTINUED ON THE FOLLOWING PAGE 22)

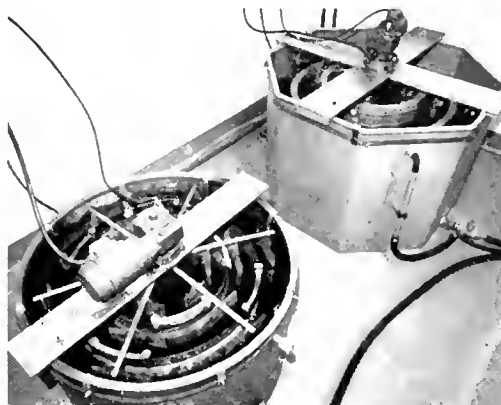
space contains two Arriflex Silver Recovery Units, with their control panels in the wide hall. Storage tanks in this room collect hypo for processing. The silver is removed from the hypo by electrolysis and the reclaimed material is stored in an adjoining storage room near the main elevator door. Below decks also see illustration) are extremely spacious chemical storage areas where large amounts of bulk chemicals, reels, cans, and cartons are always kept on hand for uninterrupted lab operations. An electric hoist truck transfers bagged materials for every to the chemical mix room, via main elevator, on the second level.

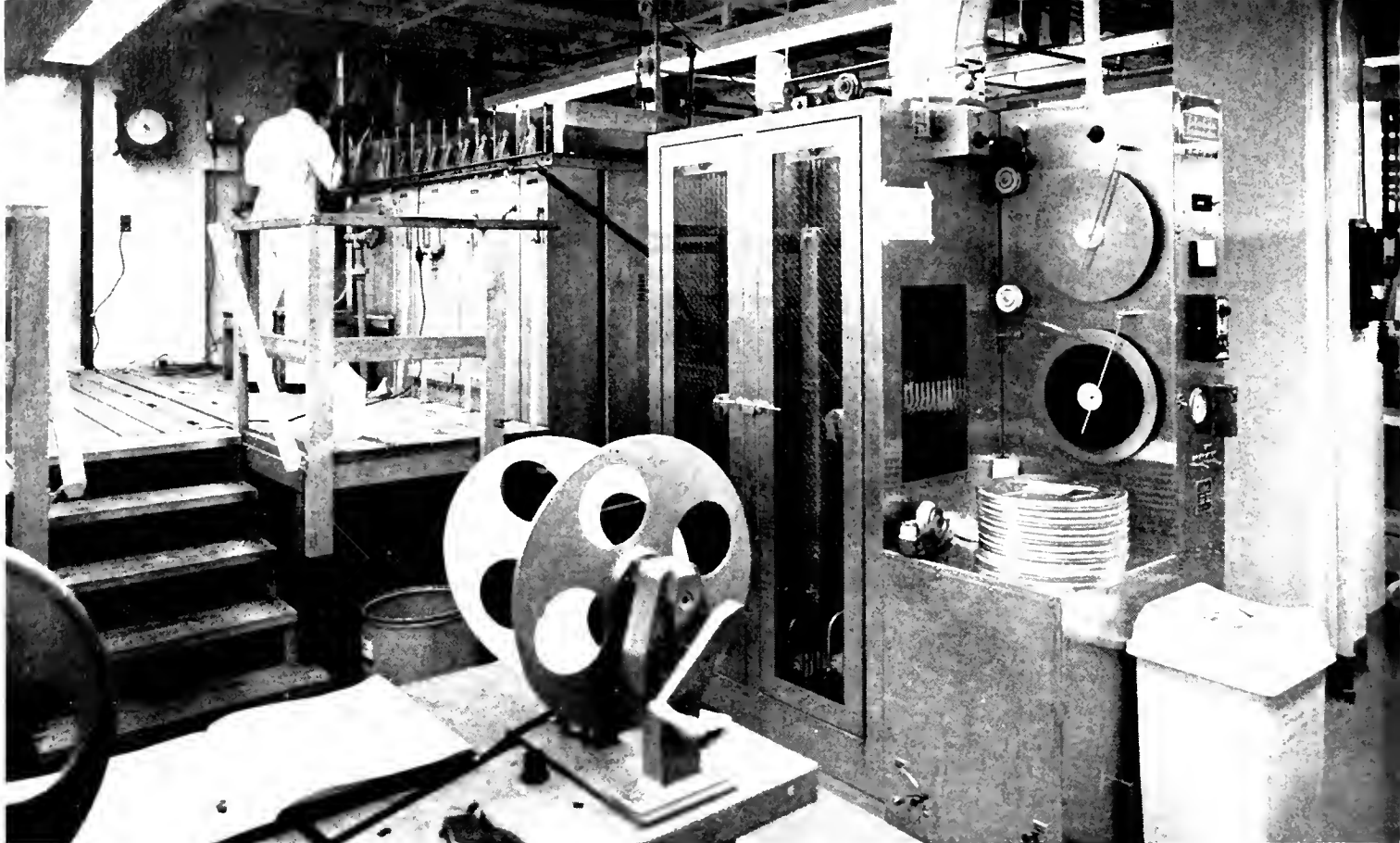
Also near the elevator door is the entrance to the lab's larger maintenance department and its parts storage room. Large work

Below: control panels of the Arri Silver Recovery equipment pictured at right. This plant enables the lab to recover as much as 10 ounces of the precious metal per hour, to customer's benefit.



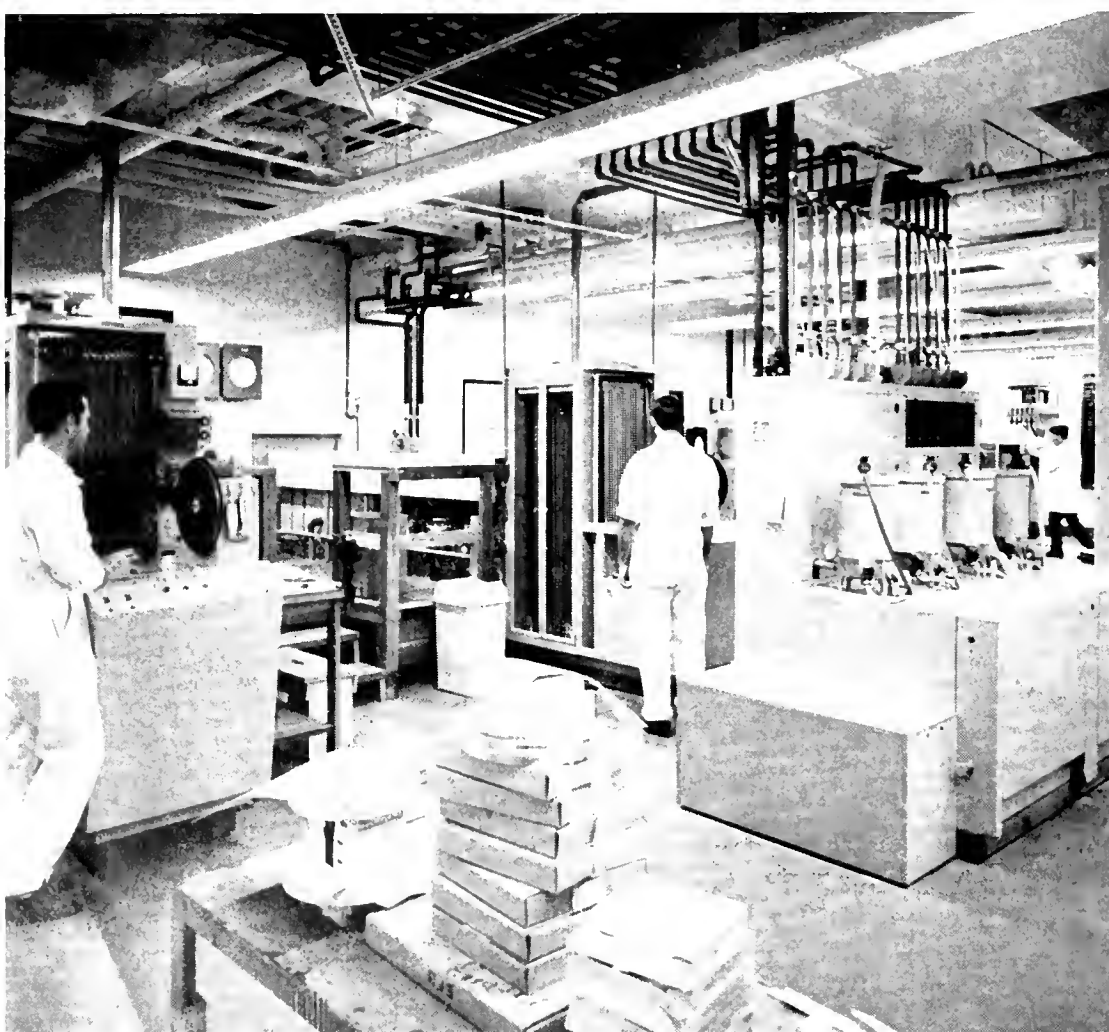
Below: working units of lab's Arri Silver Recovery equipment. They require only minimum floor area to perform extremely important functions; use a minimum of labor for maintenance and operation.





Pictured above is the "light" end of a Filmline color positive machine. Another Filmline 35 16 and 8mm color processing machine is being installed.

PROCESSING: developing your image



TO BETTER SERVE its worldwide clients, the Byron lab has been set up to handle nearly every important negative and positive motion picture film process. The modern developing machines on the building's first floor dramatize this range of services. . .

In the color area, for example, are two large Ektachrome developing machines, manufactured by Pako, each running 75-feet-per-minute. And each of these machines processes Ektachrome Commercial (ECO) film, the Ektachrome high-speed films and Ektachrome prints. Both Ektachrome developing machines also process optical sound track film stock.

The large Filmline color positive machine pictured (light end only) at the top of this page is another important developing room set in this busy laboratory. This Connecticut-manufactured machine turns out high-quality work during its nearly-constant operation.

In the black-and-white area of this laboratory, a Hi-Speed 16mm developing machine is matched with a 16mm and 35mm negative machine and a 16mm and 35mm positive machine. This equipment utilizes the "spray" method to achieve optimum image sharpness.

On one of the two remaining vacant developing machine "pads" in this area, Byron is installing another Filmline 35/16 and 8mm color processing machine, also designed to run at 250-feet-per-minute. Lab plans

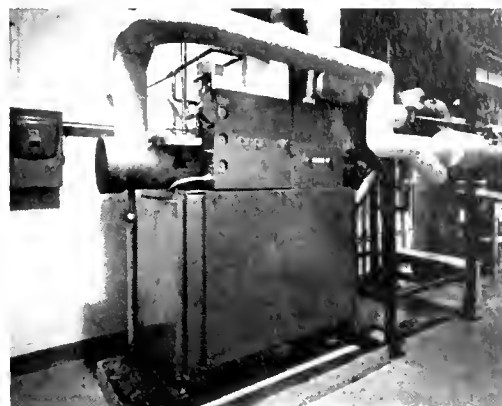
At the left: two Pako Ektachrome color developing machines recently installed are highly diversified; both machines can also process optical sound. Chemical piping is polyvinyl chloride.



THIS EQUIPMENT ASSURES EVEN WATER TEMPERATURE

At the left: to maintain required temperatures of the laboratory's water supplies, Byron has installed these efficient A. O. Smith hot water heaters . . .

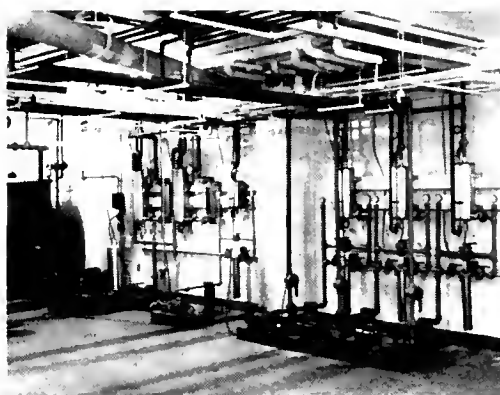
At the right: water must also be chilled to the correct film-washing temperatures and for this purpose, the lab installed Acme water chiller equipment pictured here. City's water supply ranges from 88 degrees in the summer to 33 degrees in the winter, making cooling and heating of lab water an imperative.



In the immediate future include offering Super-8 color prints. All processing, printing, inspection and assembly equipment of the latest design is already on order for this service. All pictures will be made by reduction to assure the sharpest possible image. Super-8 prints will be available with either optical or magnetic sound tracks.

Supply lines above these developing machines include pipes carrying the city water supply, chilled water supply and return, hot water supply and return. Since the city's water ranges from 88-degrees in the summer to 33-degrees in midwinter, the lab is constantly chilling or heating water for mixing with the city supply in order to provide correct film-washing temperatures.

Although each developing machine is on a raised level concrete slab, the developing machine room floor slants toward the darkroom wall so that it can be washed down



Above: these pumps move both cold and hot water to the machine rooms, are carefully regulated by precise valves which provide required supplies.

with the water running into a special gutter at the wall.

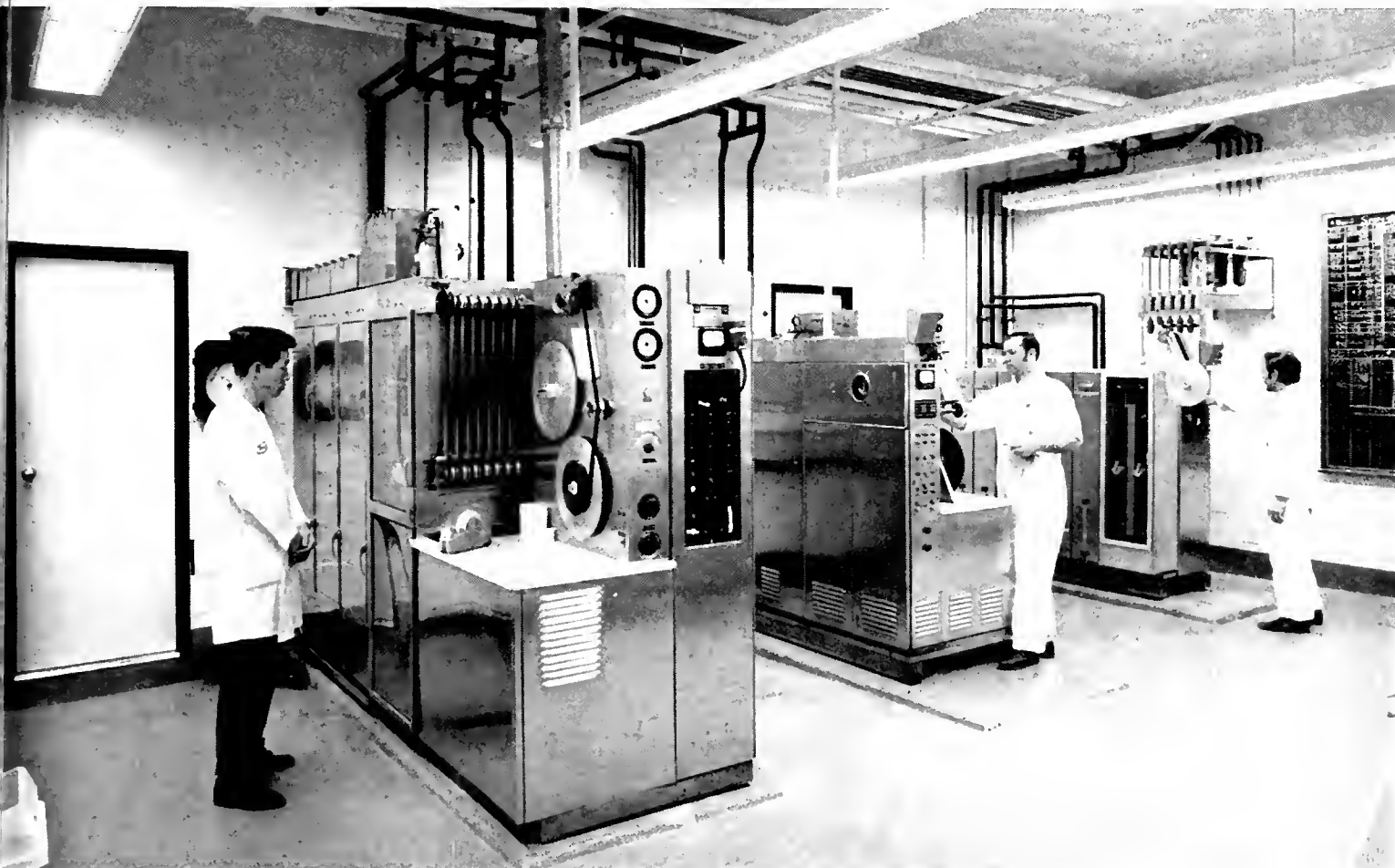
Each developing machine has its own in-

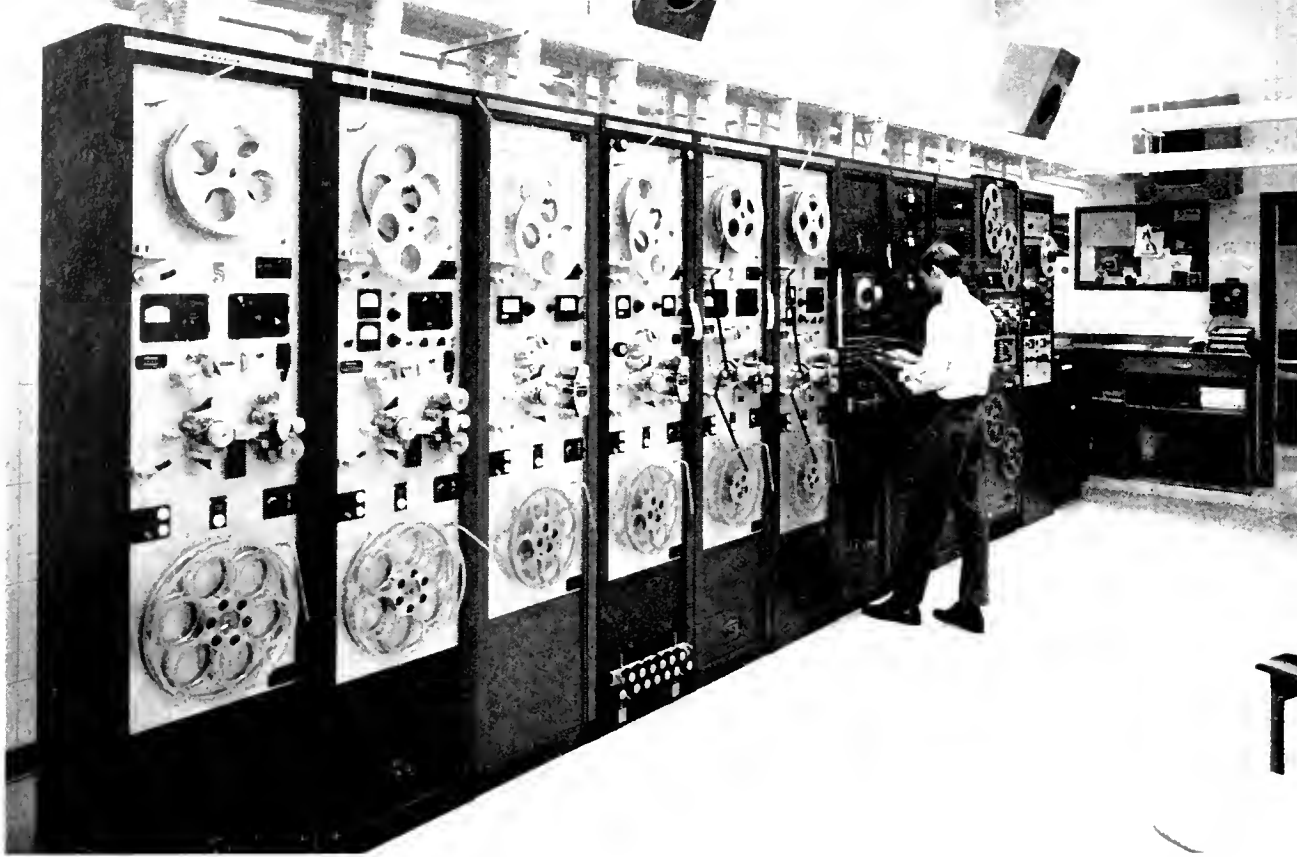
tercom from the dark section to the light section and these are so arranged that the dark room man does not have to operate any buttons . . . he merely talks and is heard at the light end.

In this room are also located the control cabinets housing flow raters for chemical replenishment solutions and the automatic temperature control devices. All pipes connecting the control cabinet to each developing machine are beneath the floor and all chemical pipes are made of a special polyvinyl chloride material which will not deteriorate or bend even at the temperature of boiling water!

Replenishment chemicals, as described on the preceding page, come from the chemical mix room on the floor above, each extremely well filtered. Both the technical office and the qualitative control room are adjacent to the developing machine area. •

Utilizing the "spray" method to assure image sharpness, these Hi-Speed 16mm black-and-white reversal machines include 16:35 neg-positive facilities.





Pictured at left: An impressive view of the sound machine room on the second floor of the lab. Together with these Ampex tape recorder the lab's sound department also has Westrex recording equipment . . . all of the machines are inter-connected for widest possible range of recording.

PRODUCER SERVICES

. . . *Sound Recording, Editing, Music and Effects Libraries*

PRODUCER SERVICES "under one roof" have always been an important "plus" at Byron Motion Pictures, serving such widely-diversified clients as the American and National Leagues of Professional Football Clubs, NASA, and nearly every other government agency, as well as numerous trade and professional groups, industrial and educational film users.

Westrex 35mm optical sound transfer equipment is pictured in scene below beside the laboratory's frequently-used Ampex quarter-inch tape recorder.



You'll first encounter the Sound Department at its product office for visiting producers. Or you might be visiting the first-floor screening room to view rushes and answer prints. But on the second level, "Services" really merit a capital "S" with a large, very comfortable theater seating some 70 people on director's chairs of black naugahide. The drapes are electrically-controlled and the screening area can be masked for 16mm, 35mm or CinemaScope previewing.

In addition to the booth controls, there are additional controls at a convenient preview desk to handle sound volume, light dimmers, focus control and an intercom to the booth. "Voice-of-the-Theater" speakers provide the expected top standard of quality.

At the rear of the sound mixing theater, the Westrex mix-

Light makes sound in this scene of the laboratory's Westrex 16mm optical recorder equipment, located in the Sound Department on the second floor.





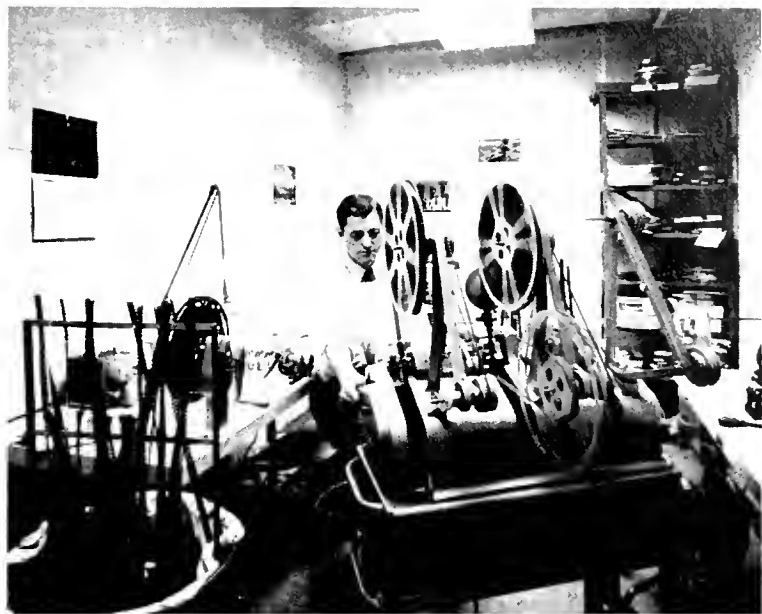
Equipped offices for visiting producers are among the laboratory's main facilities maintained as part of extensive producer services . . .

... is on a raised platform. It is an 8-position mixer with built-in graphic equalizers, electronic footage counters and a rack which houses special music filters and electronic reverberation equipment. The electronic footage counter under the screen operates on both 16mm and 35mm footages. This is where all of the sound at Byron is "mixed" — music, effects, narration and sync sound — into one composite track.

There are also two voice recording studios, each with its own control room. Narrators can be cued by flashing light, intercom or through a head set. Any program material can also be played to the narrator by speaker or earphones. Westrex two-position mixers back up this service facility. Control cabinets enable the mixer to start or stop all recorders and dubbers that are on the selected electrical



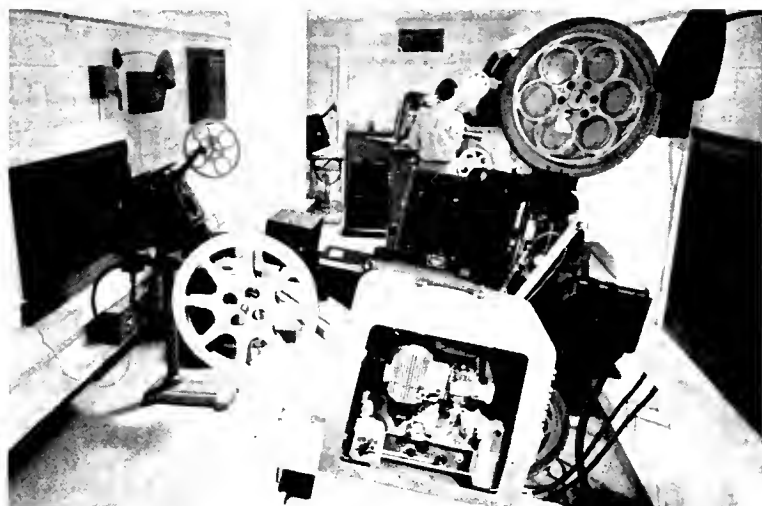
The narration studio and control room are pictured above; these studios also feature Westrex "mix" facilities and controls for high-fidelity and complete accessibility to all sound equipment within this Department.



One of the lab's several editorial rooms, all equipped with Moviolas as well as synchronizers, rewinds, barrels and convenient work tables . . .

busses. Altec high-fidelity speakers are used for monitoring. All control positions are equipped with small signal lights indicating which projectors, recorders or dubbers are interlocked and on the

(Continued on the following page 18)



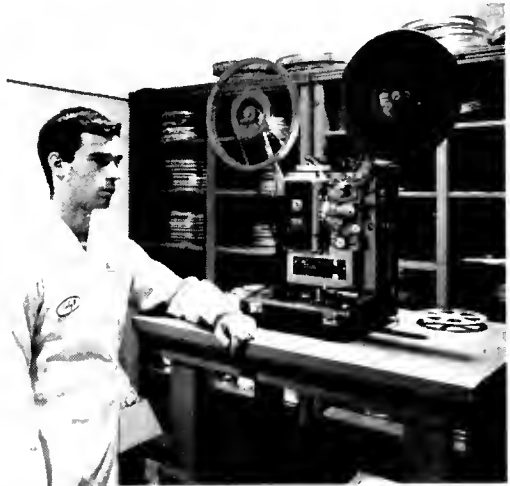
This 16/35mm projection room opens into both narration studios, sound mixing studio and the theater. Projectors are Bell & Howell 16's and Century and Simplex 35's, with Westrex motor drives, RCA Selsyns for interlocks; 35's also have Xenon light source. Below: Richard "Pat" Patton, manager, Sound Department, is behind the Westrex sound mixing console.



The proof of the pudding

Normal and High-Speed Inspection Assure Print Quality

FINISHING STAGES of Byron quality-controlled product are accomplished in the lab's large assembly room (see picture on page six, lower left) with its many rewind tables for spooling prints. This room also contains an inspection machine that will handle four 16mm release prints at one time, running at any speed. Another adjacent normal and high-speed projection room is in regular use. •



For 16mm print inspection as films will be shown in the field lab uses Eastman Pageant projector.

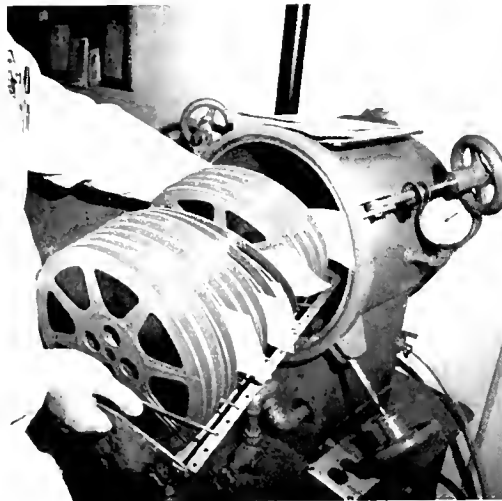


These high-speed print inspection projectors, manufactured by the Hollywood Film Company, help to assure the ultimate quality of all prints out of the laboratory. This final phase of the processing procedure is the "proof of the pudding" from the customer's viewpoint . . . and at point rigid quality standards must be met or prints are rejected.

SERVICES INCLUDE TREATMENT OF PRINTS & EDGE-NUMBERING

SPECIAL FACILITIES which round out Byron's film services include the first floor room equipped with Hollywood Film Company edge-numbering machines (for both 16mm and 35mm) and the lab's Peerless film treatment equipment. A pioneer in magnetic striping of film, Byron also provides for this service with its Reeves sound striping machine. There is also a security vault with a large bank-type door for special storage adjoining this working space.

There's a picture of the laboratory's magnetic striping operation on page 18. •



At the left: one of laboratory's special services involves Peerless Treatment of release prints to increase life of the film when showings are held in

* * *

Below: another of the lab services involves Hollywood Film Company 16 and 35mm edge-numbering equipment, pictured in use by technician within the especially-equipped first floor



At the left: when the customer's order has been completed, it's ready to move through this busy shipping room with efficient long counter and routing boards for air, rail or truck handling of prints. Time is the lab's key ingredient

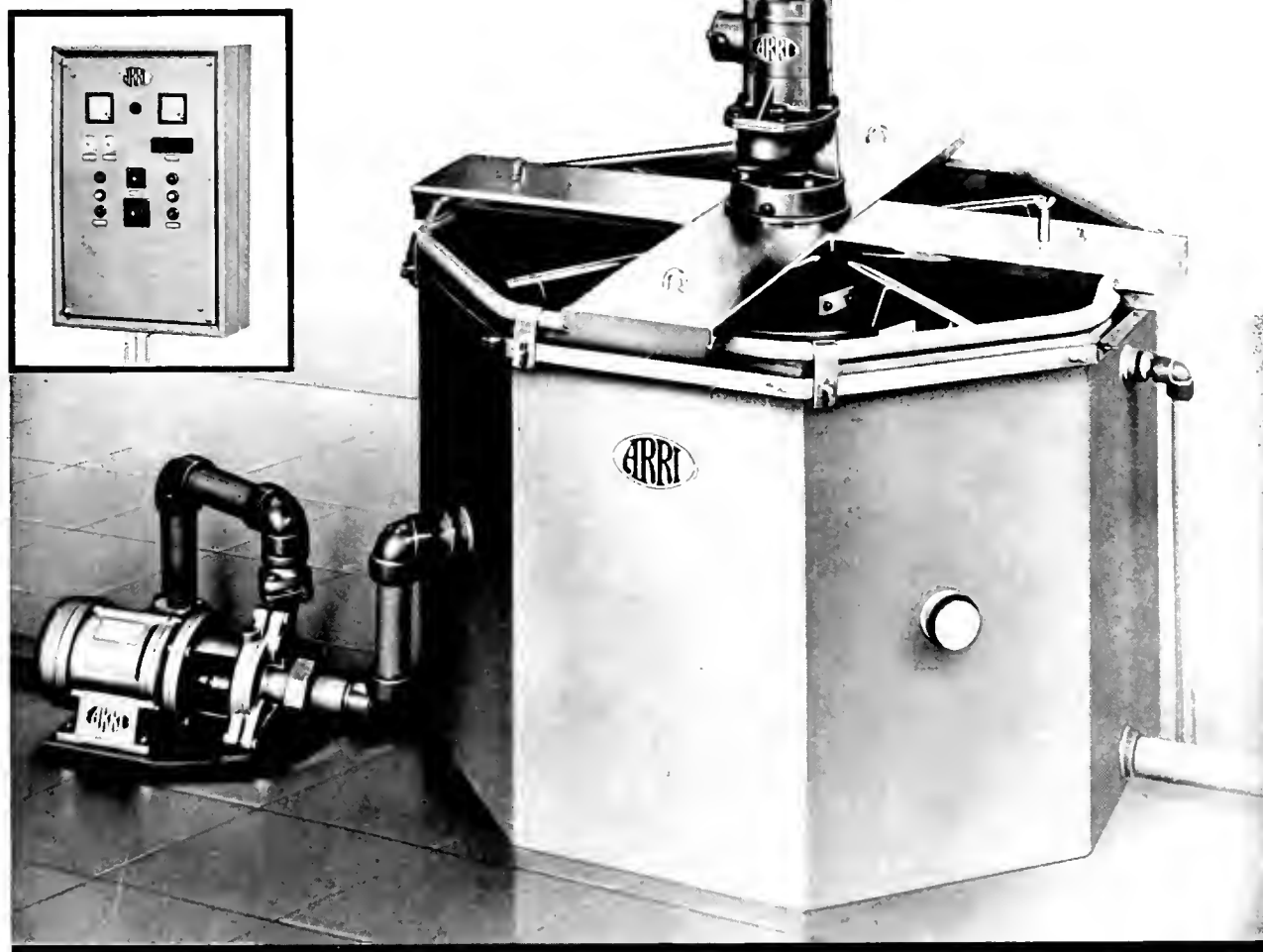




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10	10	1	17 ³ / ₄ "	9 ³ / ₄ "	547.5 sq. in.	8 sq. ft.	100 liters
25	25	2	17 ³ / ₄ " 17 ³ / ₄ "	19 ³ / ₄ " 8 ³ / ₄ "	1642.5 sq. in.	11 sq. ft.	250 liters
50	50	2	21 ³ / ₄ " 21 ³ / ₄ "	27 ¹ / ₂ " 15 ³ / ₄ "	2943 sq. in.	13 sq. ft.	500 liters
100	100	2	25 ¹ / ₂ " 25 ¹ / ₂ "	35 ³ / ₈ " 21 ⁵ / ₈ "	4586 sq. in.	22 sq. ft.	1,000 liters

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Magnetic striping of sound on film is done on the Reeves sound striping equipment pictured at left in scene above; Byron pioneered in this field.

Sound Recording Services

(CONTINUED FROM THE PRECEDING PAGE 15)

buss. Looping facilities for recording are also available to each of these studios. And there's a convenient storage room for tape.

The recording machine room on this second level is equipped with an impressive row of Westrex Recorders and Dubbers and Ampex tape recorders. With this equipment, Byron can record or playback 16mm or 35mm "opticals" of any format. 16, 35, 17 1/2 mm or quarter-inch magnetic tape equipment is available for recording or playback using any type of sync signal. The main amplifier and patch bay is also located here. Electrical troughs carrying AC, low-

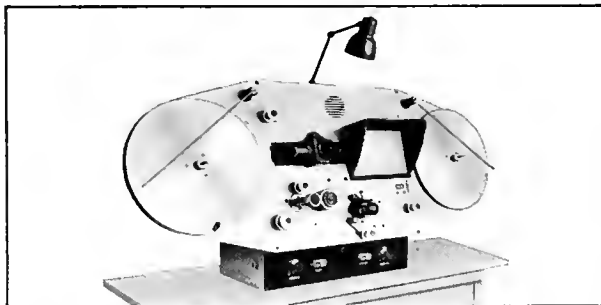
voltage control wiring and low-level audio serve all sound recording. And in this area, too, is a small repair shop and a transfer room with 35mm and 16mm film recorders. Westrex recording valves are stored in cabinets above the recorders, all heated to a constant temperature.

The entire sound department is serviced from one booth, with three distributor busses. Any recorders, projectors or dubbers can be switched to any of these for running forward or backward, always remaining in interlock. Projection booth equipment includes Bell & Howell, Eastman, Simplex and Century projectors. 35mm projectors are equipped with the Xenon light source.

Preparation of film for processing: conforming of original A & B rolls to cut the work print.



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for fast, safe, high speed viewing and
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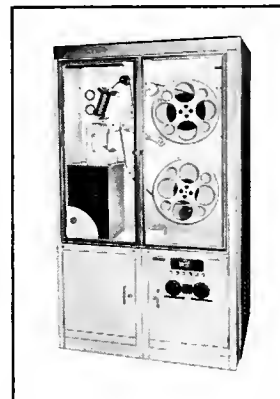
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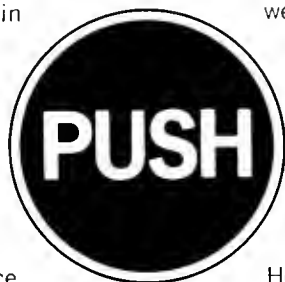


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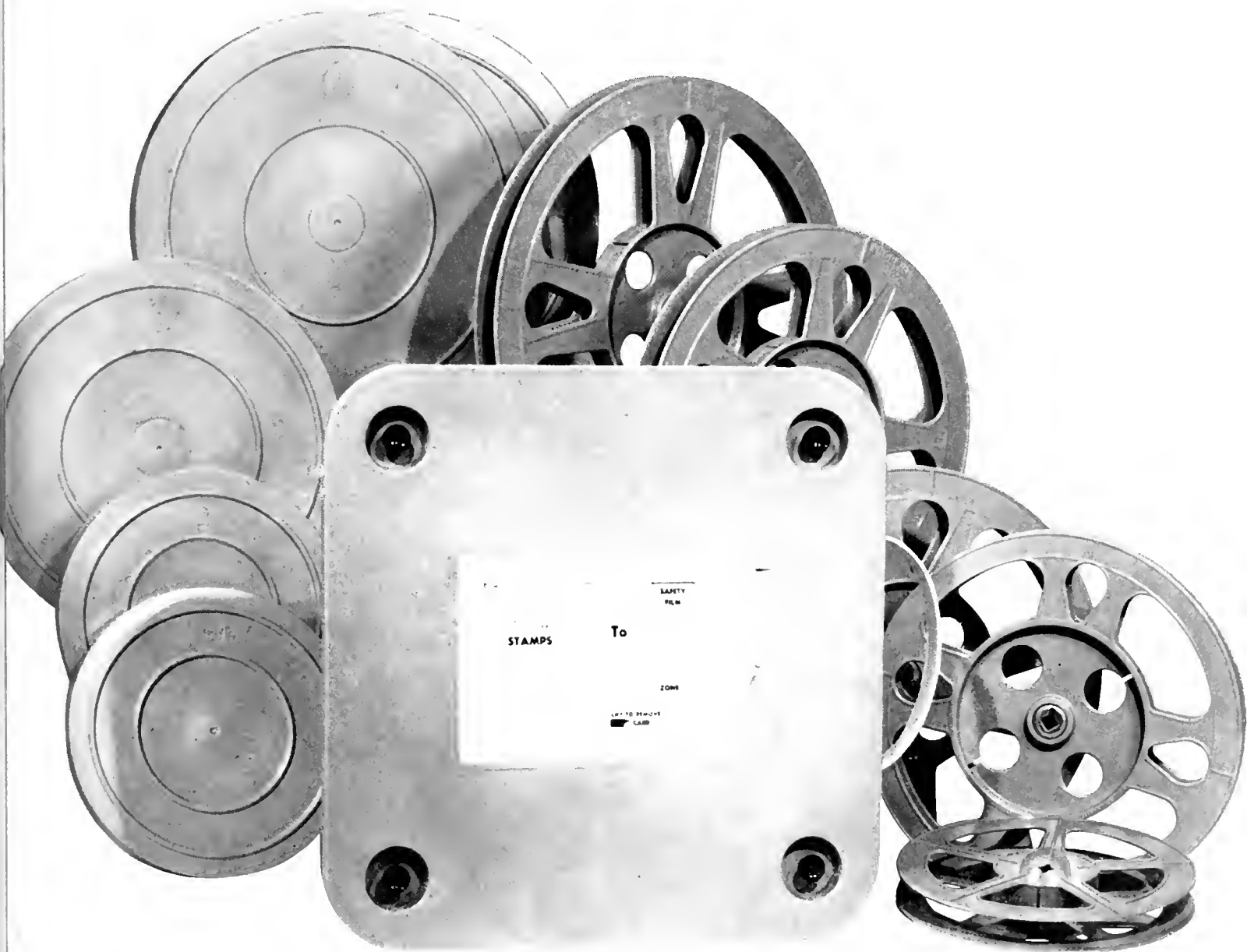
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The large maintenance shop on laboratory's lower level is equipped with necessary machine tools.

SPACIOUS LOWER LEVEL HAS WORKING AND RESTING PLACES

THE LOWER LEVEL is both a *working* and *resting place* within the house on K Street. On this level are spotless employee

locker rooms and toilets. And there's also a complete employee's lounge with dispensing machines that provide hot and cold drinks, candy, pastry, cigarettes, sandwiches and caseroles. An RF oven to heat food is available as well as money changers.

In the large storage area, beyond the

maintenance shop, all essential utilities located: gas, oil, water and the building's main electrical panel. Water is supplied by an oversize 10-inch main and all water entering the building is heavily filtered.

Going upstairs, above the second level is another "utility" area containing the building's 40-ton water chiller, six compressor units for the 200-ton air conditioning equipment, recirculation pumps, air handling supplies and return fans. There is also a very efficient air filtering system.

Heating is provided by two very large furnaces and water heating is handled by gas hot water heaters of 750,000 BTU's for heating lab water. The water tower for the air conditioners is located on the inside a wall. Air-cooled condensers are on the roof.

Finally, the central vacuum cleaning system is also located in this mechanical equipment room. This room was set up by the building's engineers to be entirely automatic and requires only an occasional inspection — once each day.

* * *

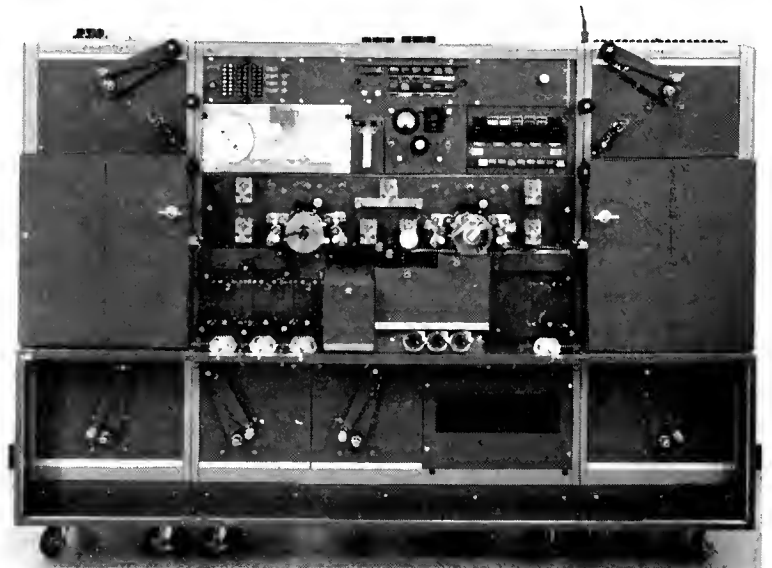
(CONTINUED FROM THE PRECEDING PAGE) easily read. Overall, the carefully-planned design of every working area follows, step-by-step, Byron's key objective: the most efficient means of handling the customer's film while at all times maintaining the laboratory's "Color-Correct" standard of quality in relevant operations.

★ *The Star of the New Byron Laboratory!* (*and other great processing plants*)

PETERSON COLOR ADDITIVE BI-DIRECTIONAL PANEL PRINTERS

Innovative design and superior operating features keynote the PETERSON COLOR ADDITIVE PANEL PRINTER recently installed at Byron Motion Pictures in Washington, D. C. Specifically designed for high volume color release printing, this panel printer is built for use with the standard 1" 8-hole tape system.

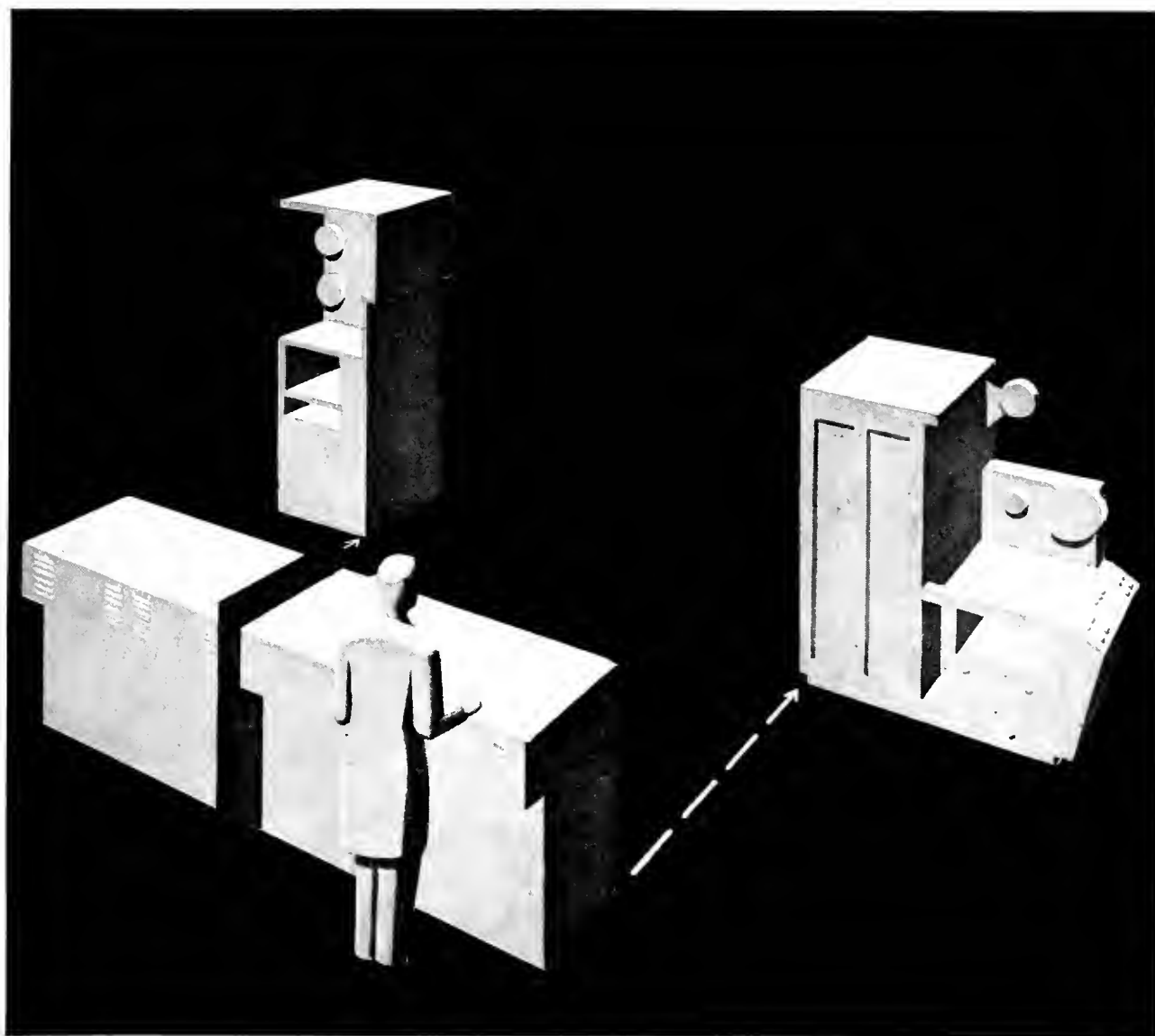
The two main concepts of the printer are (1) complete interchangeability with existing color additive printers. Any negative and program tape now in your vaults can be put on this machine without any additional negative or tape preparation. (2) The second feature is minimum handling of picture and sound negative. Since the printer is bi-directional, the negatives are threaded only once.



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All Pako Ciné Processors feature *bottom drive*, the most successful, trouble-free rack system on the market. Constant film tension, maintained by the speed ratio of drive spools to idler spools, virtually eliminates film breakage.

Other features include an easy-access electrical control panel, air squeegee wiping system, film elevators and take-up reel, "light side" remote main control unit, and, on some models, a fail-safe re-exposure system.

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 Motion Picture, Medical and Industrial X-Ray Industries



A section of the laboratory's active, humidity-controlled film vault. Note cans stored on sides.

PRE-PLANNING & MATERIAL TESTING

(CONTINUED FROM THE PRECEDING PAGE 11)

in the middle of the upper floor and away from all moving mechanical equipment. To this concept, the architect has applied his own specialized knowledge of column spacing,

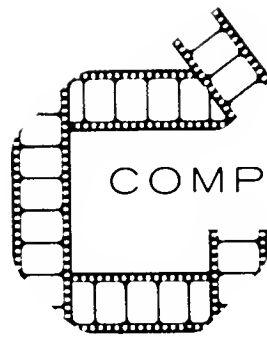
stair locations, corridor widths, construction practices, etc. And, since water and air temperature control and fume exhaust are critical to many of the processing steps, consulting engineers introduced sophisticated heating, ventilating, air conditioning, and plumbing systems into the overall scheme.

"Interior surface treatments in a laboratory-type building also were carefully studied and the selection of finish materials noted how exposed surfaces might be expected to perform. Both the architect and Byron staff spent considerable time and effort testing floor and wall finish materials to make sure that they would withstand accidental acid spills. For example, one flooring product was subjected to standing puddles of film-processing chemicals for an entire weekend. This was much longer and much more intense exposure than the product itself would experience in actuality. The product (Crossfield's Dex-O-Tex) performed well and has been applied on all floors in areas where chemicals are stored or handled."

NOTES ON THE BYRON LABORATORY'S EFFICIENT OFFICE LAYOUT

BEHIND-THE-SCENES in the Byron laboratory report takes special note of the building's efficient office facilities. Attention to detail begins with the eye-catching vinyl grass carpet used throughout halls, walls and offices. This material is extremely durable and easily cleaned, an important facet in an operation where cleanliness is paramount to quality operations.

Convenience, thanks to careful planning, is evident in the ease of access to the hallways leading off the front lobby, which labor-



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panier view of executive offices at the Byron House. Executive secretary Joan is at the helm . . .

offices, the sales manager's office and a laboratory secretary all in this area.

Each area, by the way, has its own humidity and temperature control. For fast communication, the lab secretary has an IBM dictating machine and transcriber hooked up to four remote areas so that this one key employee can handle the correspondence for both the sales department and the laboratory.

The entire building is equipped with an International Telephone & Telegraph (Terryphone) inter-communication and paging system. This system enables anyone to page or call to anyone else in the building and also provides seven phone circuits such as Technical Service, Management, Sales, Production, Executive and a common line. An FM tuner is also hooked up to this system and restful (CONCLUDED ON THE FOLLOWING PAGE 24)

BUILDERS FOR THE BYRON HOUSE

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Co. Inc.**

**TAKOMA PARK,
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SUPER 8

x 2

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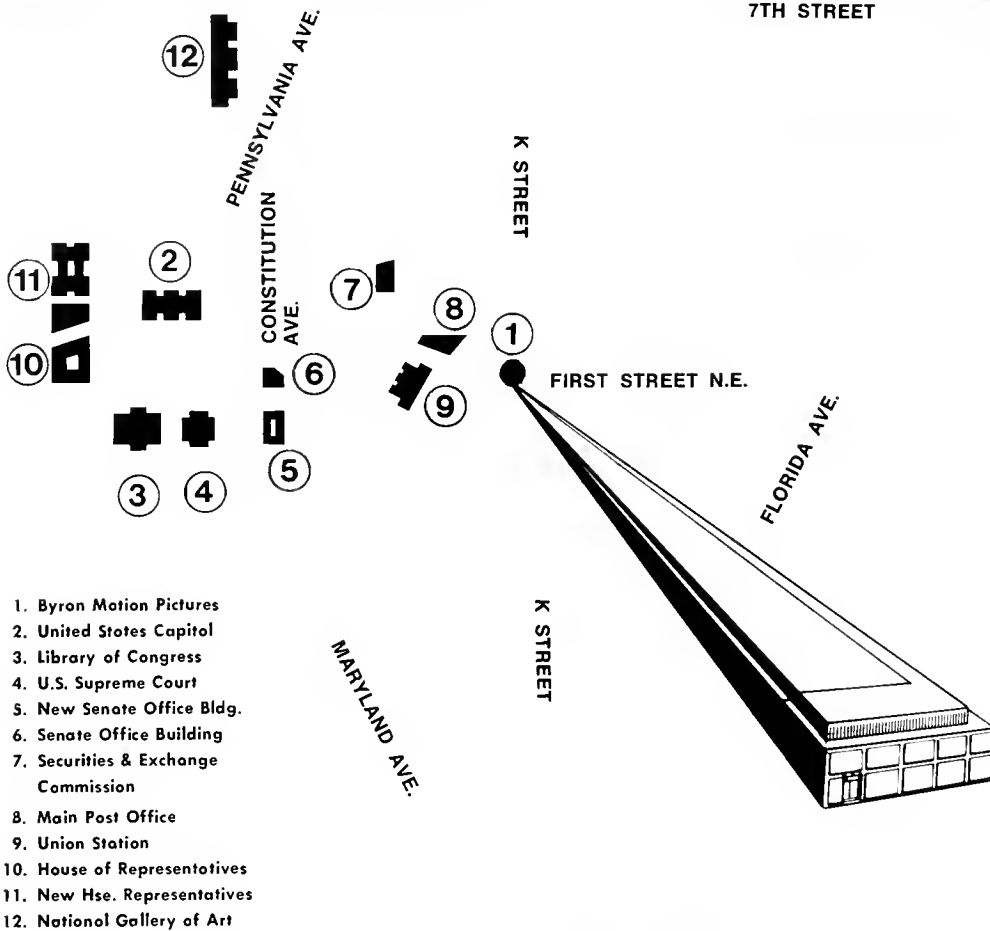
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MAP SHOWING THE LOCATION OF BYRON IN WASHINGTON, D. C.



- 1. Byron Motion Pictures
- 2. United States Capitol
- 3. Library of Congress
- 4. U.S. Supreme Court
- 5. New Senate Office Bldg.
- 6. Senate Office Building
- 7. Securities & Exchange Commission
- 8. Main Post Office
- 9. Union Station
- 10. House of Representatives
- 11. New Hse. Representatives
- 12. National Gallery of Art

Extra copies of this convenient map or the complete section are available on request.

Meet "The Voice of Byron". That's Rita, pictured at the big switch-board in the entrance lobby of the building.



music is played through the paging speaker. Step outside for a brief tour . . . both outside of the lab itself and the parking lot are attractively lighted. Lights and electric sign are controlled by an electric clock. Reserved parking spaces are provided in the walled lot for employees. And the building is pressurized so that every time a door opens, air flows out, thus preventing any dirt from entering the building. In the lobby is the fire alarm system indicating all of the fire stations located on all levels of the lab.

A Closing Word from Byron Himself

☆ It's a good idea to have the final word come from the man who planned the "dream" building. Here's what Byron has to say:

"Now that the building is complete and we have moved from three older structures to this one, we have tried to 'second-guess' our plans. All in all, there is nothing we would change if we were to start all over. We are extremely pleased with results. So we are apparently achieved our goal.

"We would like to invite you, on your next trip to Washington, to see what we truly believe to be the most modern film laboratory in the country."

Congratulations and Success to Byron Motion Pictures, Incorporated



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19th PRODUCTION REVIEW

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Since 1620, more than 100 million people



have seen the Pilgrims land at Plymouth Rock.

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Courtesy of Aero Mayflower Transit Company, the world-famous long distance movers.

Aero Mayflower wasn't around to greet their namesake when the Mayflower reached America in 1620. But they were definitely on the scene in 1957, when a group of adventurers reenacted the Pilgrims' historic voyage. It was a perfect public relations opportunity to broaden Aero Mayflower's corporate identity. And they made the most of it. Through motion pictures.

The company produced "The Mayflower Story," a fascinating 16mm sound-and-color film that documents the 54-day crossing of Mayflower II.

Then, to make sure their film reached the largest possible audience, Aero Mayflower called in the world's largest distributor of business and public relations films. Modern.

So far, more than 100 million people have witnessed how Mayflower II was planned and built in England, then sailed to Plymouth, Massachusetts. They've seen it on television. At resorts. Airports. Club meetings. Schools. Churches. In community groups of all kinds.

The film is still making friends for Aero Mayflower all over the U.S. By giving viewers a picture of what life was like back in 1620, Aero Mayflower is better known today than ever before.

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Want more information about Aero Mayflower's film? Or about how sponsored film programs can benefit your company? Write to Mo

Sure, you've got some great sales films. But how do you get your salesmen to show 'em?

With the Technicolor 1000—of course.



Sales films really sell. But who likes to use 'em? No one. Not with all the complicated, heavy equipment you have to cart around. That's why the Technicolor 1000 cartridge-loading Super 8 movie projector makes a big hit with salesmen. It's 19 lbs. light. Just snap in the sound film loop cartridge (with up to 29 minutes of film) push the "go" button and the show is on. No threading, no rewinding. Why don't you look into converting your current sales films to Super 8 sound film loops. It's surprisingly inexpensive. Just contact Technicolor. We'll help you put your films on the road!

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Get more info about converting my films to Super 8 film loops

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BUSINESS SCREEN

APRIL, 1969 • VOLUME 30 • NUMBER 4

*The Magazine of Audio and Visual
Film and Techniques of Communication*

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"MY NAME IS PAUL"—A film depicting the cultures of the people of the Western Hemisphere. Produced and filmed by A-V Corporation of Houston in association with Linda Shuler.
(PHOTO) Cinematographer and tripod mounted Arriflex surrounded by curious onlookers in filming of a South American street scene.

busy,
busy

ARRIFLEX® at HemisFair '68

San Antonio

These photos appeared in a recent issue of a leading cinematographic publication* that reviewed the film presentations at San Antonio's HemisFair '68.

As different as the films are in subject matter and projection techniques, they have a common denominator. **All were taken with Arriflex cameras.** Some with three or more in multi-camera systems.

We are proud that Arriflex played such an important part in making the outstanding films at HemisFair '68.

*American Cinematographer, August 1968



"A unique and controversial film produced by the Academy Award winners, Messrs. Thompson and Alexander Hammid. (PHOTO) Installation is on a train for a running shot.

Fair '68[®]



Another use of a triple Arriflex camera rig by Messrs. Thompson and Hammid. Mounted on a common base that includes a belt drive so that one motor drives all cameras synchronously. (PHOTO) Two separate triple Arriflex camera rigs are setup for filming of a location sequence.

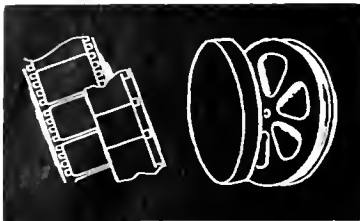


"THE PEOPLE OF TEXAS"—Hundreds of images projected on a multi-faceted dome combine to tell the colorful story of Texas and Texans. Produced by The Office of Gordon Ashby of San Francisco, California. (PHOTO) Gordon Ashby with his triple Arriflex camera setup awaits precise shooting moment.



"A COMPUTER GLOSSARY"—A fantastic voyage through the micro-circuitry of a computer. Produced by Charles and Ray Eames with Gene Fleck. (PHOTO) Cinematographer lines up his Arriflex camera for filming macro close-up of a tiny component of an IBM computer.

WOODSIDE, N.Y. 11377 **ARRIFLEX** CORPORATION OF AMERICA



right off the newsreel

Bell & Howell Begins CCTV Training School

Bell & Howell has begun a School of Instructional Technology, created to provide professional training and guidance in the practical applications of closed circuit color television. The school is fully color equipped offering courses in both production and service training.

The school is staffed with qualified instructors, carefully chosen from among industry's most accomplished professionals.

The production curriculum includes basics of TV production, camera staging, multi-camera systems, lighting, writing, producing, writing, directing, applications and integrated presentations.

The service curriculum in-

cludes color characteristics, color mixture curve, signal analysis, test equipment and several other important phases of service.

For a schedule of classes and additional details, write The Registrar, Bell & Howell School of Instructional Technology, 7235 N. Linder Ave., Skokie, Ill. 60076.

Five Outstanding Films Nominated for Oscar

Five outstanding industrial films have been nominated in the Best Documentary Short Subject category by the Academy of Motion Picture Arts and Sciences.

Those nominated for the singular "Oscar" honor include:

The Revolving Door, pro-

duced for the American Foundation by Vision Associates, written and directed by Lee Bobker. A striking documentary about the correctional system in the United States.

A Space to Grow, produced for the Office of Economic Opportunity by Tom P. Kelly, Jr., and directed by Bob O'Donnell of Lord & King Associates, West Chicago, Ill. A moving documentary about the OEO's Upward Bound program for high school students.

Why Man Creates, produced for Kaiser Aluminum by Saul Bass Associates. Superb animation highlights this fascinating examination of creativity.

A Way Out of the Wilderness, produced by John Sutherland Productions, Inc., of Los Angel-

es. An outstanding effort by D. Weisburd of John Sutherland Productions.

The House that Amanda Built produced for the Government of India by Fali Bilimoria.

The final winner in the category is yet to be selected and named during the annual Academy Awards "Oscar" presentations on the evening of April

Projector Service Expanded by Technicolor

Technicolor, Inc. is expanding service facilities for its line of silent and sound movie projectors.

The enlarged network of warranty service stations to also pair and service the film ca-

Continued on page



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This sound studio has *two* stages. The main sound stage is 100 feet long by 60 feet wide, height to overhead catwalk 30 feet. Catwalks on both sides of the stage 16 feet from floor. Ground level entrance to stage for passenger cars and trucks. Stage is equipped with overhead electric crane. The second stage is 40 feet long and 24 feet wide with a 14 foot ceiling.

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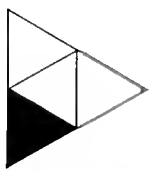
rate make-up and dressing rooms for men and women . . . Screening room . . . Modern kitchen . . . Carpenter shop with power tools . . . Large fire-proof vault . . . Fully equipped editing room . . . Production office facilities for renting the stages . . . Conference room available for top executives' "office-away-from-office" while working in the studio.

Midwest Studios, Inc. Operational Policies

Midwest Studios, Inc. is owned by a realty corporation and will not compete with its service customers. No production personnel will be employed by the studio corporation. A producer desiring to rent studio space may bring his own personnel and equipment. However, upon request, Midwest Studios will supply or suggest sources of personnel needed, such as directors, set designers, cameramen, sound men, carpenters, painters and other technicians. Talent sources also available. Arrangements may be made through the studio for any and all types of equipment as required.

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NEW YORK, N. Y. 10019 (212) PL 7-4580

right off the newsreel . . .

continued

ridges which all Technicolor projectors utilize. Loading and reloading of Technicolor cartridges with film will, however, remain the exclusive responsibility of Technicolor's recently enlarged network of cartridge loading licensees.

Geographical distribution of the warranty service stations will facilitate more rapid servicing of the Technicolor Instant Movie Projectors and cartridges.

Wometco Acquires Sight & Sound, Inc. in New York

Wometco Enterprises, Inc. has acquired Sight and Sound, Inc. of New York. Sight and Sound serves as an audio-visual systems consultant and supplier for educational, industrial training, and sales operations.

Sight and Sound deals primarily with super 8mm audio-visual systems and equipment. They have worked with IBM Office Products Division in the development of super 8mm film as a field sales tool, and with the Chaplains Corps of the U.S. Navy, AT&T, Western Electric,

Holt, Rinehart & Winston, Technicolor Corporation, and American Cancer Society. In 1968 the company won the Dealer of the Year Award from Technicolor Corporation.

The acquisition of Sight and Sound continues Wometco's expansion in the film industry. With the acquisition of Sight and Sound, Wometco now has companies operating in all phases of the film industry—from production through processing and cartridgeing to distribution of audio-visual hardware.

Capital Film Labs Opens Super 8 City for Loading

Capital Film Laboratories, Inc., has opened a new subsidiary, Super 8 City, in Alexandria, Va., for the loading of super 8 film cartridges.

Sam C. Gale, vice president of sales for Capital, said, "Super 8 City, Inc. is a completely equipped super 8 cartridge loading facility, capable of loading any super 8 cartridge on the market today . . . including Technicolor silent and sound cartridges and

sound cartridges for Fairchild, Jayark, MPO and Bohn-Benton". Gale said that "all reel to reel cartridgeing for the Eastman line and others will be performed by the new facility."

"We anticipate that an appreciable volume of super 8 will be generated by Capital's own processing equipment, but we hasten to add that Super 8 City, Inc. will accept orders from producers and distributors who (because of previous commitments) have printed their material elsewhere".

Super 8 City, Inc. is located at 201 North Washington Street, Alexandria, Virginia 22314.

Gale also said, "Frank Silva, a long time Capital employee, has been named general manager of the new operation".

Silva commented that "Super 8 City, Inc. can handle any client cartridgeing problem from initial cartridgeing through routine cartridge maintenance to re-lubrication and repair".

Gale summarized the new facility as "being one that provides our clients with under one roof super 8 capability. No matter what machine the client uses . . . indeed he may use several . . . our job is to see to it that he gets coordinated lab services from answer printing to cartridgeing."

Mineral Resource Film Bookings at 10-year High

Demand for Bureau of Mines films on wise development and use of the nation's mineral resources increased for the seventh consecutive year in 1968, resulting in the highest annual total of film showings in the past 10 years, the Interior Department reports.

Most Bureau films are produced as cooperative ventures with private industrial concerns or other private or public organizations. The sponsor pays all production costs and provides prints to be circulated by the Bureau on free short-term loan. During the past year, Tennessee became the first State government to sponsor and develop a motion picture cooperatively with the Bureau.

The 35 film titles that make up the Bureau's motion picture library recorded gains in all three methods used in gaging a film's popularity — total number of screenings, actual attendance at group showings, and estimated audiences for public-service telecasts.

Total number of screenings for the year ending December 31, 1968, was 237,338, an increase of almost 40 thousand over 1967.

Continued on page 10

JET STOCK FOOTAGE

*JET/PISTON/HISTORICAL AIRCRAFT

35 MM/16 MM COLOR and BLACK & WHITE

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right off the newsreel . . .

continued

Attendance at group showings, by actual count, was 9,995,419, an increase of more than 1 million. The greatest gain however, can be seen in the size of the reported television audience. This audience reached 10 million last year, up 6.2 million from 1967.

In 1968, for the first time in the history of the Bureau's film program, the TV audience exceeded attendance at group showings. These sharp increases indicate a new public awareness of the important role of mineral resources in the Nation's continuing development, the Bureau said. This growing public awareness is further illustrated by the demand for the film *Copper, the Oldest Modern Metal*, which was shown to more than 16,000 audiences during 1968, another "first" for a Bureau motion picture.

The 10 Bureau films most in demand during 1968 and the number of times each was shown are: *Copper, The Oldest Modern Metal* (16,087); *Arizona and Its Natural Resources* (13,388); *California and Its Natural Resources* (13,207); *The Petrified*

River—The Story of Uranium (13,178); *Steelmaking Today* (12,670); *The Magic of Sulfur* (12,306); *Washington and Its Natural Resources* (12,157); *Alaska and Its Natural Resources* (11,016); *Helium* (9,758); *Aluminum: Metal of Many Faces* (9,592).

Complete information about the Bureau's film program may be obtained from Motion Pictures, Bureau of Mines, 4800 Forbes Ave., Pittsburgh, Pa. 15213.

Eastman Kodak Awarded Freedoms Medal

A Freedoms Foundation award in the Economic Education category was presented to Eastman Kodak Company recently for the company's role in a Rochester (N.Y.) urban improvement program.

The citation is the major national award in the Economic Education category. The award honors Kodak's role in the formation of Rochester Business Opportunities Corporation—which, the foundation said, exemplifies

"community development through private initiatives."

Rochester Business Opportunities Corporation (RBOC) is an organization set up in 1968 in Kodak's home city of Rochester, N.Y., to help improve urban conditions.

According to Frederic S. Welsh, a Kodak vice-president: "What RBOC does is provide the needed doses of cash and counseling to help people of the inner city start up and run their own businesses profitably."

Kodak received the George Washington Honor Medal, a four-inch medal encased in a seven-inch square block of lucite. The award says of RBOC: "Using compensatory capitalism as its byword, it enabled minority group members to establish and maintain their own profit-making businesses."

Berkey Pathe to New Site, Crane Heads Labs

Berkey Pathe, division of Berkey Photo, Inc., has moved its corporate headquarters to a new location in New York City, and has named Robert Crane to head both New York City processing laboratories.

Manuel A. Casiano, Jr., Berkey Pathe president, announced

that, effective March 3, 1968, the division's new corporate headquarters are located at 3 West 54th Street, New York, N.Y. 10019, site of Berkey Pathe-54th Street Laboratory.

Robert Crane, president of the 54th Street Laboratory, has been named president and general manager of both the 54th Street Laboratory and Berkey Pathe-45th Street Laboratory. The Berkey Pathe laboratories offer complete processing and printing for 35mm and 16mm films, the theatrical and television industries and industrial films.

Audio Opens New NY Production Facility

Audio Productions, of New York, California and Canada, has acquired a new production facility at 128 East 41st Street as part of the current expansion of the company's production capability.

Peter J. Mooney, Audio president, announced that the 8,000 square-foot complex of editing, screening and production conference rooms, to be known as Audio East, has been undergoing extensive renovation and modernization and is now ready for operations.

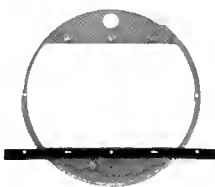
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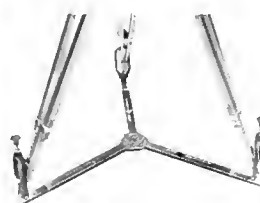
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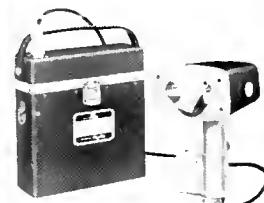
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the screen executive

Hyndman Retires, Simmons Named As Successor

Donald E. Hyndman, a Kodak assistant vice president and general manager of the motion picture and education markets division retires May 1, 1969 after a distinguished career with Kodak since 1926.

Hyndman has been manager of Kodak's Motion Picture film departments on both the east and west coast.

Election as assistant vice-president in 1962 was followed by appointment as general manager of the motion picture and education markets division in 1964. In 1965, he was named director of marketing in the New York region followed in 1966 by appointment as manager of

product planning for the motion picture and education markets division in Rochester.

Dr. Norwood L. Simmons, who is now manager of product planning for the division will succeed as general manager.

Foster Named to Head F&B/Ceco in Florida

Harry Foster has joined F&B/Ceco Studios of Florida Inc. and is in complete charge of all studio activities and facilities and will supervise construction of more sound stages. As an officer of F&B/Ceco, Foster will be available for consulting in all phases of production and post-production.

Mitchell Camera Names Snider Executive VP

Glen R. Snider has been appointed executive vice president of Mitchell Camera Corporation.

Snider was manufacturing manager and deputy of the Electronic Division of Otis Elevator Company after serving as principal engineer and laboratory coordinator, manufacturing engineering representative and engineering designer with the Republic Aviation Division of Fairchild Hiller.

Bernhard Appointed VP for Project 7 Business Affairs

Richard Bernhard will oversee production for Project 7's industrial and film strip wings in

addition to his corporate duties since his appointment as vice president in charge of business affairs.

Wagner, Behrens Head New Superscope Division

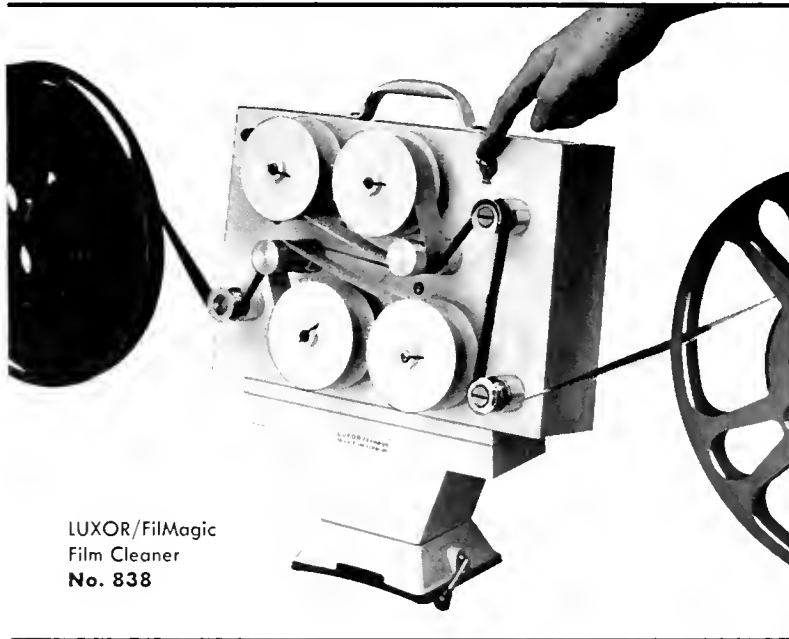
Veteran radio and TV personality and producer Jack Wagner has been named executive producer-artists and repertoire for the newly formed recording division of Superscope, Inc.

In his new post, Wagner will be responsible for gathering material purchasing masters and supervising the recording and programming of all products.

Bob Behrens, previously special projects writer for Super-

Continued on page 14

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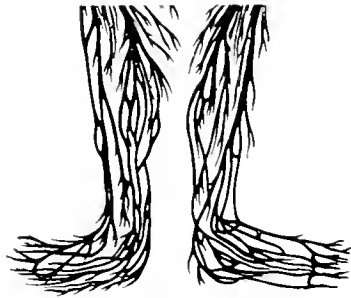
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the screen executive...

scope. has been promoted to director of marketing for the new division.

Paul S. Grip to New Technicolor Post

Technicolor, Inc. named Paul S. Grip vice-president and general manager of the Commercial and Education Division. Formerly a corporate vice president and a member of the Board of Directors, Grip is responsible for the manufacture of silent and optical sound cartridge loading super-8mm motion picture projectors for the industrial and educational audio visual markets.

Abitboul to President of Audio International

George Abitboul, formerly vice president of Audio Magnetics Corporation has been elected president of their newly-formed division, Audio International, created to coordinate Audio Magnetics' joint venture operations in foreign countries.

Abitboul continues as a vice president of the parent organization investigating the South American and South African markets.

Valentine to VP of Sight & Sound Projectors

Sight & Sound Projectors, Inc. of New York City recently acquired by Wometco Enterprises, Inc. of Miami, has named Thomas J. Valentine, founder of the subsidiary which won the "Deal-

er of the Year" award from Technicolor Corp. in 1968, vice president.

Valentine will act also as national sales representative for the Miami based Wometco subsidiary, Reela Film Laboratories.

Lusk Heads Midwest Sales for Modern

Jack Lusk has been named manager of midwest sales for the sponsored film division of Modern Talking Picture Service. He succeeds Dan Kater who was recently named vice president of the company's sponsored film division in New York.

Lusk joined the midwest sales office in Chicago in 1961. Prior to that he had managed Modern film libraries in St. Louis and Chicago.



LUSK

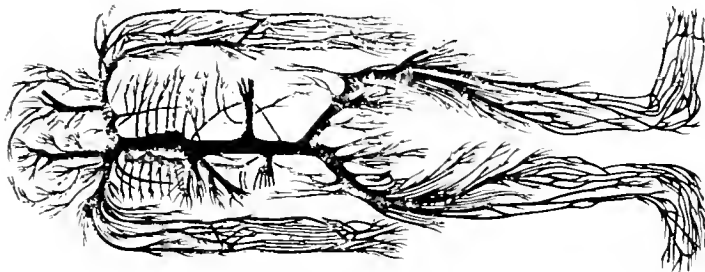
GREEN

Visualscope Inc. Elects Marvin Green President

Visualscope Inc. has elected Marvin H. Green, Jr. president and chief executive officer.

Before joining the firm in 1959 as a salesman and later as senior vice president and a director, Green had been with Shamus Culhane Productions and Hallmark Greeting Cards, Inc. *Continued on page 16*

New wave or old school?



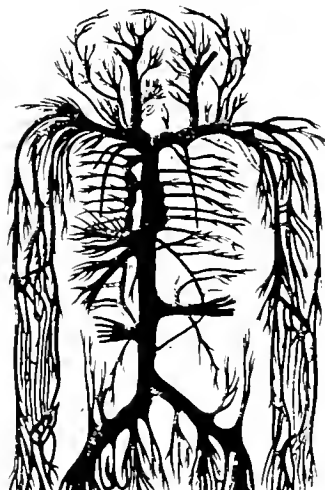
This happens to be a French drawing, circa 1780, titled *Anatomie*.

It might represent a contemporary artist. And he might call it *Twiggy*.

Visualization can take many forms. And the same old stuff can have a new look.

All it takes is new ideas. We're an old firm. But we have what it takes.

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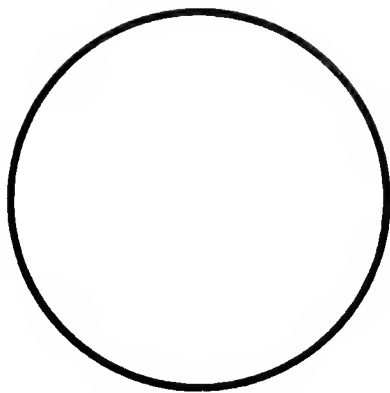


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NEW YORK 850 Tenth Avenue, New York, New York 10019 (212) 241-1211

the screen executive...

continued

Berkey Pathe Names Farbman Vice President

Barnett Farbman, an 18-year veteran of the motion picture industry, has been named to the new post of vice president of Berkey Pathe, a division of Berkey Photo. Farbman will be involved in operations of all the Berkey Pathe companies — 45th Street, 54th Street, Optical and Hollywood.

Around the Industry

Eric A. Yavitz has been appointed to the marketing management staff of Eastman Kodak Company . . . Donald E. LeBrun named director of design engineering for Bell & Howell's Video and Audio Products Div. . . . Braun North America appointed John Kent to the post of national sales manager of the Photo Products Division . . . Top management appointments for the Graflex Division of the Singer Company include John N. Osland, vice president and gen-

eral manager; Donald D. McCowan, vice president and assistant general manager; and David B. Ubel, vice president for marketing . . . Newly appointed field sales manager for audiovisual and photographic products in the mid-central states area for Graflex is Walter Croxton . . . Dorothy J. Globus joins Reeves Video as a sales executive. In new posts at Reeves Video are: Arthur R. Guth, chief engineer; Richard Crowell, supervisor, kinescope recording department; Edward J. Welsh, tape supervisor for the East 44th Street operation; Paul Pekturney, tape supervisor of Reeves Lincoln Square; Kenneth Jordan, supervisor of special projects; William F. Edwards, director of technical services, Michael B. Brooks, director of post-production services and Anthony Masucci, director of studio operations . . . Jacques Tolstonog, until recently engaged in film recording studio in Paris has joined the recording engineering staff of Cinesound Company, Hollywood . . . Newly appointed chairman

of the Film Division of Columbia University's School of the Arts, Arthur S. Barron has been named associate professor of film at the University . . . John deLaitre, elected to the Board of Directors of Ingenuis, Inc., was formerly a member of the Federal Home Loan Bank Board . . .

George A. Melin has been named associate manager of Training for Pako Corporation, while Neil J. O'Donnell has assumed the title of training supervisor, a post formerly held by Melin. O'Donnell moves up from the position of technical training instructor . . . The Motion Picture and Television Credit Association elected Donald R. Gault, credit manager at Consolidated Film Industries, president. Other officers elected were: Courtland Chilton, Birns & Sawyer Cine Equipment, first vice president; Bruce Fane, Manufacturers Bank, second vice president; Thomas Smiley, Technicolor Corporation, treasurer; and Murry Wagner of Creditor's House as secretary . . . Don Horton, formerly with the W. J. German Company and Eastman Kodak, has joined Color Film Corp. . . . Stage Right Organization has signed Gus Eismann, recent head of MPO's

industrial film department . . . Andrew L. Taub, has been appointed Director of Sales Development for The Camera Mart, Inc. to coordinate and oversee the sales development of the various companies . . . Fran Enoch, recently of Birns & Sawyer, will serve as Taub's personal assistant . . . Plaza Productions, Inc. named George Hyland New York sales representative . . . Lloyd W. Smith succeeds Steve Solot as midwest region manager for Craig Corporation's Products Division . . . Solot was promoted to national sales manager at the division's Los Angeles headquarters . . . Audio Cinema Corporation has named Harold E. Wondsel producer-salesman . . . New animation designer for H. G. Peters & Company, Inc. is Richard Horwitz . . . Head of the newly created commercial photography department of Calvin Productions is Martin "Andy" Andresen . . . The promotion of Don G. Westergren to manager of sales administration for the Audio-Visual Products Division has been announced by Bell & Howell Company . . . John H. Hunt, Jr. joins H. G. Peters & Company, Inc. as assistant production coordinator. •



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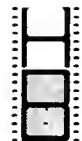
ANIMATION

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Movies are a powerful, persuasive, often overlooked medium — a medium that can help your company sell an idea, a product, or a service. But before you have a film produced, there are many facts and figures you should have at hand.

Write or phone for your copy of "33 questions and answers about industrial and business movies." It includes answers to questions such as:

- * My business is complicated and different — Could I really expect an outsider to write a good script?
- * How much does a good film cost?
- * Could we use some of our own people in our movie — engineers, technicians, service men?
- * How long will our movie stay up to date?
- * Are filmstrips just as good as movies?
- * We have a young man who is good with a camera. Why couldn't we shoot our own film, and have our advertising department write the script?

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camera eye . . .

continued

Make a start by looking at films and filmstrips, getting acquainted *on the screen* with the best (and worst) that's being done in your field and by other industries. Share these previews with your associates in management. Let them be aware that the competition is improving training, developing goodwill and making more sales through effective use of audiovisuals.

There's no reason to shy away from "rolling your own" in the production of basic 8mm (Super) motion pictures. Many companies have learned to put together 35mm slide programs; some have equipped salesmen in the field with automatic 35mm still cameras and/or 8mm cameras to develop material for company reports.

Transparencies are also fairly easy to produce and their wide-spread use by thousands of firms indicates the value of this tool for corporate reports, management meetings, etc.

Of course, you'll be tempted to believe that many of your audiovisual needs can be met by acquiring videotape recorder/reproducers and accompanying electronic camera gear. And this tool has proven extremely useful in many companies. But we believe that learning about sight/sound values can begin on a more basic, less costly-level. The first, most primary tool (aside from 16mm sound projection of available films) is the 35mm continuous slide projector for which 35mm slides are made of corporate material. It's the least expensive way to get started and one of the most effective.

The inevitable question will come up: somebody in management, perhaps at the top-level, will say: "but we need a good professional company film on this subject!"

Assuming that your state of professional readiness is not equal to that of Ford, General Motors, the Bell System or similar long-time users of motion pictures of top-category content, look to the experienced professional producer for counsel and costs.

This "commercial" naturally follows: the most dependable single source for selecting a producer for your upcoming film, filmstrip or sales meeting is this Annual Production Review issue of BUSINESS SCREEN. It contains detailed listings-in-depth of hundreds of specializing producers of these media, including makers of most television commercials. You get this Big Book of Business and TV Film Makers as part of your annual subscription. Thousands of other copies will cost recipients only \$2.00.

But, meanwhile, new people coming into new jobs everywhere in business, industry, trade groups and government will benefit by "getting acquainted" with the best that's being done in sight/sound media, getting started with basic production of simple tools and by getting them shown where they can do the most good. —OHC

U.S.C. graduate Richard Moore co-founded Panavision Inc., and was Executive Vice-President in charge of design and development.

**Director of Photography
Richard Moore has shot
seven Hollywood features.**

**He used to be Executive
V.P. at Panavision, in
charge of camera design.**

**Shooting the President's
Far East tour for the USIA,
he chose to use an NPR.**

Mr. Moore writes: "Most of my work has been done on Hollywood sound stages with a full union crew, adequate light and a 35mm Mitchell. But flying with the President to the Manila Summit Conference and around the Far East, each of us was allowed 300 pounds of baggage, including camera and every foot of rawstock for the entire tour! That meant 16mm.

The U.S. Information Agency wanted sync sound documentary footage of the Presidential tour for distribution abroad, and in color. Although I was to be a member of the six-man Presidential pool of "privileged" photographers, people with experience in this sort of thing told me that much of the time I would be jockeying for position with thirty or so other still and movie cameramen. Quite a mess. But the subject matter and the

overseas locations were intriguing, the money was good, and shooting as a journalist under these conditions presented a new type of challenge; so I took the job.

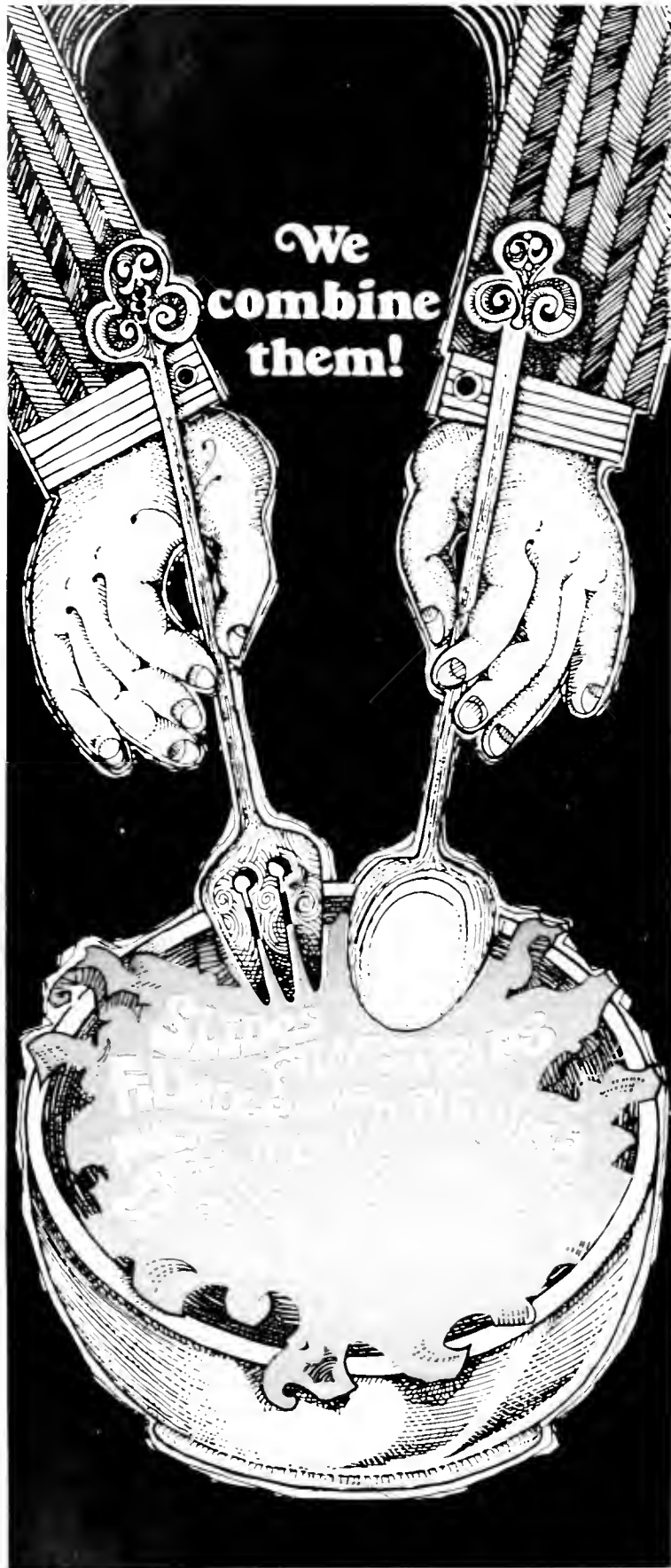
The first day of shooting in Honolulu confirmed my choice of camera for this assignment. Working in crowds, the camera had to be compact. And for following sudden moves, the camera had to be more than just light and easily handheld. You also had to be able to see where you were going. With the NPR's low profile, I knew that if I could get through the doorway or whatever, so could the camera; and the low magazine didn't block my view to the right side.

But it was the quick-change magazine format that had chiefly led me to pick the NPR for this job. I kept three loaded magazines, a changing bag and three spare film rolls

with me at all times. If the film ran out in mid-action, I was able to whip on another magazine in seconds. When the President moved suddenly indoors, I was able to switch immediately to a faster film, literally as we followed him inside. I was even admitted into the President's private office aboard Air Force One to shoot candid footage of him at work; and I can assure you that interruptions weren't tolerated long in there. You couldn't have got that footage without a completely unobtrusive camera."

For an NPR brochure, write Eclair Corp., 7262 Melrose, Los Angeles, Calif. 90046.

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Eastman Kodak Unveils 1969 Capital Spending

Eastman Kodak Company has budgeted \$272 million — an all-time high — for capital expenditures in the United States in 1969. The amount is \$54 million higher than the estimated 1968 outlay.

The funds will provide for additions, replacements, and improvements in the company's facilities in this country.

William S. Vaughn, chairman, and Louis K. Eilers, president commented in a statement:

"The 1969 investment program is planned to meet the burgeoning needs of our customers. It is designed to provide the additional manufacturing and distribution facilities and the new and improved equipment so important to maintaining capacity, quality, and efficiency."

The \$272 million U.S. budget includes: \$175 million for facilities in the Photographic divisions, of which about \$138 million is allocated in the Rochester, N.Y. area; and \$97 million for the Eastman Chemicals Division.

Among major projects in the U.S. budget are:

- Additions to photographic film and paper making capacity at the Kodak Park Division in Rochester, N.Y. These include units for film casting, and for film and paper emulsion coating and finishing of both film and paper. Other new units are for the Photographic Technology Division, Film Testing Division, and utilities, the latter including increased power capacity, improved incineration facilities, and a new water treatment plant. A major new distribution center is

planned.

- Start of construction of a photographic manufacturing plant near Windsor, Colorado.

- Continuation of construction and equipping of units at the Kodak Apparatus Division Elmgrove Plant near Rochester.


- Continuation of construction of the Riverwood Marketing Education Center in the Town of Henrietta, N.Y., a suburb of Rochester; expansion of regional distribution facilities in several locations in the United States; and the consolidation of New York regional marketing facilities in Manhattan.

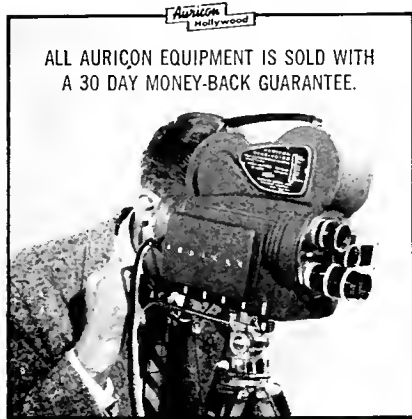
- Expansion for the Eastman Chemicals Division includes an increase in Kodol and Verel fiber and acetate yarn capacity at Tennessee Eastman Company, Kingsport, Tenn.; increased acetaldehyde capacity and an additional hydrocarbon cracking plant at Texas Eastman Company, Longview, Texas; and additional supporting facilities for increased power capacity in both Tennessee and Texas.

In the past five years Kodak has invested about \$830 million in capital improvements in the United States. Of this, \$505 million has been invested in the Photographic divisions and about \$325 million in the Eastman Chemicals Division.

\$88 Million outside U.S.

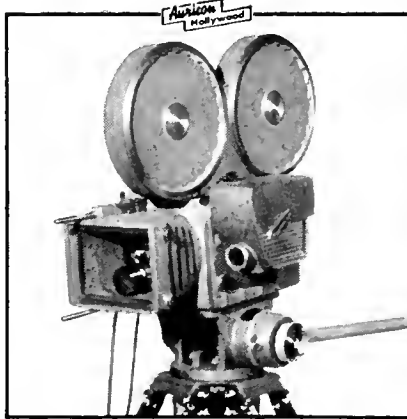
Kodak has budgeted \$88 million for 1969 capital expenditures by its associate companies outside the United States. This is an increase of \$23 million over the estimated 1968 expenditure of \$65 million.

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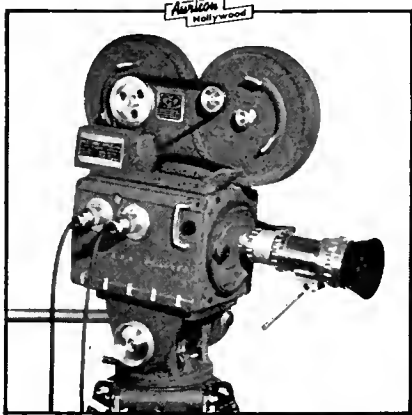
100 ft. film capacity for 2¾ minutes of recording; 6-Volt DC Converter or 115-Volt AC operation. — \$1180.00 (and up).



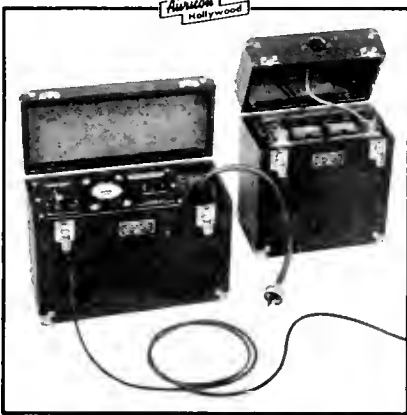
600 ft. film capacity for 16½ minutes of recording. — \$1820.00 (and up) with 30 day money-back guarantee.



1200 ft. film capacity for 33 minutes of recording. — \$6425.00 (and up) complete for "High-Fidelity" Talking Pictures.



400 ft. film capacity for 11 minutes of recording. — \$1620.00 (and up).



in operation, furnishes 115-Volt AC power to drive "Single System" or "Double System" Auricon Equipment from 12 Volt Storage Battery, for remote "location" filming. — \$337.00



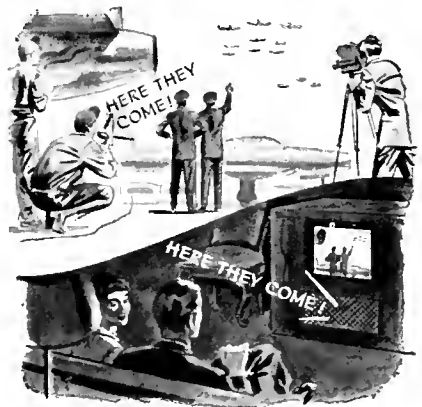
— Finger points to Magnetic pre-stripe on unexposed film for recording lip-synchronized magnetic sound with your picture. Can be used with all Auricon Cameras. — \$1325.00 (and up).



Pan-Tilt Head Professional Tripod for velvet-smooth action. Perfectly counter-balanced to prevent Camera "dumping." \$406.25 (and up).

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Audio-Visual Programs in the United States Government



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DEPARTMENT OF AGRICULTURE

Office of Information Motion Picture Service

Washington, D. C. 20250

• The Motion Picture Service of the USDA produces motion pictures in color and black-and-white on agricultural and related subjects for various agencies within the Department and, on occasion, for other Government agencies. Production and laboratory services are also available on a cooperative basis with land grant colleges and universities.

Martin Lobdell, *Chief Motion Picture Service*
Phone: DUDley 8-6072

Homer Boor, *Producer*
Phone: DUDley 8-3628

Judd Scott, *Producer*
Phone: DUDley 8-6518

Gilbert Courtney, *Producer*
Phone: DUDley 8-3319

Joseph Sanders, *Chief, Business Management*
Phone: DUDley 8-7263

Arthur Foster, *Chief of Laboratory*
Phone: DUDley 8-6747

James E. Alford, *Chief of Distribution*
Phone: DUDley 8-5246

Mrs. Anne Ware, *Stock Footage Librarian*
Phone: DUDley 8-3629

ACTIVITIES: The USDA currently has more than 300 films in distribution with an estimated audience of 380 million persons. These films cover such subjects as conservation, forestry, agricultural research, insect eradication, control of animal diseases, consumer information, rural area development, nutrition and marketing. Maintains an extensive 16mm color stock footage library of agricultural scenes which are for sale at nominal cost.

FACILITIES: The USDA Motion Picture Service has complete in-service production and laboratory facilities which have been in continuous operation since 1912.

DISTRIBUTION: Films for school and group showings are distributed through 69 cooperative film libraries located in each state. Films for TV bookings are distributed directly from the Distribution Section, and prints of most films may be purchased from the Business Management Section. Catalogues are available of motion pictures, films suitable for TV showing, and of stock footage scenes.

PUBLICATIONS: Two catalogs contain complete listings of USDA motion pictures; one of these provides data on films for general 16mm distribution; the other lists films available for public service showings by television stations.

UNITED STATES ATOMIC ENERGY COMMISSION

Division of Public Information Audio-Visual Branch

Washington, D.C. 20545

• The Audio-Visual Branch of the Atomic Energy Commission has as its primary function responding to requests from the public media in all the audio-visual fields for assistance in the preparation of films, stills, tapes, slides and other audio-visual materials on atomic energy.

Edwin L. Wilber, *Branch Chief*
Phone: (301) 973-5365

Elton P. Lord, *Deputy Chief*
Phone: (301) 973-5476

Sid L. Schwartz, *Asst. to the Chief*
Phone: (301) 973-4239

James E. Westcott, *Photographer-Editor*
Phone: (301) 973-5477

Jon Fogel, *TV-Radio Specialist*
Phone: (301) 973-4483

ACTIVITIES: This branch plans and carries out film, TV, radio and still picture projects to advance specific Commission Programs, and acts as advisor to Commission and contractor personnel in Washington and nationwide on audio-visual problems and projects. In 1968, 12 films were produced by the Commission and its contractors; about 12 films are planned for 1969. In addition, TV clips and radio tapes are produced by the Commission and contractors every year. This branch also places Commission- and contractor-produced motion pictures into loan and commercial sales channels, determines the content of the 10 domestic and 9 overseas film libraries, and issues popular-level and professional-level films lists.

FACILITIES: AEC has no motion picture production facility or motion picture laboratory, but uses Government and/or commercial services.

DISTRIBUTION: AEC operates an 8,000 still photo library, is setting up a 35mm color slide library, and distributes 11,100 16mm prints through 10 domestic film libraries which cover particular geographical areas. All films are for free-loan. Each library has about 320 titles (education-information, technical-professional, and historical). The Commission also has four overseas libraries at its offices at the U.S. Embassies at London, Brussels, Tokyo and Buenos Aires, stocked with educational and technical films, and also supplies films to the film library of the International Atomic Energy Agency in Vienna, The American Film Library, The Hague, Holland, The Puerto Rico Nuclear Center, and to USIS-Stockholm for use throughout Scandinavia. The Brussels and Buenos Aires libraries have about 80 films each in French and Spanish respectively. Information on libraries available from Washington office.

STOCK FOOTAGE: The Commission has more than 120,000 feet of 35mm black-and-white unedited film footage on peacetime uses of atomic energy available for purchase. Information may be obtained from Washington office. Color stock footage is also available from any of the completed documentary films produced by or sponsored by the government. Films may be borrowed from libraries in geographical areas for footage counts prior to purchase of duplicating materials from the various laboratories holding the originals. Unedited stock film footage in black-and-white and color on nuclear or thermonuclear detonations sold at Lookout Mountain Air Force Station, USAF, 8935 Wonderland Avenue, Hollywood, California 90046.

DEPARTMENT OF COMMERCE

Washington, D. C. 20230

• The U.S. Department of Commerce produces and circulates motion pictures dealing with those domestic and foreign subjects relating to the offices under the jurisdiction of this Department.

Business & Defense Service Administration

Saul Padwo, *Director*
Scientific, Photographic and Business
Equipment Division
Phone: 967-3518

Earl Young, *Motion Picture Analyst, Motion*
Picture & Photographic Products Branch
Phone: 967-2911

• The Motion Picture and Photographic Products Branch of this Division serves the motion picture, photographic, and audio-visual equipment and supplies industries. Its primary function is to foster, promote, and develop the foreign and domestic trade of these industries. It provides market development counsel to producers and exporters on where and how to cultivate and expand their sales. It participates in tariff and trade negotiations, maintains information on foreign trade trends, and periodically issues basic trade statistics on U.S. exports and imports of photographic goods. The

Continued on page 26

To our Clients:
On March 5th, 1969, our Company
adopted a new official name

Dynamic Films, Inc.

IS NOW

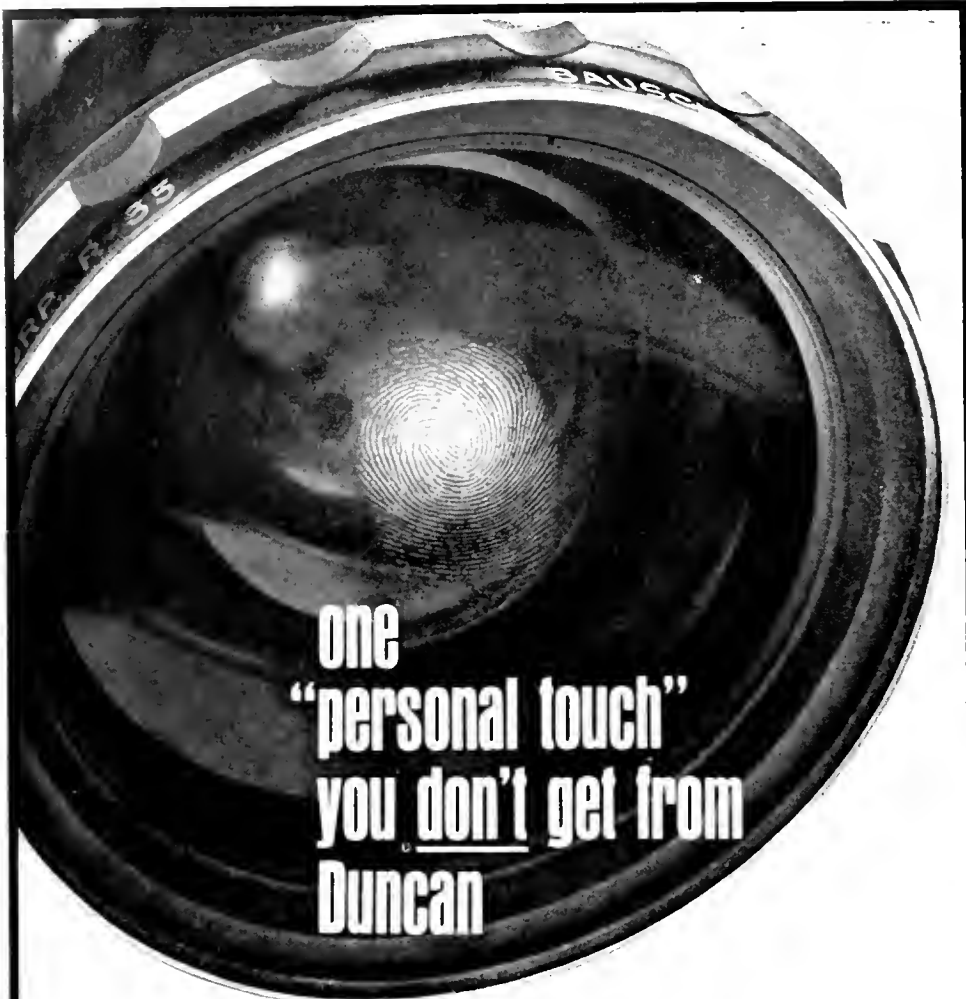
The new name reflects a change in corporate structure that is designed to provide a greater variety of communication services.

When we went into business 21 years ago, film making was just film making. The world has changed since then and we have changed with it. At 21, you better be with it!

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government . . .

continued

Branch acts as a focal point for industry with reference to advice and guidance to other agencies and use of other agency facilities.

**Environmental Science
Services Administration (ESSA)**

Stanley B. Eames, *Director of Public Information*

George A. (Jeff) Baker, *Radio/TV/Film Officer*

Phone: (301) 496-8243

• ESSA's centralized film development office within the Office of Public Information administers and supervises production of informational and educational films for all components of the Agency. Film and tape spots, short and special features for both radio and TV are also under the direction of this office.

ESSA's film library now combines film formerly distributed by the U.S. Weather Bureau, the U.S. Coast Guard and Geodetic Survey, and the Ionospheric Propagation Laboratory of the Bureau of Standards. Distribution of these films is handled by Modern Talking Picture Service, and requests should be directed to them.

Inquiries about ESSA film, radio and TV activities should be directed to: Environmental Science Services Administration, U.S. Department of Commerce, Washington Science Center, 6010 Executive Blvd., Rockville, Md. 20852. Attention: PI.

DEPARTMENT OF DEFENSE

**Office of Public Affairs Directorate for
Defense Information — Audio-Visual Division**

The Pentagon, Washington, D.C. 20301

• This Division of the central Armed Forces contact for news media and producers in the important fields of radio, television, still pictures and motion pictures. Direct contacts on national and international release matters in these fields are:

Norman T. Hatch, *Chief, Audio-Visual Division*

Phone: OXford 7-4162

Donald E. Baruch, *Chief, Motion Picture Productions Branch*

Phone: OXford 7-4596

Russell W. Wagner, *Chief, Radio-Television Productions Branch*

Phone: OXford 5-0168

Lt. Col. Daniel M. Hill, USAF, *Chief, Audio-Visual News Branch*

Phone: OXford 7-6161

ACTIVITIES: The Audio-Visual Productions Branch approves release of Armed Forces stock footage which cannot be procured commercially and assists studio motion picture and independent producers in the production of entertainment and documentary films and theatrical productions relating to the Armed Forces. Information on Armed Forces films available for public non-profit showing or cleared for public service TV programs can be obtained from the Branch.

The Radio-Television Productions Branch approves release of Armed Forces stock footage which cannot be procured commercially and assists network and independent producers in the production of documentary and entertainment programs related to the Armed Forces.

The Audio-Visual News Branch releases approximately 200 (2-3 minute) subjects to the TV and theatrical newsfilm media annually. It maintains two small Pentagon studios for servicing the news media and radio programs which feature interviews with top Defense officials. It also releases taped and filmed messages by Secretaries and Service Chiefs and provides ad-

Continued on page 28

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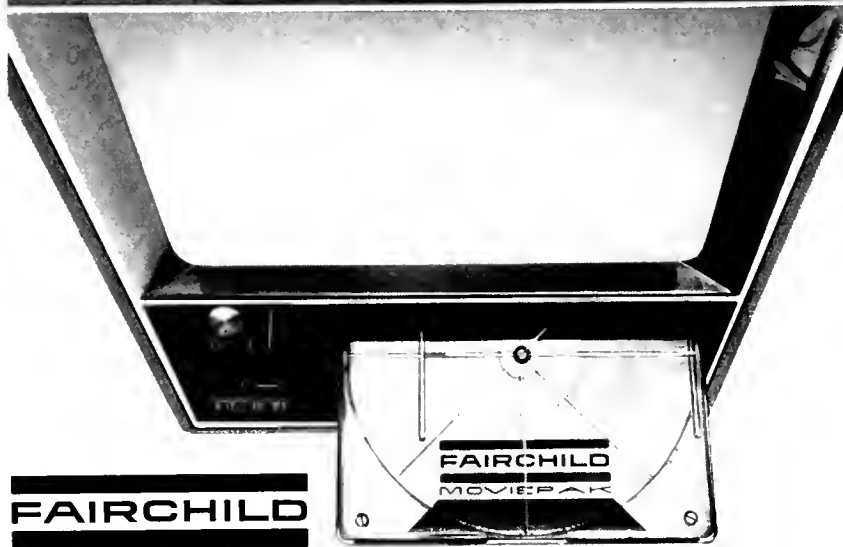
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vice and guidance to radio and TV news producers. The Branch also releases to the press and TV media approximately 2,000 photographs each year.

DEPARTMENT OF DEFENSE

Defense Supply Agency: DSA Administrative Support Center

Technical Presentations Division
Cameron Station, Alexandria, Virginia

• Technical Presentations Division, DSA Administrative Support Center, is the technical source and point of contact for the production of films for the Defense Supply Agency. DSA's headquarters staff at Cameron Station and 25 primary level field activities furnish technical information for the films. The projects are aligned with the primary objective of the agency, mainly, to provide effective logistic support of the operating forces of all Military Services in war and peace.

ACTIVITIES: This division carries out a wide variety of activities, including audio-visual communications, motion picture productions, technical and informational exhibits, still picture photography, and graphic presentations. The range of in-house staffing allows the division to contribute materially to the production of DSA films.

FACILITIES: DSA has no motion picture production facility or motion picture laboratory, but uses Government and/or commercial services. The key personnel of Technical Presentations Division is as follows:

Chief, Morris S. Namkin
Phone: (202) 694-6075
Deputy, Mary E. Kennedy
Phone: (202) 694-6077
Adm. Officer, Robert W. Henderson
Phone: (202) 694-6185
Audio-Visual Facilities, John E. Rockwell
Phone: (202) 694-6129
Exhibits, Leonard S. Ray
Phone: (202) 694-6185
Graphics, Charles R. Gallion and
Eleanor J. B. Howard
Phone: (202) 694-6078
Photography, Mortimer Friedman
Phone: (202) 694-6079

Armed Forces Institute of Pathology Medical Illustration Service

Washington, D.C. 20305

Morris M. Goldberg, *Chief, Medical Illustration Service*
Phone: 576-2866

John A. Ey, Jr., *Asst. Chief, Medical Illustration Service*
Phone: 576-2867

James N. Young, *Chief, Training Aids Division*
Phone: 576-2865

Miss Daisy B. Howze, *Chief, Audio-Visual Support Center*
Phone: 576-2864

ACTIVITIES: This Institute makes or supervises films for the Armed Forces on medical subjects.

FACILITIES: In-house capability, and contracts through Office of the Chief, Communication-Electronics.

DISTRIBUTION: AFIP operates a U.S. Army Audio-Visual Support Center for medical films. The Institute procures and loans films for the Medical Services of the Armed Forces. Unclassified films are available to members of the medical profession, with borrowers paying return postage. For information about available films, write

Continued on page 32

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the scene



you've got
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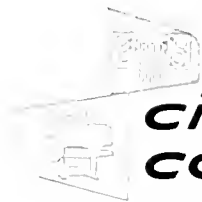
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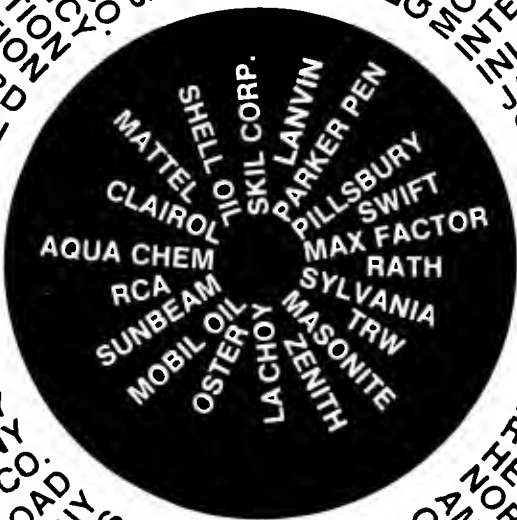
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continued

the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402 and refer to *The Film Reference Guide for Medicine and Allied Sciences*.

DEPARTMENT OF THE AIR FORCE

The Pentagon, Washington, D.C.

• The U.S. Air Force produces approximately 100-500 reels of film each year by contract with commercial producers or in-service. These films are used by all levels of management for education, training and informational briefings.

ACTIVITIES: Headquarters, USAF at the Pentagon, Washington, D.C. The management focal point within the Air Staff for all photographic and closed circuit television policy is the Audio-Visual Systems Division, Directorate of Operations. Complete address is:

Hq. U.S. Air Force
AFXOTV

Washington, D.C. 20330
Phone: ONford 5-2830

Col. Alterio Gallerani is chief of the division. The office is responsible for determining or validating requirements for all Air Force motion pictures and insuring that the capability exists within the Air Force to either procure them by contract or produce them in-service. In this respect, they monitor the Aerospace Audio Visual Service, a technical service under the Military Airlift Command.

In charge of the program at the Military Airlift Command Hq. is Lt. Col. Robert J. Arblaster. Complete address is: Hq MAC (MAXPDV), Scott AFB, Ill. 62225. The Aerospace Audio-Visual Service is directly responsible for pro-

ducing or procuring films, adequate photographic documentation of the total Air Force mission and distribution of release prints. The complete address is: Aerospace Audio-Visual Service, Norton AFB, Calif. 92409. Col. William E. Nix is the Commander. Specific information concerning the service of AAVS or its commercially produced motion pictures may be obtained from: AAVS (AVODC), Norton AFB, Calif. 92409. Phone: (714) 382-2673.

FACILITIES: Complete motion picture production facilities are located at the Audio-Visual Center, Norton AFB, Calif. A television production capability is to be completed in the near future.

AAVS is responsible for contract procurement and commercial production of U.S. Air Force films. The USAF Motion Picture Film Depository, a film archive housing historical and current films, is also located in the Audio-Visual Center.

The AAVS is documenting Air Force activities worldwide through a unit in Southeast Asia and widely dispersed photographic flights and detachments. It is also providing audio-visual services to a number of Air Force major commands and agencies around the globe, operating optical instrumentation systems, television production systems, gun and strike camera systems on fighter aircraft, and base support photographic laboratories.

Specific information regarding the Commercial Production of Air Force films may be obtained by contacting:

Hq AAVS (AVODOMIC)
Norton AFB, Calif. 92409
Phone: (714) 382-2350

DISTRIBUTION: Approved Air Force films, filmstrips and related visual aids are distributed by the Aerospace Audio-Visual Service (MAC) through the film library of the Audio-Visual Center. This facility routinely distributes 360,000 films per year to Air Force units and other

agencies all over the world. The present active inventory consists of nearly one-half million prints of more than 6,000 separate film subjects. The Film Library also maintains overseas central Film Libraries located in Germany, Panama, Japan and Alaska, with a Branch Film Library in the United Kingdom. These libraries are strategically placed and stocked to service approximately 140 Base Film Libraries located throughout the world. Information regarding distribution of these films can be obtained by contacting:

Hq AAVS (AVOAS)
Norton AFB, Calif. 92409
Phone: (714) 382-3255

DEPARTMENT OF THE ARMY

Washington, D.C. 20315

• The Assistant Chief of Staff for Communication-Electronics of the Army is responsible for coordination, review and supervision of all audio-visual activities to include motion picture and still photography, television and electronic display. As the DA staff contact point, all film programs are coordinated by the Audio-Visual Division of the Office of the Assistant Chief of Staff for Communications-Electronics. Information pertaining to pictorial, television and film distribution and utilization activities may be obtained from the following:

Colonel Stanford Roberts, *Chief, Audio-visual Division*

Phone: Oxford 7-3520

LTC C. F. Phillips, Jr., *Chief, Audio-Visual Applications Branch*

Phone: Oxford 5-4216

Mr. J. A. Moses, *Chief, Audio-Visual Distribution and Utilization*

Phone: Oxford 7-2039

LTC T. A. Cook, *Chief, Audio-Visual Technical Programs Branch*

Phone: Oxford 5-6958

Continued on page 3

betzer

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and technicians, maintaining high standards of quality for Navy productions. The processing division has the capability to develop and print negative film and release prints in 35mm and 16mm black-and-white and negative-positive color. About 75 percent of all Navy films, however are contracted with established commercial producers.

a wide range of subjects covering the period from 1896 to the present.

Films are not loaned, but may be viewed by researchers, film producers or their authorized representatives. Duplicate negatives or masters of films or scenes may be purchased by individuals or producing companies subject to

Continued on next page

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DEPARTMENTS

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Model No. 28A12

FEATURES

SIMPLICITY OF OPERATION. To operate the Commander just push the START button and instantly your exciting Sight and Sound sales presentation begins. There are no cords to worry about or outlets to look for, so you can present your story anywhere. When your program is finished, the unit automatically stops and is ready for your next call in seconds.

BATTERY POWERED. The nickel cadmium battery pack provides complete power for your sales presentations. Plug the retractable power cord into an AC outlet for overnight charging or for direct operation on AC current. Special safety circuit protects against overcharging.

AUTOMATIC OPERATION. Pictures are changed automatically and are kept in perfect synchronization with the sound by means of an electronic 50Hz. signal recorded on the tape.

TAPE CASSETTE. Easy to use and low in cost the Cassette provides outstanding high quality sound reproduction. The Cassette has brought new convenience and dependability to tape playing. It loads or unloads in the projector in a second and there is no need to thread or handle the tape.

PROGRAM HOLD CONTROL. Push down on the stop button and both picture and sound instantly stop, providing you with complete control over the program, at all times. Ideal for pointing out your products key features and benefits or to answer questions. Push the start button and your program begins right where you left off.

EASY TO CARRY. The unique design and light weight of the Cassette Commander makes it the ideal all-around sales tool. Elegant in appearance and ruggedly constructed for hard use.

BRILLIANT SHARP PICTURES. A highly efficient optical system and direct rear projection provides maximum brightness and clarity. The high intensity non-glare screen eliminates the need of any room darkening. Pictures are always in perfect focus.

QUALITY SOUND. All transistorized amplifier and high quality Cassette tape player provide the ultimate in listening enjoyment and dependability.

SPECIFICATIONS

FILM: Projects standard 35mm single frame filmstrip. Film capacity 28-160 frames. Spliced in a continuous coil on DuKane E Wire film holder part #374-104.

TAPE: Cassette loaded. Maximum playing time 30 minutes per side with DuKane approved Cassettes.

LOADING: Simply snap the convenient tape Cassette and E Wire film holder in place . . . frame the picture and you are ready to show the film.

BATTERY PACK: The rechargeable nickel cadmium battery pack provides complete power for your Audio-Visual presentation. Overnight recharging completely restores battery power. Batteries charge automatically whenever the retractable power cord is plugged into an AC outlet. Special safety circuit eliminates overcharging.

TAPE PLAYER: Special Cassette player provides maximum dependability and ease of operation. Driven by a long life DC motor with solid state regulator for precise speed control. Tape speed: 1 7/8 i.p.s. Tape head can easily be cleaned. Designed for playback purposes only so tapes cannot be accidentally erased.

PROJECTOR: Special DuKane Automatic 35mm filmstrip projector. Direct rear projection for maximum brilliance and sharpness. Precision framing with locking action. High torque DC film advance motor for fast, quiet operation. Highly efficient optical system with pre-focused 1" focal length lens. Convection cooled. Film carrier opens for easy loading and is teflon coated for smooth operation and long film life.

LIGHT: Long life 300 hour 12 volt pre-focus base automotive type 1507 lamp. Spare lamp holder included.

AMPLIFIER: All transistor provides instant sound and excellent fidelity. Top located 3 x 5 speaker for best sound coverage. Amplifier also provides sensing system for automatic film advance and shut off. Safety fused power supply.

POWER: 117 volt, AC current, 50 or 60 cycles.

SCREEN: 6 1/2" x 5". High brilliance Polacoat non-glare screen.

SIZE: Height: 10"; Length: 15 1/2"; Width: 7"—With battery pack; 11 1/2" high. Weight: 12 3/4 lbs. With battery pack 17 lbs.

CASE: Molded scuff-proof high impact plastic with carrying handle.

WARRANTY: Covered by DuKane One-Year warranty available through the nationwide network of authorized DuKane Service Stations.

OPERATION: The Commander Model 28A12 operates on standard 117 volt AC current, as it does not contain batteries. The Model 17A112 Battery Pack is available as an accessory if you desire to add battery power to the 28A12. No modifications or tools are necessary to add the battery pack.

Model 28A12 Shipped *without* battery pack for AC current operation only. **PRICE: \$250.00**

Model 17A112 Rechargeable nickel cadmium battery pack for Cassette Commander allows either battery or AC operation. (when ordered with projector) **PRICE: \$80.00**

ACCESSORIES

COVER: Protective cover with storage pocket on side for sales literature. Part #128-31. **PRICE: \$5.00**

BATTERY PACK: Rechargeable nickel cadmium battery pack. Can be added to AC current Model 28A12 to provide both battery and AC current operation. Part #17A112. (when ordered separately) **PRICE: \$95.00**

DuKANE CORPORATION
audio visual division
St. Charles, Illinois 60174

8651-K-68

PRINTED IN U.S.A.

On the set during shooting of "Company on the Grow!" for Western Auto featuring Chet Huntley.

Major J. B. Ottinger, *Chief, Photography-Television Branch*
Phone: Oxford 7-7835

The Army Pictorial Center is responsible for the production and initial distribution of official motion pictures and related audio-visual materials. Information concerning contract for writing, production and procurement may be obtained from:

Commanding Officer, Army Pictorial Center,
35-11 35th Avenue, Long Island City, New York 11106.
Phone: (212) 937-0600

AUDIO-VISUAL SUPPORT CENTERS: All official motion pictures, film strips, transparencies, language training materials and related audio-visual material are distributed throughout the U.S. Army by the Army Audio-Visual Support Distribution and Utilization System. This system is composed of three segments: (1) the Audio-Visual Division, OACSC-E; (2) the Distribution Branch of the Army Pictorial Center; and (3) the network of Audio-Visual Support Centers located at headquarters major commands, major service schools and throughout the Zone of the Interior and overseas commands.

DEPARTMENT OF THE NAVY

Washington, D.C. 20360

The U.S. Department of the Navy produces motion pictures and still photographs for such purposes as training, maintaining fleet readiness, explaining new weapons and devices, and for medical, historical, indoctrination, safety and recruiting uses, public relations, to name a few key subject areas.

Information and General Policy Procedures on all aspects of the Navy film program, including application information for commercial producers interested in bidding on Navy contract films, are handled by the Commander, Naval Air Systems Command (AIR-5393), Navy Department, Washington, D.C. 20360.

Capt. D. A. Lane, USN, Code (AIR-539)
Director, Photographic Division
Phone: OXford 3-3416

E. L. Randel, Code (AIR-5393) *Head, Training Film & Motion Picture Branch, Photographic Division*
Phones: OXford 3-3470, OXford 3-3472

Procurement policies and procedures, which involve information on technical questions regarding bids, are handled by the Officer in Charge, Navy Purchasing Office, Washington, D.C. 20390.

Cdr. Donald A. Needham, USN, *Officer in Charge*
Phone: OXford 3-2901

LCdr. O. T. Fleisher, Jr., USN, *Director Purchase Division*
Phone: OXford 3-2845

FACILITIES: The U.S. Naval Photographic Center, a field activity of the Naval Air Systems Command, is the central photographic laboratory for the Navy Department and the Navy's largest photographic activity. The Center, composed of about 550 military and civilian personnel, provides photographic assistance and specialized services to the entire Naval Establishment, supervises the production of Navy training films and maintains the Navy's motion picture and still photographic film libraries and motion picture distribution division.

The motion picture production facilities at the Center are modern and complete. There is a sound stage, film and tape recording and mixing equipment, an art and animation group and editorial branch. Here experienced script writers and artists collaborate with Navy photographers and technicians, maintaining high standards of quality for Navy productions. The processing division has the capability to develop and print negative film and release prints in 35mm and 16mm black-and-white and negative-positive color. About 75 percent of all Navy films, however are contracted with established commercial producers.

In addition, there is a growing requirement for films to report on the Navy's research and development activity. To meet this need, a TV closed circuit kinescope facility has been installed. Two video tape recorders and kine-recorders together with visomat processing make for rapid completion of urgent films.

Extensive libraries of both still and motion picture photography are maintained at the Center. Library services are provided to the Naval Establishment, other government agencies and to commercial concerns on a cash sale basis. The Still Picture Department produces all types of still photography such as press, serials, murals, and official portraits. Modern continuous roll paper printing and processing units meet the Navy's large volume print demands. There are also complete negative, positive and transparency color processing facilities.

A research and development group conducts tests, experimentations, development and evaluation of photographic equipment. Here, technical photographic specifications, instructions and other publications are also prepared. Information about NPC may be obtained from: Commanding Officer, Naval Photographic Center, U.S. Naval Station, Washington D.C. 20390

Capt. J. J. Crowder, USN,
Commanding Officer
Phone: OXford 3-2101
Capt. C. D. Longo, USN, *Head Motion Picture Department*
Phone: OXford 3-2142

DISTRIBUTION: Prints of all Navy films available to the public can be purchased from DuArt Labs, Inc., 245 W. 55th St., New York, New York, under an annual contract administered by the General Services Administration. Civilians may borrow films from Naval District Public Information Officers, Training Aids Libraries, Aviation Films Libraries, Recruiting Stations and Public Information Offices located throughout the United States will serve government requests for film showings. Requests for the use of Navy stock footage in commercial productions should be submitted to the Chief of Information, Navy Department, Washington, D.C.

United States Marine Corps

• For information on U.S. Marine Corps films, which are produced by the Department of the Navy, write to the office of:

Commandant of the Marine Corps (Code A03P)
Headquarters, U.S. Marine Corps
Washington, D.C. 20380

GENERAL SERVICES ADMINISTRATION

The National Archives and Records Service
8th and Pennsylvania Avenue, N.W.
Washington, D.C. 20408

James E. Gibson, *Audiovisual Specialist, Office of the Archivist of the United States*
Phone: 963-4275

James W. Moore, *Chief, Audiovisual Branch*
Phone: 963-6493

William W. Taylor, *Chief, Central Information Point for Government Audiovisual Materials*
Phone: 963-4275

Ralph W. Collett, *Chief, Central Sales Point for Government Audiovisual Materials*
Phone: 963-4275

• The National Archives and Records Service is the repository for more than 60 million feet of historical motion pictures created by 100 Federal agencies and several non-government producers. The ever-growing collection includes a wide range of subjects covering the period from 1896 to the present.

Films are not loaned, but may be viewed by researchers, film producers or their authorized representatives. Duplicate negatives or masters of films or scenes may be purchased by individuals or producing companies subject to con-

Continued on next page



Illuminated area versus darkened room . . . which do you prefer for your film presentations?

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sent of the depositing agencies and copyright restrictions, if any.

At the Washington National Records Center in Suitland, Md., The National Archives and Records Service also stores and services pre-print materials of current motion pictures produced by or for Federal agencies.

The National Archives and Records Service now operates a Central Audiovisual Service Center for agencies of the Federal Government and the general public. Its Central Audiovisual Information Point serves as a clearinghouse for all audiovisual materials produced by the Government. Its Central Audiovisual Sales Point serves as the main source for the purchase of copies of Government motion pictures, film strips, and other audiovisual materials available for sale to the public. Its Central Audiovisual Distribution Point offers selected Government audiovisual materials to the public on free loan.

U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE Washington, D. C. 20202

Andrew R. Molnar, Acting Director, Division of Higher Education Research, Bureau of Research, U. S. Office of Education, 400 Maryland Ave., S.W., Washington, D.C. 20202

Phone: (202) 963-5963

• The Office of Education conducts studies and surveys, prepares catalogs and bibliographies, and provides consultative services on educational uses of audio-visual material. For information on this program, write office above.

Media Services and Captioned Films for the Deaf

(Division of Educational Services,
Bureau of Education for the Handicapped)

Dr. James J. Gallagher, Acting Associate Commissioner, Bureau of Education of the Handicapped.

Phone: 963-5925

Dr. Frank B. Withrow, Acting Director, Division of Educational Services

Phone: (202) 962-5022

Dr. John A. Gough, Chief, Media Services and Captioned Films

Phone: (202) 963-3060

• The Media Services and Captioned Film Branch administers a program of educational media under P. L. 85-905, as amended by P. L. 87-715 and P. L. 89-258. These laws provide for promoting the general welfare and the educational advancement of deaf persons. Media Services and Captioned Films furnishes a free loan service of films for the deaf; conducts research in the use of films and other educational media for the deaf; produces and distributes films, filmstrips and related media for the deaf and for persons who work closely with the deaf (parents, employers, etc.). The branch also provides for the training of persons in the utilization of these materials and provides media equipment to most schools for the deaf.

Further expansion to provide media services to all types of the handicapped was made possible by enactment of P.L. 90-247. Actual page 38

Continued on page 38

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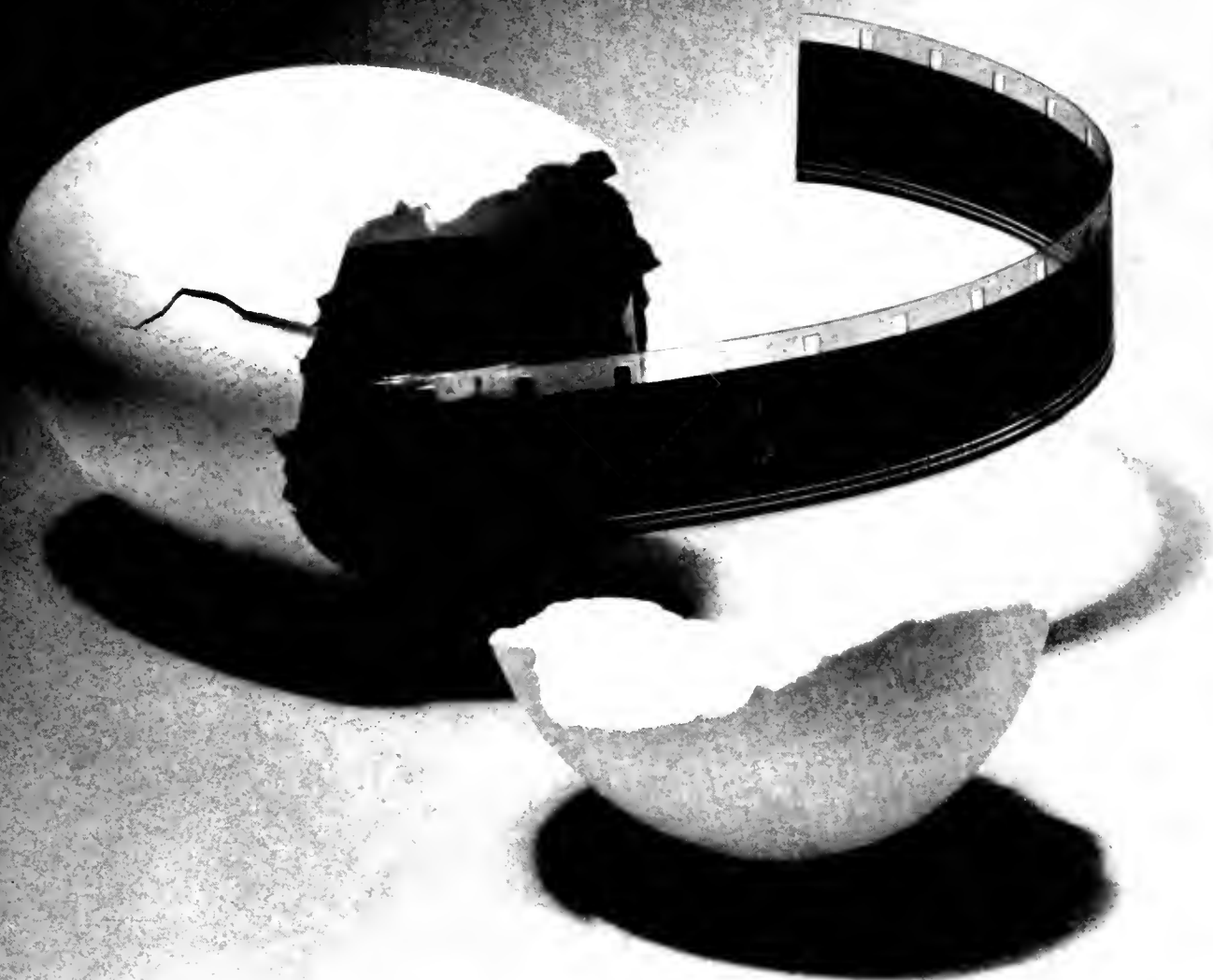
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- Send me FREE Trial Certificate to test Rapid's rejuvenation process.
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- Please have a rejuvenation specialist call me to discuss my film library and show me how to save money.

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government . . .

continued

gram activities remained essentially the same as in previous years since no funds were appropriated for the expansion of the program.

UNITED STATES PUBLIC HEALTH SERVICE NATIONAL MEDICAL AUDIOVISUAL CENTER

Atlanta, Georgia 30333

All Phones: (404) 633-3351

Dr. James Lieberman, *Director*

Edward F. McCellan, *Deputy Director*

Jerome K. Barnett, *Asst. Director for*

Operations

Joseph A. Staton, *Special Projects Officer*

Dr. Henry D. Abraham, *Associate in*

Biomedical Communication

Dondell C. Cotter, *Administrative Officer*

Katherine C. Skogstad, *Information and*

Publications Officer

Jack C. Kirkland, *Chief, Production Branch*

Dr. Norman L. Cole, *Acting Chief, Educa-*

tional Systems & Development Branch

Robert Sumpter, *Chief, Acquisition, Dis-*

tribution, and Reference Branch

ACTIVITIES: The National Medical Audiovisual Center plans, directs, conducts and coordinates a national program in biomedical communication. It operates the central installation in the Public Health Service for development, production, distribution, evaluation and utilization of motion pictures, videotapes, and other audiovisual forms.

In addition to its production program, the Center, through a newly established educational program, provides consultation and assistance to schools of the health professions, and is responsible for the development of specialized conferences, seminars and workshops. A re-

cently established audiovisual systems planning activity concerns itself with the development of communications systems in a wide variety of health and health-related institutions.

Under the leadership of the School of Medicine at Tulane University, the Center is participating in a graduate program in biomedical communication which began in Fall, 1967. The curriculum was developed through a consortium of institutions of higher learning, and is sponsored by an initial grant from the National Library of Medicine.

The Community Medical Television System, the nation's first medical network on the 2500 megaHertzian instructional bandwidth, began operation in Spring of 1967, under the Center's leadership and coordination. It linked initially, with line-of-sight transmitters, Emory University Medical School and Hospital; Grady Memorial Hospital, Emory's teaching hospital; the Georgia Department of Public Health and its Mental Health Institute; the Veterans Administration Hospital and the Audiovisual Center. Programs are transmitted from Grady and the Center and received by others hooked into the network. The System, if successful, will serve as a prototype for others of its kind throughout the nation. Operation of the system became a project of the Georgia Regional Medical Program in 1968 and now includes offices of practicing physicians and 15 institutions.

FACILITIES: The Center has complete in-plant motion picture, filmstrip and television, production and laboratory equipment located in a four-story building designed especially for audiovisual activities. In addition, it acquires, prints and distributes medical and health-related films, makes multiple prints and distributes them throughout the world, operates the National Archives of Medical Motion Pictures and maintains an international central reference file of medical audiovisuals.

DISTRIBUTION: Public Health Service films are available from National Medical Audiovisual Center (Annex), Station K, Atlanta, Georgia

30324, on loan to schools of the health professions, other medical/health institutions and organizations throughout the U.S. and abroad. Films are listed in the National Medical Audiovisual Center Catalog published annually. Information on teaching films is also available from a central reference file.

REFERENCE SOURCES: In addition to the National Medical Audiovisual Center Catalog, two other catalogs are published by the Center: *Film Reference Guide for Medicine and Allied Sciences* and *Sensory Disease Film Guide*. A special catalog of selected films on heart disease, cancer and stroke is available, as are special listings on mental retardation, dentistry, and organ transplants. A master international index is maintained to support special requests for film information not otherwise available.

PRODUCTIONS: Among recent 16mm motion pictures produced at the Center are *The Price of Survival*, produced for the Division of Health Mobilization to encourage advanced disaster planning at the local level for the protection of community health; *Community Action in Aguprieta*, a film documenting a health and sanitation program carried out in a small Mexican border town; *Bone Marrow Aspiration*, demonstrating the technique of taking bone marrow specimens from the sternum and the preparation of smears for staining.

A series of videotapes was begun to teach techniques, principles and procedures of clinical pathology to hospital residents, interns, medical students and to serve as a source of review for practicing physicians and allied personnel. Four videotapes from this series include *Theories of Blood Coagulation*, *Isolation and Identification of Enteric Bacteria*, *Kidney Function Tests*, and *Mechanical Equipment for Cardio-Pulmonary Resuscitation*.

An educational package, for instruction of vocational rehabilitation counselors in rehabilitation of victims of heart disease, cancer and stroke was completed in 1968 and included

Continued on page 41

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These are all empty words indeed, without the know-how and the personal attention of experienced people to back them up.

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government . . .

continued

motion pictures, a filmstrip, a student manual, and a teacher's guide. Among motion pictures in the package are: *Edward Bailey - Cardiac*; *John Hazen - Cardiac*; and *David Carney - Cardiac*.

More than 100 films were produced by the Center in 1968, many of them with Spanish and French sound tracks as well as English.

Social Security Administration

Baltimore, Maryland 21235

Russell R. Jalburt, *Assistant Commissioner for Public Affairs*

Phone: 944-5000 ext. 2187

Robert T. Fenwick, *Chief, Audio-Visual Branch, Office of Information*

Phone: 944-5000, ext. 5587

ACTIVITIES: The Social Security Administration produces and distributes films on Old Age, Survivors, and Disability Insurance, and on Health Insurance (Medicare). These are public information films designed to explain to the viewer what he needs to know about the social security law and what benefits he might be entitled to. Most films and spots are intended for both television and theatrical use.

FACILITIES: The Administration has a small studio and limited facilities located in the Baltimore Headquarters Building. Some film work is contracted to commercial producers.

DISTRIBUTION: Through 800 District and Branch offices throughout the country, prints may be obtained on a free loan basis. Prints may also be bought.

DEPARTMENT OF INTERIOR

Washington, D.C. 20240

• The Department of Interior produces films which are concerned with the management, conservation and development of natural resources in every section of the Nation. Films are available from the bureau in which they have been produced.

Office of the Secretary

Harmon Kallman, *Office of Information*

Phone: (202) 343-3171

Inquiries concerning the use of Department of Interior films for television should be addressed to this office. A Departmental film catalog is available on request.

The Bureau of Land Management

John A. Mattoon, *Chief, Office of Information*

Phone: (202) 343-3609

• Five films are available from the Bureau's office including the award-winning new film *The Last Frontier*, a 29-minute film about America's last public domain lands, their history and future.

Others available for loan and for TV showings are: *Alaska, Land to Grow On*, 28-minute color film on public lands and resources in Alaska; *Watershed Conservation*, demonstrating water conservation on the public lands; *Rogue River Country*, 28-minute color film about the recreational opportunities and wealth of natural resources found in the Rogue River Valley of southwestern Oregon, and *This Waiting Land*, a 27-minute color film, which contrasts pioneering a century ago with present day multiple use resources management. State BLM offices having libraries are: Portland, Sacramento, Phoenix, Reno, Salt Lake City, Santa Fe, Denver, Cheyenne, Boise, Billings, and Anchorage.

The U. S. Bureau of Mines

Dr. A. Nicholas Vardac, *Officer-in-Charge, Audio-Visual Programs, Motion Picture Development and Production Bureau of Mines, Washington, D.C. 20240*

Phone: REpublic 7-1820, Ext. 3359

ACTIVITIES: The Bureau of Mines has a broad film program dating from about 1920. Motion picture subjects deal with natural resources of states and areas and with mineral commodities including metals, non-metals and petroleum. Recently released films include: *Helium, Aluminum - Metal of Many Faces, Nevada and Its Natural Resources, Steelmaking Today, The Extraordinary World of Zinc, The Lead Matrix, Silver, Wealth of the Wasteland, More Fire Control, First Aid Now* and *Tennessee and Its Natural Resources*.

FACILITIES: All films are made in cooperation with private industrial firms which pay production costs and select commercial film producers. The Bureau maintains no production facilities.

DISTRIBUTION: About 8,500 prints of films are distributed to the public on a free loan basis from the film distribution center of the Bureau of Mines, 4800 Forbes Ave., Pittsburgh, Pa. 15213, and from depositories in 40 states. Annual number of showings is 240,000. Most films are cleared for free TV use. Single or block bookings arranged. Catalogs available.

PRODUCTIONS: Currently in production are films on *Molybdenum, the State of Oregon, the Modern Refractor, the State of Pennsylvania* and *Down to Earth; States of the Union* and *Out of the Earth*.

The Bureau of Reclamation

Ottis Peterson, *Assistant to the Commissioner, Information*

Phone: (202) 343-4662

Continued on page 42

Results like these . . . with moderate budgets?

- First Prize, San Francisco International Film Festival, '68.
- The "Chris" Statuette, Columbus Film Festival, '68.
- George Washington Honor Medal, Freedoms Foundation at Valley Forge.
- "Creative Excellence" Award, U S Industrial Film Festival, '68.
- The "Golden Eagle" Award, Eighth Annual CINE Film Competition.
- Two "Golden Eagle" Awards, Ninth Annual CINE Film Competition.
- Second Prize, Film Festival of the Photographic Society of America, '68.
- Bronze Plaque, Atlanta International Film Festival, '68.
- Silver Medal, International Film & TV Festival of New York, '65.
- Silver Medal, International Film & TV Festival of New York, '66.
- Bronze Medal, International Film & TV Festival of New York, '67.
- Award Certificate, Seventh American Film Festival.
- Award Certificate, Tenth American Film Festival.
- "Chris" Award Certificate, Fifteenth Annual Columbus Film Festival.
- "Chris" Award Certificate, Sixteenth Annual Columbus Film Festival.
- Selected to represent the United States in four foreign film festivals.



John Savage
Writer-Producer

Crest Productions, 372 Michigan Road, New Canaan, Conn. 06840

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211 E. GRAND AVE., CHICAGO, ILLINOIS 60611 ■ AREA CODE (312) 644-1990

government...

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ACTIVITIES: The Bureau of Reclamation produces one or two pictures a year on water resource development in the seventeen western states — usually "low budget" sound-color films which run 14 or 28 minutes for TV use. Film catalogs are available from the Washington, D.C., office of the Bureau; the Regional offices and the Film Distribution Center in Denver.

FACILITIES: Most of the film work for the Bureau of Reclamation is contracted by the appropriate Regional office with commercial producers. There are seven Regional offices, all in the western states, supervised by the Washington office.

DISTRIBUTION: Distribution of Bureau of Reclamation films is now accomplished through the Film Distribution Center, Bureau of Reclamation, Bldg. 67, Denver Federal Center, Denver, Colorado 80225. On occasion, surplus prints are loaned to educational institutions for their distribution libraries.

PRODUCTIONS: Recent productions include: *Rivers in the Sky*, a picture with unusual cloud effects resulting from time-lapse photograph, to show research in weather modification. *Flaming Gorge*, the story of the construction of a high dam on the Green River in the Rocky Mountains in northern Utah which was selected as the winner in public relations, sales and advertising in an industrial photography competition; *Power for a Nation* in which the Bureau of Reclamation collaborated with other Department agencies to portray the role of the Department in hydropower production. The Bureau of Reclamation is also distributing prints of *New Water for a Thirsty World* which was produced by

the Office of Saline Water of the Department of the Interior.

U. S. Fish & Wildlife Service

Elliot A. Macklow, *Chief, Audio-Visual Services*, Branch of Marketing, Bureau of Commercial Fisheries, Fish & Wildlife Service. Phone: (202) 343-6897

ACTIVITIES: Using commercial contractual motion picture facilities, this organizational unit plans, produces and distributes fishery marketing and educational motion pictures sponsored by both Government and industry. Other audio-visual materials such as fishery television spot announcements and radio spot announcement discs and are also produced and distributed.

FACILITIES: Commercial contractual motion picture facilities.

DISTRIBUTION: Utilizing about 200 Government and private film libraries, 26 fishery motion pictures are distributed free of charge upon request. Provision has been made so that most of the films are cleared for television, although special permission is required before telecasting. Stock footage is not available. A catalog listing the commercial fisheries films distributed and the instructions for obtaining them may be obtained free of charge upon request. A central Audio-Visual Services film library is maintained. Films and information may be obtained by writing Audio Visual Services, Bureau of Commercial Fisheries, 1815 N. Ft. Myer Drive, Room 601, Arlington, Va., 22209. Requests for films to be sent outside the U. S. should be made to the nearest U. S. Embassy or Consulate. Applications are accepted from institutions wishing to serve as non-profit film libraries.

PRODUCTIONS: The following motion pictures are the latest added to the film library system: *Flavor of Maine*, sponsored by the Maine Sardine Council; *Trout USA*, for the U.S. Trout Farmers Association; *Mullet Country*, spon-

sored by the Florida Board of Conservation; *Estuarine Heritage* and *The Biologist and the Boy*, both produced for the five states bordering the Gulf of Mexico, comprising the Gulf States Marine Fisheries Commission.

The U. S. Geological Survey

Frank H. Forrester, *Information Officer*
Phones: (202) 343-4646/4647

• This office maintains and distributes a limited collection of motion picture films dealing with the earth sciences. Of major interest are the award winning films, *The Eruption of Kilauea*, 1959-60 and the earlier film release, *The 1955 Eruption of Kilauea*. These show, at close range, the spectacular eruption of the Kilauea volcano on the island of Hawaii.

Recent film releases include the *Alaskan Earthquake*, 1964 and *The Sea River*. The first of these films documents the destructive effects of the March 27, 1964, Alaskan earthquake both graphically and pictorially in on-the-spot scenes. The *Sea River* film records hydrological investigations carried on in the Amazon River Basin as a joint operation between the Geological Survey and the Brazilian Navy.

Requests for additional information about these and other films should be addressed to the Information Office, U.S. Geological Survey, Washington, D.C. 20242.

THE LIBRARY OF CONGRESS

Washington, D.C. 20540

Dr. Edgar Breitenbach, *Chief, Prints and Photographs Div.*

Phone: STerling 3-0400, ext. 217

Dr. John B. Kuiper, *Head, Motion Picture Section*

Phone: STerling 3-0400, ext. 721

Paul Spehr, *Motion Picture Specialist*

Phone: STerling 3-0400, ext. 721

Continued on page 44

**5th
Chicago
International
Film Festival**

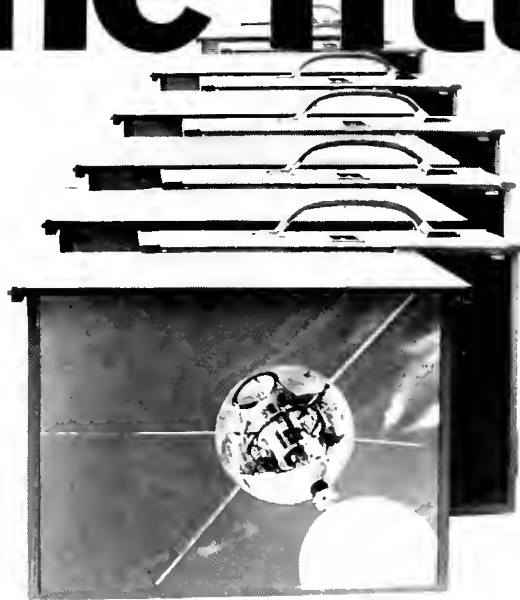
November 8-19

Competitive categories include:
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Industrial Films Educational Films Student Films
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U.S. Television Commercials Television Productions

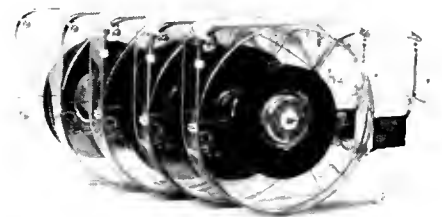
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from the center of the coil. We've also added metal strips in the plastic platters. Now only metal touches the film's edges. We further strengthened the cartridge's long wearing capabilities with rollers of new wear-resistant plastics. Result? Virtually the end of film breakage. Our new cartridge does away with center film breakage due to surface dirt. It also prevents any damage from a pronounced "set" in the film from inactivity.



And so our evolution goes. And so it will go on. Because thousands of customers are using our projector. In the field, where it really counts. Because we're constantly in touch with them. Making modifications to their needs. And doing our own extensive tests in the lab as well. And because we're continually refining and improving our projector, our Super 8 projector always is new, refined and bettered.

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MPO Repeater Projector Sales Division

New York: 461 Park Avenue South Chicago: 528 N. Michigan Avenue No. Hollywood: 5400 Cahuenga Blvd.



government...

continued

Mrs. Elizabeth K. Dunne, *Chief, Copyright Cataloging Division, Copyright Office*
Phone: STerling 3-0400, ext. 458
Mrs. Katharine W. Clugston, *Audio-Visual Specialist, Descriptive Cataloging Div.*
Phone: STerling 3-0400, ext. 484
Mrs. Virginia Colbert, *Acting Head, Special Services Section, Card Division*
Phone: STerling 3-0400, ext. 573

• The Library of Congress has an unrivalled collection of American films dating from the infancy of the motion-picture industry, which it has acquired through the operation of the copyright law and through gifts, and it also has a large body of foreign films turned over to it as a result of wartime seizure. The Library's activities in the motion-picture field include the registration of claims to copyright, the acquisition of films, the cataloging of films and related bibliographical data.

The Library's Copyright Office has registered claims to copyright for motion pictures since 1894, when the first examples of this medium were deposited in the Library in the form of photographic paper prints; since 1912 the copyright law has provided for the registration and deposit of motion pictures as such. Generally, under the provisions of the motion-picture copyright agreement between the Library of Congress and the motion-picture proprietors, the films are returned to the copyright proprietor by the Library after registration, but the Library has the right to claim the deposits for its collections later.

The Copyright Cataloging Division of the Copyright Office prepares a semi-annual *Catalog of Copyright Entries: Motion Pictures and Filmstrips*, which lists all such materials registered for copyright in the United States and which is published by the Library and sold by the Government Printing Office. It has also prepared four cumulative catalogs entitled *Motion Pictures*, which together cover registrations of films for the years 1894-1959 and which are for sale by the Government Printing Office.

In addition, the Library's Descriptive and Subject Cataloging Divisions catalog educational films, using data submitted largely by producers and distributors, and the Library publishes this cataloging information in two useful forms for purchase by other libraries or individuals. One form is the printed catalog card, which any film-user may purchase to establish his own card-catalog for the control of his collection and for the dissemination of film information. The other is a book-catalog reproduced photographically from the printed cards and containing a detailed subject-index, adequately cross-indexed; entitled *Library of Congress Catalog - Motion Pictures and Film-Strips*, this publication is issued quarterly and in annual cumulation, and it also appears as a volume in the quinquennial cumulation of the Library's *National Union Catalog*. Both the printed catalog cards and the book-catalog may be purchased from the Card Division, Library of Congress, Building 159, Navy yard Annex, Washington, D.C. 20541.

The Library's collection of motion pictures comprises about 89,000 reels and is in the custody of the Prints and Photographs Division in the Reference Department. It is primarily an archive in nature, and reference service is provided to assist research activities. The Library does not lend motion pictures, but some films

may be copied under certain conditions; copying requires the signing of a standard agreement concerning the clearance of copyright and the copying of equivalent footage for the Library.

POST OFFICE DEPARTMENT

Washington, D. C. 20260

Vacancy: *Special Assistant to the Postmaster General, Public Information*

Phone: 961-7500

D. Jamison Cain, *Deputy Special Assistant to the Postmaster General, Public Information*

Phone: 961-7713

Murray Kramer, *Director, Special Projects, Office of Special Assistant to Postmaster General, Public Information*

(Public Information Films)

Phone: 961-8185

Ray N. Mahan, *Chief, Motion Picture Branch, Office of Special Assistant to Postmaster General, Public Information*

Phone: 961-7711

ACTIVITIES: The Post Office Department currently uses Public Information film clips for Public Service, plus training and engineering photo reports.

FACILITIES: Limited motion picture production performed by the Department. Public Service film production is contracted:

Bureau of Facilities, Procurement Division

Room 7407, Post Office Department

Washington, D.C. 20260

Continued on page 40



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Atlanta, Georgia, U.S.A. 30324
TELE: 411/633-4115/4116/4107
CABLE: INTERFILM/U.S.A.
TELEX: 54-2484
MOBILE TELEPHONE: 30944

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continued

DISTRIBUTION: Public information film clips for public service and documentary films are distributed through U.S. Postmasters in all regions.

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Office of Public Affairs —
Audio-Visual Program
Washington, D.C. 20546

Walter E. Whitaker, *Audio-Visual Officer*
Room 811, Reporters Building
Phone: 962-2757

James B. Etheredge, *Chief, Motion Picture
Production*, Room 811, Reporters Building
Phone: 962-2757

Warren Phipps, *Chief, Distribution and
Depository*, Room 811, Reporters Building
Phone: 962-2858

Clayton L. Edwards, *Manager, TV Produc-
tions/Services*, Room 6050, Federal Office
Building 6
Phone: 962-2795

ACTIVITIES: These branches supervise the agency-wide production and distribution of films,

TV and radio programs, and other audio-visual materials on space and aeronautics; and coordinate requests for NASA assistance from media producers and the public.

FACILITIES: Production requirements are fulfilled primarily by contractors under a "call contract" or basic ordering agreement system, with some in-house production.

DISTRIBUTION: NASA films, tapes, and production aids are available on free loan; stock footage and transparencies may be purchased from agency contractor laboratories. All requests for assistance in film productions should be sent to Mr. Whitaker, requests for TV production assistance to Mr. Edwards. Requests to borrow NASA films or other AV materials should be sent to Mr. Phipps.

PRODUCTIONS: Those released in 1968 include: *America in Space; The First Decade; Apollo Mission Highlights; Debrief; Apollo 8; Nuclear Propulsion in Space; Radio Astronomy Explorer and The Flight of Apollo 7.*

DEPARTMENT OF TRANSPORTATION FEDERAL AVIATION ADMINISTRATION

800 Independence Ave., S.W., Room 412B
Washington, D.C. 20590

Phone: WOrth 2-5693

John A. Nugent, *Chief, Motion Picture
and TV Branch, HQ-450*

Martin Konigsmacher, *Senior Production
Supervisor*

Jerry Ward, *Producer-Director*
George Mathieu, *Project Coordinator*

ACTIVITIES: The Motion Picture and TV Branch produces motion pictures and television programs designed to meet the needs of the Services and Offices which comprise the Federal Aviation Administration.

FACILITIES: The FAA uses both in-service capabilities and commercial contracts with industry in supplying its motion picture services.

FILM DISTRIBUTION: Distribution of FAA films is handled through the Aeronautical Center Film Library, AC-43.1, P.O. Box 1082, Oklahoma City, Oklahoma.

MOTION PICTURE PRODUCTION: Productions vary from highly technical training films to those designed for the general public. Numerous awards have been won in both national and international film festivals.

Federal Highway Administration

William F. Hall, *Chief, Photographic Section*
Phone: WOrth 7-3013

ACTIVITIES: This Bureau produces films on subjects pertinent to highway development, safety, and related subjects, sometimes in cooperation with other government agencies, state and local highway departments, and other interested organizations.

FACILITIES: In-house capacity.

DISTRIBUTION: These films are available on a
Continued on page 48

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loan basis, with borrower paying return transportation, from Chief, Photographic Section, Federal Highway Administration, Washington, D.C. 20591. Films may be purchased by responsible organizations, by inquiry to same address.

United States Coast Guard

Washington, D.C. 20591
Phone: (202) WOrth 4-5303

H. E. Whitwer, *Chief, Motion Picture & TV Branch, Public Information Division*

ACTIVITIES: The U. S. Coast Guard produces information and training, as well as recruiting films. The majority are in 16mm color-sound with running time of 3 to 28 minutes. Coast Guard films have consistently been selected by the United States government for entry in foreign film festivals, and have won a number of awards.

FACILITIES: In-house capability. The Coast Guard has limited in-house writing, directing, shooting and editorial capability. Additional production services as well as all processing and printing are contracted for as required.

DISTRIBUTION: A catalog of U.S. Coast Guard films is distributed by film libraries in Washington, D. C. and at District offices in Boston, New York, Portsmouth, Miami, New Orleans, St. Louis, Long Beach, San Francisco, Seattle, Juneau and Honolulu.

PRODUCTIONS: Current productions include training films, public information films and TV spots.

U. S. TREASURY DEPARTMENT

Washington, D.C. 20025

• A recently-revised version of a 28-minute film, *The Treasury Story* reviews the activities of this Department. A five-minute summary version is also available for use in continuous automatic projectors.

Internal Revenue Service

Phillip S. Horne, *Training Production Coordinator*, Phone: 557-2943
Charles M. Lammond, *Visual Information Officer, Office of Public Information*, Phone: WOrth 4-4037

ACTIVITIES: Films for public and internal use are prepared by the Internal Revenue Service. Motion pictures for public viewing are produced by the Public Information Division, those for employee training or orientation by the Training Division. The Training Division also produces filmstrips, slide tape programs and videotapes for internal use. The Information Division also supervises production of television spot announcements for use during each tax filing period. It has also recently begun the production of films in Spanish, partly to extend its taxpayer information in the U.S. and partly as an advisory aid to Latin American countries concerned with Federal government cooperative programs.

FACILITIES: The public information films of Internal Revenue Service are produced professionally, usually utilizing the agency's own office facilities and personnel for background scenes but hiring professional talent for action bits, narration, etc. Laboratory production facilities are contracted to complete the film after the first rough cut. Training films are sometimes produced with Internal Revenue Service personnel and sometimes with professional talent. Production and laboratory facilities for some training programs are also contracted.

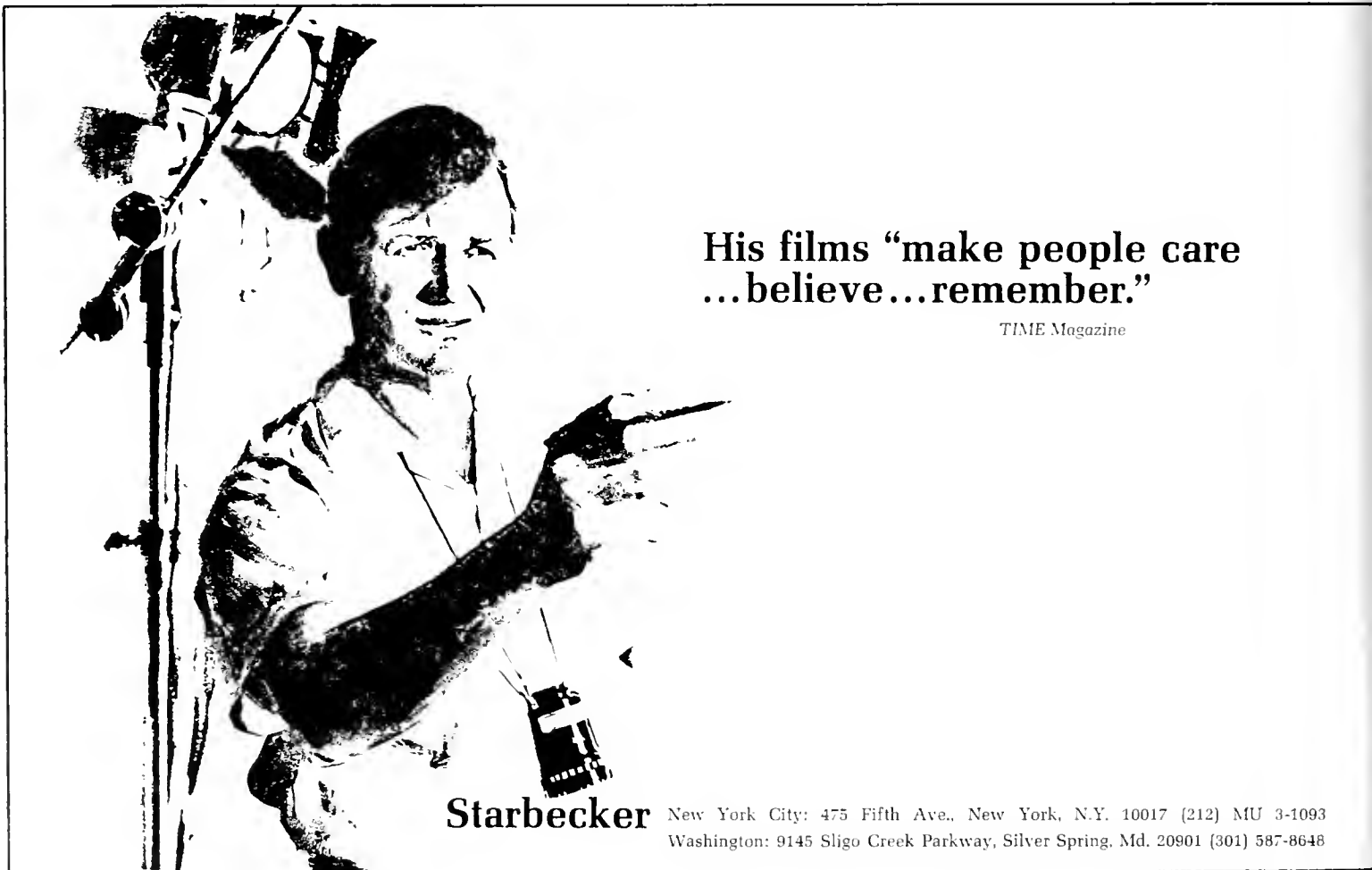
DISTRIBUTION: The 58 district offices, and several of the larger local offices, distribute Internal Revenue Service film productions. All clearances and releases have been obtained for general showing of Internal Revenue Service films. **PRODUCTIONS:** The Public Information Division has prepared a new ½-hour film production featuring Dennis James to inform taxpayers about 1969 developments in filing their federal income tax returns. In addition to this 16mm color production, it also has released a 20-minute, 16mm color combination historical and informational film, *Mission for Millions*, which will give taxpayer viewers an insight into actual operations of Internal Revenue Service offices of all types. A 10-minute film, *Right on the Button*, describes the ADP — automatic data processing — of tax returns, from the standpoint of taxpayer interest.

U. S. Savings Bond Division

Jacob Mogelev, *Promotion Manager, U.S. Savings Bonds*
Phone: WOrth 4-570

• A variety of films telling the story of U.S. Savings Bonds is available suitable for community audiences of all kinds. Many are inspirational, some humorous, some informational. They were made available to the Treasury through the generosity of patriotic volunteers. Their showings take place under volunteer auspices as well. *The Land We Love*, 16mm, sound-color, 23 min., cleared for television. *24 Hours in Tyrantland*, 16mm, sound-black and white, 30 min., television rights by special arrangement only. *Grampa's Inheritance*, 16mm, sound, black and white, 16 min., television rights by special arrangement only. *Star Spangled Salesman*, 16mm, sound, color, 20 min., not for television. *Riley — Savings Bonds Salesman*, 16mm, sound, black and white, 19½

Continued on page 50



**His films "make people care
...believe...remember."**

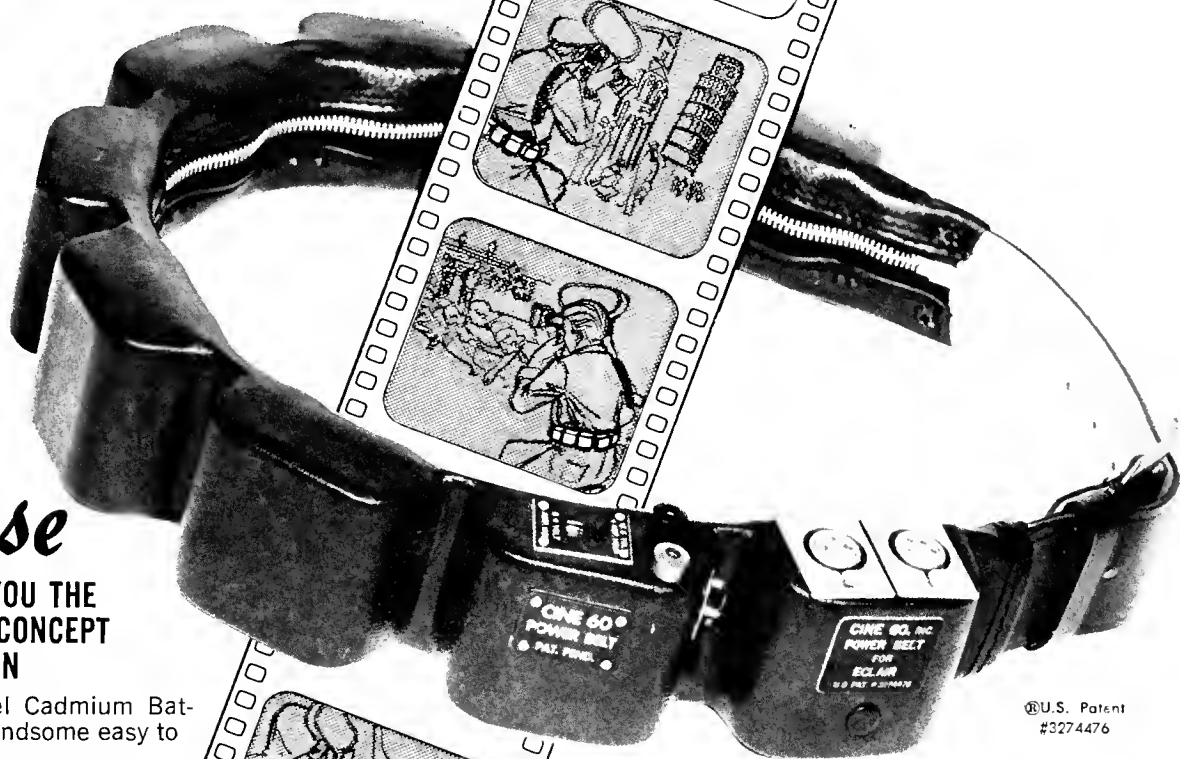
TIME Magazine

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Washington: 9145 Sligo Creek Parkway, Silver Spring, Md. 20901 (301) 587-8648

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min., television rights by special arrangement only. *Wilbur Gets the Message* . . . *About Payroll Savings*, 16mm, sound, black and white, 20 min. *Danny Kaye for School Savings*, 16mm, sound, black and white, 16½ min., not cleared for television. *The Junior Astronaut*, 16mm, sound, black and white, 15 min., cleared for television. *Rocky and Bullwinkle Savings Stamp Club*, 16mm, sound, black and white, animated cartoon, 15 min., cleared for television. *Beaver's Savings Stamps*, 16mm, sound, black and white, 18 min., cleared for television. *Stamp Day for Superman*, 16mm, sound, black and white, 15 min., cleared for television. *The Story of Old Glory*, 16mm, color, sound, 16 min., not cleared for television.

THE UNITED STATES INFORMATION AGENCY

Washington 25, D.C.

Bruce Herschensohn, *Director, Motion Picture & TV Service*

Phone: WO 2-6961

Anthony Guarco, *Deputy Director, Motion Picture & TV Service*

Phone: WO 2-6962

Howard Kirchwehm, *Program Manager*

Phone: WO 3-5938

Anthony Jowitt, *Production Manager*

Phone: WO 2-6170

Richard Mohler, *Chief News & Special Events Division*

Phone: WO 2-6974

Antonio Vellani, *Chief, Documentary Production Division*

Phone: WO 3-4130

John DeViney, *Chief, Staff Production*

Phone: WO 2-1948

Ralph Price, *Operations Manager*

Phone: WO 2-0586

Wilbert Pearson, *Chief, Comm-Media*

Attestation Staff

Phone: WO 2-3102

Doug Smith, *Chief, Acquisitions Staff*

Phone: WO 2-7955

John R. Wheeler, *Chief, Administrative Office*

Phone: WO 2-6060

SERVICES and FACILITIES: USIA produces, acquires and distributes abroad motion picture and television films for the overseas information and cultural program of the U.S. Government. The USIA audience numbers over 260 million viewers in 92 countries plus some 750 million persons who annually see USIA films in theaters and private showings. Output ranges the full gamut of both media — from brief newsclips to feature length motion pictures and hour-long television dramas. These products are released in as many as 58 foreign languages.

PRODUCTIONS: Examples of the agency's motion picture and television output include: *The Eighth District*, *Hands of A Stranger* and *The Other War*, documentaries on Viet Nam; *Cleveland Makes a Choice*, a documentary on the election of Mayor Stokes; *Media Hora* and *Emilio Espina*, half hour and one hour television series being shown in Latin America; *Cowboy*, one of the "Young America" documentaries which was nominated for an Academy Award last year; and *John F. Kennedy: Years of Lightning, Day of Drums*, the 90-minute color feature, continues in heavy demand in its fourth year of release.

THE PEACE CORPS

Washington, D.C. 20525

Kenneth Skirvin, *Special Assistant, Division of Administrative Services*

Phone: (202) 382-2482

DISTRIBUTION: Two films, *A Mission of Discovery* (1964) and *A Choice I Made* (1965) are distributed by United World Free Films through 30 outlets in continental U.S., Alaska and Hawaii.

Information regarding other films produced for the Peace Corps may be obtained by writing directly to the Peace Corps.

THE CANADIAN FILM INSTITUTE

NATIONAL OFFICE: 1762 Carling Avenue, Ottawa 13, Ontario, Canada.

OFFICERS: Jean Clavel, President; T. Johnson, Vice President; Andre Saumier, Vice President; Gordon Sparling, Honorary Treasurer; Gordon Noble, Executive Director.

DIVISIONS: Canadian Film Archives, National Science Film Library, Business Film Service, Reference and Information Center.

PURPOSE: To bring together Canada's educational, scientific, cultural and community interest in the field of films and to encourage and promote the study, appreciation and use of motion pictures and television as educational and cultural factors.

ACTIVITIES: Film Services — National Circulating Film Library (12,000 titles in special subject collections); Importation of films from other countries (Special services in the fields of business films, scientific films, films on art, medical films, etc.); Reference and Information Center — information on 100,000 feature and short films, newspaper clippings; book and periodicals library, etc.; Canadian Film Archives — preservation and study of films; National Film Theatre, Peter Morris, Curator; National Science Film Library — programmes, information and distribution in the area of science films, Steven Rothwell, Programmer, Director.

PUBLICATIONS: Books, Booklets, Film Study Notes, Catalogues, Special Subject Listings, Information Sheets.

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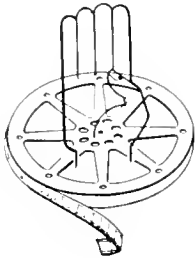
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**ASSOCIATION OF
MOTION PICTURE PRODUCERS
AND LABORATORIES OF CANADA**

OFFICE (Of the President): 12 Shuter Street, Toronto 1, Ontario; (Of the Executive Secretary): Suite 512, 55 York Street, Toronto 1, Ontario, Canada.

OFFICERS: Heinz A. K. Drege (Drege Audio Ltd.), *President*; Robert C. Crone (Film House Limited), *Vice President*; Roger J. Beaudry (Pathe-Humphries of Canada Lt.), *Honorary President*; Frank A. Young, *Executive Secretary*.

DIRECTORS: Roger J. Beaudry (Pathe-Humphries of Canada Ltd.), Murray Briskin (Associated Screen Industries Ltd.), Al Dancy (TDF Film Productions Limited), Tom F. Glynn (Crawley Films Ltd.), E. Wally Hamilton (Trans-Canada Films Ltd.), Gunter Henning (Western Films Limited), Henry Michaud (Omega Productions, Inc.), Maxine Samuels (ASP Productions Ltd.), Pat Clever (Comprehensive Distributors Ltd.).

MEMBERSHIP: Canadian firms, proprietorships, partnerships, corporations and agencies engaged in motion picture production or laboratory work are eligible for Active Membership (voting). Persons, firms or organizations acceptable to the membership and interested in the furtherance of the motion picture industry in Canada are eligible for Associate Membership (non-voting). Present membership: 59 Active Members; 15 Associate Members; Total 74.

PURPOSE: To promote the common interest of those engaged in the motion picture production and laboratory industries in Canada by maintaining the highest possible standards in the production of motion pictures for industrial, commercial, theatrical, or television release; to represent the industry in its relations with government, other associations and the public at large; to encourage government agencies to have their films produced by private producers.

ACTIVITIES: 1. To continue to promote the quality and use of Canadian private film production and laboratory industries. 2. To encourage all governments and government agencies to let more and more film production via tender to private producers, and to produce fewer films themselves. 3. To co-operate with the Federal Government in the operation of the Canadian Film Development Corporation. 4. To take an increasingly important part in the staging of the impressive annual Canadian Film Awards competition. 5. To provide constant liaison with all levels of government in matters of taxation.

**AUDIO VISUAL SERVICE COMMITTEE
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ADVERTISERS, INC.**

OFFICE: 155 E. 44th St. New York, N.Y. 10017.

OFFICERS: Peter W. Allport, *president*; William D. Kistler, *Vice President*; Anthon C. Lunt, *Administrative Secretary, Audio-Visual Service Committee*.

MEMBERSHIP: *Chairman*: Willis H. Prair Jr. (American Telephone & Telegraph Co.); *Committee Members*: R. W. Bonta (General Electric Co.); Walter A. Burton (Honeywell Inc.); Robert J. Cohen (Bell & Howell Co.); William J. Connelly (Union Carbide Corp.); James G. Damon, Jr. (IBM World Trade Corp.); John Flory (Eastman Kodak Co.); John K. Ford (General Motors Corp.); Gerry G. Germain (Metropolitan Life Insurance Co.); John P. Grember (United Air Lines); F. Barry Koss (Worthington Corp.); William J. McGlone (3M Co.); Frank Rollins (E. F. Squibb & Sons); Johna Pepper (Ford Motor Co.); B. B. Randolph (Alcoa).

PURPOSE: The committee initiates and executes projects which will provide the 130 "Audio-Visual Interest Group" members of the ANA with cost, technical, distribution and other information about business films and other audio-visual materials and techniques.

**BIOLOGICAL PHOTOGRAPHIC
ASSOCIATION, INC.**

HEADQUARTERS: P.O. Box 12866, Philadelphia, Pa. 19108. (Office of the Executive Secretary).

OFFICERS: Howard E. Tribe, RBP, FBPA (Academic Communications Facility, Health Science Center, UCLA), *President*; Stanley Klosevych, RBP, FRMS, FBPA (Bio-Graphic Unit, Canada Agriculture), *Vice President*; Richard C. Matthias, RBP Visual Communication, (Smith Kline & French Laboratories), *Secretary-Treasurer*.

EX OFFICIO: Stanley Klosevych, RBP, FBPA (Bio-Graphic Unit, Canada Agriculture), *Editor of the Journal*; Lawrence B. Brown, FBPA (Harvard School of Dental Medicine), *Chairman, Chapters Committee*; Clifford I. Freeche (University of Washington), *President 1967-68*; Lardner A. Coffey, RBF, FBPA (Section of Photography, May Clinic), *President, 1964-65*; Mervin W. LaRue, Sr., FBPA (Mervin W. LaRue, Inc.), *President, 1962-63*.

DIRECTORS: Robert A. Brown RBP (Medical College Hospital); Marianne Gaetten (Ontario Cancer Institute); Leonard Har (Veterans Administration Hospital); David Lubin RBP, FBPA (Veterans Administration Center); Frank G. Minello RBP, FBPA Charles G. Reiner RBP (Veterans Administration Hospital); Donald Fritts, RBP, FBPA (Montana State College); John P. Vetter RBP, FBPA (Western Penn. Hospital).

PURPOSE: The BPA was founded at Yale University in 1931 as a group of medical, dental, veterinary and natural science photographers. Active membership is limited to those professionally engaged in the practice of bio-photography. The BPA is dedicated to the study and improvement of photographic science as applied to all things which live or have lived.

ACTIVITIES: The 1969 annual meeting will be held at the Kahler Hotel in Rochester, Minn., August 18-21, 1969. Chapters hold area meetings for their respective members. Slide-tape lectures of outstanding papers.

Continued on page 5

Trade and Professional Organizations Serving the Film and Audiovisual Industry

**THE ASSOCIATION OF
CINEMA LABORATOIRES, INC.**

OFFICE: 1925 K St., N.W., Washington, D.C. 20006. Phone: (202) FE 8-3157.

OFFICERS: W. D. Hedden (Calvin Productions, Inc.), *President*; Garland C. Misener (Capital Film Laboratory), *Vice President*; R. A. Colburn (Geo. W. Colburn Lab., Inc.), *Treasurer*; Burton Smith (Cine-Chrome Laboratories), *Secretary*; Preston B. Bergin (Association of Cinema Labs, Inc.), *Executive Secretary*.

BOARD OF DIRECTORS: Terms Expire Fall—1968: Class A—Leo Diner (Leo Diner Films, Inc.); Class B—Frank M. McGeary (Motion Pictures Labs, Inc.); Class C—G. Carleton Hunt, DeLuxe Laboratories, Inc.); *Canadian Region*—R. J. Beaudry (Pathe-Humphries of Canada, Ltd.); *Western Region*—Sidney P. Solow (Consolidated Film Industries). Terms Expire Fall—1969: Class A—Burton Smith (Cine-Chrome Laboratories, Inc.); Class B—George W. Colburn (Geo. W. Colburn Lab, Inc.); Class C—Garland C. Misener, (Capital Films Labs, Inc.); *Northeastern Region*—Harold Hinkle (Perfect Film Labs); *Central Region*—W. D. Hedden (Calvin Productions, Inc.); *Southern Region*—Dudley Spruill (Byron Motion Pictures, Inc.)

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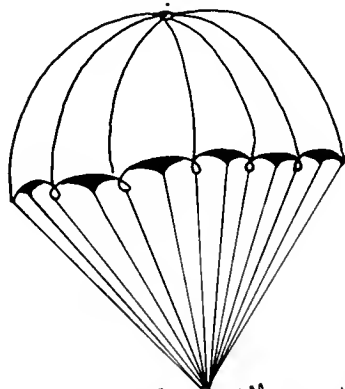
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presented at annual meetings are made available through the BPA's recorded lecture program. The 1970 annual meeting will be held at the Rice Hotel, Houston, Texas, August 10-13, 1970.

BRITISH INDUSTRIAL & SCIENTIFIC FILM ASSOCIATION

OFFICE: 193-197 Regent St., London W1, England. Phone: 01-734-4536.

OFFICERS: Sir Peter Runge, *President*; The Earl of Drogheda, The Earl of Halsbury, *Vice Presidents*; Sir Arthur Elton, *Chairman*; Laurence Mitchell, *Vice-Chairman*; Andrew Gibson-Watt, *Honorary Treasurer*; Tony Durant, *Director*.

PURPOSE: 1. To promote the use of film by industry and science in all fields of national development. 2. To encourage the exchange of information on the value, use and application of film in the fields of industry, science and, for this purpose, to employ lecturers, to arrange discussions, meetings and conferences and to publish or distribute books, journals, pamphlets and articles. 3. To support and carry out research, instruction and experiments in matters connected with use of film in the fields of industry and science, and to collect, collate and disseminate information, data and statistics relating thereto. 4. To promote festivals and competitions, alone or with others, at which films can be screened, film equipment exhibited, papers

read and discussed, and discussions organized on or incidental to the aims of the Association, to make awards and give prizes. 5. To take executive responsibility for participation in appropriate international film festivals, and to organize the selection of films to be submitted. 6. To cooperate with the Council of European Industrial Federations, the International Scientific Film Association, and other appropriate national and international organizations. 7. To sponsor or produce or in any other way to secure the production of films related to industry and science, particularly those likely (a) to generate an awareness at home and overseas of British achievement in industry and science and (b) to encourage exports. 8. To advise H.M. Government on possibilities of the production, distribution and use of film in industry and science to meet national needs at home and national purposes overseas. 9. To compile and publish the British National Film Catalogue as a record of all British and foreign films available in Great Britain; and to undertake, alone or with others, the appraisals of films, and to publish appraisals.

CHICAGO FILM COUNCIL, INC.

OFFICE: 309 W. Jackson Blvd., Suite 100, Chicago, Ill. 60606. Phone: (312) 939-6056.

OFFICERS: Jerry Curto, Jr. (Santa Fe Railway), *President*; Jack Lusk (Modern Talking Pictures), *Vice President*; Gordon Hempel (Sterling Movies, Inc.), *Secretary*; Robert Doyle (U.S. Steel Corporation), *Treasurer*; Bob Konikow (Advertising and Sales Promotion), *Program Director*.

DIRECTORS: Darryl Miller (American Dental Association); William Kruse (Audio-Visual Media, Inc.); John Colburn (John Colburn Associates); Bernard Mack (Filmack Studios); Donald Buck (Coronet Films); Robert Seipp (WTTW-TV); Dan Bjick (Illinois Bell Telephone Company); Ruth Ratny (Ruth Ratny Enterprises); John Thompson (Colburn Laboratories); Frank Bronwell (Chicago Cinema Club).

PURPOSE: The purpose of the Council is to promote, improve, and extend the use of films and other audio visual materials for commercial, informational, cultural, and socially constructive purposes and to seek progressive methods of film production, distribution, and effective use of films.

DEPARTMENT OF AUDIO/VISUAL INSTRUCTION OF THE NATIONAL EDUCATION ASSOCIATION

OFFICE: 1201 Sixteenth Street, N.W., Washington, D.C. 20036. Anna L. Hyer, *Executive Secretary*.

PURPOSE: The improvement of instruction through the better, wider use of audio-visual equipment, materials and techniques. Membership consists primarily of directors and specialists in colleges and universities, state depts. of education, and county and city school systems. School supervisors and administrators, classroom teachers, librarians and audio-visual specialists in the armed forces, in industry and among religious groups

Continued on page 56

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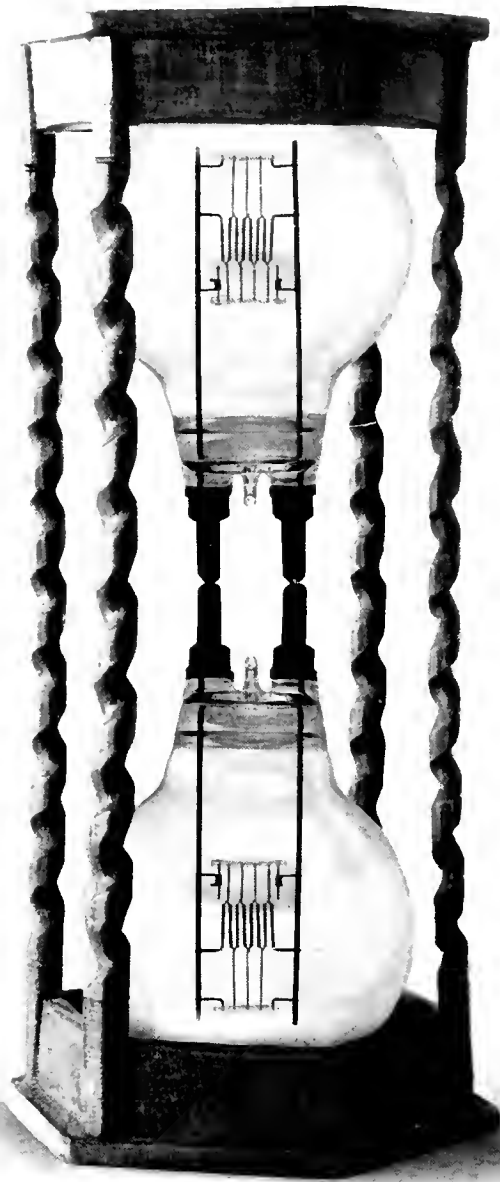
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are included in membership of this NEA-affiliated a-v department.

CONFERENCES: National convention, 1969, Portland, Ore., April 27-May 1; Post 1969 Convention Conference, Honolulu, Hawaii and Vancouver, British Columbia; 1970, Detroit, Mich. April 26-30; 1971: Philadelphia, Pa., March 14-18; 1972: Minneapolis, Minn., April 16-21; 1973: Las Vegas, Nev., April 8-13. Joint DAVI-AASL and DAVI-DESP meetings in connection with the NEA convention. Dallas, Texas, July 1 and 2. Lake Okoboji Educational Media Leadership Conference, August 18-22, 1968.

ACTIVITIES, 1968-69: DAVI convened task forces in these areas of concern: certification; technical support personnel; information science; computerized booking and cataloging; media standards. Operates a National Tape Repository of approximately 12,000 titles offering a recording service for educational institutions. DAVI has committees and commissions dealing with such areas evaluation of materials and instructional systems, history and archives, information science, legislation, professional education of media specialists, professional standards, radion and television, teacher education and technical standards. Works on joint projects with the Educational Media Council, American Assn. of School Librarians, National Assn. of Edu-

cational Broadcasters, Associated Organizations for Teacher Education, Joint Council on Educational Telecommunications. DAVI participates in activities of international organizations of the Teaching Profession, International Council for Educational Films, and in state and regional audiovisual conferences. It provides consultants for conventions of many national organizations.

PUBLICATIONS: Official organ is *Audiovisual Instruction* (monthly except July and August); *AV Communication Review* (quarterly). Current Publications: *New Media and College Teaching*; *Standards for School Media Programs*; *Teachers in TV and Other Media*; *A Survey of Policies and Practices*; *Educational Facilities with New Media*; *The State of Audiovisual Technology*; *Standards for Cataloging Coding and Scheduling Educational Media*; *Highlights of Schools Using Educational Media*; *Instructional Television Fixed Service (2500MHz): What It Is . . . How to Plan*; *DAVI Membership Directory and Data Book, 1968-69*; *Handbook for State Newsletter Editors*. Current publication list includes books and pamphlets in areas of AV instruction, TV, programmed instruction, educational technology, foreign language, educational uses of the computer, non-projected pictures. (Complete publications catalog available upon request.)

AWARDS AND SCHOLARSHIPS: Pioneer Awards for long-time service in the AV field given at each national convention; DAVI Memorial Scholarship of \$1,000 awarded annually for graduate AV study.

THE EDUCATIONAL FILM LIBRARY ASSOCIATION

OFFICE: 250 West 57th Street, New York, New York 10019.

OFFICERS: James L. Limbacher, *President*; Carolyn Guss, *Vice President*; Penny Northern, *Secretary*; Emily S. Jones, *Administrative Director* (at headquarters).

COMMITTEES: Esme Dick, *Festival Chairman*; Penny Northern, *Nominations Chairman*; Carolyn Guss, *Membership Chairman*; Jill Van de Water, *Evaluations Chairman*.

MEMBERSHIP: (Constituent) — 863 non-profit educational institutions; (Service) — 69 commercial organizations and interested individuals; 35 sub-memberships and 479 personal memberships, for a total enrollment of 1446.

PURPOSE: To encourage and improve the production, distribution and utilization of educational films. EFLA conducts a film evaluation service.

1969 AMERICAN FILM FESTIVAL: To be held May 13-17, at the New York Hilton Hotel, New York City.

PUBLICATIONS: For members — Evaluations, bi-monthly magazine *Sightlights* which incorporates the previous EFLA Bulletin, Film-list, Film Review Digest, and Service Supplements. Also books and pamphlets, described in publication list, which is available on letter-head request.

Continued on page 58

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THE FARM FILM FOUNDATION, INC.

MAIN OFFICE: 1425 H. St., N.W., Washington D.C. 20005.

OFFICERS: Dr. Roger B. Corbett (New Mexico State Univ.), *President*; Mrs. Edith T. Bennett *Executive Vice President*; Anna Breckenridge (Potomac Grange), James E. Gibson (National Archives), William D. Milsop (National Council of Farmer Cooperatives), Virginia Smith (Women's Committee, Am. Farm Bureau Federation), *Vice Presidents*; Ken Geyer (Conn. Milk Producers Assn.), *Treasurer*; J. K. Stern (American Institute of Cooperation), *Secretary*; C. D. Bennett, *Special Consultant*; Lew B. Martin (Pope, Ballard & Loos), *Counsel*; Dickson Loos (Pope, Ballard & Loos), *Asst. Treasurer*.

BOARD OF TRUSTEES: Mrs. Edith Bennett, *Exec. V.P.*; Harry O. Bercher (International Harvester Co.); William J. Brake (National Grange); Anna Breckenridge (Potomac Grange), Roger Corbett (New Mexico State University), John H. Davis (Agribusiness Consultant), Roger Fleming (American Farm Bureau Federation), Ken Geyer (Conn. Milk Producers Assn.), James Gibson (National Archives), H. G. Hawes (Maine State Dept. of Agriculture), Karl D. Loos (Pope, Ballard & Loos), Robert McLeod (Corn Products Co.), J. C. Matthiesen (Allied Chemical Corp.), William D. Milsop (National Council of Farmer Cooperatives), H. D. Newsom (National Grange), E. M. Norton (National Milk Producers Federation), Charles E. Palm (N.Y. State College of Agriculture), James Roe (E. H. Brown Adv.), Raymond Spencer (National Assn. of County Ag. Agents), Virginia Smith (Women's Committee American Farm Bureau Federation), J. K. Stern, (American Institute of Cooperation), Carroll Streeter (Farm Journal), R. D. Stuart (Quaker Oats Co.), Webster Tenney (Office of Education, HEW), J. Jerome Thompson (Chas. Pfizer & Co.).

HONORARY LIFE MEMBERS: Earl W. Benjamin, William T. Brady, Frank W. Jenks, James A. McConnell, Wheeler McMillen, Mrs. Raymond Sayre, William T. Spanton, John D. Waugh, Francis R. Wilcox.

SPECIAL CONSULTANT: Charles Dana Bennett.

BOARD OF CONSULTANTS: Roy Battles (Clear Channel Broadcasting Service); E. G. Cherbonnier (Foundation for American Agriculture); Ott Coelln (BUSINESS SCREEN MAGAZINE); Kit H. Haynes (American Farm Bureau Fed.); H. N. Hunsicker (Office of Education, HEW); J. Don Parel (Association of American Railroads); Val Sherman (National Milk Producers Federation); Russell Tall (Nat. Council of Farmer Cooperatives); C. Maurice Wieting (Ohio Farm Bureau Federation); Louis H. Wilson (National Plant Food Institute); Judd Wyatt (Missouri Farmers' Association).

MEETINGS: The Trustees meet each year in June. The Board of Consultants meet to screen films on call of the Executive Vice-President.

PURPOSE: The creation of better understanding between rural and urban America through audio-visual education.

ACTIVITIES: (1) Distributes through its main office and cooperating depositories 16mm motion pictures found suitable by Board of Consultants for Foundation endorsement. Distribution is principally to rural America. There is no cost to film users except for return postage. There is, however, a small library of special purpose rental films maintained at the main office. (2) The Foundation, through its contacts with all phases of rural America, makes available a unique consultation service to film sponsors and producers.

FEDERATION OF SPECIALISED FILM ASSOCIATIONS

OFFICE (of the Secretary): 25 Green Street, London, W. 1, England. Telephone: 01-499-0631. J.P.H. Walton, *General Secretary*.

PURPOSE: The Federation represents and promotes the interests of all branches of the specialised film industry through its constituent member Associations: (1) Association of Specialised Film Producers representing the producers of cinema shorts, documentaries, sponsored industrial and Government films. (2) Advertising Film Producers Association representing producers of advertising films for television and cinema. (3) British Animation Group representing producers of cartoon, animated diagram, special and model animation films. Each Association is represented on the Federation Council by its Chairman and Vice-Chairman and elected representatives.

THE FILM COUNCIL OF GREATER COLUMBUS

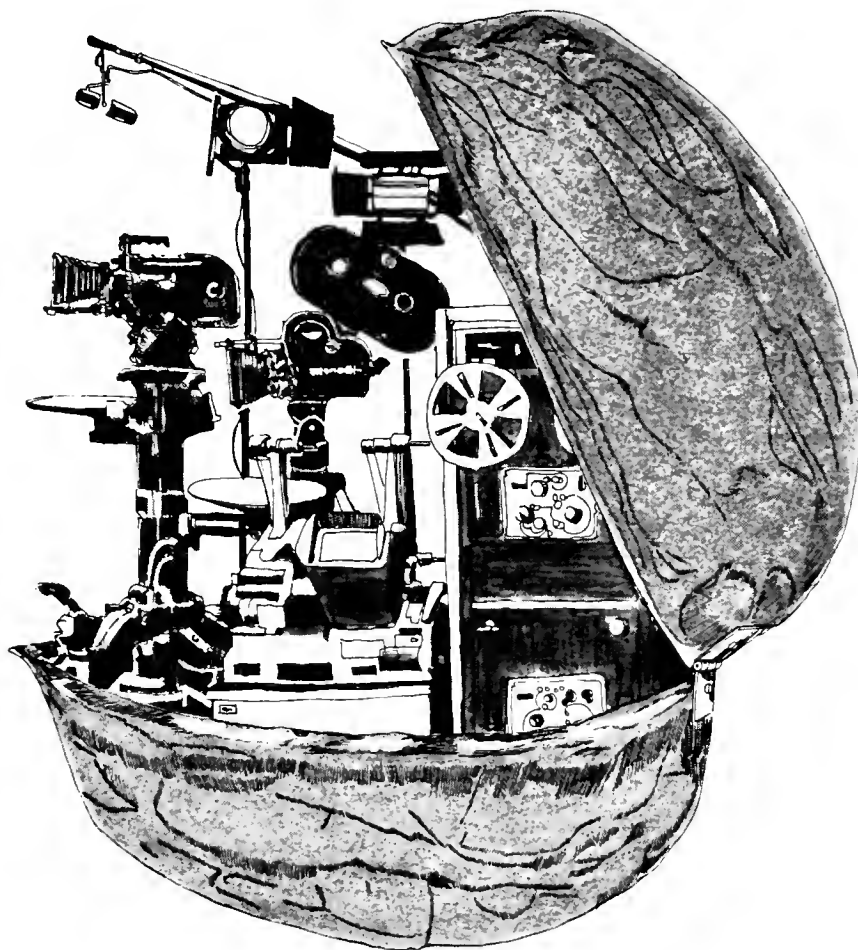
OFFICES: Center of Science and Industry, 280 E. Broad Street, Columbus, Ohio 43215, and Film Dept., Columbus Public Library, 96 So. Grant Avenue, Columbus, Ohio 43215.

OFFICERS: Dr. D. F. Prugh (Director, Franklin County Historical Society, *President*); Galvy Gordon (Public Relations Dir., Columbus Public Library), *Executive Vice-President*; Mary A. Rupe (Film Librarian, Columbus Public Library), *Secretary-Treasurer*.

TRUSTEES: G. Roger Cahaney President, (Sterling Movies U.S.A.); Dr. Edgar Dale (Research Associate of the Bureau of Education, Ohio State University); Carl M. Lenz, (President, Modern Talking Picture Service); Dr. Robert M. Wagner (Chairman, Dept. of Photography, Ohio State University); Charles W. Vaughn (Director of Communications Arts Department, Xavier University).

Continued on page 60

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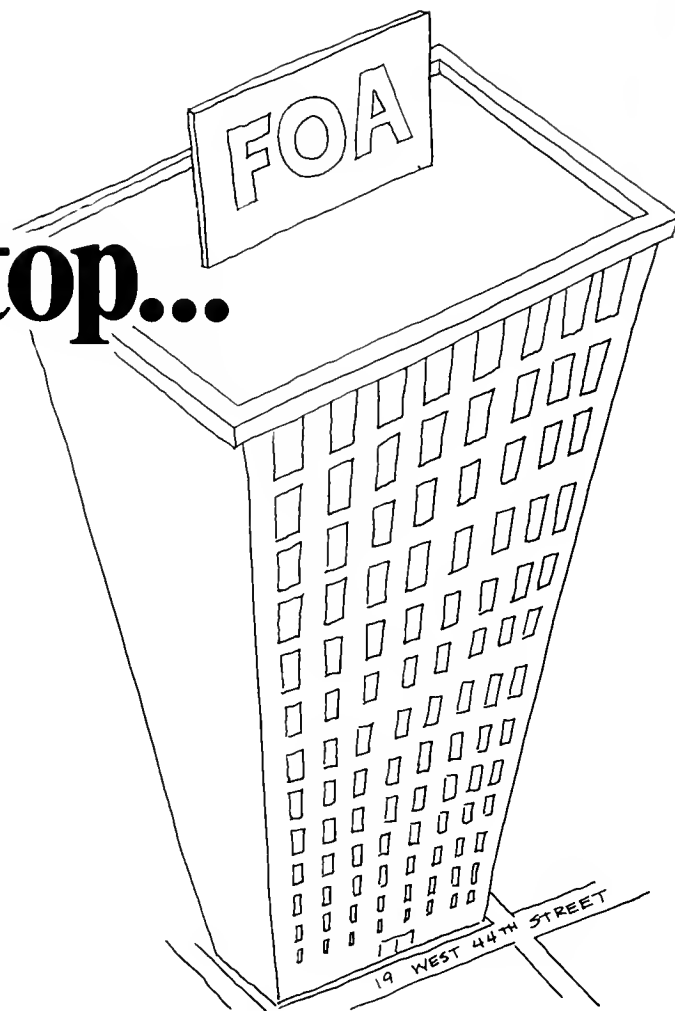
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PURPOSE: To promote a greater interest in the production and use of films by schools and universities, public service organizations, civic groups, and business firms and industries. The use of films by these organizations in the Columbus area and the state is also stressed.

1969 ACTIVITIES: The 17th Annual Columbus Film Festival will take place October 29 and 30, 1969. This year's Chris Award Banquet will be held at the Neil House Motor Hotel on Thursday, October 30. Cocktail hour and dinner are \$15.00 per person, by reservation.

FILM PRODUCERS ASSOCIATION OF NEW YORK, INC.

OFFICE (of the Executive Director): 165 West 46th Street, New York, N.Y. 10036.

OFFICERS: Sam Magdoff (Elektra Film Prods. Inc.), *President*; Irving Hecht (Cineffects, Inc.), *Vice President*; Harold Friedman (Savage Friedman, Inc.), *Secretary*; Morris Behrend (WCD, Inc.), *Treasurer*.

DIRECTORS: John Babb (F&B Ceco), Manny Casiano (Berkey-Pathe), Ronald Cohen (Jerome J. Cohen), Joe Ducford (Pelican Films), Dan Eisenberg (Moviellab), Eli Feldman (Focus Productions), Warren Fox (PGL

Productions), Harold Friedman (Savage-Friedman), Ira Marvin (Viafilm), John Monterola (Filmfair), Lou Mucciolo (Audio Productions), Bill Sohl (EUE/Screen Gems), Bill Susman (MPO Productions), Zack Vorisek (Reeves), Sam Magdoss (Elektra), past president.

PRODUCER MEMBERS: Allegro Film Productions; American Film Productions, Inc.; Audio Productions, Inc.; John Bransby Productions, Inc.; Colodzin Productions, Inc.; Communications Group, Inc.; Thomas Craven Film Corp.; d'Amylar Productions; Directors Group, Inc.; Dynamic Films, Inc.; Elektra Film Production, Inc.; EUE/Screen Gems; Farkas Films, Inc.; Filmex, Inc.; Filmfair, Inc.; Filmways of California East; Focus Presentations, Inc.; Allen A. Funt Prods, Inc.; Galfas Productions, Inc., Group Productions; Henry Jaffe Enterprises/Clayco Films, Inc.; Kim & Gifford Productions, Inc.; James Love Productions, Inc.; Marathon International Productions, Inc.; Motion Associates East, Inc.; Motion Associates East, Inc.; Movierecord, Inc.; MPO Productions, Inc.; Owen Murphy Productions, Inc.; Fred A. Niles Communications Centers, Inc.; Pelican Films, Inc.; PGL Productions, Inc.; The Place for Filmmaking, Inc.; Producing Artists, Inc.; Rose-Magwood Productions, Inc.; Savage Friedman Productions, Inc.; Phil Schultz, Productions, Inc.; Spectra Films, Inc.; Henry Strauss Productions, Inc.; Tele-Video Productions, Inc.; Trio Productions;

TV & Film Graphics, Inc.; The TVA Group, Inc.; Leslie Urbach Associates, Inc.; VIAfilm, Limited; VPI, Div. Electrograph Corp., WCD, Inc.; Willard Pictures, Inc.

ASSOCIATE MEMBERS: Animated Productions, Inc.; Berkey-Pathe, Inc.; Bonded Service, div. Novo Industrial Corp.; Camera Service Center, Inc.; Cineffects, Inc.; Jerome J. Cohen, Inc.; DuArt Film Labs, Inc.; F&B/Ceco, Inc.; General Camera Corp., Manhattan Sound Studios; Mecca Film Laboratories Corp.; Moviellab, Inc.; Precision Film Labs, Inc.; Preview Theatre, Inc.; Recording Studios, Inc.; Reeves Sound Studios; Charles Ross, Inc.; Donald Shaffer, Inc.

EXECUTIVE DIRECTOR: Harold Klein

PURPOSE: An organization of professionals in the art and craft of motion picture making, dedicated to preserving standards of quality, service, good practice, ethics and to the development of the industry. The organization, through membership meetings and active committees, works to advance the motion picture industry in all of its branches; to establish and maintain a high standard of ethics among producers, their employees, their suppliers and their clients; to distribute accurate information with regard to technical improvements; to advise the general public on the importance of the film industry in the nation's economy; to encourage responsible people to enter the industry; to promote, stabilize and coordinate all elements of the industry.

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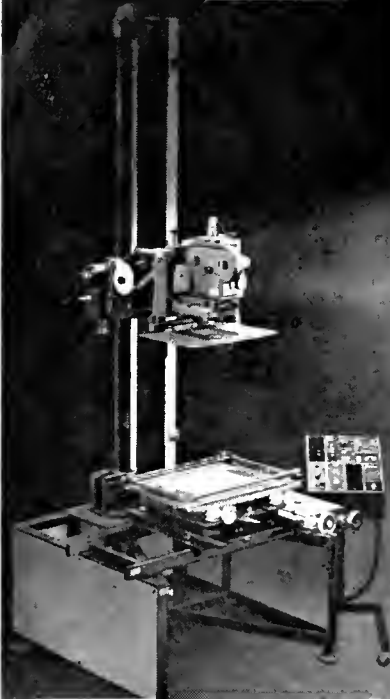
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THE INDUSTRIAL AUDIO-VISUAL ASSOCIATION

OFFICE: (of Executive Secretary): Frederic J. Woldt, 313 Stanley Ave., Waukegan, Ill. 60085.

OFFICERS: Frank Stedronsky (A. B. Dick Co.), *President*; William W. Walton (IBM), *First Vice President*; Lee Coyle (Ohio Bell Telephone Co.), *Second Vice President*; John T. Hawkinson (Illinois Central R.R. Co.), *Vice President — Illinois*; Harold N. Read (Liberty Mutual Ins. Cos.), *Secretary*; John A. Skidmore (Union Carbide Corp.), *Assistant Secretary*; Frederic J. Woldt (Retired), *Executive Secretary and Treasurer*.

DIRECTORS: Marshall L. Wayne (Armour & Co.), *Central Region*; Robert F. Unrath (Port of New York Authority), *Eastern Region*; John A. Regan (Pako Corp.), *Northern Region*; Peter D. Crane (Interama), *Southern Region*; Robert E. Rieser (Kaiser Industries Corp.), *Western Region*.

ADVISORY COUNCIL: William D. Davis (E. I. DuPont de Nemours & Co.), *Constitutional Chairman*; James Craig (General Motors Corp.), *Historian*; Robert E. Doyle (U. S. Steel Corp.), *Membership Chairman*; William H. Buch (Lederle Laboratories), *Past Presidents Chairman*; Gerald K. Hall (National Cash Register Co.), *Program Chairman—1968 Fall Meeting*; Michael J. Ritt, Jr. (Combined Ins. Co. of America), *Program Chairman—1969 Annual Meeting*; William J. Mackley (Proctor & Gamble), *Publicity Chairman*; J. Leo Armstrong (The Boeing Co.), *Technical Chairman*.

PURPOSE: To study all means of audio-visual communications including creation, production, appreciation, use and distribution; to promote better standards and equipment, and to establish a high concept of ethics in the relation of members with associated interests.

INFORMATION FILM PRODUCERS OF AMERICA, INC.

OFFICE: (mail address): P. O. Box 1470, Hollywood, Calif. 90028.

NATIONAL OFFICERS: Mitchell Rose, *President*; Edward L. Carroll, *Executive Vice President*; Gerald Oliver, *Financial Vice President and Treasurer*; Frederick Beelby, *Editorial Vice President*; Robert B. Montague, *Chapters Vice President and Membership-West*; Arthur Rescher, *Chapters Vice President and Membership-East*; Jacqueline Stilwell, *Recording Secretary*; Ralph Hall Productions (Ralph M. Hall) *Executive Director*; Maggie Layne, *Director of Public Affairs*.

BOARD OF GOVERNORS: Robert S. Scott, *Chairman*; Robert J. Gunther, *Vice Chairman*. *Policy & Management Committee*: H. E. Burson Jr., *chairman*; Mitchell Rose, *Plans & De-*

velopment Committee: Amos J. Carr, *chairman*; Robert Murray. *Communications Committee*: Robert J. Gunther, *chairman*; Robert L. Hecker. *Member Services*: Ralph M. Hall, *chairman*; Jack Smith. *Government Operations Committee*: Lt. Col. J. C. Stokes, USAF, *chairman*; Bruce Herschensohn. *Industrial Operations*: Charles (Cap) Palmer, *chairman*. *Technical Advisory Committee*: Donald B. Adams, *chairman*.

PURPOSE: Study, discussion and exchange of ideas, concerning the production of industrial, documentary, educational, informational, promotional and governmental films; upgrading of standards and advancement of the "state of the art."

MEMBERSHIP: Primarily composed of industrial, business, educational, aerospace, electronics and government film producers, directors, writers, cameramen, editors and technicians as well as members in commercial labs, equipment firms, independent production studios, etc.

PUBLICATION: Official publication of the IFPA is BUSINESS SCREEN. Internal publication is the NEWSLETTER.

1969 ACTIVITIES: Tenth Annual National Conference, Trade Exhibit and IFPA Film Awards Banquet, October 16, 17 and 18, Sheraton-Palace Hotel, San Francisco, California.

INTERNATIONAL QUORUM OF MOTION PICTURE PRODUCERS

OFFICE (of the President): Akebergheien 56, Oslo 6, Norway.

OFFICERS: Knut-Jorgen Erichsen (Central-film A/S, Oslo), *President*; James Carr (World-Wide Pictures, Ltd., London), *Vice President*; Jack R. Rabijs (K&S Films, Inc., Cincinnati), *Secretary-Treasurer*.

GOVERNORS: Hack Swain (Hack Swain Productions, Sarasota, Florida), Kevin Donovan (Kevin Donovan Films, Inc., Glastonbury, Connecticut), W.B.H. Legg, Jr. (Paragon Productions, McLean, Virginia), Knut-Jorgen Erichsen, James Carr, Jack R. Rabijs.

MEMBERSHIP: Members include 53 non-theatrical motion picture production companies, situated in 31 marketing areas of the United States, plus one company in each of Australia, Belgium, Canada, Denmark, Finland, France, Germany, Greece, India, Japan, Kenya, Mexico, Norway, Peru, Portugal, Puerto Rico, South Africa, Sweden, Switzerland, Turkey, United Kingdom, and Yugoslavia.

PURPOSE: This is an international network of non-theatrical producers of films for industry, government and television. Purposes are to assist in the exchange of ideas, information and understanding among its members, to broaden the horizon of each member through affiliation with member-producers located strategically throughout the world; to raise the professional standards of non-theatrical motion pictures by examples of excellence; to share among members new concepts.

Continued on page 64



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and technology for the betterment of motion pictures; to exchange information on personnel, equipment and markets for the good of all members; to provide members with information on photography and recording conditions in each area, and to simplify and render more productive the operations of all members.

THE NATIONAL AUDIO-VISUAL ASSOCIATION, INC.

NATIONAL OFFICE: 3150 Spring Street, Fairfax, Virginia 22030.

CONTACT: Don White, *Executive Vice President* or James P. Thompson, *Vice-President & General Manager*.

MEMBERSHIP: A trade association of the commercial audio-visual industry; membership consists of (1) A-V dealers and film libraries; (2) A-V materials' producers; (3) A-V equipment manufacturers; (4) independent A-V suppliers' representatives; (5) professional services; and (6) overseas commercial.

PURPOSE: The Association was organized in 1939 to (1) collect and furnish data which will benefit A-V business; (2) improve the professional status and business practices of the industry; (3) provide business education and information; and (4) promote better re-

lations between A-V suppliers, distributors, and customers.

1969 ACTIVITIES: The NAVA Convention and Trade Show: Conrad Hilton Hotel, Chicago, Ill., July 19-22.

BOARD OF DIRECTORS: Frank S. Bangs (Frank Bangs Co., Inc.), *Chairman of the Board*; John C. Ellingson (Inland Audio-Visual Co.), *President*; P. Ray Swank (Swank Motion Pictures, Inc.), *First Vice-President and President-Elect*; Alan P. Twyman (Twyman Films, Inc.), *Second Vice-President*; Boggs E. Huff (Allied Sound-Visual Education, Inc.), *Secretary*; Robert R. Hiller (Midwest Visual Equipment Co., Inc.), *Treasurer*.

DIRECTORS-AT-LARGE: Robert J. Potter (Photoart Visual Service); August F. Northorn (A-V Communications, Inc.); Jack J. Spire (Spire Audio-Visual Co.); Claude C. Laval III (A-V Electronics, Inc.).

REGIONAL DIRECTORS: Alexander D. Dunbar (Dunbar & deZeng Co., Inc.); Charles Appel, Jr. (Appel Visual Service, Inc.); C. W. Petty (Educational Aids, Inc.); Don S. Harpster (Harpster Audio Visual Equipment); C. Van Henkle (Henkle Audio Visuals, Inc.); William E. Bridges (Alamo Audio Visuals); Willard M. Sanzenbacher (Audio-Visual Supply Co.); William H. Fulkes (Associated Visual Services, Ltd.).

EX OFFICIO: Don E. Warner (Audiotronics Corp.); Albert R. Bailey (Bailey Films, Inc.); Gale Livengood (Films, Inc.); Robert P. Abrams (Williams, Brown & Earle, Inc.); Harvey W. Marks (Visual Aid Center); A. L.

LaCom (Cathedral Films, Inc.); Don Zeiller (Branum Sales, Inc.).

PRINCIPAL COMMITTEES: P. Ray Swank, *Convention*; Ellsworth C. Dent, *Educational*; Gale Livengood, *Film Council*; Robert P. Abrams, *Industry & Business Council*; Alan P. Twyman, *Membership*; Ainslie Davis, *Nominating*; Harvey Marks, *Religious Council*; Robert Pero, *Resolutions*; Claude C. Laval III, *Long Range Planning*; Ainslie Davis, *Technical Standards*; Don E. Warner, *A-V Equipment Manufacturers' Council*; James LeMay, *Educational Materials Producers' Council*.

PUBLICATIONS: The Association's regular bulletin, *NAVA News*, is published 26 issues per year, available to members only. Of general interest are: *The Audio-Visual Equipment Directory*; *The NAVA Trade Directory*, coded to show services and products available (free on request); *The Audio-Visual Speakers' Guide* 1968 (free on request); and *Talk Is Not Enough* 1969, an A-V utilization handbook for industry (single copies, free on request).

THE NATIONAL COMMITTEE ON FILMS FOR SAFETY

OFFICE (of the Secretary): 425 North Michigan Ave., 5th Floor, Chicago, Illinois 60611.

OFFICERS: James T. Wadkins (Association of Safety Council Executives), *Chairman*;

Continued on page 66

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MEMBER ORGANIZATIONS: American Automobile Association, American Association of Motor Vehicle Administrators, American Insurance Association, American Medical Association, American National Red Cross, American Petroleum Institute, American Public Health Association, American Society of Safety Engineers, American Society for Training and Development, Association of Safety Council Executives, Auto Industries Highway Safety Committee, Automotive Safety Foundation, Insurance Institute for Highway Safety, International Association of Chiefs of Police, National Association of Automotive Mutual Insurance Companies, National Association of Manufacturers, National Association of Mutual Casualty Companies, National Fire Protection Association, National Grange, National Safety Council, U.S. Dept. of the Air Force, U.S. Dept. of the Army, U.S. Dept. of the Navy, U.S. Dept. of Transportation, U.S. of America Standards Institute.

PURPOSE: A co-sponsored group of national organizations, with active interest in accident prevention through use of films, who wish to accomplish the following objectives: 1. To stimulate production and use of safety

films. 2. To raise the quality of films produced. 3. To establish film evaluation standards. 4. To recognize film excellence in awards program.

1969 ACTIVITIES: April meeting of the Committee as a Board of Judges to screen and finally judge entries in their 26th Annual Safety 16mm Film Awards Program. October evening showing of top winning films and presentation of awards to representatives of sponsors and/or producers (during the National Safety Congress and Exposition in Chicago, Ill.).

THE NATIONAL VISUAL COMMUNICATIONS ASSOCIATION, INC.

OFFICES: 420 Lexington Avenue, New York, N.Y. 10017. Phone: (212) LE 2-7700

NATIONAL OFFICERS: Les Waddington (J. C. Penney), *President*; Morris Slotkin (First National City Bank), *Vice President*; Herb Rosenthal (Graphic Institute, Inc.), *Vice President*; Mrs. Joseph V. Connolly, Jr. (Junior Leagues), *Treasurer*; Joseph Kropp (Union Carbide), *Secretary*; D. D. Miller, *Executive Secretary*.

PURPOSE: To advance and encourage the more effective use of visuals to promote better communications in industry, business, education and government. To increase the prestige of the visual communications specialist by adherence to the highest ethical standards.

ANNUAL AWARDS COMPETITION: Deadline for the entries will be one month prior to

"Days of Visuals" Program, scheduled for November, 1969. The awards will be presented at the Awards Banquet in New York City. Date and exact location will be announced.

MEETINGS: Monthly luncheon meetings featuring presentations of specialized audio-visual topics, September through June, in New York and Chicago. Visitors welcome. The 16th Annual "Days of Visuals" Exposition, Seminars and Awards Banquet will be held in November in New York City. (Exact date and location to be announced).

SCREEN ADVERTISING WORLD ASSOCIATION LTD.

OFFICE: 35 Piccadilly, London W.1, England. Cables: FESTFILM LONDON W.1.

OFFICERS: Jean Mineur and Ernest Pearl, *Honorary Life Presidents*; Massimo Momiigliano, *President*; Jacques Zadok and Y. Takahashi, *Vice Presidents*.

PURPOSE: To promote and develop cinema screen advertising on an international basis; to assist in the promotion and trade among members of the Association by provision for distribution facilities and a central information service; and by arranging for the exchange between members of information for their mutual assistance.

1969 ACTIVITIES: The Association is responsible for the organization of the International Advertising Film Festival. The 16th

Continued on page 68

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International Advertising Film Festival will be held during the period June 16-21, 1969, at Cannes.

**THE SOCIETY OF MOTION PICTURE
AND TELEVISION ENGINEERS**

HEADQUARTERS: 9 East 41st Street, New York, N.Y. 10017

OFFICERS: Deane R. White (E. I. du Pont de Nemours & Co., Inc.), *President*; Wilton R. Holm (Association of Motion Picture & Television Producers, Inc.), *Executive Vice President*; G. Carleton Hunt (Deluxe Laboratories, Inc.), *Past President*; William T. Wintringham (Bell Telephone Laboratories, Inc.), *Engineering Vice President*; Rodger J. Ross (Canadian Broadcasting Corp.), *Editorial Vice President*; Kenneth M. Mason, Eastman Kodak Co., *Financial Vice President*; E. B. McGreal (Producers Service Corp.), *Conference Vice President*; William D. Heddon (Calvin Productions, Inc.), *Sections Vice President*; D. Max Beard, *Vice President for Educational Affairs*; William G. Hyzer, *Vice President for Photo-Instrumentation*; Richard J. Goldberg (Houston Fearless Corp.), *Vice President for Motion Picture Affairs*; J. S. Courtney-Pratt (Bell Telephone Laboratories), *Vice President for Photo-Science Affairs*; Richard S. O'Brien (CBS Television Network), *Vice President for Television Affairs*; H. Theodore Harding (E. I. du Pont de Nemours & Co., Inc.), *Secretary*; Saul Jeffee (MoviLab, Inc.), *Treasurer*; Dennis A. Courtney, *Executive Secretary*.

LOCAL SECTION CHAIRMEN: James K. Anthony, 1998 N.E. 150th St., North Miami, Fla. 33161; Thomas A. Barr, 4618 Panorama Dr., S.E., Huntsville, Ala. 35801; Chester E. Beachell, 229 Beaconsfield Blvd., Beaconsfield, P.Q. Canada; Charles R. Cannon, Jr., Souther Film Labs., 4079-A Peachtree Rd., N.E., Atlanta, Ga. 30319; John Corso, Jr., W. A. Palmer Films, Inc., 611 Howard St., San Francisco, Cal. 94102; James B. DeWitt, 65 Page Rd., Needham, Mass. 02192; Harold J. Eady, Bonded TV Film Service Ltd., 15 St. Mary Street, Toronto, Ontario, Canada; George F. Golden, Film Lab Service, Inc., 2502 Payne Ave., Cleveland, Ohio 44114; Ralph L. Hucaby, 945 Caldwell Lane, Nashville, Tenn. 37204; William A. Koch, Eastman Kodak Co., 1901 W. 22nd St., Oak Brook, Ill. 60521; Richard O. Painter, Box 73, Milford, Mich. 48042; Herbert R. Pilzer, Motion Picture Enterprises, Inc., Tarrytown, N.Y. 10591; Joseph A. Schantz, 5409 24th Ave., S.E., Washington, D.C. 20031; John H. Seide, 2941 E. Colorado Ave., Denver, Colo. 80210; Howard F. Stucker, California State College at Los Angeles, 5151 State College Dr., Los Angeles, Calif. 90032; Roland J. Zavada, 21 Cottonwood Lane, Pittsford, N.Y. 14534.

CHAIRMEN/SMPTE ENGINEERING COMMITTEES: Dr. F. P. Brackett (Technicolor Corp.), *Color*; Arthur J. Miller (Horizon Towers North), *Film Dimensions*; Frank H. Riffle (Carbons, Inc.), *Film Projection Practice*; A. Earl Quinn (Kodak), *Instrumentation & High Speed Photography*; James L. Wassell (Hollywood Film Co.), *Laboratory Practice*; Roland J. Zavada (Kodak), *16mm and 8mm*; Fred Hynes (Todd-AO, Inc.), *Sound*; Dr. Harry W. Knop, Jr. (E. I. du Pont de Nemours & Co.), *Standards*; Richard E. Putnam (General Electric), *Television*; F. M. Remley, Jr. (University of Michigan), *Video Tape Recording*.

CONFERENCES: 105th Technical Conference, Fountainbleau Hotel, Miami Beach, Florida, April 20-25, 1969. 106th Technical Conference and Equipment Exhibit, Century Plaza Hotel, Los Angeles, Calif., Sept. 28-Oct. 3, 1969.

**THE UNIVERSITY FILM ASSOCIATION
(Formerly University Film Producers Assn.)**

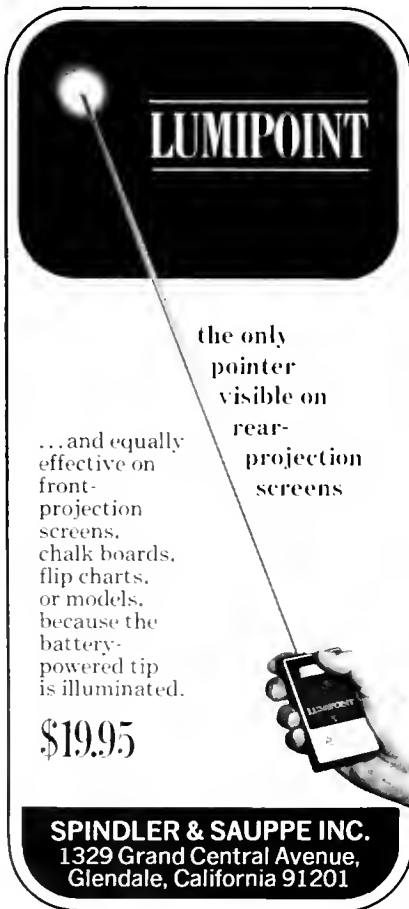
OFFICE (of the President): Dr. Ernest D. Rose, Professor, Radio-TV-Film Dept., School of Communications & Theater, Temple University, Philadelphia, Pa.

OFFICERS: Ernest D. Rose, *President*; Donald E. Staples (Dept. of Photography, Ohio State Univ.), *Executive Vice President*; Robert W. Wagner (Dept. of Photography, Ohio State Univ.), *Editorial Vice President*; Marshall Lovrien (Motion Picture Unit, Univ. of Iowa), *Conference Vice President*; J. Sol Wrenn, Jr. (Film Production Service, Va. St. Board of Education), *Treasurer*; Kaye Finch (Motion Picture Unit, Univ. of Iowa), *Secretary*; Raymond Fielding (School of Communications, Temple Univ.), *Past President*.

BOARD OF DIRECTORS: Howard Cotton (Southern Ill. Univ.); Richard J. Goggin (New York Univ.); Sanford Gray (Univ. of So. Dakota); Marshall Lovrien (Univ. of Iowa); Richard D. McCann (Univ. of Kansas); Jesse Senn, Jr. (Purdue Univ.).

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If you guessed as little as 12 pounds, you guessed too much. It's 10½ pounds! And the price is just a little over \$2,650!

You don't have to give up critically important features, either.

Like rock steady pictures. Like a mirrored shutter, for reflex viewing with no prism between the lens and the film plane.

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PUBLICATIONS: The formal publication of UFA is a quarterly, *The UFA Journal*, (subscription to non-members is \$4.00 per year). Other special reports and papers published at intervals for member guidance. The *UFA Digest* is a newsletter for members and is published bimonthly. The Association is represented annually at Film Festivals, on the Educational Media Council, The National Council for Arts in Education, and at the International Congress of Schools of Cinema and Television in Europe.

ANNUAL CONFERENCE: 23rd Annual Conference to be held August 18-23, 1969. Host: Pennsylvania State University, University Park, Pa. *Conference and Program Chairmen:* Joseph Anderson and David Shepard.

UNIVERSITY FILM FOUNDATION, INC.

OFFICE (of the President): O. S. (Steve) Knudsen, Film Production Unit, Alice Norton House, Iowa State University, Ames, Iowa 50010.

OFFICERS: O. S. Knudsen (Iowa State Univ.), *President*; John Flory (Eastman Kodak Co.), *Vice-President*; Herbert E. Farmer (Univ. of So. Calif.), *Secretary*; C. N. (Ned) Hockman (MoPic Dept., Univ. of Oklahoma), *Treasurer*.

OTHER TRUSTEES: Raymond E. Fielding (Univ. of Iowa); Neal G. Kechn (V.P. General Film Laboratories); J. E. Oglesby (Virginia State Board of Education); Frank Paine (So. Illinois Univ.); Oscar E. Patterson (Univ. of Calif. at Los Angeles); Lawrence Silverman (Wayne State Univ.); Luella V. Snyder (Rt. 1, Winnsboro, La.); Robert W. Wagner (Ohio State Univ.); Don G. Williams (San Diego).

ADVISORY COUNCIL: Mr. and Mrs. Charles Dana Bennett (Farm Film Foundation); Mr. and Mrs. Reid Ray (Reid H. Ray Film Industries); Mrs. Rose Blyth Kemp (Calif. Institute of Technology); Richard Goggin (New York Univ.); J. Blair Watson, Jr. (Dartmouth College Films); Byrl Sims (Univ. of Illinois); John Kuiper (Library of Congress); Jesse Senn (Purdue Univ.); Donald G. Cain (Univ. of Minnesota); Marshall N. Lovrien (Univ. of Iowa); Loren D. Cocking (So. Illinois Univ.); William Drake (A. B. Dick, Chicago); Sanford Gray (Univ. of S. Dakota); John Mercer (Southern Illinois Univ.); Glenn McMurry (Univ. of So. Calif.).

PURPOSE: This Foundation is a tax-exempt, non-profit corporation established to raise endowment; handle research contracts; and facilitate fellowship and scholarship programs.

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William C. MaxwellMid-West Representative
(Former Manager of Advertising
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- ... a method of selling that creates more appointments with more and better qualified prospects?
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- ... a method of selling that creates trust and confidence and minimizes sales resistance?
- ... a method of selling that creates more closes, easier closes and minimizes lost sales?
- ... a method of selling that creates more new business, more repeat business and more referral business?

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The Multiplier

Would it help you if you could develop salesmen in your branch offices as effectively as in the home office?

The “Creative Selling” program is designed to simultaneously multiply your sales development efforts wherever you wish—because it is programmed in detail, permitting anyone to administer the program professionally and successfully. Furthermore it allows salesmen to self-administer it, use it for home study and for periodic reviews. Wouldn't this “instant learning” throughout your company, making all salesmen equally effective at the same time, accelerate your sales growth significantly?

Complete with— Sound Color Filmstrips, Programmed Leader's Manual, Salesmen's Manuals, Workshops, Diplomas, Quizzes, Evaluation Reports, Graduation Hats and Pins.

What about your Distributors and Dealers?

If you could provide this same knowledge to your Distributor's and Dealer's sales forces— would it help to develop and solidify better customer relations? Might it not be good business, also? With “Creative Selling” you can do both with a minimum investment—and be gratefully rewarded with increased business in return.

Hard Sell or Soft Sell?

Some believe in the hard sell—and some in the soft sell. However, wouldn't a method of selling that all prospects and customers prefer, create more demand for your products and services? If you believe this is so—you'll want the method of selling we call “Creative Selling,” the method prospects and customers prefer because it helps them buy benefits—which is what they want.

An Original Concept

Would your men react responsively to a fresh and original concept of selling which is uncomplicated, easy to understand, absorb and retain? And would they enjoy having this concept brought to them in a manner they prefer— by audio-visual methods?

If your answer is “yes”—you'll want to know more about “Creative Selling”— which is not only original in concept—but employs methods of learning by which men learn best—and enjoy the most.

You be the Judge

You may want different things for your men—and have different objectives in mind. But should this advertisement indicate some objectives you do want—wouldn't you wish to know all about this program and our offer for you to see it and judge it for yourself before you buy?

If this is what you want—mail the coupon below!

BETTER SELLING BUREAU

Dept. X49

1150 West Olive Ave., Burbank, California 91506

Please send complete information regarding “Creative Selling” the salesmanpower development program and your preview offer which permits me to judge the program before buying.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____



National Distributors of the Sponsored Motion Picture...

...and international
distributors of
sponsored films.

ASIA TELEFILMS (Distribution Division)

No. 1-1-230 15 1 Viveknagar, Hyderabad-20,
India
Phone: 36112

D. M. Sapra, MA, FRES, *Chairman*
Mrs. S. Nilimma Bremig, VC, *Public
Relations*
S. Rashma, *Executive Director*
B. N. Sapra, *Director Film Distribution*
K. Mira, *Director Audience Research*

SERVICES: Promotion and distribution of sponsored films backed with audience research & detailed reports. Showings are assured with audience selectivity as a wide coverage is maintained with special surveys & creative programming. Circulation of promotional material & publicity is a regular feature. All responsibilities regarding custom clearance, insurance & storage of films and print maintenance are accepted. Combined programs of marketing research & sales promotion are also undertaken.



ASSOCIATION FILMS, INC.

Headquarters Office:
600 Madison Ave., New York, N.Y. 10022
Phone: (212) 421-3900

Robert D. Mitchell, *President*
Robert M. Finehout, *Vice President, Corporate Advertising & Public Relations*
Robert W. Bucher, *Vice President, Sales*
Reg. Evans, *Vice President, Sales*
E. H. Johnson, *Mgr. Special Services*
Tim Wholey, *Service Manager*
John Zwart, *Manager, Association Instructional Materials*

Eastern Area Exchange

600 Grand Avenue, Ridgefield, N.J. 07657.
Phone: (201) Whitney 3-8200, E. H. Johnson, *Manager.*

Northeastern Area Exchange

484 King Street, Littleton, Mass. 01460.
Phone: (617) 486-3458, William H. Shumway, Jr., *Manager.*

Southeastern Area Exchange

2227 Faulkner Road, N.E., Atlanta, Ga. 30324. Phone: (404) 633-2651, 2652, William O. Fly, *Manager.*

East Central Area Exchange

324 Delaware Ave., Oakmont, Pa. 15139.
Phone: (412) 828-5900, Robert Ionlach, *Manager.*

Central Area Exchange

561 Hillgrove Ave., La Grange, Ill. 60525.
Phone: (312) 352-3377, Joseph Liebich, *Vice President & Manager.*

Southern Area Exchange

1621 Dragon St., Dallas, Texas 75207. Phone: (214) Riverside 8-8757, Ivan Clark, *Manager.*

Western Area Exchange

25358 Cypress Ave., Hayward, Calif. 94544.
Phone: (415) 783-0100, Winston O. Siler, *Vice President & Manager.*

South Pacific Area Exchange

2221 South Olive St., Los Angeles, Calif. 90007. Phone: (213) 749-0377, Linwood P. Beacom, *Manager.*

Canada

Association-Industrial Films, 135 Peter Street, Toronto, Ontario. Herb Lewis, *Vice President & Manager.*

BACKGROUND: Founded in 1911 (as "The YMCA Motion Picture Bureau," a division of the International Committee of the YMCA's), Association Films was the first sponsored film distributor in America. In 1949, the company was incorporated as an independent distribution service.

SERVICES: Promotion and Publicity: Promotes sponsored films through catalogs, special supplements (directed to teachers and program chairmen), advertising in educational and adult journals, individual film brochures, exhibits at conventions, publicity services. **Print Inspection and Maintenance:** prints are electronically cleaned and inspected after each use; repairs are made as needed and replacement prints ordered on sponsor's authority; scratched prints are given Perma-New treatment, as authorized; during the first 36 months of print life Association Films shares in replacement costs due to damages. **Monthly Reports:** sponsors receive detailed performance reports (data processed) which give audience size and composition; film-user evaluations and comments; course of study where film was used; bookings and showings (current, year-to-date, and cumulative); summary of coverage by states; and other data about performance and audiences. **Programing Services:** confirmation and advance booking notices are sent to users and sponsors on a daily

basis; bookers assist organizations in arranging programs and special distribution concepts (Movie-A-Week, on campus, Travelcinema Films for Freedom, etc.) **Library Service Plan:** a professional "physical handling" service for sponsored film libraries that provides all regular services except promotion, as desired) and includes Sponsor Imprinted forms.

ASSOCIATION TELEFILMS: This division is responsible for the distribution of sponsored films to commercial and educational TV stations. It maintains daily contact with TV programmers, creates sponsored-film series and special concepts, prepares TV promotion kits, publicizes sponsored films in "TV Guide" and local newspapers and distributes newsclips and scripts to TV news departments. Current AF-TV series include: *Kyle Rote's World*, *Discovering America*, *Films for Freedom*, *Your Neighbor - The World*, *Theatre 30*, *Achievement*, *World in Focus* and *This Aerospace Age*, all comprised of sponsored films.

THEATRICAL DISTRIBUTION: Places sponsored films in motion picture theatres. Monthly reports, comment cards and advance booking notices are provided; promotion is sent to theatres; publicity stories are sent to theatrical trade magazines.

ASSOCIATION INSTRUCTIONAL MATERIALS: This division of Association Films handles the sales, long-term leasing and rental of educational, training and special purpose films and filmstrips. Acquisitions include sales, rental rights to more than 150 episodes from the award-winning series, *The Twentieth Century*; *Fair Adventure*, a lecture series on Shakespeare featuring Dr. Frank Baxter, *CBS Reports*; and *The Ryan Athletic Instructional Series*, sports training films produced by Dr. Frank Ryan offered to schools through local bank sponsorship or by direct purchase.

ASSOCIATION MATERIALS MAILING SERVICE: a service for mailing, storage and servicing of consumer information and educational materials; processes shipping of booklets, catalogs, premiums and giveaways; records and tapes; fulfillment specialties. MMS has facilities for weighing and metering packaging, labeling, inventory control and delivery.

CAROUSEL FILMS, INC.

1501 Broadway—Suite 1503, New York, N.Y. 10036

Phone: (212) BR 9-6734

Jack Strand, *Director Promotion-Sales*

BACKGROUND: Distributor of 16mm social documentary films of high calibre from CBS Television and other producers; holder of 17 national and international Best Films Awards.

SERVICES: Sales rentals available to schools, public libraries, church and other adult organizations. Free preview of films for consideration of purchase. Complete listing of Super 8mm cartridge and 16mm materials sent upon request.

FILMS OF THE NATIONS (a subsidiary of Alden Films)

5113 - 16th Ave., Brooklyn, N.Y. 11204

Phone: (212) 851-8090

Date of Organization: 1945

Ernest Fischel, *President*

Nick Greenwood, *Vice President*

William Rosenfeld, *Secretary-Treasurer*

Jerome Shapiro, *Production Mgr.*

Maurice T. Groen, *Consultant*

SERVICES: Film Distribution; sponsored films, TV distribution, sales of educational films. Color stock shots, mostly on foreign countries.

Continued on page 74

WINCE we love ya



In six months "Second Effort" has become the biggest selling sales film in history

More than 5,000 U. S. Corporations have ordered "Second Effort". It's estimated that more than three million salesmen throughout the U. S. have seen the film, and have been motivated to put "Second Effort" into their sales.

Dartnell Corporation, who chose TAKE TEN, INCORPORATED to write and produce "Second Effort", is happy about the whole thing. So is TAKE TEN, because many companies since then have asked TAKE TEN to communicate their message in the same exciting fashion.

As one sales executive told us, "If you can handle Vince Lombardi, you can handle our problems too."

TAKE TEN INCORPORATED has been known for the past eight years as a leading producer of sales meetings, industrial shows, slide films and radio-TV commercials. Now we are recognized as the creative company that produces exciting modern motion pictures.

Last year our film for R. R. Donnelley & Sons "River of Knowledge" was one of the top award winners in its class.

"Second Effort" is in a class by itself.

We are currently producing "The Professional" starring Van Johnson and Forrest Tucker. Look out, Vince. This new picture is going to "run to daylight" too.

If you're looking for motion pictures that will produce exceptional results, you're looking for TAKE TEN.

**Write or call: Roland G. Behny, Sales Manager, Take Ten, Incorporated, 211 East Chicago Avenue, Chicago, Illinois 60611
Phone: 944-0455.**

"Yes, we have a film coming up and we would like to talk to you about it."

name

company
address

city

title

state

zip code

**TAKE
TEN
INC.**



F.Y.I.: "Second Effort" was written by David R. Hayes / directed by Jay J. Sheridan / produced by Dean Di Brito

distributors...

continued



JAM HANDY PRODUCTIONS (Division of Tele-Tape)

Headquarters Office:

2821 East Grand Blvd., Detroit, Mich. 48211

Phone: (313) 875-2450

John A. Dietrich, in charge, Distribution Service, Film Distribution

SERVICES: Producers and distributors of sponsored films to theaters, non-theatrical audiences and TV stations throughout the United States and Canada. Special promotional pieces prepared for each title and listings made in professional directories. Normal services include storage, booking, shipping, electronic inspection, cleaning, repairs and data processed utilization reports each month.

INFORFILM

Headquarters Office:

147 ave. de l'Hippodrome, Brussels 5,
Belgium

Phone: 47.10.03-47.28.77

Jan Botermans, General Secretary

MEMBER COMPANIES

Austria: Oesterreichische Film Service, Graf Starhemberg-gasse 15, 1040 Vienna

Belgium: Sofedi, 147 avenue de l'Hippodrome, Brussels 5.

Canada: Modern Talking Picture Service, 1943 Leslie Street, Don Mills, Ontario.

Denmark: Erhvervenes Film Center, 22 Kobmagergade, Copenhagen.

Finland: Filmiyhtymä Oy, Kaisaniemenkatu 13A, Helsinki.

France: Cefilm, 31 avenue Pierre ler de Serbie, Paris 16.

Germany: Konferenz der Landesfilmdienste, Rheinallee 59, Bad Godesberg.

Great Britain: Sound-Services Ltd., Kingston Road, Merton Park, London S.W. 19.

Italy: Difi, Viale Farioli 25, 00197 Roma.

Japan: Educational Film Exchange, 3 Ginza Nishi: 6-Chome, Chuoku, Tokyo.

Middle East: Colchester-Hughes Ltd., Gatwick House, Horley, Surrey, England.

Netherlands: Technical Film Center, Arnhemsestraatweg 1F, Velp (Gld.)

New Zealand: The H. J. Ashton Company Ltd., Box 8841, Auckland.

South Africa: Independent Film Centre South Africa (PTY), P.O. Box 11112 Johannesburg.

Spain: Teletecnica Internacional Distribucion, Desengano 12, 4º, Of. 3, Madrid 13.

Sweden: Swedish Council for Personnel Administration, Sturegatan 58, Stockholm O.

Switzerland: Schmalfilm Zentrale, Erlachstr 21, Bern.

United States of America: Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.



MODERN TALKING PICTURE SERVICE, INC.

Headquarters Office:

1212 Avenue of the Americas, New York,
New York 10036

Phone: (212) 765-3100

Carl H. Lenz, *President*

William Oard, *Executive Vice President*

Albert Tyndall, *Treasurer*

Harry Bogaards, *Vice President-Production*

Richard H. Rogers, *Vice President-Theatrical Division*

Fontaine Kincheloe, *Vice President-Advertising & Promotion*

James McPoland, *Assistant Vice President-Operations Manager*

Dan Kater, *Vice President-Sponsored Film Division*

MODERN LEARNING AIDS

Div. of Modern Talking Picture Service, Inc.

1212 Avenue of the Americas, New York,
New York 10036

Phone: (212) 765-3100

James J. Renko, *Assistant Vice President - General Manager*

Jack Langlois, *Program Development Manager*

Gordon Cummings, *Director of Special Marketing*

NATIONAL SALES OFFICES

EASTERN DIVISION SALES

1212 Avenue of the Americas, New York,
New York 10036

Phone: (212) 765-3100

Ralph J. Del Coro, *Vice President*

Bruce Thomas, *Account Executive*

Gordon Reynolds, *Account Executive*

CENTRAL DIVISION SALES

1909 Prudential Plaza, Chicago, Ill. 60601

Phone: (312) DElaware 7-3252

Jack Lusk, *Midwest Sales Manager*

Don Komny, *Account Executive*

Edwin Swanson, *Account Executive*

Joseph Hirtzer, *Account Executive*

WESTERN DIVISION SALES

16 Spear Street, San Francisco, Calif. 94105

Phone: (415) YUkon 2-9414

Robert A. Kelley, *In Charge*

SOUTHERN DIVISION SALES

200 Little Falls Street, Falls Church, Va.
22046

Phone: (703) 532-0450

Jack Lalley, *Vice President-In Charge*

CANADIAN SALES

1943 Leslie Street, Don Mills, Ontario,
Canada

Phone: (416) 444-7359

Mr. Lynn Meek, *In Charge*

SPECIAL CONSULTANTS

1145 N. McCadden Place, Los Angeles, Calif.
90028

Phone: (213) HOLlywood 2-2201

William H. MacCallum

Richard M. Hough

REGIONAL FILM LIBRARIES

811 8th Avenue, Anchorage, Alaska 99501
Phone: 279-1515

714 Spring St., N.W., Atlanta, Ga. 30308
Phone: TRinity 5-5666

1168 Commonwealth Ave., Boston, Mass.
02134

Phone: 734-3732

122 W. Chippewa St., Buffalo, N.Y. 14202
Phone: TL 3-1805

129 Third Ave., S.W., Cedar Rapids, Ia.
52404

Phone: EMpire 5-0567

503 N. College St., Charlotte, N.C. 28202

Phone: FRanklin 7-2574

160 E. Grand Ave., Chicago, Ill. 60611

Phone: 467-6470

9 Garfield Place, Cincinnati, Ohio 45202

Phone: GARfield 1-2516

2238 Euclid Ave., Cleveland, Ohio 44115

Phone: MAin 1-9469

1411 Slocum St., Dallas, Texas 75207

Phone: RIverside 2-4106

1200 Stout St., Denver, Col. 80204

Phone: 244-4621

14533 Second Ave., Detroit, Mich. 48203

Phone: 883-7333

2009 N. Third St., Harrisburg, Pa. 17105

Phone: CEDar 8-8123

742 Ala Moana Blvd., Honolulu, Hawaii
96813

Phone: 588-1928

4084 Westheimer Rd., Houston, Tex. 77027

Phone: NA 2-3841

115 E. Michigan St., Indianapolis, Ind. 46204

Phone: 635-5331

3718 Broadway, Kansas City, Mo. 64111

Phone: LOgan 1-1208

1145 N. McCadden Place, Los Angeles, Cal.
90038

Phone: 469-8282

214 S. Cleveland St., Memphis, Tenn. 38104

Phone: BRoadway 5-3187

1696 N. Astor St., Milwaukee, Wis. 53202

Phone: BRoadway 1-0861

9129 Lyndale Ave., S., Minneapolis, Minn.
55420

Phone: 884-5383

715 Girod St., New Orleans, La. 70130

Phone: JACKson 5-9061-2-3

1410 Howard St., Omaha, Neb. 68102

Phone: 341-8476

1234 Spruce St., Philadelphia, Pa. 19107

Phone: KINGSley 5-2500

910 Penn Ave., Pittsburgh, Pa. 15222

Phone: GRant 1-9118

1212 Ave. of the Americas, New York, N.Y.
10036

Phone: JUdson 6-5530

315 Springfield Ave., Summit, N.J. 07901

Phone: 277-6300

201 S. Jefferson Ave., St. Louis, Mo. 63103

Phone: 531-5100

16 Spear St., San Francisco, Cal. 94105

Phone: YUKon 2-1712

2100 N. 45th St., Seattle, Wash. 98103

Phone: MELrose 3-3878

927 Nineteenth St., N.W., Washington, D.C.
20006

Phone: 783-6611

1875 Leslie St., Don Mills, Ontario, Canada

Phone: 444-7347

485 McGill St., Montreal 1, Quebec, Canada
Phone: 878-3644

ROTHACKER, INC.

Rothacker Building, 241 West 17th Street,
New York, N.Y. 10011

Phone: (212) 989-2929

Douglas D. Rothacker Jr., *President*

W. Stanfield Cooper, *Vice-President*

Merrill E. Laub, *Vice-President*

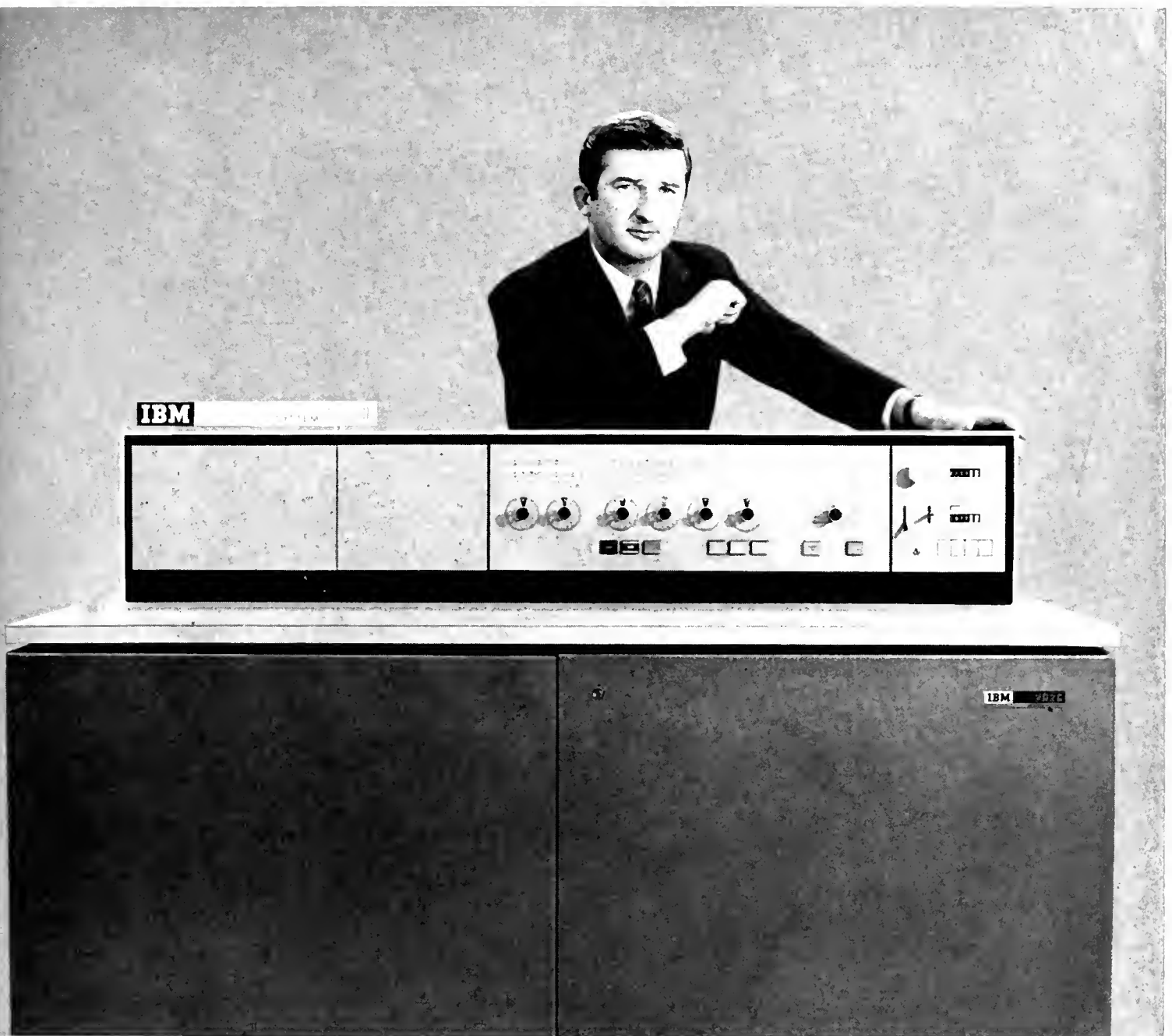
Mayme R. Dawson, *Secretary-Treasurer*

BACKGROUND: Established in 1910 as the Rothacker Film Manufacturing Co., pioneer producer and distributor of sponsored films, the organization was subsequently reorganized as Rothacker Inc. and is currently engaged in specialized business film distribution throughout the world.

Continued on page 76



this symbol over a distributor's listing in these pages refers to display advertisement in this 19th Production Review issue.



The Rivals.

That's an IBM 360-20. It is one of the tools we work with at Sterling. To keep up-to-date on print inventories and use-flow of the films we distribute. It helps control booking schedules. Makes sure clients get the reports they need to assess their entire film program.

He is a Sterling salesman. Creative. Hard working. Thoughtful. And he does what no computer could ever do. He helps to develop new and creative solutions for our clients' film distribution problems. The kind of programs that are typified in Sterling's Selective Audience Distribution. Professional Audience Distribution. Theatrical series like Cavalcade. Television series formats. And more.

Why then do we look upon our computer as a sort of rival? A matter of temperament, mainly. It doesn't have an ounce of business instinct. Doesn't really care about your film at all (a thing we regret deeply).

But the man does care. So do all the people who work together to feed the machine the information it needs to do a proper mechanical job.

Only at Sterling Movies. Where people compete with equipment to do a better job for you

sterling movies

Division of Sterling Communications, Inc. 375 Park Avenue, New York, New York 10022 (212) 586-1717
Chicago (312) 939-6056 • Washington (202) 248-2980 • Los Angeles (213) HO 7-3739 • Montreal (514) 737-1147

distribution...

continued

SERVICES AND OPERATIONS: Distribution of sponsored business films through theatrical, non-theatrical and television outlets is handled from the New York office and the various distributors throughout the United States and Europe. Emphasis is put upon reaching exactly the audience the sponsor wishes to reach no matter how specific or how general that audience may be; and this individual approach is accomplished through separate promotional campaigns, audience selection, publicity and physical handling done on a separate basis for each film. A general catalogue is not published since each title receives an exclusive handling, thus assuring the sponsor of more complete identification and a closer tie-in with his film. Prints are all hand-inspected, sound-read, cleaned and repaired and a complete record maintained on condition of each print. An individual print breakdown with classification is always available and print lifetime guarantee is a part of the service. Monthly exhibition reports sent with full information of each showing. Special questionnaires and personal attendance at screenings provide additional information and can be keyed to supplement companies' other public relations efforts.

FOREIGN DISTRIBUTION: In addition to full coverage throughout the United States and Canada, Rothacker, Inc., offers international distribution service for Europe and the Orient. The main basis of operation is from Germany with other distributors located in England, France, Scandinavia, the Benelux countries, Italy and Switzerland. The foreign distribution is handled in basically the same manner as the domestic with special emphasis on audience selectivity and a high standard of the circulation of each film title. As this type of activity continues to grow throughout Europe, the number of outlets in specialized categories continues to rise.

SOUND SERVICES LIMITED

Kingston Rd., Merton Park, London SW 19
Phone: Liberty 7201; Tel: Servisound

H. S. Hind, *Managing Director*
M. J. Nichols, *Film Library Manager*

SERVICES: In its 32nd year, Sound Services' distribution is NCR Elliot computer-controlled, providing rapid and accurate dispatch, retrieval and report facilities for some 450 clients. Full library services include promotion, shipping, maintenance, insurance and storage of films, backed by regular monthly reports on attendance and audience characteristics. Specialized promotion to selected audiences is also available. Road show campaigns include projection facilities for non-equipped groups. Sales promotion, other meetings are arranged and services throughout England and Europe.



STERLING MOVIES, INC.

Executive Office:
375 Park Avenue, New York, N.Y. 10022
Phone: (212) 586-1717

Roger Cahaney, *President*
Sophie C. Hohne, *Senior Vice President*
Ward French, *Vice President*
Vincent J. Capuzzi, *Vice President, Sales Operations*
Lyle Zimmerman, *Comptroller*

CREATIVE PROGRAMMING SERVICES

375 Park Avenue, New York, N.Y. 10022
Phone: 586-1717

Edward Atwood, *Vice President, General Manager*
William B. Rosenberg, *Special Projects Mgr.*

TELEVISION PRESENTATIONS, INC.

(Closed Circuit Division)

375 Park Avenue, New York, N.Y. 10022
Phone: (212) 586-1717

Morton J. Fink, *Vice Pres., General Manager*
Burton A. Kittay, *Marketing Manager*
Ira G. De Lumen, *Executive Producer*

NATIONAL SALES OFFICES

EASTERN REGION

375 Park Avenue, New York, N.Y. 10022
Phone: (212) 421-9666

Sophie C. Hohne, Vincent Capuzzi, Michael J. McCurdy, Stanley Zeitlin, John Quigley
WASHINGTON, D.C. SALES OFFICE

1750 Pennsylvania Avenue, N.W. 20206
Phone: (202) 295-5950

John P. Hudak, *Vice President, Regional Manager*

MIDWESTERN REGION

69 W. Washington St., Chicago, Ill. 60602
Phone: (312) 939-6056

Frank J. Haylicek, *Senior Vice President, Regional Manager*
Gordon J. Hempel, *Vice President*

WESTERN REGION

6290 Sunset Boulevard, Los Angeles, Calif. 90028
Phone: (213) 467-3739

Ralph Rafik, *Vice President, Regional Manager*

CANADIAN SALES OFFICE

Sterling Movies Canada
4950 Buchan Street, Montreal 9, Quebec
Phone: (514) 737-1147

John Lush, *Manager*

REGIONAL FILM EXCHANGES

Eastern (Headquarters) Exchange: 43 West 61st St., New York, N.Y. 10023. Phone: (212) 586-1717; Barbara Bartlett, *Television Dept.*; George Wisker, *16mm Dept.*; John Saitta, *Data Process Department.*

Midwestern Regional Office: 309 West Jackson Blvd., Chicago, Illinois 60606. Phone: (312) 939-6056. Gordon J. Hempel, *Manager*; Kathy Neil, *TV Coordinator*

Southwestern Regional Office: 100 University Ave., Fort Worth, Tex. 76107. Phone: 332-7184 AC: 817. Dorothy Murray, *Manager.*

Western Regional Office: 6290 Sunset Blvd., Los Angeles, Calif. 90028. Phone: (213) 464-2656. Ralph Rafik, *Regional Manager*, Heather Peil, *TV Coordinator*

Canadian Office: 4950 Buchan St., Montreal 9, Quebec. Phone: (514) 737-1147. John Lush, *Manager.*

Southeastern Regional Office: 3700 Oakcliff Rd., N.E., Atlanta, Georgia 30040. Phone (404) 457-1341. Bobbie Benson, *Manager.*

SERVICES: National, regional and special-market distribution of sponsored motion pictures to the following audiences: Television stations, motion picture theatres, business and professional audiences, general adult audiences, colleges and universities, high schools, elementary schools. Services include audience promotion and publicity, print inspection and maintenance, monthly activity reports, quarterly inventory reports, special audience analyses. Other programs: *Sponsor's Service*, nation-wide system of servicing bookings arranged by sponsor; *Library Service*, nation-wide system of servicing film programs under sponsor's identity; *Promotion Service*, audience development service in which bookings are served by sponsor; *Creative Programming Services*, creation and syndication of informational programming materials for public media: television, radio, theatre. **TELEVISION:** *News-Screen*, 60-second sponsored news film stories for TV news programs; *TV Tempo*, quarter-hour film participation program of five

2½ minute stories released bi-monthly; *Tele-Lecture*, interview format for placing business and industry spokesmen on local TV programs

THEATRE: *Cavalcade*, 10-minute, 35mm, color participation film series of five two-minute stories. Four releases per year.

TELEVISION PRESENTATIONS: Closed circuit division. Planning, creative and production service in preparing programs for closed-circuit TV distribution. Distribution of live and videotape programs. Programming and operation of closed-circuit TV "networks" for conventions, seminars sales meetings. Planning and installation of closed-circuit systems for intercompany use.



UNITED WORLD FREE FILM SERVICE

An Activity of Universal Education
and Visual Arts

Headquarters Office:

221 Park Avenue, S., New York, N.Y. 10003
Phone: (212) SPring 7-6600

James M. Franey, *President*
Murray Goodman, *Vice-President, Castle Packaged Films*

John D. Desmond, *Vice-President, Distribution Services*

Donald Freeberg, *Director, Advertising & Sales Promotion*

Edward S. Riley, *Director of Purchasing*
Leo Guelpa, *Director of Research*

Richard Lukin, *Executive Producer*

Frank J. Gillhaus, *Manager, Branch Operations*

Alan G. Roberts, *Director, Sponsored Film Department*

Murray Ashwill, *Manager, Educational Film Department*

NEW YORK REGIONAL AREA

221 Park Ave., New York, N.Y. 10003
Phone: (212) SPring 7-6600

Paul Harwood, *Manager*

CHICAGO REGIONAL AREA

425 N. Michigan Ave., Chicago, Ill. 60611
Phone: (312) DEArborn 7-1100.

Daniel Bishop, *Manager*

LOS ANGELES REGIONAL AREA

1025 N. Highland Ave., Los Angeles, Calif. 90038
Phone: (213) HOLlywood 5-5136

Charles McGratty, *Manager*

PORTLAND REGIONAL AREA

5023 N.S. Sandy Blvd., Portland, Ore. 97211
Phone: (503) ATLantic 1-9732

Paul Weber, *Manager*

ATLANTA REGIONAL AREA

205 Walton St., N.W., Atlanta, Ga. 30303
Phone: (404) JACKson 3-6201

J. Hunt, *Manager*

DALLAS REGIONAL AREA

810 South St. Paul St., Dallas, Texas 75201
Phone: (214) 747-2326

P. Howard, *Manager*

BACKGROUND: United World Films was organized in 1946. It is part of the Music Corporation of America, which includes Universal Pictures, Universal City Studios, Inc., Decca Records, Inc., and MCA-TV, Inc. In 1946 United World Films purchased the Bell & Howell Film-O-Sound library which was the largest film library operating in the United States. In 1946 United also purchased outright Castle Films, the largest producer and distributor of 8mm and 16mm sound and silent motion pictures.

SERVICES: Since its organization, United World Films has distributed sponsored films for industry. Distribution is conducted for non

Continued on page 76

24,783,558 viewers ago,

the American Stock Exchange completed production of their highly informative film, "Behind the Ticker Tape".

then they called us.

Who in the world could get people to pay top box office prices to see your PR film?

United World, that's who.

The time to think about distribution for your next PR film is after it's completed. Right?

Wrong.

United World Films Distribution Services



United World Films Distribution Services



United World Films Distribution Services



What's the easiest way to get the biggest audiences and best coverage for your PR films?

Call the man from United World.

Last year we set a new company record for free film distribution:

we turned down more good accounts than ever before

What's new in free film distribution?

Ask the man from United World.

United World Films Distribution Services



United World Films Distribution Services



United World Films Distribution Services



Who Says it pays to talk to the man from United World? You Do.

We've made lots of new friends since these ads first appeared a year ago. Including some people who are still perfectly happy with their present film distribution service. They simply wanted to see if we could do even better for them, and where we couldn't, we said so. After all, we're not the only good house around. Many of the people who responded to our ads are now on our client list. Which is nice for us, and nice for them too, since they're now getting a lot of the extra benefits our custom film distribution approach offers. How about you? If we can beat your present set-up, you're ahead. And if we can't, you'll have once-and-for-all proof that you're already getting all there is to get. Either way, you can't lose when you call the man from United World.



United World Films Distribution Services

212/777-6600



distributors...

continued

theatrical, television and theatrical audiences through 43 distribution offices located throughout the United States. United also produces and distributes classroom teaching films to the nation's schools. It makes available on 16mm film all of its own company (Universal) feature theatrical titles along with selected features from Paramount and J. Arthur Rank. Demand for its films comes from clubs, business organizations, colleges, universities, high schools, women's organizations, agricultural groups, etc. These audiences are constantly increasing and United uses this source of fresh new audience contacts for distributing their clients' sponsored films. In the distribution of their clients' 35mm sponsored films, United utilizes the theatrical knowledge, experience and contacts of Universal Pictures, its parent company. By reason of its affinity with MCA, United has the added opportunity to be in constant contact with the program departments of television stations throughout the country. These contacts are used by United in arranging showings for its clients' films.

PROMOTION AND PUBLICITY: United not only produces individual advertising and brochures for each of their clients' pictures, but also has available the extra advertising exposure via listings in other film catalogs produced by the company and distributed to 16mm audiences. United maintains booths and exhibits at the important convention and audio-visual demonstration centers throughout the world.

PRINT SERVICES AND MAINTENANCE: Because it is part of a professional motion picture distribution organization, United maintains the highest standard of inspection. Prints are inspected and

cleaned utilizing the latest electronic equipment. Scratched prints are repaired under a special film coating process. United also shares in the cost of replacing any prints damaged during the early years of distribution.

FILM USERS EVALUATION REPORTS: Certified attendance report forms are supplied to the client on every showing.

MONTHLY REPORTS: The sponsor receives detailed performance reports which supply audience information by type and size. A detailed recapitulation of the cumulative total audience is supplied each month together with information on number of showings, bookings and the like.

TELEVISION DEPARTMENT: This department specializes in the distribution of client sponsored films to commercial and educational TV stations utilizing TV station contacts of MCA.

THEATRICAL FILM DEPARTMENT: Through this department, arrangements are made for quality theatrical distribution dates utilizing the experience and theater contacts of the parent firm, Universal Pictures. The latter company has had over 50 years experience in theatrical distribution and was the first organized motion picture company in the industry. United also makes arrangements for its sponsored clients through its film editing staff to produce 35mm prints from existing 16mm prints via a special process. These 35mm prints are thereafter exhibited in the nation's theaters. Professional advertising is employed by United in the exploitation of its clients' films in the theatrical distribution.

NON-THEATRICAL DIVISION: Clubs, organizations, colleges, universities, men's and women's groups, high schools, agricultural groups, etc.

are but some of the audiences supplied to their clients by this division of United. Film showing are arranged, advance booking notices supplied monthly reports and recapitulations utilizing automatic business machines.

SPONSOR-GENERATED DISTRIBUTION: Where client wishes to solicit and obtain bookings himself, United provides the physical handling, inspection, storage and distribution of such film utilizing its professional experience and facilities. Additional services include "custom" promotion and national research can also be obtained under this type distribution.

"CUSTOM" SERVICES: United produces a "custom" service which includes promotional kit supplied (under a special contract service with its client) by United to each film audience. This gives the sponsored client the added public relations effect surrounding each local community film distribution. It is accomplished by United's publicity division and advertising staff which prepares special news releases, film guides, advertising mats and special posters for use by local film exhibiting audience.

NATIONAL RESEARCH FACILITIES: United has engaged a national research organization on permanent basis for the purpose of conducting a detailed research on questions of importance and interest to its clients. Such things as preferred length of films, content and the like is obtained from audiences throughout the country.

Widely Imitated — But Never Excelled!

During recent decades, these Production Review listings have been widely imitated, from "midget" handouts to bound volumes. But none of these sources provide the facts-in-depth of specializing producers which have made these annual listing pages the best in the industry.

Film
is born
naked...
we expose it
to life.

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BOB O'DONNELL on your
having directed the
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"A SPACE TO GROW"*

CONGRATULATIONS!

We always knew that
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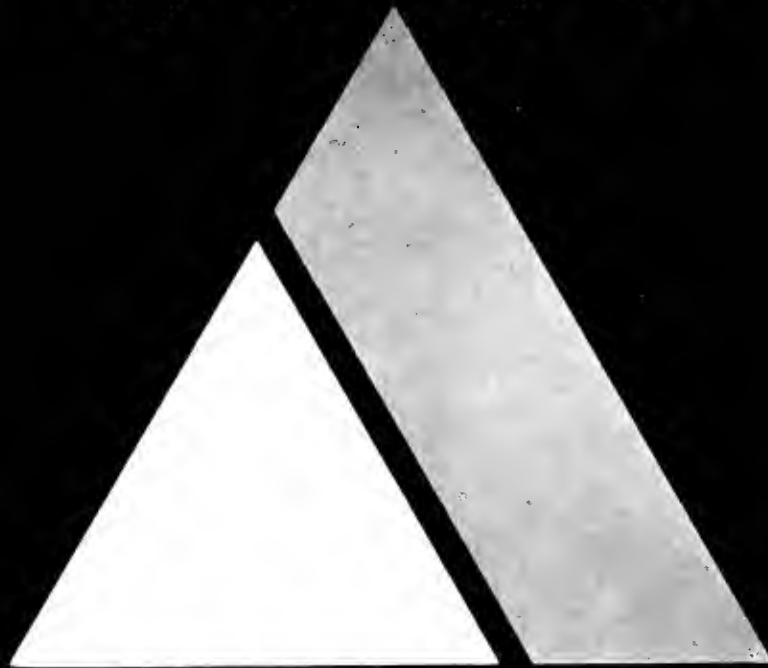
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Youth Films, Inc.
Muskegon, Michigan

*Documentary Short Subject
produced by the Office of
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SCRIPT IDEAS THAT ARE SLIGHTLY OFF THE BEATEN PATH

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No matter what the job, ACTRON can do it. Just look at these capabilities.

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A member of Reeves Broadcasting's Video Division, ACTRON is backed by the resources of the world's largest independent video services facility... ACTRON offers the same quality that makes the name Reeves synonymous with excellence in broadcast television.

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Quo Vadis, Multi-Media?

(Because magic alone is
no longer enough)



By Stanford Sobel

BOSLEY CROWTHER recently took a retrospective look at motion pictures and wrote as follows:

"When movies were first exhibited to the public, they were magic—sheer magic—only that. They were an experience so novel and amazing that the thrill of looking at them (of seeing pictures actually moving before one's eyes, out of context from all experience of nature) was all anybody wished. Those were indeed the days when the medium, just the medium—was the message. That was enough. Thousands, even millions of people, were fascinated by the magic of random images moving on a screen.

But the novelty of mere movement didn't last long. Repetitions of railroad trains rushing at you or school girls skipping rope or factories soon became quite monotonous. Thus occurred the first indication of a phenomenon that has been persistent in the commerce of the screen: the pertinent peril of transition from magic to monotony."

This very same "persistent phenomenon" applies to multi-media presentations today. A lot of people look upon them as magic . . . pure magic. (One of the systems in fact is called the "Laterna Magica".) But others,

and their number is increasing geometrically, are bored and annoyed by the monotony . . . pure monotony . . . of the multi-media presentations they see. With good reason.

Both the state-of-the-art and the public response to multi-media presentations, can be traced by simply following their development in the various world's fairs since 1962.

At the Seattle Fair, the public was all wide eyes, open mouths, and rapt attention. At Brussels the pace quickened and exhibitors began to go for multi-media in a big way. The New York Fair saw an all-time number of multi-media presentations, with exhibits ranging the total quality spectrum, with some that were truly great and others so incredibly bad they were either never opened or promptly forgotten. By Montreal, a culling-out process had taken place, and quality reached a new high water mark. There were no second-rate multi-media exhibits at Montreal. Every single pavilion was outstanding. Even the worst of the exhibits at Montreal was far above the median at the New York Fair.

The exhibitors had learned their lesson painfully, and at great cost, in New York. By the time the trek had begun to Canada, only the outstanding was acceptable. This was a zenith, a high water mark in quality, and after Montreal quality dipped again in San Antonio.

But in San Antonio a new factor entered the equation. Not only the exhibitors had learned their lesson. So had the public. In Montreal, the public had learned that there is no reason for multi-media exhibits to depend solely upon the magic of moving images. They can also have content, and that content can be as exciting as format. At San Antonio, it developed, the public had stepped out in front of the exhibitors and just weren't going to be satisfied with the "magic" of moving images in multi-media. They wanted content, and it wasn't there, and some of them even grumbled about getting their money back. The sad fact is that San Antonio was a financial failure very largely because of a word-of-mouth advertising. The word got around that there really wasn't too much there worth seeing, and after that the Hemis Fair never recovered its original momentum.

Writers follow the multi-media rhythm from Seattle to San Antonio . . .

And now . . . enter the writer in a quite different role . . . vital . . . crucial.

It is partially as a result of this historical imperative that the role of the writer has become more important in multi-media. Actually, the writer can play almost any kind of role in a multi-media presentation, all the way from that of the passive bystander who steps into the picture with

Continued on next page

ABOUT THE AUTHOR

Stanford Sobel has written scripts for World's Fair exhibits at Seattle, Brussels, New York, Montreal, and San Antonio, and he is currently working on several exhibits for the upcoming fair in Japan. He is one of New York's leading scriptwriters of business films, documentaries, TV, and theatrical features. This article is based upon a speech originally prepared for presentation to a convention of the Public Relations Society of America.

Quo Vadis, Multi-Media? . . .

continued

a few typewritten pages to be recorded on a sound track, to that of the original source of the idea for both the conception and the hardware. He can be either important or unimportant in terms of either the form or the content, or both or neither.

It certainly is an unqualified fact that the closer the form expresses the inner content of the material, the more successfully the multi-media presentation will communicate. And this is especially true if you're trying to communicate an image as well as information per se.

A recent experience of my own can help illustrate this. I was called in to help a producer do a multi-media presentation for

an agency's new business department. While we were still outlining the flow of information, the agency called to say we had to put the presentation on that very afternoon because they had an unexpected opportunity to show their expertise on short notice with a totally different prospective client. We had barely enough time to get to the agency, set up our equipment, and check our notes before the new prospective clients came in. We had two movie projectors, five carousels, both horizontal and vertical crawl widescreen filmstrip projectors, seven front and rear projection screens, a tape recorder which was interlocked with colored strobe lights, and a pro-

grammer to synchronize the whole presentation. We also had three speakers who weren't sure when they were supposed to go on in this melange of audio-visuals, and a fourth man, an account exec who had never met any of us and who was supposed to summarize the whole presentation although he had never seen any of it.

As you can imagine, it was a mess, a genuinely unqualified disaster with everything happening at the wrong time and everyone coming in off cue. We were truly shattered and discouraged, and crept away quietly and depressed.

An hour later, the account exec called us jubilantly to tell us they had landed the account. "But, but, but . . . it all went wrong!" we kept saying. "Who cares?" he answered. "They didn't know it was all wrong. Neither did I, for that matter,

except at a couple of points. The fact is, they were completely dazzled by it, swept 'em right off their feet, they haven't the foggiest idea what they saw, except that they're convinced we're a really go-go outfit who will give them something fresh and exciting and original. As for what we actually say about their products, they know they'll have the final word on that anyway. The whole thing was perfect as far as they're concerned. By the way . . . leave the equipment here if you would. We'd like to put on the same show for another prospect."

As I said before, the writer can play almost any kind of role. Despite the above example . . . the script is becoming more crucial an element in International Expositions than ever before. Even from this early vantage point, it looks as if Japan will have the best fair yet, and it also looks like there will be almost no pure dazzling displays for the sake of dazzle alone.

There is still a lot of secrecy about individual exhibits, but the underground has it that form and content are to be integrated in Japan, to an extent never before attempted. In Japan, the multi-media content will have become an integral part of the multi-media form.

It is now an accepted fact that the outer expression, (the hardware) should be a true projection of the inner feeling tone, (the script). Magic alone is no longer enough.

And what all of that means is that writers are going to be a more important element in determining the success or failure of the next World's Fair, than has ever before been true. That is an enormous opportunity for creative expression, one to which multi-media writers are responding with enthusiasm and with all the skills they have acquired over the years.

If this International Exposition turns out to be as successful as it currently looks like it is going to be, the Orient will be brought so close that the name "Far East" will be even less appropriate than it is today. And if it is that successful, then the contribution of the writer, his role in creating and implementing the meaningful message of the medium, will have reached a new plateau of creative responsibility from which there can be no retreat in the future.

Sanford Greenberg Elected President

FPA Foresees Employment Progress

NEW OFFICERS for 1969 were announced by the Film Producers of New York at an annual meeting, March 18, at the Columbia University Club.

Sanford Greenberg, of DFI Communications, Inc., was elected president. Other officers for 1969 are Irving Hecht, (Cinefects, Inc.) vice president; Charles Ticho (Fred A. Niles Communications Centers) secretary; and Robert Gross (American Film Producers) treasurer.

FPA's Board of Directors is now composed of the following members: John Babb (F&B/Ceco), Manny Casiano (Berkey-Pathé), Ronald Cohen (Jerome J. Cohen), Joe Dunford (Pelican Films), Dan Eisenberg (Movielab), Eli Feldman (Focus Prod.), Warren Fox (PGL Prod.), Harold Friedman (Savage-Freidman), Ira Marvin (Viafilm), John Monterola (Film-Fair), Lou Mucciolo (Audio Prod.), Bill Sohl (EUE/Screen Gems), Bill Susman (MPO Prod.), Jack Vorisek (Reeves), and Sam Magdoff (Elektra), past president.

Sanford Greenberg, new president of the FPA, has played a leading role in New York film industry affairs for the past 13 years. He has been on the Board



Sanford Greenberg, FPA president.

of Directors since 1959, and has been particularly active in industry-labor relations, heading a committee aimed at stabilizing relations between producers and the various production crafts. The results of this committee have been notably successful, particularly in recent years, culminating in the formation of COMPEC, which provides machinery for resolving labor disputes without strikes, and is ded-

icated to maintaining the high stature of the industry in New York.

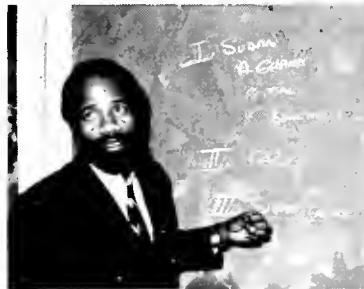
Greenberg, who is a certified public accountant, and graduate of Pace College and Columbia University (M.A.), first became active in the industry by joining MPO Production in 1956 as chief financial officer. Up until March of 1969, when he resigned to join DFI Communications, Inc., as vice president, Greenberg was vice president and treasurer of MPO, also serving on the company's board of directors.

In a recent interview with BUSINESS SCREEN, Greenberg said that FPA would continue to foster the professionalism and high ethical standards which have been recognized as significant in New York production activities. Greater emphasis will be placed this year on continuing investigation of the parameters of videotape use in the industry. An FPA committee is presently working on this.

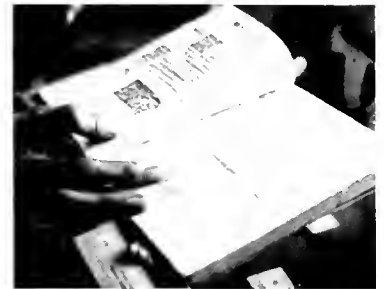
Greenberg foresees more progress throughout the industry in the provision of employment opportunities for minority groups. He also expects union and management groups to continue their joint efforts to improve the level of quality in the profession.

Encouraging Study of the American Negro

Helping to solve the mystery of the black man, this new filmstrip from the Jam Handy Organization for Coca-Cola shows where students can learn more.



Lerone Bennett, Jr., Ebony Magazine senior editor, author and professor of History at Northwestern University in the filmstrip, "Black Treasures."



The filmstrip shows that both the past and the contemporary experiences of people of African descent are described in books, manuscripts and other documents.



In some states, Negro history courses have become part of the regular school curriculum.



Where can Negroes find proof of their heritage? The filmstrip provides the sources for Negro history.



The desire to know and understand the true history (right) of the Negro is growing among both blacks and whites.

organizations concerned with promoting an appreciation of the Negro's past, encouraging an understanding of his present status, and enriching the promise of the future. For example, New York's American Society of African Culture is a source of documents and historical material for scholars and the general public. Here, one can learn how black African culture filtered through Egypt to eventually influence Greek civilization.

In the Schomburg Collection of the New York Public Library, Negro history is documented in over 33,000 volumes. At Oberlin College in Ohio, the tragedy of slavery unfolds. Here, books and exhibits from the earliest days of American history tell the story of people who suffered, yet survived to establish a tradition of courage and resourcefulness.

Negro art is featured at Howard University's Gallery of Art, while the Soper Library collection at Baltimore's Morgan State College is a monument to the many unacclaimed Negro writers who refused to let discrimination stifle their creativity. Atlanta University, in Atlanta, Georgia, offers the Slaughter Collection — one of the most outstanding collections of books written by Negroes in America.

These sources, and many others, are shown in *Black Treasures* along with several of the contemporary Negro historians who are adding to this ever-growing fund of knowledge and understanding about the black man and his contributions to America. Already, the influence of these Negro historians is being felt in schools and on the public. In some states, Negro history courses have become part of the regular school curriculum.

In short, the film, narrated by Donald Haney of "Haney's People", Detroit's WXYZ-TV personality, says that the Negro need no longer remain a mystery to anyone — that the story of his history is well-documented and available to anyone who seeks it out — and that the places where it is recorded are, indeed, *Black Treasures!*

For additional information about *Black Treasures*, write Kelvin Wall, The Coca-Cola Co., P.O. Box 77085, Atlanta, Georgia 30301.

IN RECENT YEARS, the black man has been the subject of television, radio, magazines and books. He has been the cause of political controversy, social debates, and sweeping changes in America and the world.

"But still — the black man remains a mystery. He remains a mystery because, in spite of the recent attention he has attracted, his history, his past — his heroes, his triumphs and much of his suffering — cannot be found in most of today's textbooks.

"White students read these books in the hope that a true account of past events will help them understand current and crucial racial issues. But, too often, these books leave them with misconceptions and myths about the Negro.

"For Negro students, reading these history books are vain and frustrating attempts to discover their heritage, to discover their identity, to learn what contributions their ancestors made to the spread of civilizations — to find out what role these ancestors played in the development of America."

The above is a quotation from introductory comments to the new color filmstrip, *Black Treasures: A Guide to the Study of Negro Life and History*, created by The Jam Handy Organization for presentation by The Coca-Cola Company in cooperation with the Association for the Study of Negro Life and History in Washington, D.C.

Black Treasures is an 11-minute presentation designed to encourage the study of black Americans and their contributions to American society by showing the sources of well-documented Negro history that are available to those who seek them out. The color film and recording emphasize the need for a more thorough understanding of Negro history by black and white Americans alike and illustrate some of the major collections of books, original papers, art objects, manuscripts, microfilms and exhibits throughout the United States which tell the story of the triumphs, the suffering and the achievements of Negroes.

These collections are the result of efforts by individuals and

The desire to know and understand the true history (right) of the Negro is growing among both blacks and whites.

A Little Frontiersmanship, A Little Frontier & Vice Versa

LIKE EVERY HAMLET, town or big city in the world, Seattle, Washington has its own metabolism which is as different from the next place on earth as its people are from inhabitants who live in the next place on earth. This metabolism is as characteristic of its businesses as of its people.

Slow where it should be fast, progressive and atypical where it should be typical, Seattle may be in many ways, the last frontier

own or manage a team. This, of course, made all the team owners and managers happy and pleased with my presence. So much so that they began calling on me. One owner needed a pitcher on a Sunday afternoon. Tuesday night, another owner needed a right fielder. And Saturday following, I received a call to take over shortstop in a double-header. Needless to say, I was always fresh and full of fire. Each day was different, each confrontation

frained from producing more than one spot because he had no more than one concept for the media, I might be able to provide an idea or two that would turn the one-spot job into a two or three-spot job. In any case, anything can happen to create more business for a producer; only certain things can happen to reduce it.

The more I discussed the matter, the more convinced I became that what Seattle really needed

Turning a variety of filmmaking knowledge into a unique new business, Marvin Albert serves local producers on a "whatever-needed" basis.

in America. For me it is. And I love it.

Having worked for a local motion picture production company for two years, I became a part of the atypical machinery that no longer functioned one day. Yet, everything in me pressed on to function regardless of the immediate situation. Said I to myself, "Muffo Pictures is no longer producing. What do I, then?"

For what it's worth, for those it may help and for those it may hinder, here is what I did. I looked at myself squarely in the two-way Seattle mirror, looking at myself against the background of no more than one good-sized and four small-sized existing production companies likely to remain in business long enough for me to decide what to do.

Being non-competitive by nature, I projected, indeed, fantasized, and imagined myself a professional ball-player who played every spot from catcher to third baseman on a relatively good team for two years, when all of a sudden the team folded. I had made friends with my teammates and players from other teams. I liked pitching as well as fielding, liked one team as well as the other. In fact, I would like very much to have had the chance to play a game, or two for all the teams year-round. One thing I didn't want to do, however, was

had a new set of problems to be solved in totally new ways. And the owners were more than pleased to have a player so fresh and enthusiastic. No permanent ties with lengthy contracts full of loopholes enabling one or the other party to slack off in performance. In fact, I had to outplay every man on the permanent team in order to play a game in the future. Incentive on both sides of the non-contract turned out to be ideal.

A long metaphor for a quick decision, but it worked. For two years I had written, directed, edited, performed in sound and lighting capacities, photographed, prepared proposals and formulated contracts for motion pictures. I enjoyed all aspects of my work and realized the Seattle situation could stand the addition of services years before it could stand the addition of competition.

I discussed my capabilities to several producers. They seemed enthusiastic about the prospect of having an immediately available writer-director in the area. One producer was especially interested in my services in the capacity of grip. For his particular organization has no ideaman. I suggested grip work to him, myself, explaining the potential hiding behind the scene. If I were gripping on a small job for him, a TV spot, for instance, and the client had re-

frained from producing more than one spot because he had no more than one concept for the media, I might be able to provide an idea or two that would turn the one-spot job into a two or three-spot job. In any case, anything can happen to create more business for a producer; only certain things can happen to reduce it.

With my office in my head and my company on my shoulders, I set out as Motion Media Films: Some, any, all or part of motion picture production; services offered to motion picture producers, advertising agencies and television stations.

The first call I received was from Cue Productions. A one-man organization owned by Ted Simpson. Could I shoot three minutes of film for him for one of his clients? I could and would, anytime, anywhere. And I did. Job done, I delivered the film to the lab in his name and billed him for my time. One week later I started looking for a permanent position with a local shoe store. At least selling shoes brings in enough money for food, rent and clothing, I said out loud.

But I received a call the following Monday. Another producer, a larger company, wanted a TV spot produced from scratch. They were busy to the hilt and did not want to lose a client that had more work coming up the following month. I produced the spot and had just delivered the originals to the lab when I had a message waiting for me to come back at my convenience.

The producer had just secured a contract for a film and needed a writer to script a ten minute picture.

Since those first few trying weeks, I have done writing, photography, editing, sound, lighting, sales and concept jobs for many of the Seattle producers. In some cases, for advertising agencies who came to producers for TV productions from scratch, script and all.

Naturally, ethics are a great part of my existence in the business I am in. My allegiances are with each and every producer I work with and for. Information is strictly confidential. I must remain now and for ever on neutral ground. And above all, I must not and do not compete for films. If I am favored for any reason, or called by a client to write, direct or shoot, I insist the production company I was employed by originally be contracted with and advise the party of my availability. When I am contacted to do a picture or spot in the capacity of producer, I give the job over to the producer most capable of the particular demands and I am paid a commission, just as any salesman would be paid. If the job warrants my talent, I am hired to perform in any one or more capacities. In this method I have found the means of *creating* work for myself in a literal sense.

I have, so far, been called on in all facets of production: Writing, directing, shooting, editing, consulting, sound recording, lighting, sales, A/B editing; I have accepted all assignments local or out of town.

While my idea seems to work, it, nevertheless, depends on the ultimate consideration of the producers. After all, they do have a staff, however small it might be. It is not difficult to see that I must out perform my more secure co-workers. But I am in a more advantageous position to do so because my employment is on a piece-work basis. I know, without reservation, a totally new experience lies ahead of me the moment each job is over. I believe the producers who have employed me believe this, too.

My optimism is not overshadowed by enthusiasm. I work one day at a time, one job at a time. I know where I am . . . Seattle! By the time you read this your wife may have already purchased a pair of shoes. From me!

AMRAM NOWAK Associates, a well-known sponsored film company in New York for the past ten years, has completed a feature film which is scheduled for a New York opening at the Little Carnegie Theatre early this spring.

While the sponsored film field has supplied the theatrical feature film industry with a number of producers, directors and writers in past years, very few production companies specializing in sponsored films have gone into feature films as a logical extension of their business.

"Logical" is exactly the term Amram Nowak, head of the firm, uses in describing his new venture. "Up until just a few years ago," he says, "most feature film production meant big Mitchell cameras and giant Houston cinemas. It meant budgets well beyond the means of the sponsored film maker. But now we are in the midst of a technological revolution; first in the underground movies, and recently in such films as *Faces*, *Greetings* and *Endless Summer*, it has been proved that low-budget but high quality films made with portable 16mm equipment can be successful at the box-office."

Nowak's film is *King, Murray*, which is, briefly, about a wild weekend junket to Las Vegas with Murray King, a real live hyperbolic super insurance salesman.

The film originated in Nowak's production schedule following the success of several self-sponsored shorts which convinced him that a feature film would not be beyond the means of his facilities, which are largely devoted to the making of documentary films for such organizations as the National Tuberculosis Association, Public Broadcasting Laboratory, National Educational Television, Metropolitan Life, U.S. State Department, Bureau of International Affairs, and others. One of these shorts, made two years ago, *A Day with Tim Page*, proved to be enormously successful. It



David Hoffman, vice president and creative director of Amram Nowak Associates, who directed *King, Murray*."

Feature Films—A Logical Extension for Industrial Producers?

"Yes" says this New York producer whose feature "King, Murray" is opening at the Little Carnegie Theatre. And, the film joins a few other current features in proving that low-budget, high quality films made with portable 16mm equipment can be successful at the box office.

was sold to PBL for a one-shot TV performance, won six awards at various film festivals, and brought a contract from Eastman Kodak to do a major TV commercial based on Timmy Page, a young boy-film maker of Storrs, Conn.

The idea for the film originated with Nowak's partner, Dave Hoffman. Murray King, the star of the film, who is actually the firm's insurance agent, struck him as being a remarkable subject for a film. When King invited them to Las Vegas, Hoffman talked Nowak into taking the plunge and making King the subject of their first feature. Together with Jonathan Gordon, who co-directed and took sound, four suitcases full of camera equipment, and their toothbrushes, they set off with King for Las Vegas.

After three incredible days with only two hours sleep, and with 30,000 feet of exposed 16mm color film, the Nowak crew came back to New York and started to hack away at the materials for several weeks until they were sure there actually was the core of a feature film in Murray King's Las Vegas experiences.

So, several more days of shooting were scheduled in New York and other places to flesh out the junket footage until a rough cut two-hour film was worked out.

It is a long hard journey for the documentary film trying to break into the commercial theatres. The first big break in this direction that Nowak and Hoffman got was when Sheldon Gunsberg of the Walter Reade Organization, a big New York exhibition company, took a look at it and believed it might be potentially commercial. He encouraged them to go on with it.

After several more months of editing, a 35mm blow-up print of a 90-minute film was made, and a major Wall Street investor, Leeam Lowin, entered the picture as co-producer with capital enough to finance completion and a New York opening in a prestige theatre.

King Murray, which will probably be compared to *Faces*, which it follows into the



AMRAM NOWAK

Little Carnegie, is actually much different. *Faces* started and finished as a completely scripted film with the emotional fireworks and the documentary appearance developing from the extraordinarily personal style of camerawork and the direction of John Cassavetes. *King, Murray*, while shot in a somewhat similar camera style, actually grew out of the documentation of actual happenings, and was only somewhat fictionalized when the film was well along.

And, rather than in cinema verite style, in which the handheld camera is purely an observer of undirected happenings, *King, Murray's* cameras and film makers are an important part of the action in a totally original film form.

Amram Nowak has a broad background in the cinema arts. He taught dramatics at Syra-

Continued on next page

logical extension . . .

continued

cuse University and later worked in the Broadway theatre for two years. After that he served as writer and director at CBS and ABC until founding his own film-making company in 1959. Forty-five major documentaries have been produced and sixty awards have been received. Nowak's partner, David Hoffman, 27, is one of the coming "young film makers" — can express himself with camera in hand as other creators need a typewriter or palette. He directs, is an outstanding cameraman and editor.

The fate of *King, Murray* will be known after the critics and film buffs in the first

week's audiences pass judgment. But in sneak previews held recently audience reaction has been violent. Twenty people walked out of one performance in outrage. Yet more than half the same audience thought it was an exceptional film. Few viewers have been impartial — they either love it or hate it.

Amram Nowak believes that many of the techniques of this new-wave of theatrical cinema are equally applicable to the sponsored film. Regardless of the outcome of *King, Murray* he has no intention of abandoning his first love, the sponsored documentary film.



Murray King and Laura Kay, who plays one of the girl friends in the feature "King, Murray", which opens this month in New York.

Oxberry Optical Printer Star of Bright New Film

A REVOLUTIONARY special effects optical printer has been introduced to the motion picture industry by means of a new film, *Control*, which describes its features by using the same features in the production.

The printer, the Oxberry Model 5117-80, incorporates an entirely new optical light system eliminating the conventional automatic iris and replacing it with a lightvalve, which might be likened to a venetian blind. This valve automatically maintains light output for the camera in all positions in conjunction with four projector heads.

Control, which was filmed by Animated Productions, Inc., in association with engineers of Berkey Technical, a division of Berkey Photo, Inc., integrates a series of engineer-designed schematic drawings of the new light system with live action sequences — then superimposing an animated sequence of the light in action over both live action and schematic drawings. This combination of techniques was planned to provide the viewer with a visual tour-de-force of what might ordinarily be a lengthy and dry sequence.

The same patter was used to demonstrate, first, how the printer functions in segments; then to combine segments together through graphics, animation and live action, illustrating the integrated relationships of the elements of the printer.

Since the Oxberry Printer, beyond its principal features, is

comprised of a great number of other important elements, this presented a problem in terms of illustration, demonstration, and length of film. Since it was to be no longer than ten minutes, some two dozen or more important features of the machine had to be compressed into less than three minutes. Here again, the skilled hand of Al Stahl, head of Animated Productions, as designer and animator created a series of split screen, multi-image sequences, combined with animated light sequences demonstrating the difference between uncontrolled and controlled light, giving the opening of the film a fast-moving and brilliantly paced montage that is as exciting as it is informative.

Music was another aspect of the overall design of the film. Though original music was not used, credit must be given to the producer for the exacting selections and integration of music into the sound track to intensify the visual effects used in the film.

It is important to note that the completed structure of the film itself becomes a demonstration of a finished product that can be turned out by the very machine it is portraying. This, then, becomes the testimony to yet another feature of the machine: precision control. Even though this is demonstrated during the course of the film, it is very evident that the special effects and techniques employed in the film could not have been done with such great precision

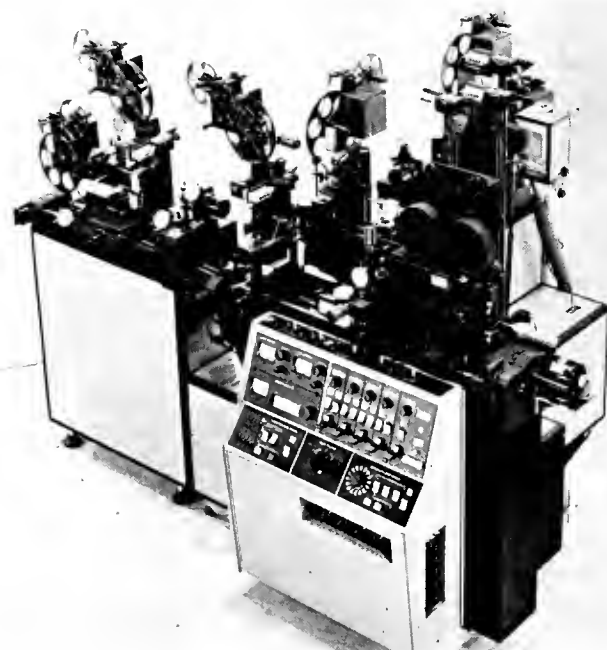
had it not been for the printer.

Working with Al Stahl on the film were A. Kip Livingston, of Berkey Technical, as Executive Producer; J. Landsman, script; John Oxberry, director; and Milton Forman and Harry L. Parker, of Berkey, as co-producers.

Control was first shown at the Photokina in Cologne last fall.

It has since played to audiences of motion picture engineers and technicians throughout the world. It was awarded a Gold Medal at the International Film and Television Festival in New York last October, and was included in the recent hour-long program of motion picture optical effects held at the Museum of Modern Art in New York.

Star of the film "Control" is this Oxberry special effects optical printer Model 5117-80, in live, animation and combination sequences.



Our hero, Dr. Speak-to-the-Mind-through-the-heart, is considering the challenge of applying his creative talent as a producer to pioneering effective and meaningful new uses for film in today's world.

ONE THING CAN be said for a producer; he is involved. Crisis is his daily bread. In addition to the routine maneuvers of solving the unsolvable and surmounting the insurmountable, he must find within himself an endless well of creativity to be forced to the surface upon demand by pushing the button that says, "Give Now."

Therefore, it is not illogical to assume that a producer feels that once a brainchild is born and delivered in swaddling clothes to a proud and happy client that his responsibility as creator is fulfilled. He has earned, if little else, respite.

But in so doing, perhaps the producer is overlooking a challenge made to order for his particular attributes. A challenge, which met, could do unique justice to his profession and to himself.

Suppose, for example, the producer found an additional button on the control panel that had been overlooked before, one that says, "New Uses." Upon pushing the button, the producer finds himself programmed into new thinking patterns. His mental vision broadens to national and international scope and he sees himself as he really is — an influential motivator of the greatest numbers of people the world has ever known. Of course, he has been aware of his influence to a degree. But for the first time, he fully recognizes his power.

He finds himself playing the childhood game: "If I could have three wishes, what would they be?" (He knows that now his wishes can come true.)

Because he is a producer, he has a feeling for people. This is one of his principal attributes. The well from which his creativity flows must have a source; this source is emotion. He gives a damn. So his wishes have to do with the welfare of people.

Heretofore, the producer has devoted his formidable creative forces to the film itself. Meanwhile, technical marvels have kept pace so that now the producer finds himself in the position of a musician who is given a dozen more octaves to play in. In searching his imagination for ways that he, as motivator of masses, can better their welfare, his programmed mind is directed to New Uses for Film.

His imagination surges from the old confinement and his thinking goes like this:

"During President Nixon's campaign, he said, 'Bring us together.' What better way to bring the people, especially the ignorant and hostile minorities, and the government together than by intelligently conceived and properly produced film projects, using television and every other method of film exhibition? If the problems which confront our nation and the world today could be reduced to one common denominator, it would have to be a lack of effective communication. What else?

"Therefore, my first wish is for a crash program of effective film *communication* which probes all the sore spots and offers honest conclusions and solutions, no matter how painful, to both sides.

"Included in this program would be strong, very strong medicine to inspire. Who

lives today whose difficulties have not been equalled and overcome by someone else in similar or worse circumstances? The difference between triumph for one and defeat for the other is the fabric of the human spirit. We must consider a man to be more than a stomach; we must regard and minister to him as a whole man.

"Enter our hero, Dr. Speak-To-The-Mind-Through-The-Heart, the producer. Because it is emotion we must deal with. Merely tossing facts back and forth won't do the job.

"As a beautiful example, consider the film, 'Charly.' Anyone who sees this gem can never again think of the mentally incapacitated in the same way he has before. Was this film made for that purpose? Who knows? Furthermore, who cares? The film is superb by every standard, and the fact that what could have been its purpose is achieved, is incidental to the enjoyment of the viewer. Listen to the audience exult with Charly as he cries, 'I beat him! I beat him!' This is what filmmaking with a purpose is all about.

"Suppose this kind of talent and dedication were put to work in the production of films to change the public's ideas and atti-

truck unit similar to the one Ladybird Johnson presented to the wife of Mexico's President, for health education in rural areas. Such a truck might have multiple panels which unfold outward in accordion fashion. As each panel would have two sides, there would be plenty of exhibit space outside the truck for pictures or other visual materials. Inside would be one or more motion picture and/or slide projectors which would project outside to a screen or upon any light, flat surface such as the side of a building. Sound could be amplified, if desired, depending upon the size of the audience.

"Students cannot or will not go to school? Bring the school to the students. Are there areas needing medical or agricultural information, here or abroad? Take it to them in precise, on-the-spot visual demonstrations. Are there places without electricity where films could never be shown before? No problem. Wherever people need help, or wherever the government needs help from the people, the 8mm projector or the mobile truck unit are ready to go.

"Anywhere in the world.

"Washington needs this. For example,

ENTER OUR HERO

By LINDA SHULER
Shuler Productions
Dallas, Texas

tudes about other things. Suppose these films were scheduled in a crash program on television, exhibited in theaters, shown in schools, offered as program material to PTAs, church groups, civic and fraternal organizations, and so on. What would happen?

"Consider, then, what is happening now, when programs at the other end of the spectrum are available any hour at the turn of a knob or price of a ticket. Who made these films? And, in the making, is none of the responsibility shared? And let's not kid ourselves about what's being shown. I don't buy the theory that 'If I don't do it somebody else will, and make the money.' Plenty of money is to be made by doing something better. Finding the market is the problem, and this brings us to the next wish.

"My second wish is simply that the best production brains in the motion picture industry get together and brainstorm new uses for films and ways that film may be used to our national benefit. These uses will open new markets.

"To be considered might be more imaginative uses of the self contained 8mm sound projectors, as well as a mobile projection

Russia's massive propaganda drive in India, an all-media crash-upon-crash Hate America program is, to quote Carl Rowan's column of February 25th, causing the United States 'considerable alarm.' Among other things, our comrades claim that 'Richard Nixon, who now walks into the Presidency over the foully murdered corpses of his two great rivals . . . owes his office and power to J. Edgar Hoover, the executioner of his rivals . . . ' et cetera and please pass the paragon.

"So here we are, an articulate nation, with the best advertising and public relations expertise on earth plus the most advanced motion picture and television technology, sitting around biting our nails instead of getting in there and fighting fire with more and better of the same. Comes wish 3.

"My third wish is that we create a series of films for foreign distribution about the United States of America which does us justice for a change. In fact, we could use some of this at home. We seem to be on a sinner's-bench, flagellation orgy. It's time for balance, and I for one am good and ready for a solid dose of flag-waving, pointing-with-pride and God-bless-America." Enter our hero. •

JOB FILM FAIR

*A unique
new idea
for employment
and training
films*

to better understand him through the use of film is rapidly and steadily growing. These groups are not limited to community agencies or organizations; they also include industrial, business, and labor groups, independent and commercial filmmakers and distributors. The result is an expansion in the scope and demand for such films, as well as in their availability.

Community groups, such as the Urban League, make and distribute such movies. Specifically, their film, called *The Road Ahead* tells the story of two young men — one white, one black — who lose their elevator jobs, but make a successful comeback in another job. A similar "orientation" film used by a community organization is *The Fresh Start*, which discusses a Puerto Rican youngster's adjustment to the Job Corps.

Industry also is making and distributing films which help provide understanding and alleviate employment problems which relate to the urban crisis. Bell Telephone Company, for instance, has produced a 28-minute film called *Appointment with Tomorrow*, which tells the job-seeking youth how to present himself most effectively to a potential employer. Comparably, *The Individual*, by Polaroid Corporation, deals with an important aspect of job adjustment. In it, the head of the company discusses how his firm retrains its workers who are displaced by automation.

U.S. Steel, McGraw-Hill, MacMillan, Litton Industries, Raytheon, IBM, Inland Steel, and International Paper are some of the other industries that have sponsored this type motion picture.

One very effective film was made in color by Sunburst Films called *Take A Giant Step* (see *Business Screen*, Jan. 1969). This movie is the story of the Watts Manufacturing Company, a project under the auspices of Aerojet General Corporation, to help reverse the unemployment trend in the Watts ghetto. It follows a young black worker from the street into the company where he proves to be an effective employee.

Roundtable Films has also recently announced a film which deals with the employment of the "hardcore." Entitled *Management, Motivation, and the New Minority Worker*, it seeks to answer the question of "how will first line supervisors react when the "hardcore" employee comes to work in their departments?"

These films reflect the fact that "training" is not being aimed only at employees or potential ones, but at employers as well. By presenting the world of the unemployed ghetto youth and some of his assumptions about work and its rewards (or lack of them for him), movies can build a better understanding on the part of the employer.

Some young persons who live in the ghetto have themselves shot such films. One organization, Mobilization for Youth, sponsored a film workshop which resulted in the production of at least two outstanding films, *The Game*, adapted by Roberta Hodes, and *You Dig It?* written by Leon Williams. The

former earned the Plaque of the Lion at the Venice Documentary and Short Film Festival. The latter was shown at Expo '67. Although these may not seem like "training" films to the "purist," they offer employers insight into the heritage with which his employees come to him.

Ironically, although many significant and useful films exist to aid those involved in training, there has thus far not been a central source for those wishing to utilize them. Industrial leaders, for instance, frequently are unaware of what films other industries have used in training. Realizing the situation, the American Foundation on Automation and Employment, a non-profit labor-management organization, has organized what it calls the Job Film Fair. The two-day showing of films and holding of seminars will take place May 21-22 at the Americana Hotel in New York City. Because it is the first film festival of its kind, its planners hope it will serve as a model for communities outside New York.

The available films, which are geared to reach employers, community groups, unions, governmental agencies, public affairs organizations, schools, universities and research groups, communications firms, and training consultants — tend to fall into four categories. They are: (1) films which orient businessmen about ghetto residents' environment and assumptions, or inform them of approaches to recruiting, training, and upgrading the hardcore employee; (2) those which orient hardcore residents about the world of work; (3) those which convey respect for the heritage of Black, Spanish-speaking, Indian, and other minority groups; (4) those which are used in remedial education and training.

Accordingly, the Job Film Fair plans to award prizes and recognition to outstanding films in these categories.

The method of selection for awards and showing at the Job Film Fair is unique. Panels composed of representatives from each of the groups at whom the films are aimed (employers, agencies, schools, filmmakers and public affairs organizations) in addition to outstanding personalities, will rate and evaluate the films using a standardized two-page evaluation sheet supplied by the Job Film Fair. It should be noted that although the evaluation sheet places stress on content and impact, the questions also deal with technical film quality.

Seminars will also be held during the two-day Film Fair. These will be broken down by subjects, to somewhat parallel the types of available films. Topics to be included are: *Understanding the World of the Ghetto*, *Orientation toward the World of Work*, *On-the-Job-Training*, and *Development of Business Entrepreneurship in the Ghetto*.

It is anticipated that the unique approach of the Job Film Fair will help alleviate the problem of locating effective training films, and provide an outlet for filmmakers.

Further information can be obtained from the Job Film Fair, 452 5th Avenue, 9th Floor, New York 10018. •

"When we consider the problems and issues confronting our communities today, training is perhaps the most dynamic tool that can effectively wage the fight against poverty. As a problem-solving method, training can be as generic or as specific as the manifestation of the problem situation."

— New York Training Institute

THE TRUTH of this quotation, as well as of the old maxim, "a picture is worth a thousand words," is the basis of a boom in a broad new area of filmmaking today. The number of groups who offer training to the so-called "hardcore" employee or who seek

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Phone: (212) 628-8165

Date of Organization: 1960

H. F. Armington, *Writer-Director*

I. W. Meister, *Industrial P.R. Consultant*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Challenge of Weather; The Atmosphere; Heat, Pressure and Winds; Moisture* (Training Film Productions, Inc.); *AN/TPS-2S Ground Surveillance Radar, Tactical Operations; AN/TPS-2S Ground Surveillance Radar, Audio Signal Identification* (U.S. Ground Surveillance School, Ft. Huachuca, Ariz.); *The U.S. Infantry Non-Commissioned Officer Candidate Course* (U.S. Infantry School, Ft. Benning, Ga.); *MOA1E2 Turret & Gun Control System* (3 films) (Rock Island Arsenal & Chrysler Corporation).



LEWIS S. BAER

65 K St., N.E., Washington, D.C. 20002

Phone: (202) 628-7089

Date of Organization: 1968

Lewis S. Baer, *Writer/Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The FBI Laboratory* (Federal Bureau of Investigation); *The Air University* (U.S. Air Force); *Firefighting Aboard Aircraft Carrier* (U.S. Navy); *Flight To The Moon - Apollo 9* (Narration for USIA Version); *Survival - Tropical Inland Waters* (U.S. Air Force); *Ask A Marine Officer* (U.S. Marine Corps); *Universirt Reform For Latin America* (USIA); *Marine Helicopters in Combat* (U.S. Navy).

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RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Minnesota Meets the Challenge* (H. E. Westmoreland, Inc./N.E. Minn. Mining Assoc.); *Cutting Tool Demonstrations* (3) (Pilot Productions/Ingersoll Milling Mach. Co.); *Growing More Profit; New Dimensions in Transformer Technology* (Allis-Chalmers/Direct); 1968 *Fall Promotion* (Fred A. Niles/American Oil); *Uarco Deleavers* (Interlock Productions, UARCO).

SLIDEFILMS: Pilot Productions (Automatic Electric-1); Direct (Uarco-3); (Montgomery Ward-2); (Ekco-1).

Miscellaneous manuals, meeting material and cassette tapes - through Telecine Film Studios, Universal Training and direct.

SHERMAN BECK

207 East 43rd St., New York, N.Y. 10017

Phone: (212) OXford 7-1459

Date of Organization: 1947

Sherman Beck, *Writer/Director*

LESTER S. BECKER

11 Coh Drive, Westport, Conn. 06880

Phone: (203) 226-0300

Lester Becker, *Writer-Director*

WILLIAM BERNAL

203 Glen Ave., Sea Cliff, L.I., N.Y. 11579

Phone: (516) OR 6-1664

Date of Organization: 1946

William Bernal, *Writer-Producer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *A Better World* (Film Enterprises, Inc./IBM - World Trade Corp.); *Challenge of Six Billion* (Reid H. Ray Films, Inc./Allis Chalmers); *Olympic Skates & Skis* (Milton Stark Films, Inc./U.S. Olympic Committee).

CARL B. BLACK,

Filmscripts & Storyboards

6 Priscilla Alden Rd., Provincetown, Mass.
02657

Phone: (617) 457-0322

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Transmission Line Theory; Waveguide Theory; Waveguide System Devices; Electronic Warfare; Introduction to the Omni-Range System; Loran-Basic Principles of Operation* (U.S. Navy); *Introduction to OS/360 Multiprogramming* (IBM).



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Phone: (202) 337-2181

Date of Organization: 1958

Spencer Bostwick, *Owner-Head, Script Production and Storyboard Services*

Susan Elizabeth Johnson, *Editorial Assistant*

RICHARD W. BRUNER

172 Highland Ave., Ridgewood, New Jersey
07450

Phone: (201) 447-1261

New York Phone: (212) 688-2019

Date of Organization: 1963

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Spare Parts for Human Beings; The City: A Physical Environment; The City: A Social Environment; Who Owns Space; Feeding The World; Atomic Energy Revisited; Transportation and Communication* (NBC Enterprises/Doubleday Educational System Division); *EVR: A New Medium* (CBS Laboratories); *One Kind of Strength* (Cancer Care); *United Fund Report* (United Community Funds and Councils of America); *Floyd McKissick and James Farmer Tell It Like It Is* (Corn Products); *A Learning Environment* (Corn Products).

FILMSTRIPS: *Voting Is People Power* (League of Women Voters); *Growing Up Black In America* (Warren Schloat Productions); *I Guess I Forgot* (A.T.&T.); *Black Power in Politics* (Doubleday).

AUDIO-VISUAL PRESENTATIONS: American Newspaper Publishers Association Presentation by A.T.&T.

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Phone: (301) 469-6720

Date of Organization: 1961

Lowry N. Coe, Jr., *Partner*
Clifford L. Peacock, *Partner*
Donald A. Connolly, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Fire Mission; Marines 1969; Women Marines - Worldwide; Marine Tactical Data System* (U.S. Marine Corps.); *The Will to Win; Action at Akron - 1968 Soap Box Derby* movies (GM Photo/Chevrolet); 1968 *Buick Open Golf Tournament* (GM Photo/Buick); 1969 *Pontiac Product Review Meeting* (GM Photo/Pontiac); 1969 *Selling Warmup; 1969 Competitive Comparison Program; The Second Effort Meeting Program; Feminine Touch for Oldsmobile; Talk About Toronado* (GM Photo/Oldsmobile); *XM-28 Helicopter Armament System; Testing Lightweight Aircraft Weapons Systems* (Aberdeen Proving Ground); *Radar Scope Identification - 3 films* (U.S. Navy); *Don't Leave It To The Experts - National Center for Air Pollution Control* (U.S. Public Health Service); *To Be a Junior Miss - 1968 America's Junior Miss* movie (GM Photo/Chevrolet and Eastman Kodak); *Male Hygiene: You as a Male; The Decision is Yours* (U.S. Naval Medical); *Hope and Harvest* (Charlie Papa Productions Peace Corps); *Propellant Lab* (Picatinny Arsenal); *Driving and Drinking; Driving and Drugs* (GM Photo/Chevrolet).

SLIDEFILMS: 4-multi-screen Industry Presentations (IBM-GEM Division).

DEAN COFFIN & ASSOCIATES

7261 Hollywood Blvd., Hollywood, Calif.
90046

Phone: (213) 876-S979

Date of Organization: October, 1965

Dean Coffin, *Executive Associate*
W. D. Coffin, *Office Manager*
Robert A. Thom, *Midwest Associate*
C. C. Alderson, *Research*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

Entire year spent on one major Research - Book - Motion Picture contract with The American Bar Association, plus film consulting work with West Coast producers. Related writing projects include Executive Speeches, special mailings.

JOHN DAVENPORT

2448 Lawndale Ave., Evanston, Ill. 60201

Phone: (312) 491-9735

Date of Organization: 1968

John Davenport, *Multi-Media Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Answer* (Wilding/Philipsburg Division, Bell & Howell Co.); *The Way Out* (Wilding Human Development Institute); *Soniar* (Wilding, Cardwell-Westinghouse and AMBAC Industries); *Encore!* (Contact! Business Communications/Joseph Schlitz Brewing Co.); *Moving* (H. G. Peters & Co./New Holland Division, Sperry-Rand Corp.); *A Memory of Earth* (Wilding/A/C Electronics, Div. of General Motors).

SLIDEFILMS: *Would You Believe It?* (Wilding/American Oil Co.); *Penthrane - A New Coloration* (Wilding/Abbott Laboratories); *For Patients In Pain* (Wilding/Abbott Laboratories).

LEE DAVIS

6311 Saddle Tree Drive, Alexandria, Virginia
22310

Phone: (703) 971-4088

Date of Organization: 1965

RECENT SCRIPTS, PRODUCERS AND SPONSORS

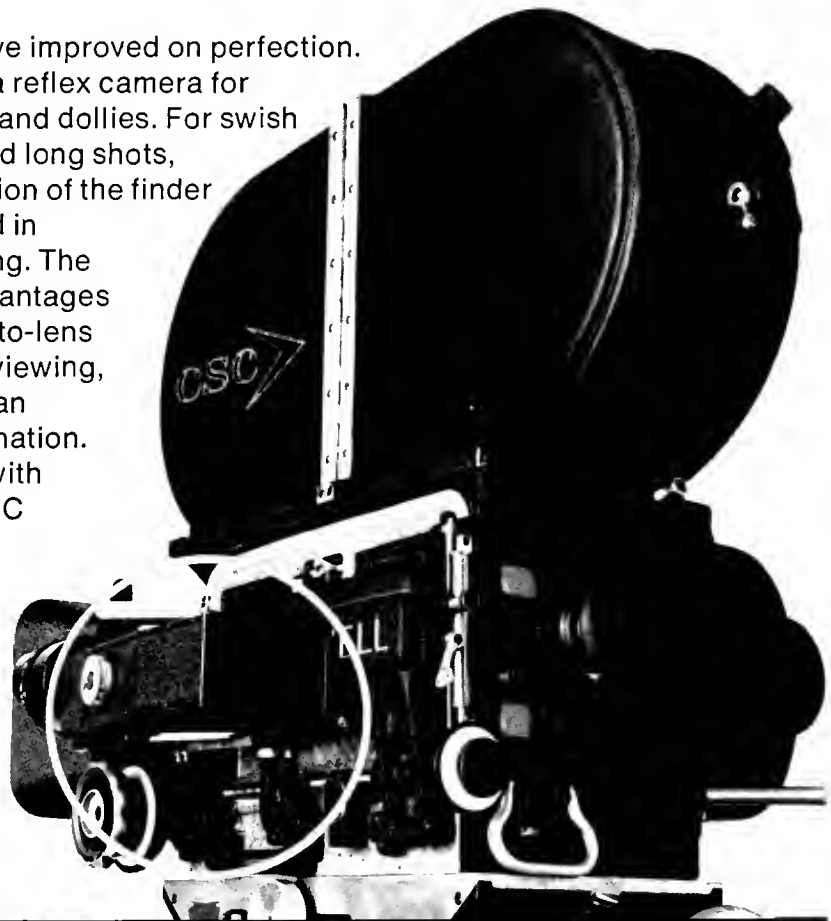
MOTION PICTURES: *Something to Think About*
Continued on page 92

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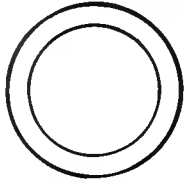


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(IBM); *A Case in Point* and *Three Times Three* (Small Business Administration); *Threshold* (Smithsonian Institution and Eli Productions, Inc.); *Progress and Promise in Space* (National Aeronautics and Space Administration/Calvin-DeFrenes Corporation); *The Happening* (Pennsylvania Historical and Museum Commission/Calvin-DeFrenes Corporation); *SSM Automatic Degaussing Systems: Shipboard Operations and Maintenance* (U.S. Navy); *Independent Variable Depth Sonar: Operations and Maintenance* (2 films, U.S. Navy); *Directed Only: Submarine Damage Control: Fire; Submarine Damage Control: Communications; AN/BRA-16 VLF Communications System; The Assembly and Installation of Flexible Hose Configurations* (U.S. Navy. Bay State Film Productions, Inc.).

FILM STRIPS & A-V PRESENTATIONS: *Why Customers Buy—And Why They Don't; Marketing Research; Pricing in a Service Business; and Keys to a Business Success—Workshop for Prospective Small Business Owners* (Small Business Administration).

TED DE ALBERICH

Gladstone, New Jersey 07934
Phone: (201) 234-1820

Ted de Alberich, *Writer-Director*
Betty West, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Airborne Radio Direction Finding System; Civil Disturbances, Part I; Civil Disturbances, Part II; Signal Security Planning; Fire Control—Tank M60A1; Introduction to the Computer; Fire Control—Tank M60A1; Computer System Checkout; Fire Control—Tank M60A1; Troubleshooting The M16 Computer* (U.S. Army); *Crisis in Labor Management; Machining Stainless Steel; Selling Business Insurance* (Stegg Productions); *C. R. Bard, Inc.* (C. C. Bard).

ROY L. DEETS

1823 El Cerrito Pl., Hollywood, Calif. 90028
Phone: (213) 874-0647

Date of Organization: 1945

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Breakthrough To New Power* (John Nash Productions Airesearch Div. of Garrett Corp.); *Health & Cleanliness* (Charles Cahill Productions); *School Bus Passenger Safety* (Charles Cahill Productions/UCLA); *How & Why To Use Safety Belts; Safety Belts For Children; How To Inspect Safety Belts* (Anderson, Morgan, DeSantis & Ball American Safety Belt Council).

FILMSTRIPS: *Camp Whitsett; Shoes Are Made For Walking* (Boy Scouts of America).

EDITORIAL SERVICES, INC.

1276 West Third Street, Cleveland, Ohio 44113
Phone: (216) TOwer 1-4577

Date of Incorporation: 1952
William D. Ellis, *President*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Invisible Shopper* (Niles Communications, Inc.; Reader's Digest SMI); *Bushmaster Firepower* (TRW); *Fifth Edition of Five Magic Mirrors* (Bonne Bell); *With The Grain* (Cleveland Commission on Higher Education); *Master Teacher at Work* (Cleveland Commission on Higher Education); *The Track of the Terex* (Earthmoving Equipment Division, G.M.); *This is Thirteen* (Cinecraft, Inc Ohio Brass Company); *Projection 70's* (Education); *Projection 70's: Communications* (Standard Oil of Ohio).

DON FRIFIELD

55 West 42nd St., New York, N.Y. 10036
Phone: (212) 565-5230

Don Frifield, *Writer-Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Seminars for Salesmen* (10 films for the American Management Association); *The Promise of Educational Technology* (U.S. Office of Education); *The Computer in Education* (U.S. Office of Education); *Wings to Japan* (Pan American Airways); *The Manager is Different* (PCI Productions for Union Carbide); *Beyond the Engineer: the Manager* (PCI Productions for Union Carbide); *The Island Nobody Wanted* (Film Authors for Bermuda Trade Development Corp.); *A Flair for Safety* (DuPont/National Safety Council); *Helicopters!* (U.S. Navy); *In Search of the Bahamas* (S.C.I. for Government of the Bahamas); *The Front End is the Front Line* (National Cash Register Supermarket Institute); *The Epidemiology of Pesticide Poisoning* (U.S. Public Health Service); *The Third Profit* (IBM-Data Processing Division); *Wings to the Caribbean* (Film Authors for Pan American Airways).

SLIDEFILMS: *Careers in Sales Management* (General Foods); *Shoplifting* (Seymour Zweibel Productions for W. T. Grant); . . . *And More Suggestions* (IBM-Field Engineering Division; *Field Support* (IBM-Field Engineering Division).

JAMES B. GAHAN

21 Claremont Ave., New York, N.Y. 10027
Phone: (212) 666-0025

Jim Gahan, *Writer-Director*

DWINELL GRANT

Solebury, Bucks County, Pennsylvania 18963
Phone: (215) 297-5204

Date of Organization: 1955

Dwinell Grant, *Science Writer & Animation Designer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Arteriosonde* (Aegis Productions Roche Laboratories); *Thyroid Cancer* (Aegis Productions/American Cancer Society); *Hiatus Hernia and Esophagitis* (Aegis Productions Warner-Chilcott Laboratories); *Tailored Technology* (Aegis Productions/Chromalloy American Corp.); *For The People, By The People — United Fund* (Aegis Productions/Warner-Chilcott Laboratories); *Postpartum Hemorrhage* (Wexler Film Productions/Ortho Laboratories); *Development of Human Teeth* (Sturgis-Grant Productions Procter & Gamble).

ROBERT HECKER

745 N. Highland Ave., Hollywood, Cal. 90038

Phone: (213) WE 7-1016

Date of Organization: 1960

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Challenge of Harkness* (Harkness Hospital); *New Voice of The Islands* (AT&T); *San Diego's Portal to Success* (Ralph Hall Productions San Diego Port District); *Sea Power On The Move* (U.S. Navy); *Special Promotion Story* (United Airlines); *MK46, Mod 1 Torpedo* (U.S. Navy); *Force To Move The Earth* (Lawrence Radiation Laboratory/Atomic Energy Commission); *Lifting Bodies* (NASA); *Crucibles Of Flight* (Douglas Aircraft Company); *Romance Of The Guitar* (Ely Productions); *San Diego Progress Report* (Copley Productions City of San Diego); *Design For Profit* (Case Co. Michael Reese Productions).

Continued on page 94

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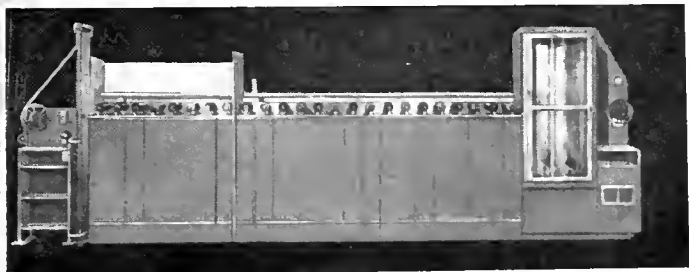
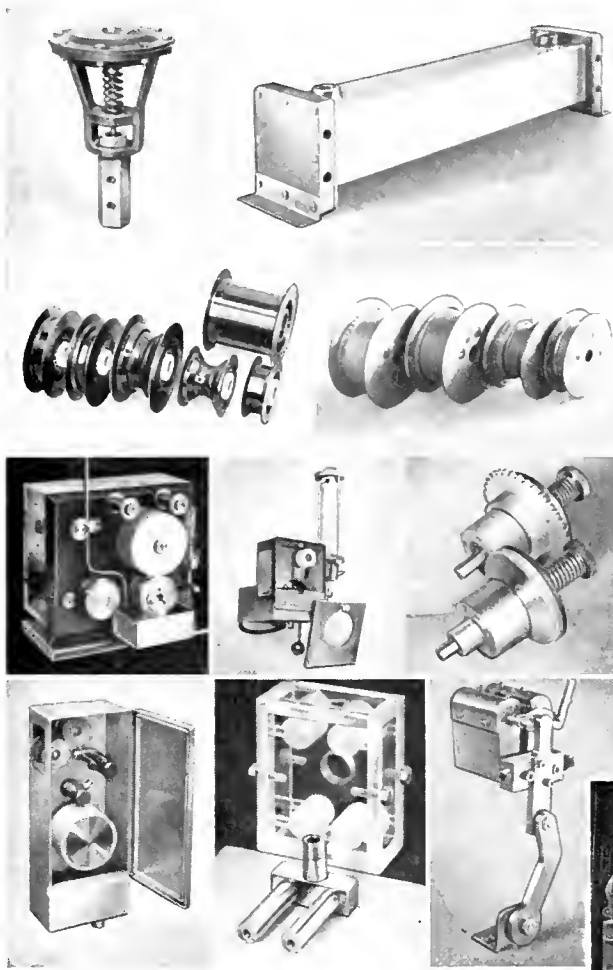


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BRUCE HENRY

Victory Heights, Stone Lake 2, Wisconsin
54876

Phone: (715) 865-3227

(operates from mobile travel office when on assignment; mail to Stone Lake address is forwarded.)

ROBERT M. HERTZBERG

57 W. 75th St., New York, N.Y. 10023

Phone: (212) 873-3211

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Ski America* (Dick Durance Films/Eastman Kodak); *Rhetoric of the Movies* (Willard Pictures/Eastman Kodak); *The Recreation Community*; *The Great Lakes* (Encyclopedia Britannica Educational Corp.).

CLARK HOWAT

20549 Rodax Street, Canoga Park, Calif.

91306

Phone: (213) 341-6115

CHARLES E. HUSTON

7337 Beechwood Drive, Mentor, Ohio 44060

Phone: (216) 255-3189

Date of Organization: 1961

Charles E. Huston, *Writer-Scripts and Lyrics*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Getting the Most out of Your Fuller Twin Countershaft Transmission* (Cinecraft Fuller Division of Eaton Yale & Towne); *X-R-L* (Cinecraft White Motor Co.).

MEETINGS: Series of film-illustrated product training seminars (Wilding/Republic Steel Corp.); Series of executive presentations (Goodyear Tire & Rubber Co.).

PAUL W. JENSEN

115 South Benton St., Palatine, Ill. 60067

Phone: (312) 358-1137

Date of Organization: 1963

Paul W. Jensen, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *A New Look at Supply Distribution*; *Use It for All Its Worth*; *A New Look at Patient Handling*; *Handle With Care* (Pilot Productions Institutional Industries); *Capture the Sea* (Industrial Film Group/Sheed Aquarium); *To Your Health* (ETF Productions/City of Lexington, Ky.); *Creative Steels for Creative Industry*; *Hobson's Choice*; *The International Cadet Sand Rake*; *Dealer Development Program* (International Harvester Company).

SLIDEFILMS: *Animals with Reason* (Douglas Film Industries American Veterinary Medical Association); *A Business for Yourself*; *The Company You Keep* (Industrial Film Group/Jewel Food Stores); *The Best Deal in Town*; *How to Close the Best Deal in Town* (Burt Munk & Co./Sears, Roebuck and Co.).

PHILIP KALFUS

1323 51st Street, Brooklyn, N.Y. 11219

Phone: (212) GEdney 5-1075

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *The New Man* (Texaco); *All Around You* (U.S. Army Reserve); *The Right Track* (Association of American Railroads); *The Crooked Wheel* (McQuay-Norris Manufacturing Corp.); *Aerial Port Operations* (U.S. Army U.S. Air Force); *Dangerous Cargo* (U.S. Army).

ALEXANDER KLEIN

521 West 112th St., New York, N.Y. 10025

Phone: (212) AC 2-7634

Alexander Klein & Staff, *Writers*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

Screen Gems-Columbia, Esso, Good Housekeeping Magazine, Encyclopedia Britannica, Metropolitan Life Insurance, AT&T, Johnson & Johnson, Boys Clubs of America, Paramount Pictures, General Motors, American Gas Association, General Telephone, Seagram.

DICK KLEVICKIS

447 Fullerton Pkwy., Chicago, Ill. 60614

Phone: (312) 528-1144

DAN KLUGHERZ

43-23 Colden St., Flushing, N.Y. 11355

Phone: (212) 939-0055

Dan Klugherz, *Writer-Director-Producer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *American Samoa: Paradise Lost* (National Educational Television/Intertel); *The New Job* (Dan Klugherz Film Productions/U.S. Information Agency).

ED KNOWLTON

Box 36S, Charlton City, Massachusetts 01505

Phone: (617) 248-5886

Date of Organization: 1963

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Aspects of Aging* - 5 films (University of Rhode Island); *This Is Massachusetts* (Commonwealth of Mass. Bay State Film Prod., Inc.); *Man - The Tenant* (Morse-Allen, Inc.); *Operating MTDS* (U.S. Marine Corps).
SLIDEFILMS: *You And The FCA* (John Hancock Mutual Life Ins. Company).

PAUL A. LITECKY

P.O. Box 310, Springfield, Pa. 19064

Phone: (215) 544-4444 543-7336

Date of Organization: 1966

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Crew Introduction to Langston Flexo Glucers* (Langston Company div. of Harris-Intertype); *Problem-Solving with Astroveyor* (Eaton, Yale & Towne); *Torque Assurance Systems* (Ingersoll-Rand); *Flaming Foilage* (CineVision Enterprises); *The Name of The Game* (Ingersoll-Rand); *New Life For The Land* (State of Hawaii); *The Real Winners* (Ingersoll-Rand).

SLIDEFILMS: *Arrest Bandit Tools* (Ingersoll-Rand); *Something New Under The Sun* (Sun Oil Company); *The Fast Way to Profits* (Ingersoll-Rand).

TV COMMERCIALS FOR: McGregor-Doniger; Stephen-Leedom Carpets; Botany 500; Wool Bureau, Inc.; Stevens-Gulistan Carpets; Wool Carpets of America.

EARLE LUBY

50 Ivy Way, Port Washington, N.Y. 11050

Phone: (516) 767-6239

Date of Organization: 1948

Earle Luby, *Film Writer, Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Laser Light* (Scientific American Magazine); *Men Who Teach, Dr. Abraham Kaplan* (National Educational Television); *Men Who Teach, Mr. William Geer* (National Educational Television); 1968 *Winter Olympics* (IBM World Trade); *The Fine Art of Football Watching* (ABC); *The Farmer - Feast or Famine* (CBS 20th Century); *The Violent World of Sam Huff* (CBS 20th Century); *Woman Doctor in Vietnam* (CBS 20th Century); *Integration in the Military* (CBS 20th Century); *The Whitetail Buck* (Olin-Matheson); *The Return of the '66* (Winches-

ter); *The U.S.S. North Carolina* (North Carolina Battleship Commission).

SUMNER J. LYON

518-8th Street, Wilmette, Illinois 60091

Phone: (312) ALpine 6-1526

Date of Organization: 1961

Sumner J. Lyon, *Film Writer-Consultant*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Accident At Third Base* (Cal Dunn Studios/American Dental Association); *The 903* (Price-Weber Associates/Cummins Engine Co.); *Communications* (Ampex Corp., through NBC); *What Trees Do They Plant?* (Henry Ushijima Films/Mayor Daley).

FILMSTRIPS: *Packing, Loading & Unloading* (Cal Dunn Studios/North American Van Lines); *GPX* (Plaza Prods./Greyhound Lines, Inc.); 2001: *A Space Odyssey* (Telecine Film Studios/MGM).

JEANETTE B. MARSH

1400 N. Lake Shore Drive, Chicago, Ill.
60610

Phone: (312) WHitehall 4-4180

Date of Organization: 1960

Miss Jeanette B. Marsh, *Writer*

LAWRENCE MOLLOT

71 West 23rd Street, New York, N.Y. 10010

Phone: (212) YU 9-1750

Lawrence Molloy, *Writer-Director*

Cecille Lester, *Associate*

BRUCE MOODY

723 Old Stamford Road, New Canaan,

Conn. 06840

Phone: (203) 966-5347

Date of Organization: 1961

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Skills for the Sea* (U.S. Navy); *R&D Report #38: The Chaparral Squad In Action*; other classified projects (U.S. Army).

BYRON MORGAN ASSOCIATES, INC.

AND

EDUCATIONAL FILM PRODUCTIONS

1025 33rd St., N.W., Washington, D.C.

20007

Phone: (202) 333-5155

Associated with: Gotham Rhodes Ltd., at Columbia Pictures Corp., 438 Gower St., Hollywood, California

Byron Morgan, *Writer*

Tony Lazzarino, *Writer*

Dorothy Weatherwax, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Rise of The Soviet Navy* (U.S. Navy); *The Military Nurse* (Department of Defense); *Make It Your Habit* (Post Office Department); *Beware of The Dog* (Post Office Department); *Mine Countermeasures Equipment* (U.S. Navy); *Marines In The Air* (U.S. Navy); *There Comes a Day* (President's Council on Youth Opportunity); *The Final Guns* (Gotham Rhodes Ltd).

EDWARD R. MURKLAND, *Writer*

11 Main Street, Box 38, New Milford,

Conn. 06776

Phones: (203) EL 4-3301/5660

Date of Organization: 1962

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Announcing Rec-Chek* (Matt Farrell Prods. Fred Wittner Agency); *Inside Lehigh* (Matt Farrell Prods./Lehigh Manufacturing Co.); *That's Not Wood, Lady!* (Matt Farrell Prods. Shell Chemical Co.); *Profiles in*

Continued on page 96



"Cheshire Puss," said Alice,
"would you tell me please, which
way I ought to go from here?"

"That depends a good deal on where you
want to get to," said the Cat.

"I don't much care where —" said Alice.

"Then it doesn't matter which way you
go," said the Cat.

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Spraying (Matt Farrell Prods./Hercules, Inc.); *Handling High Energy Explosives—Report from Panama* (Matt Farrell Prods./Hercules, Inc.); 1969 *Oldsmobile Dealer Meeting* (MPO/Oldsmobile); 1969 *Volkswagen Business Meeting* (The Kerbawy Co. Volkswagen of America); *The Sound of Fur* (The Kerbawy Co./New York Fur Dressers); *CG Benefits* (Connecticut General Life Insurance Co.).

NICK NICHOLSON

6222 Rex Drive, Dallas, Texas 75230
Phone: (214) EM 8-0903

Date of Organization: 1957

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: for General Dynamics Corporation, E&B Carpet Mills, General Electric, State of Alabama, State of Texas, Zale Corporation, Mobil Oil.



EDDIE O'BRIEN — THE WRITER

67 Old Highway, Wilton, Conn. 06897
Phone: (203) 762-8400

Date of Organization: 1960

EARL PEIRCE, Scripts

Blue Mountain Farm, Blairstown, N.J. 07825
Phone: (201) 362-6087

Date of Organization: 1945

Earl Peirce, *Writer-Director*

SERVICES: Scripts and storyboards; direction and editorial coordination.

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *M-17 Protective Mask; Diagnosis and Treatment of Anticholinesterase Poisoning* (Edgewood Arsenal); *Numerical Control* (Army Pictorial Center); *Police Intelligence* (Military Police School).

LOUIS ANTHONY PETRONIO

2104 Genessee St., Utica, N.Y. 13502
Phone: (315) 732-4535

Date of Organization: 1958

Louis A. Petronio, *Writer & Cameraman*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *View From a Mexican Sidewalk* (Louis Anthony Petronio).

STAN PHILLIPS

2245 W. 30th Ave., Denver, Colo. 80211
Phone: (303) 433-3873

Date of Organization: 1962

Stanley C. Phillips, *Writer-Consultant*



HENRY R. POSTER & ASSOCIATES

South Farm Road, Port Washington, N.Y. 11050

Phone: (516) PO 7-1310

Date of Organization: 1961

Henry R. Poster, *Writer, Director*
Joyce Keys Poster, R.N., *Research*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Partners For Health* (Niagara N.Y.S. Health Planning Commission); *The Singer Stereo Music Network* (Aegis Singer Company); *Look Who's Boss Now!* (Continental Royal Castle Systems); *The Mystique of Julius Wile* (Aegis Julius Wile Sons); *Bangles And Beads* (Eucre Neuman Co.); WESTVA-

CO (Aegis/West Virginia Pulp and Paper); *Acute Musculoskeletal Disorders* (Aegis/Merck Sharp & Dolme).

SLIDEFILMS: *Sales Meeting Guide* (Aegis/Singer Company).

HARRY PRESTON

861 N. Detroit St., Hollywood Calif. 90046
Phone: (213) 934-7302

1279 W. Forest Ave., Detroit, Michigan 48201

Phone: (313) 831-1786

Date of Organization: 1952

Harry Preston, *Writer, Director, Producer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: Title treatment for *Man On The Go* (ABC); *Here's Bill Bailey Communications* (Bill Bailey Communications).

TV COMMERCIALS: *Dodgetown*; *Kentucky Fried Chicken*; *O.K. Tire and Rubber*; *Rossmoor Laguna Hills, Leisure World*.

RUTH RATNY

70 E. Walton St., Chicago, Illinois 60611
Phone: (312) MO 4-5236

Ruth L. Ratny, *Writer/Producer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *A Fashion Flick* (Sears).

SLIDEFILMS: Two new product presentations for Zenith (Burt Munk & Business Arts); 15 sales training slidefilms for Sears; Orientation slide-film for Dept. of Interior on opening of Yellow Tail Dam Recreational Facilities; Fall line of new fashions for Hart, Schaffner & Marx (Persuasion Systems); New product presentation for General Electric (Price-Weber). *Writer-commentator* of "Kedzie Rose", a 38-times daily radio show. *Writer* of "The Americans", half-hour children's television show.

LEON S. RHODES

King Road, Bryn Athyn, Pennsylvania 19009
Phone (215) Wilson 7-4044

Leon Rhodes, *Design, Scripting, Direction*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Orchids of Longwood Gardens* (Longwood Gardens Foundation); *This, Your Township* (Montgomery County Planning Commission); *Airborn Stabilized Illuminator System* (Dynasciences Corp.); *ACA System* (DuPont Company, Instrument Div.).

M. G. RIPPETEAU

1427 Church St., Evanston, Ill. 60201
Phone: (312) UN 4-9043

Date of Organization: 1959

M. G. "Rip" Rippeteau, *Writer, A-V Consultant*

Virginia C. Rippeteau, *Secretary/Bookkeeper*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Rotavator for Rice; POWER ARM Super "C"; The Double "D"; Report to England, '67-68* (Howard Rotavator Company, Inc.); *Bonus Benefits of the Steel-Ply System; Field Report: the Slab Shore System; Meeting the Needs for Progress in Concrete* (SHO, Inc. Symons Mfg. Company); *Mechanizing the Citrus Harvest; New Light on Potato Blight; Catching More Sun in Silage* (Wilding, Inc. Deere & Company. SLIDEFILMS: *Madison Story* (Rotary International). AV CONSULTING: Allied Mills, Inc.; International Language & Communications Center; PACE IBM Field Engineering Div.; Paslode Company; Signode Corporation; Symons Mfg. Company; Rotary International.

WILLIAM L. SIMON FILM SCRIPTS, INC.

2407½ Eye St. N.W., Washington, D.C. 20037

Phone: (202) FEderal 3-7514

Date of Organization: 1958

William L. Simon, *Film Writer*

New York Representative: William Morris Agency, William Siegler, Harry Ufland
1350 Sixth Ave., New York, N.Y. Phone: (212) JU 6-5100

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *To Feed the Continent and Science for a Modern Age* (½-hour TV documentation; USIA); *This One Summer* (Arms Control and Disarmament Agency); *Widening Circles* (Armed Forces Information and Education); *MTDS* (series of 10 films; Marine Corps) T-38 (2 films; Air Force).



STANFORD SOBEL

103 Park Ave., New York, N.Y. 10017
Phone: (212) LE 2-1450

Date of Organization: 1947

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *American Market Place* (American Stock Exchange/Andio Productions); *Division of Novo Industries; Hydraulic Troubles and Trifles* (Mobil Oil Company/Jar Handy Productions Division of T.T.P. Corporation); *A.B.A. Today* (American Bankers Association); *The Future Is Our History* (Gray & Rogers Advertising/Pelican Films, Inc.); *Graphic Communications* (Xerox Corporation); *Silent Sentry* (National Automatic Sprinkler and Fire Control Association/Bay State Film Productions); *Leukemia* (American Cancer Society/Harv Alesker Productions); *Overview* (Bank Public Relations and Marketing Association); *Kidney Cancer* (American Cancer Society/Sturgis-Grant Productions); *Irrevocable Inter-Vivos Trust* (American Bar Association/Visualscope Incorporated); *Bank Personality* (B.P.R.M.A./Reid Ray Films, Inc.); *Symalar Symposia* (Syntex International/Aegis Productions, Inc.).

RAY SPERRY

2332 Manchester Avenue, Cardiff, Calif. 92007

Phone: (714) 753-7118

Date of Organization: 1961

Ray T. Sperry, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *San Diego Stadium* (City of San Diego); *Pontoon Series "P" — Assembly and Use* (U.S. Navy/Ralph Hall Productions); 1967-1968 *Annual Report* (first half — City of San Diego).



STARBECKER, INC.

Suite A, Seven Oaks Studios, 9145 Slige Creek Parkway, Silver Spring, Md. 20901
Phone: (301) 587-8648

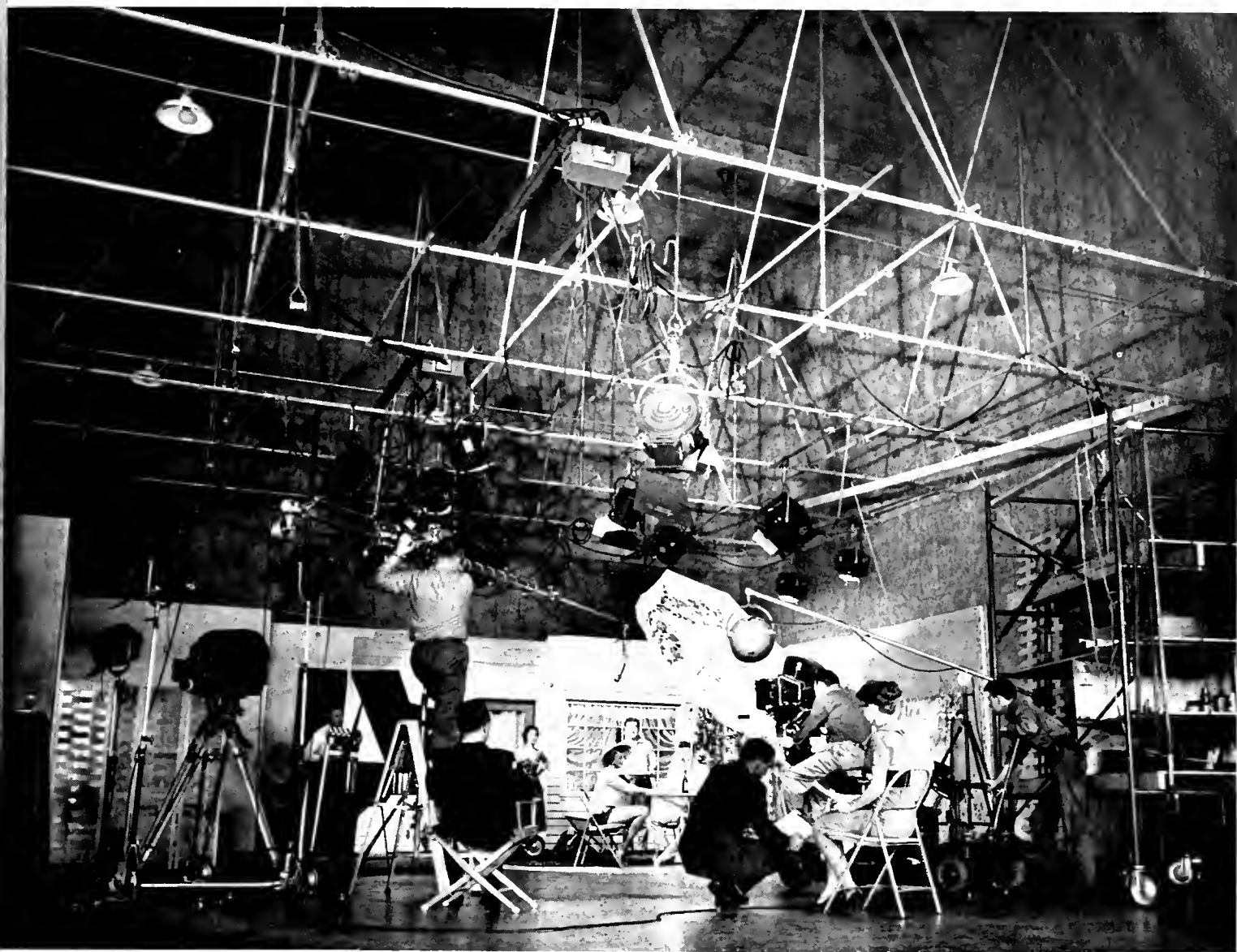
Date of Organization: 1954

J. M. Starbecker, *President*
Eugene Norman Starbecker, *Writer-Director*
Ed Taishoff, Harry Anger, M. A. Marlow
Researcher-Writers

Irma Einheber, *Executive Secretary*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *No Greater Challenge* (AEC); *Mid-Air Collision* (FAA); *Red Carpe Service* (Department of Agriculture); *Timu Zero* (U.S. Post Office Department); *Emergencies in the Making* (AAA); *The P.E.O. Story* (Bay State Films/Factory Mutual Insurance); *Make No Mistake About It*; (Internal Revenue Service); *Classroom Safari* (USIA); *Paris Air Show 1969* (Federal Aviation Administration); *Headquarters Command* (U.S. Air Force); *The Bold Ones* (U.S. Navy).

Continued on page 98



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writers...

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GENE STARBECKER, Film Builder

475 Fifth Ave., New York, N.Y. 10017

Phone: (212) MIU 3-1093

Date of Organization: 1953

Gene Starbecker, *Writer-Director*

Steve Stelean, *Researcher*

Rita Franklin, *Secretary*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Contraception Candidate* (Wyeth Laboratories); *Vacation: Southern Style* (John Bransby Productions/Humble Oil Co.); *Men of Tomorrow* (U.S. Navy); *And That's the Way It is* (Bethlehem Steel Corp.); *Footnotes to Fun* (The Film Group/U.S. Machinery Corp.); *The Final Factor* (Calvin Productions/AAA); *It's Up To You* (N. W. Ayer & Son/U.S. Army); *Badge of Honor* (Graphic Films/Workshop for the Handicapped).

CRAIG STEWART

931 Darlington Lane, Crystal Lake, Ill. 60014

Phone: (815) 459-2278

Date of Organization: 1968

Craig Stewart, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Spring Comes to the Forest* (Coronet); *Autumn Comes to the Forest* (Coronet).

VIDEOTAPE: *Chief Blackhawk* (Interlock Prod./Eagle Prod.); *The Tribe That Never Gave Up*; *Chief Pontiac*; *Eskiminzin*; *Hiawatha* (Interlock Prod./Eagle Prod.).

MEETING PRESENTATION: *How To Win A Speech* (Belton Electronics).

MULTI-MEDIA: *Jim Thorpe* (Knowledge Aid). LIVE: *But You Told Me It Was Safe!* (North Park College).

PETER J. STUPKA

6980 Maple Street, N.W., Washington, D.C.

20012

Phone: (202) RANDolph 3-6427

Date of Organization: 1945

DON SWEET

3402—153rd Street, Flushing, N.Y., 11354

Phone (212) 463-9095

Date of Organization: 1963

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Proper Place* (Applied Concepts/Continental Can Co.); *Boehm the Creator*, Coleman Productions/E. M. Boehm Porcelains); *Selling the Editor 2 Typewriter* (Applied Concepts/Olivetti-Underwood); *Sales Training Film - Untitled* (Paul Venze Associates/Gulf American Corp.).

SLIDEFILMS: *The Marvellous Mechanism*; *Vote of Confidence*; *Keep America Beautiful*; *Product Announcement - Untitled* (Applied Concepts/Continental Can Corp.).

MULTI-MEDIA PRESENTATIONS: GMAC (Sales-makers, Inc./GMAC); *Medical-Computer-Communications*; *Data Linkups*; *Computer-Communications-Military*; *Data Transmission* (Bell, Inc./Bell System).

JOHN TATGE

322 East 34th St., New York, N.Y. 10016

Phone: (212) LE 2-3697

Washington Office: Felton Studio, 806 15th St., N.W., Washington, D.C.

Phone: (202) 638-6181

Date of Organization: 1961

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Containerland!* (P-C Productions/U.S. Freight); *Newstory* (New York Daily News).

SLIDEFILMS: *Backbreakers* (Caldera Studio/Edison Electric Institute); *Printing for Optical Scanning* (Felton Studio).

FRAN TUCKSCHER AND ASSOCIATES, INC.

898 National Press Bldg., Washington, D.C.

20004

Phone: (202) EXecutive 3-6664

Date of Organization: 1955

Fran Tuckscher, *Writer-Director*

Ken Nathanson, *Editorial Supervisor-Researcher*

HOWARD TURNER

57 West 75th Street, New York, N.Y. 10023

Phone: (212) TRafalager 3-3211

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: Writer-Associate Producer of series of half-hour educational films, *The Sun and the Earth*, for Lothar Wolff Productions/National Academy of Sciences, being distributed by McGraw-Hill Text-Films.

DICK UPTON

418 S. Fourth Ave., Libertyville, Illinois

60048

Phone: (312) 362-0174

Date of Organization: 1960

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Freedom's Road* (Matteo Assoc., Am. Petroleum Inst.); *Engineered For Safety* (Price/Weber Assoc., Mercedes Benz); *New Techniques in Commercial Cast Iron Boilers* (Ushijima Films, Weil-McLain).

SLIDEFILMS: *For Sound Reasons . . . The Admiral Stereo Console & Ready For Tomorrow* (Business Arts, Inc., Admiral Corp.); *What Comes Naturally* (Jam Handy Prod., Wayne Dog Foods); *The Skid King And The Forest Industry* (Jam Handy Org., J. I. Case); *Quasar Qualified?* (Training Prod. & Processors, Motorola).

WEBSTER J. VAN DE MARK

502 Linden Place, Cranford, New Jersey

07016

Phone: (201) 276-9649

Date of Organization: 1962

W. J. Van De Mark, *Writer-Director*

BENJAMIN S. WALKER

11317 Marcliff Road, Rockville, Maryland

20852

Phone: (301) 493-5556

Date of Organization: 1963

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Marine Corps Tactical Data System*, 5 films (U.S. Marine Corps); *Something in Reserve* (U.S. Marine Corps); *Roses* (Johns Hopkins/Public Health Service); *Airborne Beacon System* (Johns Hopkins); *First in Command* (Cascade Pictures/U. S. Navy).



JOHN L. WASHBURN

261 Rockingstone Ave., Larchmont, N.Y.

10538

Phone: (914) TEnnyson 4-8741

In Washington, D.C.: (202) EM 2-9494

Date of Organization: 1953

RECENT SCRIPTS, PRODUCERS AND SPONSORS:

MOTION PICTURES: *Beyond the Moon*; *The Radio Astronomy Explorer*; *A Moment in History* (Dr. Ra and the OSO (N.A.S.A.)); *It Takes A Team*; *Success Starts Where You Are*; *OSI Mission World Wide* (U.S. Air Force); *The Flying Crane*; *The Vulcan Squad In Action* (U.S. Army).

FILM DOCUMENTARIES: CBS-TV; The Federal Home Loan Bank System; the U.S. Dept. of H.E.W.; the U.S.I.A.

TV COMMERCIALS: U.S. Navy; Walt Disney Pictures; U.S. Rubber Co.

SOUND SLIDE FILMS: Bell Telephone System.

HUGH GORMAN WHITTINGTON

1216 Connecticut Avenue N.W., Washington

D.C. 20036

Phones: (202) FEderal 8-6198; EMerson 2-7326

RECENT SCRIPTS, PRODUCERS AND SPONSORS:

MOTION PICTURES: *Squad Leader* (U.S. Marine Corps); *Letter Carrier*, *Distribution Clerk & Mail Handler* (U.S. Post Office); *Limitea War & Submarine Rescue* (U.S. Navy); *Farm Community* (Rusinow-EBEC).

NORMAN WILLIS

10 Miller Ave., Berwyn, Pa. 19312

Phone: (215) 644-4564

Norman Willis, *Writer-Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS:

MOTION PICTURES: *The Electronics Technician* (Electronics Industries Association/H. G. Peters & Co., Inc.); *Thailand's Integrated Wideband Communications System* (Philco-Ford/Animation Arts Associates, Inc.); Classified series of films on *Interpretation of Radio Frequency Emissions* (U.S. Navy); *After That After-Market!* (General Motors Photographic/United Motors Service Division); *Introduction to Siek Call Techniques* (U.S. Navy Medical School); *Driving and Drinking* (Chevrolet/General Motors Photographic); *Driving and Drugs* (Chevrolet/General Motors Photographic); *Directory Assistance, Anyone?* (Bell Telephone Company of Pennsylvania).

TV COMMERCIALS: Two 60-Second Spots written for Buster Brown Textiles, Inc.; Bell Telephone Company of Pennsylvania).

GEORGE E. WOLF

18 West 45th St., New York, N.Y. 10036

Phone: (212) YU 6-5707; (516) HU 2-9173

Date of Organization: 1948

George E. Wolf, *Writer-Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS:

Television Special "The Fish Story" (Division of Radio and Television, Episcopal Church Center and NBC affiliates); 10 scripts *Safety In The Home* (Children's series for Council On Family Health); scripts for Aerolog, Inc., Grumman Aircraft, and Surinam International Enterprises. U.S. Air Force series for M.P.O. Productions.

PAUL C. WOODBRIDGE, Writes

Bragpatch Scriptshop, Upcountry

Woodstock Road, White River Jct., Vt. 05001

Phone: (802) 295-3400

Date of Organization: 1945

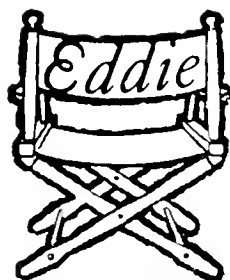
Paul C. Woodbridge, *Writer-Consultant*

RECENT SCRIPTS, PRODUCERS AND SPONSORS:

1968-69 scripts on screen and in production: For Veeder-Root, Dartmouth College, Safeway Stores and The Travelers Companies via Plaza Productions. Univ. Connecticut Dental Medicine Recruitment via Graphic Films. TV and Radio commercial and PSA spots. Collateral lit and promotional materials.



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IFPA JOURNAL

INFORMATION FILM PRODUCERS OF AMERICA, INC.

Washington Chapter Doubles Size

Sixteen Navy film-makers and one independent producer filed application for membership in the Washington Chapter during the first week in March, nearly twice as many as the original charter of ten, and coming within two members of tripling in size since February 1st. All sixteen of the Navy men were recruited and sponsored by LCDR Sims Howell, publicity chairman for the chapter, while the independent producer (and AF Reserve Major) was sponsored by Lt. Col J. C. Stokes.

The new members include: Manuel Perez, Willard Jansen, James Lamont, Wayne Barnett, John Horton, Carroll Bates, Don Richter, Gregory Kennedy, Robert Sorrell, John Hunt, John Lewin, John Conway, Paul Coulter, Vincent Madonia, Dick Wade, all present Navy Department personnel; James Morrison, former Marine cameraman, now in independent production; and Wolfram Dochtermann, AF Reserve Major, also an independent producer.

The March meeting of the rapidly expanding chapter, was hosted by Art Rescher of Byron Motion Pictures, Inc. and was held at the Byron installation. In addition to the normal business of the chapter, the meeting included a guided tour of Byron's newly constructed and most modern film processing laboratory.

Future programming of the Washington Chapter includes a plan to invite presentations by contemporary non-theatrical film-makers, whereby techniques and production problems in our ever-changing state of the art, can be discussed at length.



JOHN HYND

San Diego IFPA's John Hynd Directs Nixon European Tour

John Hynd, motion picture director and president of John Hynd Motion Picture Enterprises in San Diego, was tapped to direct the three camera crews for Hearst-Metrotone News during President Nixon's recent tour to the heads of state in London, Paris, Rome, Bonn and West Berlin, according to Ralph Hall, executive director of IFPA.

Hynd, who charted the course for Lyndon Johnson's twenty minute documentary last July, of the (then) president's visit to five Central American presidents, not only directed President Nixon's documentary film, but was commissioned to edit the completed picture, subject to approval of the USIA and public relations department of the Presidential staff.

Script writer Betty Miller, also an IFPA member of the San Diego chapter, who wrote the script for the Johnson film — *The Beginning of our Journey* — has been selected by Hynd and the USIA to write the story for the 30 minute Nixon documentary, which is scheduled for distribution to overseas audiences in May of this year.

Miss Miller, senior writer with Convair motion picture and TV department, wrote, directed and edited the *Monster Buoy*, Convair's multiple award winning film in the 1968 CINDY race. Presently co-authoring *Exploration of The Solar System* and *The Exploration of Interstellar Space*, with space

scientist Krafft Ehrlicke, (publication date 1969, by Silver-Burdett) — this incredibly busy young woman has made nearly 150 films for Convair, according to John Hynd. Hynd further commented, with a great deal of feeling — "We're lucky to find Betty with a spare moment."

The United States Information Agency, Washington, D.C., will release the 35mm color print.

LA Chapter Hosted at MGM

Irwin Rosten and Nicosol Noxon, who head up the newly activated Documentary Film Department at Metro-Goldwyn-Mayer Studios in Culver City, were hosts to a capacity attendance of the Los Angeles Chapter at the regular monthly meeting in March.

The theme of the evening's program as brought forth by Rosten and Noxon, and illustrated by extensive film demonstration, concerned the relationship of documentary production to major studio affiliation, or, "How To Make A Feature Film on a Documentary Budget, and Vice Versa."

Northern Cal Hears Stensvold

At a joint meeting of the northern California chapter of IFPA, and the San Francisco chapter of SMPTE, held on the sound stage of W.A. Palmer Studios in San Francisco, members and guests braved heavy rains and standing room only, in order to enjoy an evening with Alan Stensvold, cameraman for the Bob Hope Christmas tours for the past fifteen years.

Stensvold showed out-takes from the 1968 Viet-Nam Yuletide presentation, as well as a series of color slides taken on various other trips with Hope. Following the visual part of the program, Stensvold conducted a question and answer session which covered anything from electrical power requirements to the overseas cameraman's Shangri-La . . . the military PX.



Alan Stensvold (center) at the Northern California meeting with Dick Foster (right) and Chapter President Ray Hollingsworth (left).

Boston Site of Next IFPA Chapter

Seven members-at-large in the Boston area have made formal request for a charter to the IFPA Board of Directors, in order to form an IFPA chapter in the Bay State. Headed by John C. Dowd, president of Bay State Productions, and George A. Wells, Director of Public Relations of the Massachusetts Department of Commerce and Development, the new division is expected to get under way in April.

MAX HOWE Film Productions

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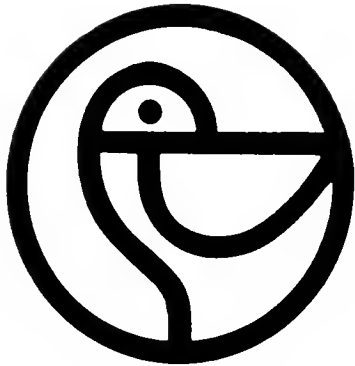
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3-D Projection System Uses Any Available 16mm Film

A NEW PROJECTION system that is capable of showing any 16 mm film ever made, for viewing in three dimensions (3-D) is now being manufactured and marketed by Ingenuics, Inc. of Gaithersburg, Md.

According to Dwin R. Craig, president of the company, "the new system gives the observer the feeling of depth — besides the regular features of motion, color and sound — and the feeling of being *in* the picture".

The system, called "InVision", should be useful for projection of educational, scientific, industrial and military films where the added dimension of depth would be both entertaining and informative.

The complete InVision system, Model IN552, consists of a 16 MM self-threading sound projector, an image adaptor, a special projection screen and viewing spectacles — priced at \$1,969.00.

The Model IN552 uses a modified version of Bell and Howell's Specialist Autoload Filmosound 16 mm projector wherein two adjacent frames of any conventional film can be projected simultaneously. The image adaptor, external to the projector, differentially polarizes and restores vertical registration of the two images at the screen. The screen surface is metallized to prevent depolarization and masked for the lens and projection distance employed. The viewing spectacles are differentially polarized so that



The InVision system, ready for use, shows the external image adaptor on the front. It polarizes and restores vertical registration of the images at the screen.

each eye sees only one of the projected images. The mental process then translates the resulting binocular presentation into a realistic perception of depth.

Ingenuics, Inc. was formed in 1968 to commercially market optical and photographic products bought from and originally developed by Fairchild Hiller Corporation. The InVision system, Model IN552, is the first of such products to be offered to the commercial market.

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Film Production Services & A-V Communications

1051 Villa View Drive
Pacific Palisades, Calif. 90272

P. O. Box 2444
Hollywood, Calif. 90028



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This elegant attache case is the most compact projector in the world. The Bohn Benton Institor is the first truly portable, rear screen, Super 8 sound movie projector. It's automatic. It's set up and running in less than 20 seconds. And, it's cartridge loaded to eliminate film threading. Films can be changed in 2 seconds.

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every call. He can take your plant, your products and your services to the desk of every prospect. It's easy to give an Institor to every salesman because its price is as extraordinary as its size — \$250. That's half the cost of other first-quality rear screen projectors without Institor's advantages.

For more information, or an Institor demonstration, write Bohn Benton Incorporated, 110 Roosevelt Avenue, Mineola, New York 11501; or call (516) 747-8585.

 **Bohn Benton**

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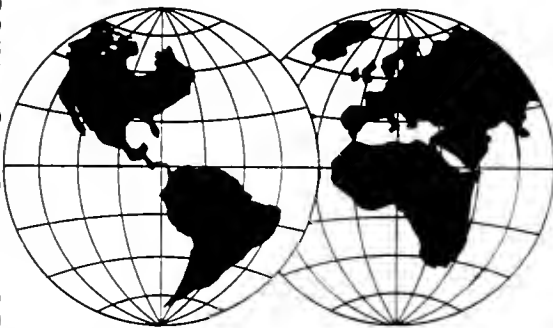
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CONNECTICUT

KEVIN DONOVAN FILMS

44 Treat Road, Glastonbury, Connecticut
06033

Phone: (203) 633-9331

Date of Organization: 1953

Branch: 15 West 44th St., New York 10036

Phone: (212) 986-6049

Kevin Donovan, *Owner*

Sidney Berry, *Executive Producer*

George Betancourt, *Director of Photography*

Robert Manning, *Art Director*

H. Dildilian, *Lab Coordinator*

SERVICES: TV Spots, Motion pictures, slides, filmstrips and still photography. Public relations, advertising, industrial, medical. **FACILITIES:** Arriflex Cameras (Models S & BL) Nagra, Magnasynch sound equipment, studio and portable lighting, editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *UH2F Seasprite* (Kaman Aircraft Corporation); *Bacterial Infections of the Foot* (Schering Corporation); *Corps Profond* (Spanish version) (Schering Corporation); *Northeast Newsreel* (Northeast Utilities); *New Concept in Connecticut* (Stone & Webster Corporation).

FIORELLI FILMS, INC.

Research Drive, Stamford, Connecticut

Phone: (203) 324-1341

Date of Organization: 1964

Joseph A. Fiorelli, *President, Treasurer, Exec. Producer*

Robert Beebe, *Secretary*

SERVICES: 35, 16, 8 and Super 8 motion pictures. Sound filmstrips. Recordings. Audio Visual Consultation. Serving Industry, Government and education.

RECENT PRODUCTIONS AND SPONSORS

SPONSORS: Connecticut Development Commission, CBS Laboratories, Time Mist, Automation Engineering Labs, American Can, Consolidated Diesel, Hegelmann and Bartolene, National Institute of Mental Health, National Education Assoc.

MRC FILMS

Studio: Walnut Hill Road, Sandy Hook,
Connecticut

Phone: New York (212) 989-1754

(See complete listing under New York City)

PECKHAM PRODUCTIONS, INC.

Old Bedford Road, Greenwich, Conn.

(See Complete listing under New York).



PLAZA PRODUCTIONS INC.

Three Constitution Plaza, Hartford, Conn.
06115

Phone: (203) 528-4191

Date of Organization: July, 1967

James W. Wille, *Executive Vice Pres./ Gen. Mgr.*

Stillman Shaw III, *Operations Manager*

David W. Stearns, *Art Director*

Paul E. Calabria, *Marketing Representative*

SERVICES: Creative development and production of communications programs; 16/35mm motion pictures—corporate image, training, recruiting, documentary, graphic, sales and promotion, scientific technical; Animation; Filmstrips; Slide presentations—tape/disc; Video Tape; TV & Radio—commercials, public service spots, programs; Audio training Devices; Still Photography; Still color Laboratory; Fully automated B&W Still Laboratory; Film editing; Script Writing and Consultation; Art Direction and

Graphic Design; Educational Systems Design; Programmed Instruction; Corporate and Employee Communications Program Development. **FACILITIES:** Modern 23,000 sq. ft. Production center consisting of; 2 sound stages (3,000 sq. ft.), 3 studio sound department—complete recording, transfer and mixing facilities, four music and effects libraries, original scoring, editing department; art department; 16/35mm Oxberry animation cameras; optical printer for filmstrip and slide duplication; interlock screening facilities; ten darkroom still laboratory—custom and large volume runs.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The VR101 Computer* (Veeder-Root). **TV COMMERCIALS:** *The Greys are Killers*; *Sunburn*; *Body Shop*; *Holidays*; *Stay Ins*; *Joyride* (Travelers Insurance Co.); *G. Fox & Co.* (Kupper/Grant); *State Line Potato Chips*; *Leavitt Co.* (The Randall Co.); *Connecticut Medical Service* (F. W. Prella Co.) **FILMSTRIPS:** *International Educational Services*; *Safeway Stores*; *F. W. Woolworth*. **SLIDE PRESENTATIONS:** *American Optical Co.*; *Greater Hartford Chamber of Commerce*; *Connecticut Bank & Trust Co.*; *Wilson Haight & Welch Agency*; *The Stanley Works*; *Hamilton Standard*; *Travelers Ins. Co.*; *International Educational Services*. **VIDEO TAPE:** *Fuller Brush Co.* **AUDIO SERVICES:** *Senator Abraham Ribicoff Campaign* (Randall Co.); *Sales Training Tapes* (Fuller Brush Co.); *Wilson Haight & Welch Advertising*; *Public Service Spots* (Travelers Inc. Co.); *Archdiocese of Hartford*; *Pratt & Whitney Aircraft*. **OTHER SERVICES:** Hartford Times; Veeder-Root; Display Workshop; Kaman Aircraft; Harlech Television; Pratt & Whitney Aircraft; Milton Bradley Co.; Connecticut General Life Ins.; Heublein; F. W. Prella Advtg.; Royal Typewriter Co.

CUSTOM FILMS, INC.

11 Cob Drive, Westport, Conn. 06880

Phones: (203) 226-0300

Date of Incorporation: 1963

Lester S. Becker, *President*

SERVICES: 16mm and 35mm motion pictures for business, industry, sports. Special services for the automotive industry and competition sports. **FACILITIES:** Complete editorial facilities; equipment for location photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Atlanta 500*; *The Gold Cup Regatta*; *The National 500* (ABC Wide World of Sports); *The 19th Southern 500* (Southern 500 Film Corporation); *Tough Customers* (Grey Rock Division of Raybestos Manhattan). Special production services for Ford Motor Co.; Plymouth Division of Chrysler Cor-

KEYS TO LISTING DATA

The detail-in-depth of these listings of business and television film companies provides the sponsor, advertising agency and government film buyer with a complete picture of his prospective producer.

In addition to names of principal officers and data on services and physical studio facilities, the facts on "Recent Productions and Sponsors" show the nature of recent studio experience, of films produced in the past year. Preview current pictures as a prerequisite to purchases; bidders should also provide factual data on experience, staff, facilities and financial stability.

There was no charge or obligation whatsoever to these listed companies; every known source was contacted with three separate first-class mailings. Only those who furnished evidence of recent production or were newly-organized were accepted for unqualified listing in these pages.



NEW ENGLAND STATES

poration: Fram Filters; Falstaff Beer; and Coca Cola Company.

SCREEN PROJECTS

292 East State Street, Westport, Conn. 06880

Phone: (203) 227-8815

Date of Organization: 1965

William Noyes, *President*

SERVICES: Motion pictures, film strip, and slide presentations for industry, education and TV. **FACILITIES:** For location or studio photography and sound recording.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 3 versions *Discover America* (Discover America, Inc.); various *Wonderful World of Sports* (Sports Illustrated/Tel Ra Productions). **SLIDEFILMS:** *National Oil Fuel Institute* (Grey Advertising); *Newsweek Magazine Adv. Sales* (Fenga & Berkovitz, Inc.)

WESTPORT COMMUNICATIONS GROUP, INC.

155 East State Street, Westport, Conn. 06880

Phone: (203) 226-3525

Date of Incorporation: 1965

Fred Hertz, *President*

Tod Dockstader, *Vice President*

Hubert Lindsay, *Art Director*

SERVICES: Audio-Visual Consulting; Creation and production of Marketing, Educational, training and advertising materials in motion pictures; slide and filmstrip; audio media. **FACILITIES:** Complete design and art production studio; still and motion photography; Stereo and Monaural Recording, Mixing, Editing and Cueing; Background Music, Sound Effects & Electronic Music Scoring.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Hot-Melt Coating Story* (Mobil Oil Corp). **SLIDEFILMS:** *Porsche Training Aid #1* (Porsche of America); *Care For Your Clothes* (Neighborhood Cleaners Associations). **VIDEOTAPES:** Radio and TV spots for *Public Libraries*; *Living Case Histories* (Research Institute).

MASSACHUSETTS



BAY STATE FILM PRODUCTIONS, INC.

35 Springfield St., Agawam (Springfield),

Massachusetts 01001

Phones: (413) 734-3164-5; 734-6189

Date of Organization: 1944

David D. Doyle, *President*

Morton H. Read, *Assistant to the President*

Harold O. Stanton, *Vice-President*

Francis N. Letendre, *Vice-President*

William I. Rhodes, *Vice-President*

A. Herbert Wells, *Treasurer*

Harold M. Fischer, *Vice-President*

Dean A. Miller, *Art Director*

Kenneth Alexander, *Chief Sound Engineer*

Bruce Jorey, *Editing Director*

Robert Hart, *Studio Manager*

E. Ritchie Smith, *Laboratory Manager*

SERVICES: 16/35mm motion pictures in b&w and color; industrial, scientific, public relations, sales, training, religious, documentary, medical, animated; special programs for sales and stockholders meetings; TV commercials and programs; sound slidefilms, filmograph; storyboards; technamation; foreign language, narratives; special effects; still photography, b&w and color; script services; sales and training aids; distribution.

NEW ENGLAND AREA:

SERVICES AVAILABLE TO OTHER PRODUCERS: Photography, sound recording, color and b&w printing, processing, positive, negative and reversal; editing, scoring, cutting, interlock screening — 35/16mm projectors, animation, titles, use of sound stage, set designing, lighting, truck mounted generators. FACILITIES: Maurer, Eastman, Arriflex, Oxberry cameras; Hydrolly, complete lighting facilities including Mole Richardson, B&M, Color Trans, Quartz Kings, Lowell Lites, Portable gas driven generators; two trucks; Maurer 16mm optical film recording; 16 and 1/4" synchronous magnetic recording, and sync playback, 16mm and 35mm dubbing, equalization and compression; console with facilities for seven channel mixing. Two printing laboratories for color and black and white. DePue and Peterson printing equipment, electronic cueing; 16mm black and white processing, positive, negative, reversal, Filmline continuous equipment. Fisher Mike perambulator, Camart Portable Boom, Fish Pole, Microphones: RCA 77D, AKC D-25, EV 642 (Cardiline, Shotgun), and 654A, Western Electric 639, Altec Lansing 633, RCA BK6B Lavaliers, two screening rooms with 35mm and 16mm interlock equipment; Portable Interlock Equipment, Eastman, Devry, Magnasync. Two cutting rooms with six cutting benches; 16mm/35mm Moviolas, sound readers for 16mm, 17 1/2mm, and 35mm, optical and magnetic; 4 Gang 16mm Synchronizers, 4 Gang (2 x 2) 16mm/35mm Synchronizers, 35mm 4 Gang Synchronizers, 16mm and 35mm hot splicers, magnetic tape splicers, complete animation department with animation stand featuring Oxberry 35mm/16mm BiPack animation camera with automatic follow focus, rotoscope, projection light, one to twenty-six field, over and under lighting, 360° rotary compound, adapted for technamation, Art Department, hot press, carpenter shop, set designing; 3 music libraries, film vault; still photography department with dark rooms for processing, printing and enlarging color and black and white; sound proof sound stage, over 3,000 square feet completely air conditioned; permanent staff of 25 including technicians, art and script specialists.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Building Supermarket Sales* (The G.S. Blodgett Co.); *Keytape: An Introduction* (Honeywell Data Processing); *The Brake That Jake Built* (Jacobs Manufacturing Company); *Submarine Damage Control—Fire*; *Oceanographic Factors*; *The Assembly & Installation of Flexible Hose Configurations*; *Submarine Damage Control—Communications* (U.S. Navy); *Model Congress* (American International College); *Never Among Strangers* (U.S. Marines); *Two Faces of Nature* (Asphalt Roofing Manufacturers Association); *The View From Here* (Hartford National Bank); *PJ 400* (Pratt & Whitney Tool Division); *Club Foot Correction* (St. Francis Hospital); *A Commitment to Progress* (Combustion Engineering, Inc.); *Plant Engineering Organization* (Factory Mutual Engineering). SLIDEFILMS: *The Brake That Jake Built* (Jacobs Manufacturing Co.); *The Tools Called Taps* (Morse Cutting Tools Inc.); *What Is Arbor Acres* (Arbor Acres Farm Inc.). TV COMMERCIALS: for John Hancock; 3 for Pratt & Whitney Aircraft; Graceman Advertising; Riverside Park. EDUCATIONAL FILM LOOPS: Tecnifax Corporation; Educational Direction, Inc. SPECIAL MULTI-PROJECTOR PRESENTATIONS: *This Is Massachusetts* (Mass. Dept. of Industry & Commerce). SPECIAL PHOTOGRAPHIC ASSIGNMENTS: Pratt & Whitney, Bethlehem Steel Co.; Maine Department of Economic Development; Bangor & Aroostook Railroad Company; Strathmore Paper Company; Eye Foundation, Inc.; Boston Edison Company; Massachusetts Mutual Life Insurance Company; Hamilton Standard Division, Pratt & Whitney Aircraft Corp.; Connecticut Mutual Life Insurance Company; U.S. Naval Underwater Laboratories; Massachusetts Dept. of Commerce & Industry.

DEKKO FILM PRODUCTIONS, INC.

126 Dartmouth St., Boston, Mass. 02116

Phone: (617) 536-6160

Date of Organization: 1946

Joseph Rothberg, *President*

Webster Lithgow, *Creative Director*

Aloysius Petrucci, *Production Mgr.*

Howard Rothberg, *Sound Recording*

Kenneth Beauchene, *Production Assistant*

Dorothy Cohen, *Secretary*

Tom Field, *Lighting Director*

SERVICES: Corporate, Training, Marketing & Instructional Motion Pictures & Filmstrips. 35mm, 16mm, and super 8mm w/optical or magnetic sound. Complete in-house capabilities. Services available for outside producers. Equipment rental & crews available. Producer dealer for Technicolor and LaBelle Courier. FACILITIES: 2,000 sq. ft. sound stage, w/hydrolly, Mole-Richardson mike boom; grid: 80,000 watts lighting, M.R. Colortran; grip equipment. Editing rooms w/Moviolas, sound readers, synchronizers w/mag. heads, hot and tape splicers; screening room; sound recording w/selsyn interlock w/projectors and multiple dubbers, multi-channel mixing & transferring. Pilotone, PIC Sync, Rangertone to 16 mag. and optical; Maurer, Stancil-Hoffman, Scully Presto, Nagra IV Recorders; Custom transistorized Console w/graphic equalizers, Fairchild, De-Esser, Conac, Dynalizer, Compressors, Auto-Ten, Effects Filters & Collins Turntables; Sound Effects and music libraries.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *System for Decision; Development and Evaluation* (Sanders Assoc.); *MARK 84 Mod O* (U.S. Navy); *The Word is Control* (Acushnet Co.); *Expand-o-flash* (Lamont & Riley, Inc.). SLIDEFILMS: *Looking at Animals; Arctic Journey; Caribou Game* (E.D.C.).

D-4 FILM STUDIOS, INC.

56 Elmwood Street, Newton, Mass. 02158

Phone: (617) 969-7770

Date of Organization: 1935

Date of Incorporation: 1955

Joseph Dephoure, *President & Treasurer*

Stephen Dephoure, *Vice President*

Ralph Picardi, *Laboratory & Printing Dept.*

SERVICES: 16mm and 35mm color and b&w motion picture film production. Industrial, educational, medical, government, TV, public relations, training films. Sound recording, optical & magnetic. Music scoring from libraries and original. Color and b&w printing. Negative, positive and reversal processing. Editing: A&B roll preparation and conforming. Animation, hot press and super titles, art department. Slidefilms, slides, still photography-color and b&w. FACILITIES: Air-conditioned sound-proof studio with overhead lights, 400 amps., 35 & 16mm cameras: Arriflex with zoom, Super 1200 with zoom, Auricon Pro, Fearless sound camera, 3 Bell & Howell 2 cine specials, 4x5 Graphic Monorail camera, 3 double frame and single frame side cameras; recording dept.: 16m Sync Recorder, 17 1/2mm Sync Recorder, 3 16mm. interlocked dubbers, interlock projection, Gates custom built mixing console, Maurer dual-track optical recorder. Sound-proof projection room (air conditioned). 16mm & 35mm projectors. Five music libraries. 16mm color and b&w automatic printer. Oxberry animation stand, Houston Fearless Film Processor, Kensol Hot Press, three multiple editing stations with optical and magnetic readers, viewers, hot splicers, Art department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Tomorrow's Transmission*



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

Today (Simplex Wire & Cable Co.); *College Life* (International Campus Crusade for Christ); *Open Heart Surgery* (St. Elizabeth's Hospital); *Aerosol Container Line* (American Can Co.); *Keep Massachusetts Beautiful* (Audubon Society).

FELLMAN PRODUCTIONS

55 Grace Street, Malden, Mass. 02148

Phone: (617) 322-4571

Date of Organization: 1937

Henry C. Fellman Jr., *President, Treasurer*

Henry C. Fellman III, *Vice President*

Elizabeth M. Gallant, *Secretary*

Arthur McCarthy, *Art Director*

Fred D. Peters, *Director of Animation*

SERVICES: Production of motion pictures, filmstrips, and slidefilms for industry, sales, training, education and television commercials, including creation and complete production. FACILITIES: Sound stage for small sets, 16mm silent and sound cameras, magnetic and optical sound recording and dubbing equipment. Continuous printing and processing of black and white films and sound tracks. Animation and special effects including letterpress and 3M titling equipment. Custom built Club Wagon for location photography and sound recording and demonstrations of all types of audio-visual equipment and productions. Slide duplicating custom and quantity. Complete art department including animation production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Baker's Secret; The Do-Maker; The D-Maker Story* (Baker Process Co. Div. Wallace & Tiernan); *The Mariners' Compass* (E. S. Ritchie & Sons); *Forged Fixed Fibers* (Sherman Paper Co.); *The Palletizer Meeting Industry; The Greer Conditioner; The Greer Wax Coater; The Fry-O-Pac Line* (J. W. Greer Co.); *Bread Untouched by Human Hands* (Peterson Oven Co.); *The Staff of Life—In Modern Times* (Waldensian Bakeries); *Mission Impossible?* (Mobil Oil Co.); *Classroom Bankers* (Malden Savings Bank). SLIDEFILMS: *Posterior Teeth; Characterized Teeth* (Myerson Tooth Corp.); *Automatic MIG Cladding*, series of 3 training films; *Gas Metal-Arc Welding*, series of 8 training films (Westinghouse Learning Corp.); Series of 12 Personnel Training films for (Hardlines Distributors Inc.); Numerous Slide Presentations for management use for (General Electric). TV COMMERCIALS: *Tempo Meatloaf Mix* (F. P. Walthers & Associates Inc.); *United States Power Squadrons* (Direct); *Essem Frankforts & Meat Products* (Roy Elliot Co.); *Slumberland Products Co.*; *J. A. Cigars; '63 Cigars* (Stern Advertising Inc.); *McCullough Chain Saws* (Davidson Advertising); *Quicks-IT* (I.L. & B. Advertising).

JONATHAN KARAS & ASSOCIATES

Science House, Manchester, Mass.

Phones: (617) 526-1120; 526-7116

Date of Organization: 1958

Dr. Jonathan Karas, *President*

SERVICES: Creative science and engineering consultants to advertising agencies, industry and film producers. Client-agency technical liaison, scientific demonstrations, exhibits; motion picture scripts, technical testing and specialized writing. FACILITIES: Laboratory and photographic facilities and affiliations with several university technical staffs with laboratory and testing facilities. Scientists and engineers available as consultants in any branch of service and engineering and as professional exhibit demonstrators.

RECENT PRODUCTIONS AND SPONSORS

LIVE PRESENTATIONS: *Major Auto Shows* (Volks-wagen); 1968 *Design Show*; 1968 *Plastics Show* (Uniroyal); 1968 *ASTME Show* (Master Chemical Corporation); *USITA Show* (Stromberg-Carlson). PERMANENT MUSEUM: *Petroleum* (Chicago Museum of Science and Industry).

LAURENCE ASSOCIATES, INC.

215 Stuart Street, Boston, Mass. 02116
Phone: (617) 423-0133

Date of Organization: 1957
L. C. Switzer, *President & Treasurer*
Vincent A. Laesy, *Vice President & General Manager*
L. R. Miller, *Vice-President*
John Daley, *Treasurer*
Ronald Ryan, *Art Director*
Swift Lane, *Equipment Manager*
Robert Gorrill, *Photographic Director*
Eillen Cody, *Administrative*

SERVICES: Filmstrips; sound slidefilms, art, photography, scripts, sound recording, motion pictures, staging. A-V equipment for sales, rentals. **FACILITIES:** 5,000 sq. ft. downtown street floor; three darkrooms, color processing; photographic & design studios. Editing, screening and sound rooms. Repair section.

MASTER MOTION PICTURE COMPANY

50 Piedmont St., Boston, Mass. 02116
Phone: (617) 426-3592

Date of Organization: 1925
Irving Ross, *President*
Alan Ross, *Production Manager*
Sally Seader, *Creative Art Director*
Steven Mark, *Laboratory Services & Quality Control*

SERVICES: Motion picture production 16/35mm (live or animated), slidefilms, TV films. **FACILITIES:** 16/35mm b&w processing; 16/35mm production equipment with sound recording in studio or on location.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *United to Serve Others* (A.T.&T.); *Decision Driving* (Liberty Mutual); *Automatic Flying Splicer* (Butler Mfg. Co.); *"B" Voltage Test* (N.E.T.&T.); *Ship Model Towing Tank* (M.I.T.).

TR PRODUCTIONS, INC.

1031 Commonwealth Ave., Boston 02215
Phone: (617) 783-0200

Date of Organization: 1947
Oscar H. Cheses, *President*
Alfred D. Benjamin, *Vice President, Production*
Eugene W. Jones, *Musical Dir./Producer*
James Lambrenos, *Art Director*
Robert M. Kellaway, *Audio Engineer*
Kenneth A. MacAskill, *Writer, Director*
James Lambrenos, *Art Director*
Cameraman
Alan Root, *Director/Writer, Sales*

SERVICES: Motion pictures—animation, live action, theatrical, wide-screen, TV commercials and programs, cartoon packages; educational, scientific, industrial, public relations and business films; filmstrips, slides, script services. **FACILITIES:** 35 and 16mm Arri's, Mitchell cameras; Moviola editorial equipment; 2 sound stages; sound recording facilities; Nagra, Magnasynch, Ampex, interlock projection; screening rooms; art and animation; kinescopes.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Rehab* (U.S. Dept. of Housing & Urban Devlp.); *Therimage* (Dennison Mfg. Co.); *One Thousand Seconds To Home* (AVCO); *Boston - The Freedom Trail* (Paramount release); *Common Wealth* (Sylvania Electronics); *Colonial Six* (Plymouth Plantation); *Missile Communications* (U.S. Air Force). **SLIDEFILMS:** *The Many Worlds of Dennison* (Dennison Mfg. Co.). **TV COMMERCIALS:** *Ban-cardcheck* (Chirurg & Cairns); *Mason's Furniture* (Creamer Trowbridge Case & Basford); *I Am Loved* (Halladay Advg.), *Society Savings Bank* (Graceman Advg.); *Essem Frankfurts* (Ingalls Assoc.); *Warwick Shopping Center* (Bo Bernstein); *Eidelweiss* (Great Northern Land). **MULTI MEDIA:** *I Am Loved* (Wells Jewelry).

WATSON FILM PRODUCTIONS

23 Chestnut Hill Rd., Holden, Mass. 01520
Phone: (617) 829-3422

Date of Organization: 1956
James L. Watson, *Producer*

SERVICES: Motion pictures, slidefilms and filmstrips for industry, education, television. Separate script, consultation service. **FACILITIES:** Arriflex, Bolex 16's; editing rooms with B&H hot splicer; magnetic, optical sound readers. Color-Tran portable lighting equipment.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Off The Shelf* (UTD Corporation); *Paging History* (Worcester Telegram & Gazette). **SLIDEFILMS:** A growth program (Paul Revere Life Ins. Co.)

WORCESTER FILM CORPORATION

131 Central Street, Worcester, Mass. 01605
Phones: (617) 757-2276 756-1203

Date of Organization: 1918
Carleton E. Bearse, *General Manager*
Walter R. Porter, *Cinematographer*

SERVICES: 16mm industrial and medical motion picture service including writing, photography, lighting, editing and sound recording; slide and strip film production and photographic research and engineering. **FACILITIES:** Studios and generator truck.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *ETV Shorts* (N.E.T.&T. Co.); *Pilots Protective Assembly* (David Clark Co.); *Z Mill* (Waterbury Farrel); *Broaching For Jumbo Jets* (LaPointe Machine Tool Co.); *The Federal Dimensionair* (Federal Products Corp.).

VERMONT**CAMPBELL FILMS**

Academy Avenue, Saxtons River, Vt. 05154
Phone: (502) 569-2547

Date of Organization: 1947
Robert M. Campbell, *Executive Producer*
James Hormel, *Writer-Editor*
Elizabeth Campbell, *Editor*
Milton W. Bellows, *Cameraman-Editor*
Kurt D. Stier, *Cameraman*
Louis R. Larsen, Jr., *Equip. Mgr.*
Ann Hatfield, *Film Librarian*
Dorothy Barrows, *Office Manager*
Ralph Severens, *Film Technician*

SERVICES: Educational and business films for all purposes. Sound Slidefilms, filmstrips, multimedia, training programs. Industrial still photography. Editing service. **FACILITIES:** Complete facilities for studio and location shooting. Arriflex and Auricon cameras. Nagra and Magnasynch 30KW lighting equipment. Completely equipped editing rooms. 16mm interlock screening. Animation stand. 16mm distribution services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Legacy of Anne Sullivan* (Perkins School for the Blind); *They Gather at the River* (Northfield-Mount Hermon Schools); *The Spelman Story* (Spelman College); *Smith* (Smith College); *The Making of Change - The Constancy of a Collee* (Grinnell College); *To the Future With Confidence* (Hood College, 2 versions); *Worthy of the Trust* (Bucknell University); *Promise of the Arches* (Union College).

PRODUCERS IN METROPOLITAN NEW YORK**ACI PRODUCTIONS**

16 West 46th Street, New York, N.Y. 10036
Phone: (212) 582-1918

Date of Organization: July, 1958
Stelios Roccas, *President*
Daphne Brooke, *Vice President/General Manager*
Philip Courter, *Vice President/Production*

SERVICES: Motion picture production including photography, animation, editing, sound and music. **FACILITIES:** Recording and editing facilities; small studio and photographic equipment.

ADMASTER PRINTS, INC.

425 Park Ave. South, New York, N. Y. 10016
Phone: (212) 679-1134

Date of Organization: 1948
Charles Corn, *President & Creative Director*
Meyer Gordon, *Comptroller*
Reese Patterson, *Executive Art Director*
Edward Glasser, *Production Manager*

SERVICES: Creators and producers of slide, slide productions, filmstrips and limited animations. 35mm, 3/4 x 4. Vugraph; stand photography. **FACILITIES:** Fully staffed art dept.; air-conditioned studios, projection-conference room; camera and processing equipment for color and black & white including both horizontal and vertical camera facilities for all slides. All facilities for complete internal production package.

RECENT PRODUCTIONS AND SPONSORS
SLIDEFILMS: *Operations* (Merrill Lynch); *Tomorrow's Whiskey Today* (Victor Fischel); *Oyster Nursery* (Long Island Lighting); *Personal Health Insurance* (Metropolitan Life Inc.); *Paygo* (Marsh & McLennan); *New Jersey Bell* (Centrex); *Insurance When You Need It* (State of New Jersey); *Public Relations*; *Stockholders Meeting* (W. R. Grace); *The Big Difference*

(Philco Ford); *Stockholders Meeting* (Kenecott Copper); *Stockholders Meeting* (R. H. Macy).

**AEGIS PRODUCTIONS, INC.**

381 Park Ave. South, New York, N.Y. 10016
Phone: (212) 684-0810

Date of Organization: May 1963
Sidney Milstein, *President*
Herbert Leventhal, *Vice-President*
Barbara Milstein, *Secretary-Treasurer*
Edward J. English, *Director-Cameraman*
Harry Preusch, *Cameraman*
Joe Salvatoriello, *Production Assistant*
Ken Kern, *Production Assistant*

SERVICES: Motion pictures and slidefilms for industry, TV commercials. **FACILITIES:** Special facilities and equipment for medical and scientific productions; 8mm productions for Technicolor Instant Projector; art facilities. Arriflex and Auricon motion picture equipment; 16/35mm animation stand; Nagra and Magnasynch sound equipment; Moviola editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Cancer Chemotherapy* (American Cancer Society); *Superclothes*; *American Menswear Invasion*; *Golf With Marty Fleckman* (The American Institute of Men's & Boy's Wear); *Picture Phone Service* (Bell Telephone Laboratories); *Tailored Technology* (Chromalloy American Corporation); *The Repeating Stapler* (Codman & Shurtleff, Inc.); *Coty Fashion Critics Award 1968* (Coty); *Testicular Prosthesis*; *Urinary Incontinence* (Eaton Laboratories); *Ethicon Steel Needles* (Ethicon Laboratories); *Marvin Has It Made* (ILWGU); *Klopman Or Bust*; *The Blenders* (Klopman Mills); *The Act* (The Lutheran Council); *Man-*

NEW YORK PRODUCERS

agement of Wound Complications (3M Co.—Medical Productions Div.); *Outdoor Math In Downtown Brooklyn* (Madison Project); *Discover Peru*; *Fashion In Russia* (Monsanto); *University of Missouri Awards*; *Parsons School of Design Awards*; *Zodiac Girl Wagon* (J. C. Penney); *The Singer Stereo Network* (The Singer Co.); *Production Services for Abortion; Prolongation of Life*; *Shock* (Smith, Kline & French Laboratories); *Bronchospasm* (Warner-Chilcott Labs.); *For The People, By The People* (Warner-Lambert Pharmaceutical Co.); *Report From West Vaco* (West Vaco). TV COMMERCIALS: *Rhodes Magic* (Rhodes Sportswear. NEWSFILM: for DuPont Home Furnishings; Monsanto; J. C. Penney; Burlington; Banlon.

ALLEGRO FILM PRODUCTIONS, INC.

201 W. 52nd St., New York, N. Y. 10019
Phone: (212) JUdson 6-3057

Date of Organization: 1958
Date of Incorporation: 1961
Jerome G. Forman, *President*
Julius Edelman, *Vice President & Executive Producer*
Al Rossman, *Producer-Writer*
Daniel Ruffini, *Production Assistant*
Ellen Teper, *Production Co-ordinator*
David Sawyer; Erford Bedient, *Writers*
Joseph Butler, *Production Supervisor*
Sheila Mart, *Producer*
Marie Beynon, *Treasurer*

SERVICES: Motion picture and slide film producers; commercials, public relations, industrial and sponsored films; specialist in news and sports films; special department for foreign language versions and post-production finishing. FACILITIES: Recording, screening, editorial rooms and studio. 35mm and 16mm camera and editorial equipment; script and art departments, special print procurement and services department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *No Margin For Error* (Ford Motor Co.); *Hayes Jones — One Man*; *College Wildlife*; *Mali Vaccinations* (U.S. Information Agency); *Italian Fashions for 1968* (Necchi). TV COMMERCIALS: for Doyle, Dane, Berbach, Inc.; Grey Advertising, Inc.; Ogilvy & Mather; Viking Carpet; Swingline; Pennsylvania Bell Tele. Co.; Tyson's Pride; Muscular Dystrophy Assoc. of America. NEWSFILMS: for Ford Motor Co.; Frigidaire; British Overseas Airways Corp.; General Electric; Nine Flags; Allis-Chalmers; Volvo; IBM. VIDEOTAPE: for Viking Carpets.

AMERICAN FILM PRODUCTIONS, INC.

1540 Broadway, New York, N.Y. 10036
Phone: (212) 582-1900

Date of Incorporation: 1956
Date of Organization: 1946
Robert Gross, *President*
Lawrence A. Glesnes, *Secretary-Treasurer*
Sheldon Abromovitz, *Vice President*
Cornelius Vanderbilt, Jr., *Vice-President*
Barbara Brazong, *Office Manager*

SERVICES: Motion pictures, 16mm and 35mm, color and h&w; and slidefilms. Specialties: industrials, sales, public relations, TV, education, training, medicals, documentary and merchandising; television commercials. FACILITIES: 16mm and 35mm cameras, lighting and sound production equipment; six cutting rooms, screening rooms, shooting stage; special effects; animation; stop motion; storyboard personnel, script writers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Safe Handling of Diving Injuries* (American College of Surgeons); *Work*

Measurement Works (Army Pictorial Service); *International Coffee Presentation* (McCann-Erickson, Inc.). TV COMMERCIALS: *Gillette, International*; *Owens Corning Fiberglas*; *Nestles*; (McCann-Erickson International); *Coca Cola* (Coca Cola Export Corp.) *Bromo Seltzer*; *Matchabelli*: (Papert Koenig Lois, Inc.).



ANIMATED PRODUCTIONS, INC.

1600 Broadway, New York, N.Y. 10019
Phone: (212) CO 5-2942

Date of Incorporation: 1949
Al Stahl, *President*
Richard Stahl, *Vice President*
Peter Puzzo, *Director*
Shirley De Brier, *Production*

SERVICES: Fotomation — a new audio-visual motion picture technique designed for seven day production of limited live-animated sales training and industrial film. Fotomation uses client's photographs, slides, storyboard drawings, magazine ads, circulars, printed materials. These visual elements are photographed on 16mm or 8mm color film, synchronized to sound track and given camera movements with animation. Fotomation conversion service updates filmstrips by converting into 16mm or 8mm motion pictures. Professional color blow-ups from 8mm to 16mm. All phases of animation; live action and filmstrip production; sales promotion and exhibits. Educational and television animation film production; TV commercials; ad agency presentations; sound slidefilms in three dimensions. FACILITIES: 3 Oxberry animation stands; special stop-motion live-action motion picture cameras for in-plant production; editorial facilities; multiple animation stand for product stop-motion. New automated animation stand controlled by digital computer and punch tape. Optical Oxberry printer for special effects printing; Mitchell, Oxberry, and Bell & Howell cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Art Story* (NBC); *Partical Board* (H. Richard Silver Agency); *Rachelle, The Leader* (Rachelle Pharmaceutical Lab); *Armstrong Styling* (Armstrong Cork Co.); *The Late Great Show* (Syndicated Billboards for Television); *Sales Incentive Package* (Open End Animated Sales Presentation); *L & M Sales Training* (Liggett & Myers); Norelco Demonstration (LaRoche, McCaffrey & McCall); CBS Presentations (CBS Films). TV COMMERCIALS: Listerine; Scott Paper; Miles Lab (J. Walter Thompson); Goodyear (Young & Rubicam); Nixon Campaign (Fuller & Ross & Smith); Banco Credito (H. Gerds).

ANIMATIC PRODUCTIONS, LTD.

2 West 45th Street, New York, N.Y. 10036
Phone: (212) 661-7290

Date of Organization: 1949
Tasker G. Lowndes, *President*
Leonard B. Elliott, *Vice-President*
Mako Oike, *Director of Animation*
James DeGregory, *Art Director*
Patricia Wilson, *Production Coordinator*

SERVICES: Producers of sound slidefilms, slides, Salesmate presentations, filmographs, technical

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animation. Animatic Boards (animated storyboards on motion picture film), TV commercials, charts and printed material for sales, new business presentations, corporate stockholder meetings and agency presentations. FACILITIES: Art, editing and photographic departments; Oxberry animation equipment; 35mm and 16mm motion picture cameras; various types of still cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Cardboard Web* (American Insurance Assoc.); *The Perfect Tire* (The Kelly-Springfield Tire Co.); *Harvey Herman* (McGregor-Doniger Co.); *What's Ahead* (Texaco Corp.); *The Vicks Art of Self-Defense* (Vicks Chemical Corporation); *Compact* (Unicard Corp.); *Ocean Bottom Mapping* (U.S. Naval Applied Science Laboratory); SLIDEFILMS: *Lady With A Lamp* (American Nurses Assoc.); *Heating Plant Limit and Operating Controls* (American Telephone & Telegraph Corp.); *The Apple Shall Not Fall* (British Overseas Airways Corp.); *The Decision Maker*; *Damage Appraisal Service* (General Adjustment Bureau); *Willingboro* (Levitt & Sons, Inc.); *More Room For Living* (National Home Improvement Council); *Bright Ideas*; *Total Marketing Program* (Reynolds Metals Co.). TV COMMERCIALS: for Sears, Roebuck & Co.; Lincoln-Mercury; Dodge; Pertussin. Mennen; 1-A-Day Vitamins; Mountain Dew; RCA; Heinz; Lever Bros.; Autolite; Nabisco; Champion Spark Plugs; A&P; Remington Rand; Breck; Viva; Avco; Ajax; B. F. Goodrich; Tropic Surf; Allied Chemical; Breacol; 6-12 Insect Repellent; Brylcream; Xerox; Teri Towels; Robert Burns Cigars; American Express; Eastman Kodak; Phillips 66; Simmons Beautyrest; Johnson & Johnson; Liggett & Myers.

APPLIED CONCEPTS, INC.

866 Third Ave., New York, N.Y. 10022
Phone: (212) 421-4130

Date of Incorporation: 1965
George Roberts, *President & Exec. Prod.*
Irv Silverberg, *Secretary & Creative Director*
F. Restivo, *Senior Art Director*

SERVICES: Motion pictures, sound slidefilms, graphic aids, booklets, live shows for sales promotion, public relations, training, and advertising. FACILITIES: Art studios; motion, still photography; screening, conference rooms; music and sound effects library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Editor II* (Olivetti Underwood); *The Proper Place* (Continental Can). SLIDEFILMS: . . . *Great To Be Right!* (New York Times); *Executive Compensation* (Booz Allen & Hamilton); *Marvelous Mechanism* (Continental Can Co.).

HAL MARC ARDEN AND COMPANY

279 East 44th Street, New York, N.Y. 10017
Phone: (212) 682-8926

Date of Organization: 1968
Hal Marc Arden, *President and Executive Producer*
Patricia Anthony, *Script Supervisor*
Seymour Smilowitz, *Associate Producer*
Jeannette Fritsche, *Prom. Director*
Blanche Simkin, *Art Director*
Dr. Max Frankel, *Education Consultant*
Dr. H. Kavett, *Education Consultant*

SERVICES: Multi-media counselling and production. (Live and animation). Films, Filmstrips, Videotape, exhibits, TV and radio programs and commercials, brochures, pamphlets, posters. FACILITIES: Art and animation studio, complete film editorial and finishing services and equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Wildlife of Ranger Rick* (National Wildlife Federation). TV COMMERCIALS: *National TV Campaign* (National Association for Mental Health). FILMSTRIPS: For G. P. Putnam's Sons. MULTI-MEDIA: *National Vision*

Week Campaign (American Optometric Assoc.); *National Alcoholism Month* (National Council on Alcoholism).

ASSOCIATED FILM CONSULTANTS, INC.

501 Madison Avenue, New York, N.Y. 10017
Phone: (212) PL 2-2224

Date of Organization: 1961
Date of Incorporation: 1963

Benjamin S. Greenberg, *Pres., Exec. Prod.*
Samuel Kravitt, *Treas., Dir. Film Operation*
Suzanne Holeton, *Secretary*
Robert Rolnik, *Dir. P.R.*
David P. Evans, *Dir. of Sales*

SERVICES: Production of sales, training and documentary motion pictures, particularly those with public relations orientation; TV commercials, particularly public service spots; filmstrips. **FACILITIES:** Editing, sound recording, lighting equipment; Arriflex, Auricon, Beaulieu, Kodak, Bolex, Eyemo cameras; Magnecord, Magnesync and Uher sound recorders; Acmade Editing Equipment; animation and titling; full still photo service.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Open Space - Going - Going* (U.S. Dept. of Housing and Urban Development); *Story of Textured Yarn* (Universal Textured Yarn, Inc.); 1968 *Campaign Report* (Advertising Council); *Bridge to Somewhere* (Urban League of U.S.); 20th *Anniversary* (Lane Bryant Awards); *Paris Fashions '68*; *Quiana-USA* (E. L. DuPont de Nemours) *People of India*; *Animals of India* (Government of India Tourist Office); *Paris-American Style* (Cognac Growers of France).

AUDIO EAST

128 East 41st St., New York, N.Y.
Phone: PL 7-0760

(See complete listing under Audio Productions, New York).



AUDIO PRODUCTIONS, INC.

(Division of Novo)

Film Center Building

630 Ninth Avenue, New York, N.Y. 10036
Phone: (212) PL 7-0760

Date of Organization: 1933

Branch Offices: 1629 K St., N.W., Suite 500, Washington, D.C. 20009. Phone: (202) 296-6895 (Contact: Harry Carragher). 6850 Lexington Ave., Hollywood, Calif. 90038. Phone: (213) 469-7217 (Contact: Charles Smith). Drege-Audio, 12 Shuter St., Toronto, Ontario. Phone: (416) 362-5931 (Contact: Heinz Drege). Stellart, Drege-Audio, 1103 Rue St., Matthew, Montreal 25, Canada. Phone: (514) 937-3525 (Contact: Bob Harwood). Audin East, 128 E. 41st St., New York, N. Y. Phone: PL 7-0760.

OFFICERS AND DEPARTMENT HEADS

Peter J. Mooney, *President*
Stephen H. Rothfeld, *Vice President*
Louis Mucciolo, *Manager, Industrial-Government Departments*
Joseph Keaney, *Industrial Sales*
Tom Pyle, *Communications Specialist*
Steve Katz, *T. V. Representative*

PRODUCER-DIRECTORS

Frank Beckwith	Harold R. Lipman
Frank Burns	Hans E. Mandell
Stanley R. Johnson	John Nicholas
Bruce Malmuth	Peter Norman
	Robert Vietro

SERVICES: All phases of motion picture production—public relations, sales promotion, merchandising, training, medical, technical, educational and TV commercial production. **FACILITIES:** Silent and sound studios; complete lighting

equipment; mobile units for location work with tape recorders; permanent staff in all departments: writing, direction, editing, animated drawing and optical; projection room; three optical printers, editing equipment; zoom stand for trick work; machine shop.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Beginning* (Atlantic Richfield); *The Winners* (American Cancer Society); *Safe Home* (Libbey-Owens-Ford); *The Movie Experience*; *A Matter of Choice*; (Motion Picture Assoc. of America); *The Bright New Face of Foam* (Fashion Institute); *River of Mail* (U.S. Post Office); *On the Line* (United Aircraft); *Perils of Paula*; *Seven Sailors*; *Polaris* (Navy); *No Margin for Error* (Food & Drug Administration); *The Portfolio* (National Assoc. of Life Underwriters); *Teflon Insulation* (DuPont); *Sanitary Standards* (National Soft Drink); **TV COMMERCIALS:** Adams Dana Silverstein; N. W. Ayer; Ted Bates; Leo Burnett Co.; Campbell-Ewald; Dreher Adv.; Clyne Maxon; Compton; Dancer-Fitzgerald-Sample; Doremus & Co.; Doyle, Dane & Bernbach; William Esty; Foote, Cone & Belding; Fuller, Smith & Ross; Geer DuBois; Grey Advertising; Harvey & Carlson; Ketchum, MacLeod & Grove; LaRoche, McCaffrey, McCall; Lampert; MacManus, John & Adams; Richard K. Manoff; Marschalk; Marshman; McCann-Erickson; Needham, Harper & Steers; Norman, Craig & Kummer; Ogilvy & Mather; Sullivan, Stauffer, Colwell & Boxles, Inc.; J. Walter Thompson; Vansant, Dugdale; Young & Rubicam.

BFB PRODUCTIONS, INC.

422 Madison Ave., New York, N.Y. 10017
Phone: (212) 421-5811

Date of Organization: 1959

Steve Brody, *President*
Herb Freed, *Executive Producer*
Hal Parsons, *Producer*
Susan O'Meara, *Producer*
Kim Farley, *Producer*
Paul Pauliny, *Production Manager*
Lee Goldstein, *Production Assistant*
Richard Skinner, *Editor*

SERVICES: Motion pictures, slide and filmstrip presentations; Industrial and promotional TV commercials, documentaries, specials, features. **FACILITIES:** For production of color & b/w, 35 & 16mm, library of sound effects & stock music; editing, projection and recording equipment; distribution in 35, 16 and 8mm-including rear-screen portable projectors for sales training programs.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Rope Swing*; *Surf Football* (Pepsi-Cola Co.); *Doesn't Look Like Dogfood* (Rival); *End of Fat Makeup* (Revlon); *Mata-dor* (Diet Imperial);

BLACK'S PHOTO SALES CO.

P. O. Box 605, Madison Square Station,
New York, N.Y. 10010
Phone: (212) EV7-0775

Date of Organization: 1967

Sol Black, *President & Sales Mgr.*
Martin Black, *Vice President,*
Production Chief
Harold Brodesty, *Vice President, Cameraman*

SERVICES: Complete 16mm film production services. **FACILITIES:** For location work and studio facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *We Are Alone*; *How To See Florida* (Self-produced).



NEW YORK PRODUCERS

JOHN BRANSBY PRODUCTIONS, LTD.

28 West 44th Street, New York, N.Y. 10036
Phone: (212) LO 4-3580

Date of Organization: 1936

John Bransby, *President, Treas., Exec. Prod.*
David M. Jacobson, *Vice-Pres., Chg. of Prod.*
Martin Craven, *Production*
Sylvia Davern, *Art Director*

SERVICES: Production of industrial, educational, government, travel, sales and training films 16mm or 35mm, color, black and white; educational, promotional film strips; writing service. **FACILITIES:** Sound stage and studio. Equipment for photography, sound and location lighting; film editing facilities, service; animation photography; art department. 16mm picture-35mm sound interlock; 35mm transfer machine.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Scenic Georgia* (Standard Oil Co.); *TF-69-00* (U.S. Air Force); *Plane Sense* (F.A.A.); *An Award Winning Film* (E.C.A.); *The Navy Man* (U.S. Navy). **TV COMMERCIALS:** *Sunsweet* (E.C.A./Rummel Hoyt); Burlington Sheets; Burlington Socks; Burlington Rugs; Burlington Body Stocking; Gillette-Beast (E.C.A./Doyle, Dane & Bernbach).

BRAY STUDIOS, INC.

630 Ninth Ave., New York, N.Y. 10036
Phone: (212) 245-4582

Date of Organization: 1911

I. B. Bray, *Chairman of the Board*
Paul A. Bray, *President*
Paul Bray, Jr., *Vice-President*
Ronald C. Stevens, *Production Manager*
Rodell Johnson, *Director of Animation*

SERVICES: Planning, production and distribution of sales promotion, public relations, training, technical and general education films. Conversion of 16/35mm films into 8mm and Super 8mm films. Foreign language translations. **FACILITIES:** Staff and equipment for live action or animation; 16/35mm productions, including sync sound; slide film and slide set reproduction; aerial photography; own film library for distribution to schools, technical institutes and industries.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Using The Airspace*; *Pre-flight of A Cessna 150, Vor Part II* (Aopa); *Airborne Oceanography*; *A Sense of Responsibility*; *T2B Familiarization series of 5*; *Hurricane Squadron* (U.S. Navy); *Dash - Shipboard and Flight Control Operation* (Gyrodyne Corp. of America); *Why Alply* (Alcoa).

CAMPUS FILM PRODUCTIONS, INC.

20 East 46th St., New York, N.Y. 10017
Phone: (212) 682-8735

Date of Organization: 1934

Nat Campus, *President*
Steve Campus, *Executive Producer*
Martin Salzman, *Distribution Coordinator*

SERVICES: Motion pictures and slidefilms for business, government, education and social agencies; also various film services separately, including translations, sound tracks; editing and finishing service for in-company photographed films; complete distribution service. **FACILITIES:** Studio, on-location equipment and creative staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Pharmacist & Cancer* (American Cancer Society); *Shock Its Recognition & Management* (Smith, Kline & French Labs.); *Part III Examination* (National Board of Medical Examiners); *Block Building . . . A Developmental Approach* (Queens Coll. & Cam-



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

NEW YORK PRODUCERS

pus Films); *Splicing Problems With Butyl Inner Tubes* (Esso Research & Engineering).

Cascade Picture of California, Inc.

249 East 49th Street, New York, N.Y. 10022
Phone: (212) 265-4217

Al Califano, *General Manager*
(See complete listing under Hollywood, Calif.)

M. M. Chonowski Productions, N.V.

122 East 42nd St., New York, N.Y. 10017
W. Rosenfeld, *in charge*
(For Complete listing, see Amsterdam, Holland)

CHRONICLE PRODUCTIONS

517 Broadway, New York, N.Y. 10003
Phone: (212) 477-0300

Date of Organization: 1965
Robert Glatzer, *President*

SERVICES: Production of documentaries, industrial and theatrical films, TV commercials. FACILITIES: Studio, facilities for production in 35/16mm. Editing, print distribution facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Invaders* (Q/M Productions); *Monhegan Lobsterman* (ACI Productions); *Crumble*; *Friendly Game* (Chronicle Productions); *Now Comes To Berkeley Heights* (Office of Economic Opportunity).

CINEMAKERS, INC.

162 West 56th Street, New York, N.Y. 10019
Phone: (212) 765-1168

Date of Incorporation: 1965

Ed Schulz, *Producer/Director*
William Doherty, *Producer Cinematographer*
Carol Hale, *Producer/Writer*

SERVICES: Motion pictures, filmstrips, slide shows and TV spots, audio-visuals; photography, recording, film and sound editing. FACILITIES: Writing, production and editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *New Voice For Cities* (17th Citizens Committee); *Miss West Virginia Visits New York* (Union Carbide Corporation). Three films on Performing Arts in production for McGraw-Hill Text Films. SLIDEFILMS: *Wonderful World of Arts* (Girl Scouts of the United States of America). TV COMMERCIALS: National Council on Crime & Delinquency; Community Service Society. RADIO COMMERCIALS: Five for 17th Citizens Committee.

CITY FILM CENTER, INC.

66-40 69th Street, Middle Village, New York 11379

Phone: (212) TW 4-7500; TW 4-7630

Date of Incorporation: 1957

Subsidiary: AV Lithographers, Avvenire Building, 257 Pacific St., Brooklyn, New York, 11201.

John R. Gregory, *President*
Herbert Avvenire, *Executive Vice-President*
Clarence Schmidt, *Vice-President*
Joseph W. Harrop, *Corporate Secretary*
Anthony Jacino, *Production Coordinator*
Henri LaMothe, *Art Director*

SERVICES: 8, 16, 35mm motion pictures and sound slidefilms for business, industry, television, entertainment, science, education, health, religion, political and public service fields, including specialized aerial (helicopter) cinematography. Correlated promotional, distributional, public relations and sales packages for motion pictures and sound slidefilms include evaluation, designing, layout, copy, artwork and lithography. FACILITIES: Equipped, staffed motion picture studio; sound stage, with control room, narrator's booth, scene dock, conference lounge with projection facilities. Art, editing and

sound departments; mobile and location units; motion picture color-printers for color-corrected and exposure compensated answer and release prints. Equipped and staffed Lithography Division with five presses, including die-cutting, and high-speed four-color.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Way Out World of Fred Feldman* (RKO General); *The Rape of Laos* (The Darer Corporation); *Hocus Pocus* (Transogram/Smith Greenland); *The Director* (Juniper Productions); *Prell Poem*; *Prell Abduction* (Proctor & Gamble/Benton & Bowles); *Ethnic Dance Series* (Kelmar Productions); *Count Basic Riverboat Club Promos* (WOR-TV, N.Y.C.).



COLEMAN PRODUCTIONS, INC.

75 West 45th Street, New York, N.Y. 10036
Phone: (212) 245-9050

Date of Organization: 1935

Harry L. Coleman, *President*
Sonya Coleman, *Vice-President*
Charles O. Slavens, *Production Manager*
Richard Segal, *Editor*
Robert Johnson, *Sales Coordinator*
John Peterson, *Dir. of Photography*
J. Brown, *Sound*

SERVICES: Production of 16/35mm motion pictures from script to final print for industry, medicine, travel and television. FACILITIES: 25' x 25' sound studio equipped with lights, props, sets, cameras; Fearless dolly; Ampex sync sound equipment; cutting rooms and screening room. Facilities available to outside producers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The PX Exchange* (Army-Air Force); *Boehm The Creator* (Edward H. Boehm, Inc.); *Comer Plastics* (Union Carbide Corp.); *Intraorbital Anesthesia* (Norocol Chemical Co.); *Clear Air Turbulence* (Explorer's Research Corporation).

COLODZIN PRODUCTIONS, INC.

62 W. 45th St., New York, N.Y.
Phone: (212) 661-6440

Robert S. Colodzin, *President*
Nat B. Eisenberg, *Exec. Vice President*

SERVICES: TV commercials; documentaries and industrial films. FACILITIES: offices in production center in New York; branch offices at Zodiac Films, Montreal; CFTO, Toronto; Edizione Aurora to Rome.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Magic Clown*. TV COMMERCIALS: *Gillette* (Doyle, Dane, Bernbach); *Sumoco* (Wm. Esty); *American Cancer Society*; *Scott Paper Co.* (J. Walter Thompson); *Tide* (Compton Adv.); *Thrill* (Dancer-Fitzgerald-Sample); *Aqua Velva* (Parkson Adv.).



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.

CONTEMPO! PRODUCTIONS, INC.

25 West 68th St., New York, N.Y. 10023
Phone: (212) TR 3-3333

Date of Incorporation: 1963

Branch: 690 East Maple Road, Birmingham, Michigan 48011 Phone: (313) MI 2-8388
(Ross R. Callaway)

David B. Marshall, *Executive Producer*
Nathan Caldwell, Jr., *Producer*
Ross R. Callaway, *Vice President*
Bruce Nelson, *Client Services*
Joan Marshall, *Corporate Secretary*
Charles E. Hoefler, *Are Director*
T. F. Fagan, *Manager, Accounting Services*
Donald P. Smith, *Consultant, Technical Serv.*

SERVICES: Motion pictures; live, theatrical shows, business and sales meeting presentations; special techniques include: multi-screen, multi-image "choreographed" visual presentations, portable cyclorama projection; sculptured projection, design of custom sales meeting environments and audio-visual display and exhibits, A-V programmed presentations. Jingles, theme music, recordings. FACILITIES: for art, graphics; editing, animation; road show, meeting equipment for sound and projection; design, engineering custom projection control units.

RECENT PRODUCTIONS AND SPONSORS

LIVE SHOWS SALES MEETINGS: *ABC — Record Show* — American Broadcasting Co. Sylvania National Distributor/Dealer Meeting. *Chrysler-Plymouth, Dodge 1969 National News Previews* (Chrysler Corporation). *Colgate Field Managers Sales Meetings* (Toilet Articles, Household Products) *MFP Meeting, Hyperphaze Meeting* (Colgate-Palmolive Co.).

THOMAS CRAVEN FILM CORPORATION

330 East 56th St., New York, N.Y. 10022
Phone: (212) MU 8-1585

Date of Organization: 1950

Thomas Craven, *President*
Harvey G. McClintock, *Vice-President*
Willis F. Briley, *Director of Production*
Marvin Barouch, *Comptroller*
Carl Carbone, *Producer/Director*

SERVICES: Production of television, industrial, public information, training and educational films and programming, theatrical featurettes and promos; overseas and multi-language departments; live action and animated TV commercial division. FACILITIES: Sound stage, camera, sound, lighting, animation and set construction departments; editing, recording and projection rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Hangup* (USAF); *Images of America* (USIA); *Shoes of the Fisherman Promo*; *Guns of San Sebastian Promo*; *A Stranger in Town Promo* & TV spot (MGM); TV COMMERCIALS: *Ivory* (Compton Adv. Agency); *American Beer*; *NAC Credit Card* (Torrieri & Meyers); *General Electric* (Clyde-Maxon); *Monroe Auto Equipment* (Aitkin-Kynett).

GORDON CROWE PRODUCTIONS, INC.

15 East 41st St., New York, N.Y. 10017
Phone: (212) 867-9437

Date of Incorporation: 1965

Gordon Crowe, *President, Executive Producer*
Bill Roden, *Technical Director/Production Manager*
Selma Cooper Crowe, *Secretary-Treasurer*

SERVICES: Sales meetings, entertainment and musical productions for industry; motion pictures for industry; special projection techniques. FACILITIES: Sound stages, rehearsal studios, photographic studio; equipment and personnel for motion pictures and live industrial shows.

RECENT PRODUCTIONS AND SPONSORS

MEETING PRESENTATIONS: for Natl. Biscuit Co.; Kentile Floors, Inc.; Worldwide Volkswagen

(live, mp, sff). *Editorial Review* (Saturday Evening Post); *Christmas Package Show* (Calvert Distillers Co.).

DEPICTO FILMS CORPORATION

254 West 54th St., New York, N.Y. 10019
Phone: (212) 265-7620

Date of Organization: 1944

Jack R. von Maur, *President*
Herbert D. Smith, *Executive Vice President*
Glenn J. Graves, *Vice-President, Industrials*
Pat Labate, *Vice President, Production*

SERVICES: A completely integrated organization providing: Scripting—from technical to creative to complete convention format; Motion Picture—live action, location, animation; Slidefilm—training, promotion, public relations, merchandising; Slides—all sizes, color and b&w, lamination; Industrial Meetings & Conventions—complete package from creation through staging and equipment to traveling unit teams. **FACILITIES:** Photographic studios; full motion picture department, live and animation; completely staffed slidefilms and graphic art department; special wide-screen and carbon arc projectors.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURE: 1969 *Selling Objectives* (Schweppes Ltd.). MULTI-MEDIA: 1968 *NAM Congress* (NAM). LIVE-INDUSTRIAL: *Something Big* (Coats & Clark); *Performance '69* (Jas. Lees & Sons); *Headliners '68* (Uniroyal, Inc.).

DOLPHIN PRODUCTIONS, INC.

666 Fifth Ave., New York, N.Y. 10019
Phone: (212) 753-5892

Date of Incorporation: 1960

Division: Dolphin International

Allan Stanley, *President*
Roger L. Amelunxen, *Business Manager*
Bill Pitius, *Chief Editor*

SERVICES: Commercial, public relations, industrial, educational motion pictures; radio transcriptions; television commercials (live and animated); 35mm and 16mm, color and B&W. For Dolphin International: Television commercials for international markets; revoicing and adaptation of existing commercials for multilingual markets; dealer trailers; researching, analyzing, planning and placing cinema advertising campaigns around the world. **FACILITIES:** Four editing rooms; working arrangements with all studios in New York City; out-of-town affiliates for location photography.

JOHNATHAN DONALD PRODUCTIONS

35 West 82nd St., New York, N.Y. 10024
Phone: (212) TR 4-6241

Date of Organization: 1968

Jonathan Donald, *Owner/Producer*
Elsie Burch, *Production Manager*

SERVICES: Documentaries for television; industrials; commercials. **FACILITIES:** All facilities for motion picture production in 16mm and 35mm available.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Nixon Now* (N.Y. Nixon for President Comm.); *A Time To Begin* (New Hampshire citizens of Nixon); TV COMMERCIALS: *Vista* (Office of Economic Opportunity); Technicon Corp.

Kevin Donovan Films

15 West 44th Street, New York, N.Y. 10036
Phone: (212) YUkon 6-6049

(See complete listing under Connecticut)

THE DURA-SELL CORPORATION

41 East 42nd Street, New York, N.Y. 10017
Phone: (212) MU 7-1881

Date of Organization: 1963

Paul F. Adler, *President*

Josef C. Stern, *Vice President*
Leonard J. Reade, *Treasurer*

SERVICES: Complete production of films, and sale/rental of equipment, with special emphasis for salesmen in the field, sales meeting, factory orientation and training. **FACILITIES:** Complete art, camera and sound facilities, rental of 8mm and 16mm and film strip projectors on short and long term basis.

RECENT PRODUCTIONS AND SPONSORS
SLIDEFILMS: *Instant Shoe Coloring* (Thayer Knomark); *King Sano* (U.S. Tobacco); *Day Brite* (American Home); *Sanka Freeze Dried Coffee* (General Foods); *Electric Shave* (Remington); *Hai Karate* (Paquin).



DYNAMIC FILMS, INC.

(a division of DFI Communications, Inc.)

330 West 58th St., New York, N.Y. 10019
Phone: (212) 765-3950

Date of Organization: 1945

Divisions: Medical Dynamics, Dynamic Programs.

Branch Offices: 20203 Ann Arbor Trail, Dearborn, Mich. Phone: (313) 271-0206. Don O'Reilly, *Manager*. 130-7th St., Pittsburgh, Pa. 15222. Phone: (412) 471-2780. William Matthews, *Manager*.

Nathan Zucker, *President*
Sanford Greenberg, *Exec. Vice President*
Maurice Rapf, *Executive Producer*
Mina Brownstone, *Director of Promotion and Public Relations*

SERVICES: Producers and distributors of all audio-visual programs including films, filmstrips, sound slidefilms, tape and easel presentations for industry, public relations, sales training, employee relations and specialized visual aids. Also short subjects, television programming, foreign language versions, etc. **FACILITIES:** Sound stages, recording and dubbing studios, editing facilities for all 16mm and 35mm audio-visual production.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *It Speaks For Itself* (Ford Marketing Institute); *The Recognition of Depression* (Merck Sharp & Dohme); *How Do We Get There From Here* (ATA Foundation); *The Drum Beater* (American Cancer Society); *Great Moments at Indianapolis* (Glendinning Co., Inc.); *Gentlemen Start Your Engines* (Humble Oil & Refining Co.); *The Role of The Negro in American History*, film series (Arno Press Corp.); *Victory Circles* (Dana Corp.); *It's Up To You* (Family Circle Magazine); *Orientation Program for Hourly Employees* (Ford Motor Co.); *Premarin Symposium* (Ayerst Labs); *52nd Indianapolis 500* (Ashland Oil Co. & Pepsico).

FRANZ EDSON INC.

Watchway P.O. Box 503, Huntington, N.Y. 11743

Phone: (516) MY 2-4345

Date of Organization: 1961

Franz Edson, *President*
Inge Edson, *Secretary-Treasurer*

SERVICES: Planning and production of motion picture and slide films. **FACILITIES:** Complete production facilities for 16, 35mm and slide films.

RECENT PRODUCTIONS AND SPONSORS
A-V PRESENTATIONS: for Austin Instruments Inc.; Bell Telephone Laboratories; Franklin National Bank; Institute of High Fidelity Inc.; Long Island Lighting; Pickering & Co.; UNIVAC; Stanton Magnetics; Sperry Rand Corp.



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.



NEW YORK PRODUCERS

ELEKTRA FILM PRODUCTIONS, INC.

33 West 46th Street, New York, N.Y. 10036
Phone: (212) 582-3606

Date of Organization: 1956

Samuel Magloff, *President*
Jordan L. Caldwell, *Executive Vice-President*
Stanley Polley, *Secretary-Treasurer*
Marvin Friedman, *Director*
Herb Schwartz, *General Sales Manager*
Jack Dazzo, *Animation Director*
Karl Fischer, *Creative Director*
Susana Prete, *Ass't Production Manager*
Tony Brischler, *Edit Production Supervisor*
Henry Fernandez, *Director*
Bill Dochterman, *Sales Representatives*
Dolores Cannata, *Designer-Director*

SERVICES: Production of industrial, educational, sales training films, featurettes, and TV commercials. **FACILITIES:** Stage; animation staff and facilities; editing, concept creation.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Click* (Eastman Chemical); a series (A T & T); *Civics* (CBS-TV); *Logo* (Westinghouse); *Menswear*.

CHARLES ELMS PRODUCTIONS, INC.

163 Highland Ave., No. Tarrytown, N.Y. 10591

Phone: (914) 631-7474

Date of Incorporation: 1952

Charles D. Elms, *President*
Charles D. Elms, Jr., *Vice-President*
Ruth M. Elms, *Secretary, Treasurer*

SERVICES: Research and production of 16mm, 35mm and 70mm "Widescope" motion pictures; slide motion; sound slidefilms; slide-presentations; training manuals and charts for sales promotion, sales training and education. **FACILITIES:** Studio mobile camera, sound and lighting equipment, "Widescope" 70mm revolving lens camera and 2-lens split-screen camera.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURE: *WASP* (ATCOR Inc.). SLIDEFILMS: *Fuel Management*; *Creative Response* (ATCOR Inc.); *The Sanitary Engineer* (Charles R. Velzy Assoc.); *Razor Blade Merchandising* (American Safety Razor Co.).

ETCETERA FILMS, INC.

29 W. 56th St., New York, N.Y. 10019

Phone: (212) 265-6245

Date of Organization: 1966

John Affriol, *President*
Arthur Frazer, *Vice President*
Bob Troy, *Production Manager*
Judy Kramer, *Production Secretary*

SERVICES: Motion pictures, documentaries, industrials TV commercials, editing services, scripts. **FACILITIES:** Studio, editing, complete production facilities.

RECENT PRODUCTIONS AND SPONSORS
TV COMMERCIALS: Crisco (Proctor & Gamble); Maxim (General Foods); Rapid Shave (Colgate Palmolive); Scott Diapers (Scott Paper Co.); Dixie Towels (American Can Co.).

FANNON & OSMOND, INC.

18 E. 50th St., New York, N.Y. 10022

Phone: (212) 688-3138

Date of Organization: 1955

James H. Fannon, *President*
Gerald Osmond, *Vice President*

Robert Schweitzer, *Director of Photography*
SERVICES: Producers of audiovisual presentations for industry, education and sales training including product introductions; complete traveling sales meetings; company recruitment, sales promotion; slides sound filmstrips and motion pictures. Also extensive multi-projection tech-

NEW YORK PRODUCERS

niques and unusual screens. FACILITIES: Script writing, art, production, photography staff and studios.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Me In Media* (Newsweek); SLIDEFILMS: *The 100th Anniversary*; *A Barrel of Money* (Metropolitan Life Insurance); *Silence*: (Warner Lambert); *Psssst* (Clairol). MULTI-MEDIA: *Once In A Lifetime* (Proctor & Gamble); *Ski Fantasy* (International Ski Shows, Inc.); *Year End Meeting* (P & G Toilet Goods Division); *The Hot Ones* (Gillette); *Fandangos* (Frito-Lay); *Loop-The-Loop* (Burlington Hosiery). LIVE: *Gasoline Show* (Life Magazine).



MATT FARRELL PRODUCTIONS, INC.

213 East 35th Street, New York, N.Y. 10016
Phone: (212) 683-8358

Date of Incorporation: 1951

Matt Farrell, *President & General Manager*
C. Lillian Farrell, *Secretary-Treasurer*
William McAller, *Vice-President & Director of Photography*

Joseph Faro, *Vice-President, Production Mgr.*

SERVICES: Production and distribution of sound motion pictures and sound slidefilms for business and industry. FACILITIES: 16mm and 35mm motion picture and slidefilm production; color and b&w; sound studio, magnetic film recording, editing services, script, art, animation, foreign language versions.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Profiles in Spraying*; *Report From Panama*; *Beloit Packaging Machine* (Hercules Incorporated); *Lorig Aligners* (United States Steel Corp.); *Van Zelm Bridle Arrester*; *ASW Coordinated Tactics/Trainer Device* (U.S. Navy); *That's Not Wood, Lady* (Shell Chemical); *Inside Lehigh* (Lehigh Inc.). TV COMMERCIALS: *Nitrofoam* (Hercules Inc.).

FEUER & MARTIN PRODUCTIONS, INC.

505 Park Ave., New York, N.Y.

(See complete listing under Halas & Batchelor, London)

FILM ENTERPRISES, INC.

485 Fifth Avenue, New York, N.Y. 10017
Phone: (212) MU 2-3973

Date of Incorporation: 1959

James R. Handley, *President*
Stanley Bickman, *Production Supervisor*
Howard A. Mann, *Production Supervisor*
Barbara Mumma, *Executive Secretary*
Linda Morgan, *Production Accounting*
Grace Tyler-Smith, *Editorial Supervisor*
Johnathan Croll, *Editor*

SERVICES: 16 and 35mm motion pictures for government, business and industry; slide and filmstrips; script service; audio-visual production management and coordination. International production capability in Canada, Europe, South America and Far East. FACILITIES: Administrative offices; 16/35mm motion picture production crews and equipment (silent and sound); preview screening; editorial dept.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Kellogg Project*; *The Sentinel Report of Progress for the Period Ending April 1, 1968*; *Bell System Hardening Developments*; *Mask Making by Computer*. PARL Report; *Vibratory Service Wire Plow*; *The Sentinel Report of Progress for the Period Ending October 1, 1968*; (Bell Telephone Laboratories); *All American Visit to Washington, D.C.*; *The Tennessee Eastman Co.* (Eastman Kodak Co.); *Horizons Wide, Horizons Deep* (American Petroleum Institute); *Improved Data Entry*; *The Numbers Game*; *IBM Patient Monitoring System* (IBM Corporation); *Top Performers*; *IBM* —

1968 *Winter Olympic Games* (IBM World Trade Corp.); *Vacutainer Culture Bottle System* (Becton, Dickinson and Co.); *So What's New — In Ideas?* issue #2 (Office of the Assistant Secretary of Defense for Installations and Logistics); *New York City Refuse Coverage* (National Center for Urban and Industrial Health, Cleveland, Ohio); *Westinghouse Annual Report Segment* (RFG Associates); *IBM 7770 and IBM 7772 Audio Response Systems*, vocabulary Recording only (IBM Corporation). SLIDE PRESENTATIONS: *IBM* . . . (IBM World Trade Corporation).

FILMFAIR, INC.

339 E. 48th St., New York, N.Y. 10017
Phone: (212) 421-8480

Date of Organization: 1965

August A. Jekel, *President*
Tom Whitesell, *Vice President*
William D. Jekel, *Secretary*
Kay Himes, *Treasurer*
Joe Hanwright, Tim Sheehan, *Live Action Directors*
Niki Hall, *Producer/Sales*
David Lloyd, *Supervising Editor*
Hal Hoffer, *Editor*

SERVICES: Live action films for commercial and industrial accounts. FACILITIES: Two stages; complete editing rooms.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Sailfish*; *Volleyball*; *Houseparty*; *Amusement Park* (Pepsico J. Walter Thompson); *Lincoln Center, Mexico*; *Susan Barrett*; *Lynn Kellogg* (R. C. Cola D'Arcy Advertising); *The Graduate*; *News*; *Chickens Baby* (Peace Corps/Young & Rubicam); *Nail Slicker*; *Face Slicker* (Yardley/Young & Rubicam); *Bayou Northwest, Mexico* (Camels Dancer-Fitzgerald-Sample.).

FILMS OF THE NATIONS

(a subsidiary of Alden Films)

5113 16th Ave., Brooklyn, N.Y. 11204
Phone: (212) 851-8090

Date of Organization: 1945

Ernest Fischel, *President*
Nick Greenwood, *Vice President*
William Rosenfeld, *Secretary-Treasurer*
Jerome Shapiro, *Production Mgr.*
Maurice T. Groen, *Consultant*

SERVICES: Industrial, public relations, transportation, travel, nature studies, wildlife conservation, sales promotion, agricultural and horticultural motion pictures; TV shots and commercials; color stock shots. FACILITIES: Cameraman in Sweden, Austria, and Holland; worldwide coverage. Production affiliations for location shooting in Europe, Middle East, Far East, Australia and Latin America.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Life on a Florida Key*; *Life in a Pond* (Tales of the Trails, Inc.); *SAS Stands for Superb Attention and Service* (Scandinavian Airlines); *Invitation to India*; *Invitation to Japan* (Films of the Nations Educational Systems); *Lausanne, rendez-vous of the World* (Lausanne Tourist Office); *Meet the Swedes* (Swedish Export Organization).

FOSTER FILMS, INC.

60 W. 57th St., New York, N.Y. 10019
Phone: (212) JU 2-7620

Date of Organization: 1963

Harry Foster, *President*
Barry Dubin, *Vice-President*

SERVICES: Industrial and theatrical films, TV commercials. FACILITIES: Editing rooms, production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Winter Gala* (Lufthansa Airlines); *Ski for Two*; *Island Hoppin'* (Universal); *Skeet & Trap Shoot* (Remington); *Windjammer Cruise* (Universal/Pan Am).

FORDEL FILMS, INC.

1079 Nelson Ave., Brox, N.Y. 10452
Phone: (212) WY 2-5000

Date of Organization: 1941

John H. Tobin, *President*
Enid Borde, *Secretary-Treasurer*

SERVICES: Public relations; sales promotion; training; educational; scientific and medical motion pictures and slidefilms; complete responsibility, specialists in color, live and animated. Audiovisual consultation and services for convention and sales meeting. FACILITIES: Sound stage; complete cameras, lights and sound equipment for studio and location production; animation stand; art department; cutting rooms; 16mm magnetic and optical interlock screening facilities; color printing department; carpenter shop; machine shop; mobile units.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Moment In Time*; *Bridge To The Future* (U.S. Navy); *Manpack Navigator* (Ford Instrument Co.); *A Multi-Function Radar System* (Lockhead Electric Co.). SLIDE-FILM: *A Closer Look At An Old Problem* (American Cyanamid Co.).

FPS PRODUCTIONS, INC.

45 West 45th St., New York, N.Y. 10036
Phone: (212) CI 5-6950

Date of Organization: 1957

Date of Incorporation: 1963

Joseph C. Bowman, *President, Exec. Prod.*
William F. Mills, Jr., *Director Marketing*
Jacob R. Moon, *Script Supervisor*
Lila Corbin, *Production Mgr.*

SERVICES: A/V coordinated marketing programs; sales, training, and educational Motion Pictures and sound slidefilms and stripfilms. FACILITIES: Art, photography, slide and slidefilm, camera stand, editing, recording facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Garrard For '69* (British Industries). SLIDEFILMS: & STRIPFILMS: *Bottle Neck Breaker* (Communitytype, Inc.); *Easy As 1, 2, 3* (Charles Beseler Co.); *Flow Control Devices* (Allied Chemical Corp.); *The Warfedale Speaker* (British Industries). TAPES: *Klopman Or Bust* (Klopman Mills). TV COMMERCIALS: *Bostitch* (N.W. Ayer); *Eastern Airlines*; *Proctor & Gamble*; *Frito Lay*; *General Foods* (Young & Rubicam); *Western Electric* (Cunningham & Walsh); *Ruffles* (Young & Rubicam). IN PRODUCTIONS: *It Takes More Than Planning* (Lehigh Valley, Northampton Valley Planning Comm.); *Systems and Refrigerators* (Allied Chemical Corp.); *Add It Up Yourself* (DCMT Machinery, Div., Avnet-Shaw).

SI FRIED PRODUCTIONS, INC.

49 West 45th St., New York, N.Y. 10036
Phone: (212) PL 7-4424

Date of Organization: 1960

Si Fried, *President & Producer*
Stan Vanderbeek, *Creative Director*
Art Ziguoras, *Writer-Director*
Beth Cavanaugh, *Ass't Producer*

industrial, documentary, TV commercials, news-industrial documentary, TV commercials, news-films, etc. FACILITIES: 16mm and 35mm equipment available in house.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Genesis* (Olin Mathiesen); *Computer Systems Science*; *Diagnosis In Air* (IBM); *The Man Behind the Machine*; *The Album*; (IBM WORLD Trade).

F. W. B. & ASSOCIATES, INC.

545 Fifth Avenue Suite 309, New York, N.Y. 10017

Phone: (212) 682-2013

Date of Organization: December 1968

F. William Bryant, Jr., *President*
Robert G. Ervin, *Producer-Writer*

SERVICES: Complete motion picture services from script to screen for business, educational, public relations, sales promotion, employee training, and informational films, including design, writing, storyboard, and animation facilities for motion picture and slide films. FACILITIES: Administrative offices, screening facilities, complete editorial facilities for production of 16mm and 35mm films.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Grenoble Winter Olympics* (IBM World Trade Corp.); *IBM Patient Monitoring System* (IBM Corporation). SLIDEFILMS: *Las Vegas* (IBM World Trade Corporation).

GEMINI FILMS, INC.

150 East 37th St., New York, N.Y. 10016
Phone: (212) 889-7194

Date of Organization: 1963
Morton E. Epstein, *President*
Michael Jorin, *Vice President*

SERVICES: Conception, design, production of films for government, industry, TV and theater. FACILITIES: Office, screening and editing rooms.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Prime Minister Equal Visits to the United States*; *George Kiri's Enterprise*; *Mugh Masekela: I know What I Want to Do*; *Another Ocean . . . Another Shore* (U.S.I.A.); *The Last Grand Tour* (The Cadwell-Davis Co.); *Investments* (Prudential Life Insurance/Reach McClinton); *The Watchmaker* (Westinghouse Air Conditioner, Westinghouse Intl.); *Psychelic* (Monsanto/Doyle, Dane, Bernbach, Inc.).

GERALD PRODUCTIONS, INC.

Subsidiary of The Communications Group
421 West 54th St., New York, N.Y. 10019
Phone: (212) PL 7-2125

Date of Incorporation: 1955
Gerald Auerbach, *President*
Henry Traiman, *Exec. Vice President*

SERVICES: Production media-film, live and video tape, TV and industrial shows; complete distribution services. Documentary, industrial, educational, and entertainment films. FACILITIES: Sound stages, recording and mixing studio; 35mm and 16mm theaters.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Duhamel*; *Thoracic* (U. S. Surgical Corp.); 6 Informational films (Govt. of Guyana); *The Kiss* (Redwood Parkson Advtg. Agency); *She Dreams* (Aqua Velva/Parkson Advtg. Agency).

JACK GLENN, INCORPORATED

207 East 37th Street, New York, N.Y. 10016
Phone: (212) OX 7-0121

Date of Incorporation: 1953
Jack Glenn, *President*
Carroll Douglass, *Vice-President*
Lew Waldeck, Mary Waldeck, William Lister, and Grace Polk, *Production*

SERVICES: Complete production of special-purpose and entertainment motion pictures; animation and filmstrips; commercial and slide-films; filmographs; stories, storyboards and voice tracks for animated cartoons; text-film scripts and production; specializing in entertainment and advertising cartoons; institutional, public relations, promotion, orientation, educational films, fictional or documentary. Contract or sub-contract separately for script-writing and/or directing, producing, editing. FACILITIES: Mitchell, Wall, B&H, Arriflex cameras; lighting and Nagra sound equipment; studios and scenic shops; projection and cutting rooms.

RECENT PRODUCTIONS AND SPONSORS
(Entire year devoted to producing features in Spain)



GOTHAM FILM PRODUCTIONS, INC.

11 E. 44th St., New York, N.Y. 10017
Phone: (212) MU 2-4500

Date of Incorporation: May, 1955
Susan Wayne, *President*

SERVICES: 35, 16 and 8mm motion pictures; sound slidefilms, slides; recordings and supplementary aids. FACILITIES: Sound stage; art staff; still studio; editorial and recording services.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Business Representative*; *Operant Management*; *Communications (A T & T)*; *Operant Management*; *Communications (AT&T)*. *Tapes (AT&T)*.



The Jam Handy Organization, Inc.

1775 Broadway, New York, N.Y. 10019
Phone: (212) JU 2-4060

Herman Goelz, *in charge*
(See complete listing under Detroit area)



JAM HANDY PRODUCTIONS

321 W. 44th St., New York, N.Y. 10036
Phone: (212) 582-8082

Paul Kelcourse
(See complete listing under Detroit, Mich.)

HANKINSON STUDIO, INC.

72 West 45th Street, New York, N.Y. 10036
Phone: (212) YU 6-2150

Date of Organization: 1947
Frederick L. Hankinson, *President*
Walter Klas, *Vice-President*
Lawrence Dineen, *Treasurer*

SERVICES: Live and animated motion pictures for TV, industry and sales promotion; slidefilms and slides. FACILITIES: Animation studio; live insert stage; editing facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Leaflet Dissemination* (U. S. Army Pictorial Center); *Conoweld* (Continental Can Co.); *Mountain Dew* (Pepsi Cola); *Anacin* (J. F. Murray). LIVE SHOW: for *Wise Potato Chips* (Lynn Organization).

HARTLEY PRODUCTIONS, INC.

279 East 44th St., New York, N.Y. 10017
Phone: (212) YU 6-0563

Date of Incorporation: 1951
Irving Hartley, *President*
Elda Hartley, *Secretary-Treasurer*
Frederick W. Adams, *Vice-President*

SERVICES: Motion pictures and slidefilms for business, education, training, travel and public relations. Specialize in educational films in the area of religion, anthropology and antiquities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Requiem For A Faith* (Hartley Productions); *Captured Climate* (Mobay Chemical Co.); *The World of Now* (Tea Council of U.S.A.); *The Finish That Sells* (Norton Co.). SLIDEFILMS: *Here And Now* (House Beautiful Magazine).

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NEW YORK PRODUCERS

HARVEST FILMS, INC.

11 West 42nd St., New York, N.Y. 10036
Phone: (212) BR 9-0180

Date of Organization: 1950
Leo Trachtenberg, *President*
Cecile Fein, *Office Manager*
Betty Algren, *Asst. to President*
Jon Ealy, *Production Manager*
Hans Evenßen, *Librarian*

SERVICES: Motion pictures and filmstrips for industry, government, educational and social service organizations. Distribution of selected films for clients. FACILITIES: Production and creative facilities — cameras, sound equipment, art and editorial departments, music and stock footage library, storage, stages.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *A Special Kind of Care* (Cancer Care, Inc.) *Food of Life* (Agency for International Development); *Highways are For People* (Federal Highway Administration); *Aides in Night Nursing* (United Hospital Fund of New York). TV COMMERCIALS: *For United Hospital Fund of New York*; *Cancer Cure, Inc.*; *New York City Department of Social Services*; *New York State Department of Social Services*; *American Foundation for the Blind*.

HAVERLAND FILM PRODUCTIONS LTD.

6 East 39th St., New York, N.Y. 10016
Phone: (212) 679-0939

Date of Organization: 1955
Date of Incorporation: 1966
Laszlo Haverland, *Producer-Director*
Laszlo Noszthy, *Director*
Ingo D. Grill, *Director of Photography*

SERVICES: 35 and 16mm script to screen productions or service. FACILITIES: 35 and 16mm cameras, dubbers, dubbing studio, recording and editing.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Hyplar Demonstration* (M. Grumbacher, Inc.); *Papa In New York* (Spanish) (Mario Aguerro Prod.); *Black Mercedes* (Black Mercedes Co.); *The Emir of Kuwait* (Kuwait TV). TV COMMERCIALS: four for (N.Y. Civil Defense Comm.).

DAN HESS PRODUCTIONS

2 Tudor City Place, New York, N.Y. 10017
Phone: (212) YU 6-9042

Date of Organization: 1961
Daniel L. Hess, *President, Producer-Director*
Hal Douglas, *Senior Writer-Director*
Gary Weist, *Creative Director*
Carol Saperstein, *Production Supervisor*
John Steinberg, *Creative Director*

SERVICES: Educational, industrial, documentary films for sales promotion, public relations, sales training; sales meetings. Sound slidefilms, filmstrips, programs — including printed literature, publications. FACILITIES: Creative, Production & Editorial Departments.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *To Be A Nurse* (New York University); *Super Tire*; *Decisions* (American Oil Co.); *It's Called Motor Oil* (Shell Oil Co.); *BOAC Goes to Market* (BOAC). SLIDEFILMS: *Why Advertise* (Time, Inc.); *Our Young-Young World* (Eastman Kodak); *Take 10* (Renault).

JUNE 7 PRODUCTIONS

12 East 46th Street, New York, N.Y. 10017
Phone: (212) Oxford 7-5330

Date of Organization: 1967
John D. Rafferty, *President and Executive Producer*
Dorothy Elorza, *Secretary Treasurer*
Mel Brez, *Director Producer*

NEW YORK PRODUCERS

SERVICES: Creators, writers and producers of motion pictures and filmstrips for industry, TV Commercials. Specialist experienced in sales sales training and sales promotion. **FACILITIES:** Fully staffed art department, writing and production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Someone's Stealing From You* (June 7); *We're Here To Sell* (The Merchandising Group, Inc.); *You Make the Difference* (The Merchandising Group, Inc.); **SLIDE-FILMS:** *Check & Doublecheck*; *Shoplifting—You Are The Victim* (Modern Marketing Programs). **TV COMMERCIALS:** *Mona Lisa* (RR&W, Inc./Blair & Co.); *The Thinker* (RR&W, Inc./Blair & Co.).

VICTOR KAYFETZ PRODUCTIONS, INC.

295 W. 4th Street, New York, N.Y. 10014
Phone: (212) 924-3935

Date of Organization: 1947

Branches: New York: 245 Edgerton St., Rochester. Phones: (716) CH 4-5164; GR 3-3000. Ext. 534. Don Lyon.

Victor Kayfetz, *President, Exec. Producer*
Seymour Posner, *Assistant to the Producer*
Ruth May, *Administrative Asst.*
Bernard Peretz, *Production Asst.*

Jane Kayfetz, *Vice-Pres.* Creativision, Inc.
Jackie McCulloch, *Distribution Mgr.* Creativision

SERVICES: Motion picture production, combining live cinematography, animation. "Projected Presentations" equipment, capable of cinematography 9x12 ft. projection backgrounds of live subjects in front of any projected color background. **FACILITIES:** Two new studios, each with projected presentations systems, lighting grids, air conditioning, control room, catwalk, acoustically treated, CCTV monitoring of studio floor, dressing rooms, make up room, actors lounge, 35mm Eclair Camerette, 16mm Camerette, 16mm Arriflex with zoom lenses, B&H-70DL, Auricon (400 ft. & 1200 ft.) with zoom, full accessories. Studio flats, backgrounds, table tops. Slidefilm and 2x2 slide production cameras. For stop motion shooting: 35mm Model L DeBrie and 16mm Cine Special both completely adapted for animation. Osberry animation stand with bipack camera (16 and 35mm) with compound table. Complete art and animation department, 16 and 35mm sound Moviolas, 35mm interlock and 16mm projectors in booth of screening room. Nagra tape recorder, Magnasynch Model 2216-EX7 Magnetic film recorder; RCA phonograph; equalization; Jensen Synchronizer; microphones. Tripods, high hat, dolly, location lighting equipment, cables, trucks, trailer.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Goodyear Wraps It Up* (Goodyear Tire & Rubber Co.); *Western Union* (Western Union Corp.); *America At Retail* (Point-of-Purchase Adv. Institute); *Head Ski Presentation* (Head Ski Corp.); *Tissue Responses to Proliferants* (Dr. Gale Borden); *Congenital Cataracts* (Dr. Alfred Fink); *Boats Need People* (National Assoc. of Engine & Boat Mfgs., Inc.); *The Poweray System* (Poweray Corporation). **TV COMMERCIALS:** *Aerowax* (Cunningham & Walsh); *Odor Motors* (Colgate-Palmolive Soap Co.); *Metropolitan Life Ins. Co.* (Mueller, Jordan & Herrick). **PROJECTED PRESENTATIONS FILMING:** *TGA/Rio Rico Party #1*; *Travel Guild International* (Paul Venze Associates).

ALLAN KEITH PRODUCTIONS, INC.

243 West 56th St., New York, N.Y. 10019
Phone: (212) 246-0239

Date of Organization: 1956

Allan Keith, *President-Exec. Producer*
Evelyn McCarthy, *Vice-President*

Burrell Smith, *Producer-Director*
Phil Fified, *Film Editor*

SERVICES: Films for industry, sales training & education, trade shows. **FACILITIES:** Sound stage and editing room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Hair Straightening* (Johnson Products Co.); *NY Edition of BEAUTYRAMA* (Edw. J. Weck Co.); *Twist Roller Set* (None); *Thermal Iron Technique* (General); *Permanent Waving* (Allan Keith Productions, Inc.).

HERBERT KERKOW, INC.

Box 13A, Pawling, N.Y. 12564

Phone: (914) 855-1394

Date of Organization: 1937

Herbert Kerkow, *President & Treasurer*
Rosemond Kerkow, *Secretary*

SERVICES: Public relations, training and educational films. **FACILITIES:** Sound stage; sound recording; editing and animation facilities. Bell & Howell and Eclair Camerette 35mm cameras. Visualization sound stage, special equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Small Craft Safety* (Herbert Kerkow, Inc.); *English Sounds and their Spelling* (Pathescope Ed. Films, Inc.)

KIM & GIFFORD PRODUCTIONS, INC.

342 Madison Avenue, New York, N.Y. 10017

Phone: (212) YU 6-2826

Date of Organization: 1960

Paul Kim, *Director*

Lew Gifford, *Director*

Julia Whalen, *Production Manager*

Al Eugster, *Head Animator*

SERVICES: Creative services and production of animated and live-action films. **FACILITIES:** Stage, animation department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Hare and Tortoise* (Uni-Royal Keds); *Agnes & Gerard* (Sanka); *People* (Prudential); *27.77 Sale* (Black & Decker); *Impulse* (AT&T).

KNICKERBOCKER PRODUCTIONS, INC.

1540 Broadway, New York, N.Y. 10036

Phone: (212) 582-4633

Date of Organization: 1947

Howard A. Lesser, *President*

Willard Van Dyke, *Production Consultant*

Renzo Olivieri, *Vice-President*

Agnes Grant, *Secretary*

Frederic C. Calder, *Sales Manager*

SERVICES: Production from original research to finished film. **FACILITIES:** Cameras (35 & 16mm), lighting, and editing equipment.



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.



LANCE STUDIOS

151 West 46th Street, New York, N.Y. 1003

Phone: (212) JU 6-4233

Date of Organization: 1948

David Wasserman, *Producer*

Amador Chaidez, *Producer*

Doris Rontowsky, *Art Director*

SERVICES: Sound filmstrips, slides and motion pictures for sales meetings, public relations an employee training, title design for motion pictures, Slide-ination technique, art and three-dimensional models and props—custom built for TV commercials. **FACILITIES:** Art and production studios; scripts, storyboards, art, music and sound, photography and editing.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *American Can 67th Annual Meeting*; *Construction Progress Report*; *Westchester County, U.S.A.*; (American Can Company); *Bristol Myers Sales Meeting*; *Chrysler Motor Sales Meeting*; *Beech-Nut Sales Meeting*; *Breck Hair Color Test Market*; *Sanka Sales Meeting*; *Chef Boy-Ar-Dec Sales Meeting*; *Dictaphon Sales Meeting*; *Playtex Sales Meeting* (Y & R); *U. S. News & World Report Meeting*; (USNWR); *Day of Destiny* (Greek Orthodox Archdiocese); *Musiques* (Cue Recordings).

DON LANE PICTURES, INC.

62 West 45th Street, New York, N.Y. 10016

Phone: (212) 661-4757

Donald J. Lane, *President*

Henry Freeman, *Editorial*

Paul Mintus, *Production*

SERVICES: Film production complete service. **FACILITIES:** 16/35mm cameras, sync sound equipment, editing rooms and equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Changing Shape of the Beef Cattle Industry* (Mr. Squibb); *Tenora* (CIBA); *Amiben in Soybean* (Amchem Products); *The Big Game* (CIBA); *The Eyes of Experts* (Shell Oil Co.).

LE ROY MOTION PICTURE PRODUCTION STUDIOS

213 West 35th St., New York, N.Y.

Phone: (212) LO 4-6793

Date of Organization: 1939

Branch: 1208 East Cliveden St., Philadelphia, Pa. 19119. Phone: (215) LI 8-6911

Charles Roy, *President*

Rita Roy, *Vice President*

SERVICES: Motion pictures; travelogues, documentary and promotional films, TV films and commercials. Stills. **FACILITIES:** Creative department, studios, laboratories, editing department. Complete film and sound equipment for studio or location productions.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Film Series (Zygor Productions); *Jamboree! 50th Anniversary — Order of the Arrow* (Nation Council, Boy Scouts of America); *P.C.T.S.* (Philadelphia College of Textiles & Science); *A Time to Cherish* (Chesnut Hill College); *Journey Into Greatness* (Drexel Institute of Technology); *Round Robin Classic* (Hal Babbitt Productions); *The Red Mexico* (Independent Productions); **TV COMMERCIALS:** *Blue Bird Bridal Shoppe* (Baker Peller Advertising).

IRV LEVINE ASSOCIATES

157 West 57th Street, New York, N.Y. 1001

Phone: (212) 581-5120

Date of Organization: 1966

Irv Levine, *Owner*

Marcia Levine, *Administration*

Linda Bender, *Production Assistant*

Paul A. Sloman, *Sales*

SERVICES: Animation, art, graphic design, titles and special effects. TV commercials, industrial and educational films, film strips.

ARTHUR LODGE PRODUCTIONS, INC.

333 West 52nd St., New York, N.Y. 10019

Phone: (212) JU 2-5477

Date of Incorporation: 1953

Arthur J. Lodge, Jr., *President*

SERVICES: Industrial, documentary, educational, sales training and newsfilm production. FACILITIES: Editing and filming equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Industry on Parade* series (National Assn. of Manufacturers and other Industrial associations); *Cities of the World* series (National Educational Television); *The Sixth Seal* (NET); *This is NAM* (revised) (NAM); *World of Work* series (NAM).

JAMES LOVE PRODUCTIONS, INC.

550 Fifth Ave., New York, N.Y. 10036

Phone: (212) JU 2-4633

Date of Organization: 1952

James A. Love, *President*

Anne M. Love, *Secretary*

Herbert R. Dietz, *Vice-President*

Jack Safran, *Laboratory Expediter*

SERVICES: Scripts, storyboards, motion pictures for television and industry; slidefilms; TV package shows. Script and consultation. FACILITIES: Offices, cutting rooms, art department; insert studio, mobile location unit. Studio, creative, technical and production staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Gotcha Will Getcha* (Funtastic). SLIDEFILMS: *Patterns for Protection* (Insurance Information Institute); *MIG Welding* (All State Welding Alloys). TV COMMERCIALS: for Proctor & Gamble; Bell Tele. of Pennsylvania; Hasbro Toys; Kinney Shoes; Topper Beer; Sun Rubber Co.; Delaware Park; Funtastic.

EARLE LUBY, INC.

80 Ivy Way, Port Washington, N.Y. 11050

Phone: (516) 767-6239

Branch Offices: 180 West End Avenue, N.Y., N.Y. 10023, Phone: (212) 873-5446; Willow, New York, Phone: (914) 688-7671

Date of Organization: 1948

Date of Incorporation: 1968

Earle Luby, *President, Producer*

Frances Luby, *Vice President, Assoc. Producer*

SERVICES: Motion pictures and television programs. Public affairs, educational, scientific, public relations and imaginative sports films. Production, direction and script. Film consultants. Educational television consultants. FACILITIES: Offices, screening. Production services contracted only with highest quality freelance camera, sound and editing personnel and with highest quality production services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Laser Light* (Scientific American, Inc.); *Men Who Teach* (Dr. Abraham Kaplan/Mr. Wm. Geer, National Educational Television); *Winter Olympics* (IBM World Trade); *The Fine Art of Football Watching* (ABC-3M); *The Violent World of Sam Huff*; *The Nisei*; *The Pride and the Shame* (20th Century/CBS).

LUX-BRILL PRODUCTIONS, INC.

527 W. 45th St., New York, N.Y. 10036

Phone: (212) LT 1-2050

Date of Organization: 1950

Bernard Grossman, *Production Supervisor*

Richard S. Dubelman, *Producer & Director*

Anne L. Bauer, *Office Manager*

SERVICES: Live and/or animated motion pictures and slidefilms; ideas, writing, storyboards, art direction. Sales promotions, training films, docu-

mentaries, TV commercials; editing and re-editing company films; integration of film and live TV; rear projection and process photography. FACILITIES: Animation dept., studio; location equipment; editing and screening rooms; recording studio; creative and technical staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *TWA Tempo*; *Great Moments* (United States Army); *Hallmark Presentation* (Hallmark); *U.S. Dept. of Labor-State Employment Guidance Films: Adoption* (Foster Parent's Plan). TV COMMERCIALS: for Wear dated apparel (Monsanto); Lowrey Organ (Chicago Musical Instrument); Dristan (American Home Products); Bravura (Speidel); Lady Godiva Panty Hose (Kayser Roth); Nabisco Team Flakes (National Biscuit Co.); Mini-Mist (First Block Drug); Vaseline Jelly (Chesebrough Ponds); First National Bank of Miami; Polaroid Corp.; Humphrey '68 Campaign; Crystal Springs Water; United States Army; Albert-Culver; Savarin Coffee; Economics Labs.; Empire Brushes; Taylor-Reed Corp.; Menley & James; Sterling Drugs; General Foods Corp.; Royal Desserts, Crisco, Dash, Ivory (Div. of Proctor & Gamble); Vick Chemical; Tri-Point Industries; American Can Co.; Rheingold Beer; Jacques Kreisler Mfg.; Servel; The Miltchum Co.; Prudential Ins. Co. of America; Fleischmann's Margarine; Minute Maid; Trans World Airlines; Nestle Co.; American Cyanamid; Bridgeport Brass; Jacqueline Cochran Cosmetics; Lever Bros.; New York Stock Exchange; Colgate-Palmolive; Buckley's Cough Mixture; Imperial Margarine; Campana Sales Corp.; Standard Brands; Esso & Humble Oil; H. J. Heinz; Universal Appliances; Jones & Laughlin; First Citizens Bank & Trust Co.; Foster Parents' Plan; Hoffman-LaRoche.

LARRY MADISON PRODUCTIONS, INC.

111 East 39th Street, New York, N.Y. 10016

Phone: (212) MU 7-1890, 1891

Date of Organization: 1962

Larry Madison, Sr., *President*

Larry Madison, Jr., *Producer*

John C. Orr, *Production Manager*

Robert Campbell, *Writer-Composer*

Hal Bernard, *Supervising Editor*

SERVICES: Producers of industrial, documentary, public relations, sales, educational and TV films and commercials. FACILITIES: Full production facilities.

MOTION PICTURES: *The American Trail* (Humble Oil & Refining); *As Tall As The Mountains* (Bureau of Outdoor Recreation/Adolph Coors); *Aluminum* (Aluminum Ltd., Inc.); *The Farm* (Remington Arms Co.); *The Last Frontier* (U.S. Dept. Interior).

HAROLD MANTELL INC.

505 Eighth Ave., New York, N.Y.

Phone: (212) 549-5245

Date of Organization: 1949

Harold Mantell, *President*

Marianne Mantell, *Vice President*

Richard Ader, *Secretary-Treasurer*

SERVICES: Production of motion pictures and sound slide films, and integrated test and instructional materials. FACILITIES: Production facilities and equipment for production of professional 16/35mm motion pictures: screening room, studio, audio control room and editing rooms.

The Guide You Need All Year Long

Extra copies of this 19th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.



NEW YORK PRODUCERS

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Animals and Swimmers* (The Nutrition Foundation); *A Boy and His Job*; *Olympic Boy* (National Educational Television); *Jorge Luis Borges* (NBC International); *Every 13th Family* (Robert Schalkenbach Foundation); *Compact for Life* (New York State); *Radiation Safety in Your Practice* (U.S. Public Health Service).

MARATHON INTERNATIONAL PRODUCTIONS, INC.

10 East 49th Street, New York, N.Y. 10017

Phone: (212) 688-1130

Cable: Maratetelvis Newyork Telex: 01-25398

Date of Incorporation: 1948

Branch: Studio Hamburg, Tonndorfer Hauptstrasse 90, 2 Hamburg-Wandsbek (70) Germany. Phone: 66881, Telex: 021 4218.

Cable: *Studio Hamburg*, Ruediger Proske in charge.

Konstantin Kalser, *President & Executive Producer*

Kenneth Baldwin, *Exec. Vice-President*;

Supervisor of Production

Lynne Grady, *Production Manager*

Jim Woolley, *Chief Editor*

Betty Bloom, *Accounts Dept.*

SERVICES: Public information films, training & educational films, worldwide news service, company newsreels, special events coverage for industry; film editing, commercials, stock shots. Videotape division: production, editing, duplicating. FACILITIES: Complete 16mm and 35mm production, recording, interlock and editing facilities. Correspondent cameramen in the U.S.A. and all countries of the world.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Willkommen In Amerika* (NDR Television); *The Carmakers*; *Left Turn at the T*; *Goin' Buggy* (Volkswagen of America). LIVE INDUSTRIAL: *VW Premiere '69* (Volkswagenwerk AG).

Mattco Associates, Inc.

18 W. 45th Street, New York, N.Y. 10036

Phone: (212) OX 7-2896

Winston Sharples, Jr., *Musical Director*

(See complete listing under Chicago area)

MAYSLES FILMS, INC.

1697 Broadway, New York, N.Y. 10019

Phone: (212) JU 2-6050

Date of Organization: 1962

David Maysles, Albert Maysles,

Porter Bibb, *Directors-Products*

SERVICES: Complete production facilities for motion picture films, including feature films, corporate and promotional films, television documentaries and specials, plus TV commercials. FACILITIES: Unique portable camera and sound equipment, Steenbeck editing. Total production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Salesman* (Maysles Films Inc.). TV COMMERCIALS: *Dinner Party* (General Foods/Ogilvy); *Swinging Doors* (Marathon Oil Co./Campbell Ewald).

MCI VIDEO/FILM PRODUCTIONS, INC.

270 Madison Avenue, New York, N.Y. 10016

Phone: (212) 889-5233

Date of Organization: 1968

Jack I. Moss, *President, Executive Producer*

Marc Wyler, *Producer*

Roslyn Bramms, *Associate Producer*

SERVICES: Creation and production of network quality 2" color videotapes for TV commercials and Industrial use/and transfer to 16mm and

NEW YORK PRODUCERS

8mm motion picture film. FACILITIES: Completely equipped 60 x 90 studio with 12 x 75 permanent cyclorama, all quartz lighting, 6 modified Marconi Mark VII color cameras, 20 input capability, 25 minutes for program monitoring, 2 sets of mix/effects banks, Ampex 321, black and white random select slide chain, GE PE-240 film chain equipped with color slide and film projector, Chroma-Key color matting, GE BC-31A audio console, two cartridge machines, Ampex reel tape machine, record turntable, Ampex 1200A VTR, Ampex 2000B VTR with Editec computerized editing and animation, 40-foot semi-trailer for on location taping anywhere in the U. S. and Canada.

RECENT PRODUCTIONS AND SPONSORS

VIDEO FILMS: *What's In A Stamp; Tracking Down Needs; Battleground For Consumer Dollars; Target: The Retail Store; Making Sales Grow; It's How It's Done That Counts; Planting The Seeds; Planning For Success; The Tic Toc of Tiem; Gazing Into The Future; Selling With Advertising; Talk-Back Objections; Sign Em Up; The Fact Is; When The Consumer Says No; Why Don't Salesmen Sell Better?; Bill Babbutt Does It Again; Plate Glass Fever; Putting The 'Act' in Action; Sell Me; We Sell People to Everybody* (The Sperry & Hutchinson Company).

Medical Dynamics

330 W. 55th St., New York, N.Y. 10019
Phone: (212) 765-3950

(See complete data under Dynamic Films Inc. listing, this section)

MERCURY NEWSFILM, INC.

501 Madison Ave., New York, N.Y. 10022
Phone: (212) PL 2-2224

Date of Organization: 1961
Date of Incorporation: 1963

Benjamin S. Greenberg, *President, Executive Producer*

David P. Evans, *Vice President, Director of Sales*

Robert Rolnik, *Vice President, Director of Public Relations*

Samuel Kravitt, *Treasurer, Director of Cinematography*

Suzanne Holeton, *Secretary, Adm. Director*

SERVICES: Production and distribution of TV Newsfilms and Cameos, silent and sound. Special assignments. FACILITIES: Editing, sound and lighting equipment; Arriflex, Auricon, Beaulieu, Kodak, Bolex and Eyemo cameras; animation and titling equipment; radio recording services; still photo services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *New Hostess Uniforms (TWA); Hot Shave Bomb (Gillette); Clean-Up Competition (Bissel); Oil Emulsifier (United Sierra); College Straw Poll (UNIVAC); Rubella Vaccine (Merck Sharpe & Dohme); 1968 Auto Show (American Motors); New Bible (American Bible Society); Programmed Instruction (DuPont); Jog In (Wool Bureau); Urban Redevelopment (Johns-Manville); Hemisfair 68 (Gulf Oil); Sunfish Race (A.M.F.); Statue of Liberty (Paramount); 4-II Convention 1968 (General Foods); Gun Control (U.S. Treasury Dept.); Safety Wind Shield (Corning Glass); Portable Bath (Crane).*

METROMEDIA PRODUCERS CORPORATION

455 Lexington Avenue, New York, N.Y. 10017
Phone: (212) 652-9100

Date of Organization: 1959



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

M. J. "Bud" Rifkin, *President*
Alan Landsburg, *Executive Producer*

SERVICES: Business motion pictures, TV documentaries and educational films.

RECENT PRODUCTIONS AND SPONSORS

TV DOCUMENTARIES: *The National Geographic Series; The Undersca World of Jacques Cousteau; The Making of the President; Where It's At - City of Los Angeles.*

MOSS COMMUNICATIONS, INC.

270 Madison Ave., New York, N.Y. 10016
Phone: (212) 859-5233

Date of Organization: 1966

Jack I. Moss, *President, Executive Producer*
Marc Wyler, *Producer*

Roslyn Bramms, *Associate Producer*

SERVICES: 16mm motion pictures, slidefilms, slides, and sales meetings for training, education, and motivation; network quality 2" color videotaping and transfer to film (see listing under MCI Video Film Productions Inc.). FACILITIES: Filming, editing and screening.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Introduction To The S&H Sales Builder Program* (The Sperry and Hutchinson Company). SLIDEFILMS: *ADate With Destiny; 13 Ways to get Lucky By Cashing Objections; Closing The Sale* (Metropolitan Life Insurance Company). TV COMMERCIALS: *The Scrambler; Double Bingo* (Pepsi-Cola Co.).



MPO PRODUCTIONS, INC.

(A Subsidiary of MPO Videotronics)

222 East 44th St., New York, N.Y. 10017
Phone: (212) 867-8200

Date of Organization: 1947

Branch Offices: Illinois: 525 N. Michigan Ave., Chicago, 60611. Phone: (312) 527-3680. Bill Bailey, *Manager*. California: 800 N. Seward, Hollywood, 90038. Phone: (213) HO 6-3341, Mel Dellar, *Vice-President, Manager*

Judd L. Pollock, *Chairman*

Arnold Kaiser, *President*

William Susman, *Exec. Vice President and Secretary*

Marvin Rothenberg, *Vice-President*

Gerald Hirschfeld, *ASC, Vice-President*

Hy Goldman, *Vice President*

Marshall Stone, *Vice-President*

Morton Dubin, *Vice-President*

Finbar Harvey, *Director of Sales*

Julius Barron, *Comptroller*

Michael Cimino, William Claxton, Burt

Harris, Gerald Hirschfeld, Leonard Hirschfeld, Joseph Kohn, Arthur Storck, David

Monahan, David Nagata, Julius Potoesny, Bob Reagan, Lloyd Ritter, Marvin Rothenberg, Marshall Stone, Chuck Liotta, *Directors*

Irwin Forster, Sheldon Friedman, Kurt Lassen, Marge Anderson, Mort Kasman, Giovanni Bravo, *Producers.*

Ralph Koch, *Vice President, Optico Div.*

Paul Petroff, *Director of Scenic Design*

Tony Brooke, Leonard Hirschfeld, Stan Meredith, Owen Roizman, *Directors of Photography*

Walter Bartner, Julian Bergman, Bennet Canarich, George Fineman, Harry Howard, Michael Kisver, Bob Lynch, Frank Madden, Henry Paticoff, Eva Radney, *Editors*

Eric Hazel, *Color Quality Control*

Tony Brooke, Francis Grumman, Gerald Hirschfeld, Leonard Hirschfeld, Stan Meredith, Owen Roizman, *Cameramen*

TAPE FILMS INC.

Charles Ahto, *General Manager*

Arthur Cofod, *West Coast Mgr.*

Donald Greenberg, *Production Manager*

Thomas Jones, *Warehouse Branch Mgr.*

Dorothy Latimer, *Accounting Mgr.*
Michael Ross, *Editor*
Noel Schiff, *Customer Service Mgr.*

SERVICES: Complete production of motion pictures for sales promotion, training, public relations and product demonstration. Filmed and videotape TV commercials. Distribution service to TV, stations, schools, etc. Film and live presentations and stage shows for industry, close circuit and live presentations for sales force and management meetings. Entertainment packaging for banquets, meetings, etc. Communications counseling. FACILITIES: (New York) Large self-contained studio center for sponsored films and videotaping; includes 9 sound stage with lighting, photographic, and sound equipment, make-up and dressing rooms, screening rooms, set construction shops, casting rooms, special effects shops; mobile units for on location photography; editing facilities, kitchens, paint shop, machine shop, recording studios; off street ramps for loading. (California): Complete production facilities in the heart of the Hollywood motion picture district including sound stages, lighting, shops, photographic and sound equipment, make-up and dressing rooms, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Power of Fashion* (Arrow Shirts); *Wear The Look of A Leader* (Newsweek); *Wear The Silver Look* (American Smelting & Refining); *Once Upon A Time* (United Airlines); *Children of The Constitution* (U.S. Army Pictorial Center); *Sealand Delivers The Goods* (Sealand); *Wealth of the Wastelane* (U.S. Bureau of Miners). TV COMMERCIALS for J. Walter Thompson; Doyle, Dane Bernbach Ted Bates; Leo Burnett; Lennen & Newell Benton & Bowles; Wells Rich Green.

MPO/Repeater Projector Division

461 Park Avenue South, New York, N.Y. 10016

Phone: (212) 867-8200

Don Woelfel, *General Manager*

MRC FILMS

(Division of McLaughlin Research Corp.)

71 West 23rd St., New York, N.Y. 10010
Phone: (212) 959-1754

Date of Organization: 1942

Branch Office: 1110 Spring St., Silver Spring Md. Phone: (301) 585-7100. Studio: Walnut Hill Road, Sandy Hook, Conn. Phone N.Y. (212) 989-1754

C. H. McLaughlin, *President*
Lawrence Mollot, *Vice President, Exec. Producer*

Bruce McLaughlin, *Secretary-Treasurer*

O. C. Romanelli, *Production Mgr.*

Lou Perlman, *Washington Sales*

Henry Roger, *Scientific Consultant*

Walter Hertz, *Sales, N.Y. Office*

Richard Famizzi, *Art Director, N.Y.*

SERVICES: Production of motion pictures, film strips, and recordings for industry, television and government. Consultants to "in-plant" film units providing script, editing, animation, recording and production completion services. FACILITIES: Writers, directors, editors, and animation artists 30' x 40' sound stage with 16' ceiling. Also specialized scientific studio for micro, macro, and time-lapse photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Brush In* (Crest/Protector & Gamble); *A Day In The Life of A Mode* (Clairol); *T-38 Aircraft Instrument Procedure* (U.S. Air Force); *You In O.P.D.; The Wauke*

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sha Story (U.S. Navy); *CAMP - The Computerized Aircraft Maintenance Program* (McLaughlin Research Corp.); **TV COMMERCIALS:** *Enicar Sherpa Star* (Haco Time Corp.); *Value Line Investment Survey* (Value Line).

MULLER JORDAN AND HERRICK/Youth Concepts

666 Fifth Avenue, New York, N.Y. 10019
Phone: (212) 765-1400

Date of Organization: 1955

John T. Jordan, *President*

William F. Herrick, *Executive Producer*

Frank B. Muller, *Executive Vice-President & Treasurer*

Ralph Nathan, *Producer*

Lloyd Nickerson, *Producer*

Stephanie Reit, *Associate Producer*

James D. Michelson, *Director of Marketing*
Robert J. McCarty, *Vice President, in chg. of Motion Pictures*

Merle L. Steir, *Vice President/Creative Director*

Kei Kubo, *Art Director*

Barbara Johnston, *Financial Services*

SERVICES: Motion pictures, presentations and stage shows for industry; slidefilms and other audio-visual media. Service audio-visual print media and public relations accounts. **FACILITIES:** Staff writers, directors, art director, art facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *File 192* (New York Telephone); *New Product Introduction* (Shell Oil). **MOTION PICTURE & LIVE PRESENTATION:** *Fall Sales Meeting* (McKesson Liquor). **MOTION PICTURE & MULTI-MEDIA:** *The Other Eye* (U.S. News & World Report); *Today* (Western Union). **MULTI-MEDIA & LIVE:** *Year End Meeting* (Procter & Gamble); *June Sales Meeting* (Thom McAnn); *Fall Joint Computer Show* (Systems Engineering Labs.); *The Leisurely Way of Life* (Dow Badische); *1970 Convention* (J. C. Penney Co.). **SLIDEFILMS:** *Happiness Boys* (Lever Bros.); *Safety in Numbers* (AT&T); *A People Co.* (J. C. Penney Co.); *Operation Absorb* (Procter & Gamble); *Word Processing* (IBM); *Women's Wear Presentation* (Klopman Mills). **SLIDEFILM & MOTION PICTURE:** *Travel Agents Presentation* (Eastern Airlines). **MULTI-MEDIA:** *Qualified Dealer Program* (Head Ski); *Donahue Man* (Donahue Sales Corp.); *Midnight Sun: Sudden Summer* (Clairol).

OWEN MURPHY PRODUCTIONS, INC.

666 Fifth Avenue, New York, N.Y. 10019
Phone: (212) PL 7-8144

Date of Organization: 1946

Paul Cohen, *President*

Eric H. Lawrence, *Vice-Pres. in Chg. Editorial*

Emanuel Munos, *Editorial*

Arthur Kaplan, *Controller*

SERVICES: Specialist in unorthodox approaches to films for industry and television. **FACILITIES:** Full production facilities for 35mm, 16mm and Techniscope Formats; editorial rooms, theatre, recording and insert stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Incredible Machine*; *Light* (A.T. & T.); *Return to America*; *Close-up: Bourguiba* (U.S. Information Agency); *Miniaturization* (Western Electric).

NESTINGEN FILMS

156 East 52nd Street, New York, N.Y. 10022
Phone: (212) PL 9-S260

Date of Organization: 1957

Don Nestingen, *President*

P. Burke, *Vice-President*

Donovan Thesenga, *Production Manager*

High Schuck, *Sales Manager*

SERVICES: 16 and 35mm motion pictures for business and industry. **FACILITIES:** Cameras, lighting, sound and editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Jet Away Ole* (Brown & Bigelow); *Jamaica Tour* (National Marketing Services Agency); *Getting Ready to Read* (Houghton Mifflin Co.); *The Ammonia Distribution Revolution* (Hill Chemical Co.); *Making Refractory Brick* (Swindell Dressler Company).

NFL Films, Inc.

1 Rockefeller Plaza, Suite 791, New York, N.Y. 10020

Phone: (212) 765-2050

(See complete listing under Philadelphia, Pa.)



Fred A. Niles Communications Centers, Inc.

108 West End Avenue, New York, N.Y.

Phone: (212) SU-squehanna 7-5770

Charles Ticho, *Vice President*

(See complete listing under Chicago area)

AMRAM NOWAK ASSOCIATES, INC.

254 West 54th St., New York, N.Y. 10019

Phone: (212) LT 1-3140

Date of Organization: 1960

Date of Incorporation: 1966

Amram Nowak, *President*

David Hoffman, *Vice Pres., Creative Director*

Robert Heller, *Production Director*

Sally Chaney, *Production Manager*

SERVICES: Producer of documentary motion pictures and public service TV spots for health, social welfare, religious and educational agencies. **FACILITIES:** Editorial rooms, insert stage, animation, screening room, executive offices.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *More Than Anger* (National Tuberculosis Respiratory Disease Assoc.); *Young Film-Makers* (Public Broadcasting Laboratory); *I Have A Job, Don't I?* (BNA Films, Inc.); *Daddy Can't Find My Shoes* (Public Health Service); *King, Murray* (Amram Nowak Associates).



Walter G. O'Conner Company

320 E. 52nd St., New York, N.Y.

Phone: (212) 753-3042

(See complete listing under Pennsylvania)



HARRY OLESKER PRODUCTIONS, INC.

351 Park Avenue South, New York, N.Y. 10016

Phone: (212) 683-5322

Date of Organization: 1968

Harry Olesker, *President*

Elaine Olesker, *Vice President*

Raymond C. Pierce, *Editor*

Rochelle Lipton, *Production Assistant*

SERVICES: Production of films, television programs and television spots for industry, education and non-profit organizations, including scriptwriting. **FACILITIES:** Complete facilities available on premises, including stage, Arriflex cameras, animation stand, sound and editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Crusade*; *The Odyssey of Dr. Pap* (American Cancer Society); *Objects: U.S.A.* (S. C. Johnson Co.). **TV COMMERCIALS:** *FOR Studebaker*; *Worthington Corp.*, *Tung Sol Div.*; *Hallmark Cards*; *S. C. Johnson Co.*, *American Cancer Society*; *E. J. Korvette*; *Helen Harper Sweaters*, *Berta, Grant & Winkler*; *National Assoc. of Social Workers*; *Family*.



NEW YORK PRODUCERS

PACE FILMS, INC.

411 East 53rd Street, New York, N.Y. 10022
Phone: (212) PL5-5486

Date of Organization: 1967

Romano Vanderbes, *President*

Patricia Baum, *Vice President*

Jim Hunter, Jr., *Producer*

SERVICES: Producers of motion pictures, slide-films, and television programs. **FACILITIES:** Complete screening, editorial, location and studio equipment available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Perspective On The Travel Industry: A... What Agent...?*; *The Different Vacation*; (American Express); *David Ogilvy* (Ogilvy & Mather); *Telescopes* (Sears Roebuck & Co./Sterling Movies); *Club Continental* (Club Continental, Ltd.). **TV COMMERCIALS:** for American Express

PANEL FILM PRODUCTIONS, INC.

535 Fifth Avenue, New York, N.Y. 10017

Phone: (212) MU 2-8755

Date of Incorporation: 1959

Henry E. Knaup, *President*

Catherine Knaup, *Vice-President*

Alice Marzano, *Secretary & Treasurer*

Michael D. Rosenthal, *Executive Producer*

Richard Paul Stern, *Associate Producer*

Roger Nazzaro, *Production Assistant*

SERVICES: Motion pictures, filmstrips and slides, specializing in test commercials and films for industry. **FACILITIES:** Studio and location photography, editing, sound recording, music and effects library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Pan Am Travel Agents* (Pan Am); *Darcon* (Eli Lilly). **COMMERCIALS:** for Procter & Gamble; Colgate; American Home Products; Bristol Myers.

PCS FILM PRODUCTIONS

12 E. 46th St., New York, N.Y. 10017

Phone: (212) OX 7-2765

Date of Organization: 1962

Gerald J. Multer, *President*

Joseph Block, *Vice President-Exec. Producer*

Alvin M. Roselin, *Vice President*

Anita Cinnamon, Mike McCurdy, Willa Armstrong, Steve Gold, *Account Executives*

Jim Bolles, *Art Director*

SERVICES: Production of television films for news, feature and women's programming. Also sales, training and educational films. Filmstrips, slide programs with special audio effects. European facilities for fashion photography. Special facilities for developing TV films for the promotion of TV specials and series. **FACILITIES:** Complete writing and research staff. Screening, conference rooms, motion picture and still photography. Distribution facilities for television programmers; news sports, women's.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *An Interview With Rudi Gernreich* (Heublein, Inc.); *Strange Life Of A Political Wife* (Pepsi-Cola Co.); *The Generous Sea* (Dorothy Gray); *Puppy Love* (Gaines, General Foods); *Martex Shape-Up Salon* (West Point Pepperell); *What's New On Wall Street* (American Stock Exchange); *School for Fashionables* (Celanese Corp.); *Tomorrow's Colors* (Interchem Corp.); *Clean-Up Extraordinary* (Colgate); *Dogdom's Biggest Event* (Carnation); *Fashion "Spring" Into View* (Helene Curtis).

NEW YORK PRODUCERS

LYOYD PEARSON ASSOCIATES, INC.

347 Madison Ave., New York, N.Y. 10017
Phone: (212) 889-7670

Date of Organization: 1952
Lloyd Pearson, *Producer*
Alexander Greeley, *Secretary*
J. D. Pearson, *J.P.*
Ogden Lowell, *Director*

SERVICES: Television documentaries, TV commercials, industrial films, slidefilms and filmstrips for business and communications media. FACILITIES: Studios, sound stages and facilities, visual promotion and creative departments.

PECKHAM PRODUCTIONS, INC.

9 East 48th Street, New York, N.Y. 10017
Phone: (212) PL 8-0490

Studio: Old Bedford Road, Greenwich, Conn.
Date of Organization: 1958
John L. Peckham, *President*
Harvey Yale Gross, *Vice-President*
Peter H. Peckham, *Secretary-Treasurer*
William Littlefield, *Creative Director*
Tom Detienne, *Director of Sales*
Hoyt Griffith, *Editorial Director*

SERVICES: 16/35mm films and slidefilms—business, industrial government, TV sales promotion, public relations, theatrical, documentary, educational, scientific. Commercials, programs for TV in color and b&w; sales training, sales, advertising films. FACILITIES: Creative, production and editorial depts.; Arriflex cameras; also Techniscope camera, 16/35mm animation camera; sync sound recording equipment; complete 35mm transfer & mix facilities. Unique indoor/outdoor sound studio — permanent eye — set construction — permanent and trailed generators.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Graphic Communications* (E. I. DuPont de Nemours); *The Proud New Yorkers* (Con Edison); *Little, Precious Things* (Avon Products); *A Place To Grow* (Eastman Kodak, Chemicals Div.); *System Management — It's Not Just A Name* (Systems Management Div. of Sperry Rand); *Pepsi P.O.P. Display Film* (Pepsi-Cola); *TWA In A Minute* (Trans-World Airlines).



PELICAN FILMS, INC.

292 Madison Avenue, New York, N.Y. 10017
Phone: (212) OR 9-0670

Date of Organization: 1954

Branch Offices: Illinois: 410 N. Michigan Ave., Chicago Phone: (313) 337-8116, Max Pride, *Vice President*; California: Pelican Films of California, Inc., 1777 N. Vine, Hollywood, Phone: (213) 469-5821, Mike McCoy, *Vice President*, James Bean, *Production Manager*

Thomas J. Dunford, *President*
Arthur J. Zander, *Executive Vice President/Secretary/Treasurer*
Marc T. Statler, *Vice President/Executive Producer/Director*
Thomas Anderson, *Executive Vice President/Operations*
Jack Farfel, *Controller*
Lars Colonius, *Vice President/Director*
Ruth Gench, *Production Manager/Animation*
Basil Cox, *Production Manager/Live Action*
Bengt Sommerschied, *Senior Editor*
Kikuo Kawasaki, *Senior Editor*
Arthur Jacks, *Sales Representative*
Howard Shaller, *Sales Representative*
Rubin Shapiro, *Sales Representative*
Jerry Kanfman, *Director/Cameraman*
Max Katz, Paul Harvey, Dino Kotopoulos, *Directors*

Bert Spielvogel, *Cameraman/Director*
Bob Gold, *Print Service Manager*

SERVICES: Animation and live action motion pictures for TV commercials, public relations, sales promotion, training and education. FACILITIES: Fully staffed and equipped animation studio (three Oxberry stands), editing, screening (35mm and 16mm), fully staffed and equipped live-action stages (85' x 90' and 60' x 120').

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *The Future Is Our History* (Raybestos/Manhattan Company); *Sauce For The Gander* (U.S. Navy).

PICTURE HOUSE

2000 Longfellow Ave., East Meadow,
New York 11554

Phone: (516) IV 6-5180

Date of Organization: 1955

Fidelis Blunk, *President, in charge of Production*

Jean Rigo, *Secretary-Treasurer*

SERVICES: Production of motion pictures and multi-media presentations for education, industry, advertising and public relations. Script services. Updating of existing films. FACILITIES: Personnel and equipment for 16/35mm production; location or studio. Widescreen photography. Editing department, animation facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: Series of Autosport commercials (WDEV, Waterbury, Vt.); *Safety is Control is Traction* (Tim Sullivan Enterprises); *The Education of Gretchen Miner* (L.I. Luther High School). MULTI-MEDIA: *Arts in Focus* (Naussau County).

THE PLACE FOR FILM-MAKING, INC.

47 E. 44th Street, New York, N.Y. 10017
Phone: (212) 686-6922

Date of Organization: 1968

Joseph Lerner, *President, Producer-Director*
Geraldine Lerner, *Film Editor, Post Production Supervisor*

David Paulsen, *Producer-Director-Editor*
William A. Coleman, *Producer-Director*

SERVICES: 16 35mm motion pictures and creative services. FACILITIES: Editing rooms, complement of specially-designed 35/16mm camera equipment, insert stage

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Sears Floor Covering* (Ogilvy & Mather); *IBM* (IBM). TV COMMERCIALS: *Sealtest* (N.W. Ayer & Son Inc.); *Alpo Cat Feast* (Weightman Co.); *Nabisco* (McCann Erickson).

PLUS TWO PRODUCTIONS, LTD.

250 East 49th Street, New York, N.Y. 10017
Phone: (212) 758-9330

Date of Organization: Feb. 1968

Victor Solow, *President, Director, Cameraman*
Stanton Korey, *Executive Vice Pres., Dir. of Sales, Exec. Prod.*

Domenic Arbusto, *Director*
Lawri Sager, *Producer*

SERVICES: Production and completion of television commercials, industrial and business films, and television specials. FACILITIES: Complete 35mm shooting equipment (sync sound arriflex) lighting equipment, etc.

RECENT PRODUCTIONS AND SPONSORS
TV COMMERCIALS: *Coca-Cola* (McCann Erickson); *MacLean's Toothpaste* (Kenyon & Eckhardt); *Breakstone's Yogurt* (Richard K. Manoff); *Eastman Kodak* (J. Walter Thompson); *Groom & Clean* (William Esty).

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PRODUCING ARTISTS, INC.

17 East 45th Street, New York, N.Y.

Phone: (212) 661-2131

Date of Organization: 1961

Robert McCahon, *President/Director*
Joseph Conte, *Vice President*
Michael Minerva, *Editor*
Torben Johnke, *Cameraman*

SERVICES: 16/35mm motion pictures; videotape, TV films and commercials. FACILITIES: sound stage at 537 W. 59th St., New York City; editing facilities at 17 East 45th Street, N.Y.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Ford Motor Co.* (J. Walter Thompson); *Crest* (Benton & Bowles); *Crisco* (Compton). MOTION PICTURES/VIDEOTAPES: *Singer* (J. Walter Thompson); *Clairol* (Footec Cone & Belding).

PRODUCTION CENTER, INC.

221 W. 26th Street, New York, N.Y. 10019

Phone: (212) OR 5-2211

Date of Incorporation: 1955

Himan Brown, *President*

SERVICES: 16/35mm motion pictures for theatrical and television use. Documentaries, TV commercials and sales presentations. FACILITIES: Stages in New York City—with 35/16mm equipment for filming, recording and editing.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *One Door* (Public Health Service); *Hope For Tomorrow* (Leo N. Levi Hospital).

DAVID QUAID PRODUCTIONS, INC.

111 E. 39th St., New York, N.Y. 10016
Phone: (212) MU 7-1891

Date of Organization: 1968

David L. Quaid, *President*
Dorothy Quaid, *Vice President*
John Orr, *Production Mgr.*

SERVICES: Producer of industrial, documentary, public relations, sales, education and TV commercials. FACILITIES: Full production facilities, 16mm and 35mm.

RECENT PRODUCTIONS AND SPONSORS
TV COMMERCIALS: *Eastern Airlines*; *Gulf Atomic* (Young & Rubicam); *American Airline*, *General Tele. & Electronics* (Doyle, Dane, Bernbach); *Dept. of Health, Education & Welfare* (Warwick & Legler).



CARL RAGSDALE ASSOCIATES, INC.

318 East 45th Street, New York, N.Y. 10017
Phone: (212) 889-6575

(See listing Sun Dial Films this section)

LAWRENCE RAVITZ ASSOCIATES, INC.

215 East 37th Street, New York, New York
10016

Phone: (212) 867-5140

Date of Incorporation: 1966

Lawrence Ravitz, *President*

SERVICES: Complete development of project from script to completed film.
FACILITIES: Editing, projection rooms.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *How Will We Know It's U* (Natl. Trust for Historic Preservation); *Right of Way*, *The Best We Can Do*, and *The Noisy Landscape* (American Institute of Architects); *World of a Girl* (Scott Paper Co.); *The Coming Way to Go* (Citizens for Better Regional Transportation). SLIDEFILMS: *New 3B "All" Intro* (Lever Brothers); *If You Want to Know Where to Find Me* (Mechanics Illustrated).

ROBERT YARNALL RICHIE PRODS., INC.

330 E. 46th St., New York, N.Y. 10017

Phone: (212) MO 1-1380

Date of Organization: 1948

Branch: 723 Twin Tree Lane, Dallas, Texas
Texas 75225, Phone: (214) EM 3-1292
(Preston Tower)Robert Yarnall Richie, *President*V. G. Richie, *Secretary-Treasurer*Gilda T. Gold, *V.P. Chg. Production*

SERVICES: Motion pictures for TV, industrial, documentary, 35 & 16mm b&w and color; slide-motion; filmstrips; scripts and story board treatments. Specialists in still photography. **FACILITIES:** Self-equipped for all phases of motion picture photography; employing Mitchell cameras, Magnasync sound on location; shooting staff for sets and special effects. Lighting for large industrial interiors.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Films in production for Superior Oil Co.; Texaco, Inc.; Gulf Oil Co.; and Atlantic Richfield.

Louis de Rochemont Associates Inc.

18 E. 48th St., New York, N.Y. 10017

Phone: PL 5-9710

(See complete listing under London, England)

RMA, INCORPORATED

117 East 30th St., New York, N.Y. 10016

Phone: (212) LE 2-7083

Date of Organization: 1953

Rene J. Mechin, Jr., *President*Carol Snyder, *Art Director*Brian M. McFadden, *Sales Manager*

SERVICES: TV graphics, commercials; multi-media, multi screen presentations, industrial motion pictures; slide and slidefilm presentations. **FACILITIES:** Creative department; art and photo studio.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *National Sales Presentation* (McCall's); *The Cold Facts* (Vicks); *The Meter Story* (Gamon/Calmet). **MULTI-MEDIA:** *Data*; *AFCEA* (Bertel, Inc. for AT&T).

ROSE-MAGWOOD PRODUCTIONS, INC.

1414 Avenue of the Americas, New York, N. Y. 10019

Phone: (212) PL 1-7000

Date of Organization: February, 1962

Branches: RMP Productions of California, 948 N. Cahuenga, Hollywood, Calif. 90038, Phone: (213) 466-8561. RMP Productions of Chicago, 203 N. Wabash Ave., Chicago, Ill. Phone: (312) 372-8683. William Althen, *Ex. in charge*; RMP Ltd., 9-11 New St., Toronto, Canada. Phone: (416) 366-7917. Zale Magder, *Ex. in charge*; RMP (U.K.) Ltd. 1 Great Cumberland Pl., London, W. 1, England. Phone: 493-5773. Fred Adair, *Ex. in charge*.

Howard T. Magwood, *President-Producer/Director*James Rose, *Exc. Vice President*Robert J. Rubin, *VP General Manager*David Schermerhorn, *VP Production Manager*Kenneth Drake, *VP Sales*Rene Oulmann, *VP International Sales*

Lawrence F. Doheny, Gordon Rigsby, Jeffrey

Loving, Joseph Scanlon, *Producer/Directors*Ernesto Caparros, *VP Director of Photography*Peter Stingli, *VP Editorial*Leon Romaner, *Comptroller*Richard Mabli, *Head, Print, Dept.***SERVICES:** Production of TV spots, business in-

dustrial, sales and training films. **FACILITIES:** Offices, studios, editorial and distribution facilities in N.Y.C.; branches in Los Angeles, Chicago, Toronto, and London.

RECENT PRODUCTIONS AND SPONSORS**MOTION PICTURES:**

TV COMMERCIALS: American Association of Railroads (Geyer-Oswald); Atlantic Richfield (N.W. Ayer & Son); Chevrolet (Campbell-Ewald); Sara Lee, Cracker Jack (Doyle Dane Bernbach). Listerine, Kodak (J. Walter Thompson); Alka Seltzer (Jack Tinker & Partners); Toni (Clinton E. Frank).

ROSSMORE PRODUCTIONS AND SELLING METHODS, INC.

51 East 42nd Street, New York, N.Y. 10017

Phone: (212) 682-3625

Date of Organization: May, 1959

Anne Koller, *Executive Producer*M. G. Baas, *Creative Director*

SERVICES: Sales promotion and merchandising, creative services and complete production services. **FACILITIES:** Writing, art, photography, video-tape.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Wonderful World of Boys' Life* (Boys' Life Magazine). **SLIDEFILMS:** *Shoe Story* (Shoe Mfgs. Assoc.); *Tellers Are Special People*; *Bank Story*; *It's Got Heart* (Bank of Savings).

ROSS ROY of NEW YORK, INC.

555 Fifth Avenue, New York, N.Y. 10017

Phone: (212) 986-6800

F. Henry Larson, Sr., *Vice-President***KEN SACO ASSOCIATES, INC.**

777 Third Ave., New York, N.Y. 10017

Phone: (212) 688-2015

Date of Organization: 1957

Ken Saco, *President*Curt Lowey, *Executive Art Director*

SERVICES: Design, create and supervise production of films and multi-media presentations. **FACILITIES:** Design studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *LSP* (Metro-Goldwyn-Mayer Television); *Evolution of a Management Information System* (IBM). **MULTI-MEDIA:** *AT&T "Data Communications '68"*; *E. Kodak CESD Story*; *Cluett Peabody*; *Sales Meeting '67*.

SENECA PRODUCTIONS, LTD.

8 E. 48th St., New York, N.Y. 10017

Phone: (212) PL 8-4141

Date of Organization: 1968

(absorbed Seneca Prods. Inc.)

Robert Gaffney, *President*

SERVICES: Industrial, television and feature motion pictures; special capabilities in 70mm exhibition films. **FACILITIES:** exclusive U.S. rights to MCS 70mm cameras; editing, sound library, recording, casting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Bridge To Space* (NASA). **TV COMMERCIALS:** 3 for Eastern Airlines (Young & Rubicam); 1 for Krylon Paint (Conahay & Lyon); 2 for Pan Am Airways (J. Walter Thompson); 2 for KLM Royal Dutch Airlines (Ogilvy & Mather); 9 for National Airlines (Papeert, Koenig & Lois); 12 service announcements for U.S. Navy.

**NEW YORK PRODUCERS****THE STAGE RIGHT ORGANIZATION**

572 Madison Ave., New York, N.Y. 10022

Phone: (212) 751-6650

Date of Organization: 1968

E. L. Rasch, *President*Norman Zeno, *Creative Director*Gus Eisenmann, *Producer/Director*James Gross, *Producer/Director***RECENT PRODUCTIONS AND SPONSORS**

(Newly formed company)

STEEG PRODUCTIONS, INC.

701 Seventh Ave., New York, N.Y. 10036

Phone: (212) LT 1-8470

Date of Incorporation: 1960

Ted Steeg, *President*Peter Funk, *Executive Vice President*William Boal, *Director of Sales*Joanne Kaminsky, *Secretary/Treasurer*John MacDonald, *Producer/Director*John Schmerling, *Chief Editor*Jim Strongin, *Producer/Director*Robert Hutchinson, *Prod. Mgr.* (West Coast)Robin MacDonald, *Production & Research*Don Kates, *Sales*Bill Stitt, *Production Manager*

SERVICES: Producers of motion pictures, filmstrips and presentations for television, business education and government. **FACILITIES:** Offices, conference rooms, screening rooms, editing rooms, and production facilities and equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *What Went Wrong?* (McGraw-Hill); *Syzygy* (National Council of Churches); *Services: Suggestions Please*; *The Microfiche Story* (IBM Corporation); *Profitable Marketing* (American Business Press); *Encron Lives* (American Enka/Muntner Associates); *For Want of A Nail* (Hartford Insurance Group); *NLRB* (Hill & Knowlton); *From The Ground Up* (United World Films). **FILM-STRIP:** *Curtain Going Up* (BOAC). **TV COMMERCIALS:** *WTAE Neuspot* (Lando, Inc.); *Garfinkel Store Promotion* (Muntner Associates). **MIXED MEDIA:** *Season In The Snow* (French Govt. Tourist Office); *BEMA Show* (IBM Corporation).

SIDNEY J. STIBER PRODUCTIONS, INC.

134 E. 28th St., New York, N.Y. 10016

Phone: (212) MU 5-5516

Date of Organization: 1954

Sidney J. Stiber, *President*Charlotte R. Stiber, *Vice President*Don Jacques, *Editorial Supervisor*Michael Livesey, *Photography*Margaret Hickey, *Operations*Antoine Amant, *Traffic*

SERVICES: TV commercials, industrial films, government films, public relations films. **FACILITIES:** Complete motion picture sound stage, editing, production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *No Stranger To This House*; *Louis Armstrong* (U.S.I.A.); *The 747*; *Not Just Another Job* (Pan Am). **TV COMMERCIALS:** for Daniel & Charles Agency; Eckstein & Zingaro, etc.

Client References to Guide the Buyer

Client references provided in these listing pages are for the guidance of our buyer-readers. Check titles and sponsors listed; preview work of your prospective producer who is listed in these pages.



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

NEW YORK PRODUCERS



HENRY STRAUSS & CO., INC.

31 West 53rd St., New York, N.Y. 10019
Phone: (212) PLaza 7-0651

Date of Organization: 1951

Henry Strauss, *President, Executive Producer*
Robert Wilmot, *Producer*
Marvin Dreyer, *Producer*
Michael Laurence, *Producer*
Walter Rothschild, *Production Manager*
Mary Lynn Hanley, *Distribution*

SERVICES: Internal and external communications, including public and employe attitude development; education, sales training; sales promotion; community, customer and industrial relations; management and staff training, through programmed motion pictures (excluding TV commercials). Semi-animated and slidefilms, training courses and guides; printed and recorded material; other coordinated audio-visual tools. **FACILITIES:** All necessary for research, planning, programming and the creation and production of these media.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *One Plus One Plus One* (E. I. duPont de Nemours & Co., Inc.); *The New Breed*; *Unity of Purpose* (Pan American Airways); *A Gathering of One*; *Where Do I Stand* (IBM World Trade).

STURGIS-GRANT PRODUCTIONS, INC.

328 East 44th Street, New York, N.Y. 10017
Phone: (212) 6S9-4994

Date of Organization: 1948

Warren Sturgis, *President*
Benedict Magnes, *Vice-President & General Manager*
W. Keith Lovett, *Production Mgr. & Chief Editor*
John M. Geeza, *Assoc. Editor*
Lawrence T. Quartararo, *Animation Cameraman*
Carol Berlin, *Production Assistant*
Orestes Calpini, *Art Director*
Charles E. Dutchess, M.D., *Medical Consultant*
Jean M. Williams, *Assoc. Art Director*

SERVICES: Educational, industrial and documentary films and filmstrips; special emphasis on medicine, health and science; animation of all types, scripts and storyboards; TV commercials; demonstration films; foreign language adaptations; service work; Cinographic exhibits. **FACILITIES:** Mitchell and Arriflex 16/35mm cameras; special timelapse, cinephotomicrographic, and endoscopic camera equipment; two 16/35mm Oxberry animation cameras and stands. Full art studio; sound stage, sets; recording, editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Dynamic Electrocardiogram of the Middleaged Man* (Geigy Pharmaceutical); *Dynamics of Tendon Gliding* (New York-Cornell Medical Center); *Emergency Ambulance Service - Organization & Operation* (American College of Surgeons); *Essentials of Pre-Operative Care: The Responsibilities of the Surgical House Officer* (Winthrop Laboratories); *Fetal Blood Sampling During Labor in the Assessment of Fetal Condition* (Ayerst Laboratories); *Functional Anatomy of the Aortic Valve* (American Heart Assoc.); *Management of the Patient Undergoing Surgical Correction of Mitral Stenosis* (Ayerst Labs); *The Orahesive Bandage in Dentistry* (Squibb); *Pain and the Relief of Pain* (Miles Lab); *The Problem of Chest Pain* (American College of Cardiology); *Prostatic Cancer* (American Cancer Society); *Radiographic Visualization of the Biliary Sys-*

tem (Frank Glenn, M.D.); *The Topical Management of Steroid-Responsive Dermatoses* (Schering Corp. USA).

JOHN J. SUGHRUE & CO., INC.

22 East 38th Street, New York, N.Y. 10016
Phone: (212) 661-5585

Date of Organization: 1965

Date of Incorporation: 1965

John J. Sughrue, *Exec. Producer-Director*
Francis X. Maguire, *Vice President*
Marion Evans, *Director of Musical Productions*
Aram Boyajian, *Supervising Film Editor*
Elisabeth Tavs, *Assistant to the Producers*

SERVICES: Motion picture production from conception and design through all production functions, including original music and editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: for New York State; Anacanda Wire and Cable Co.; Printing Corporation of America; Kinney-National Services; Consolidated Edison Company of New York and others.



SUN DIAL FILMS, INC.

318 East 45th St., New York, N.Y. 10017
Phone: (212) 8S9-6575

Date of Incorporation: 1944

Branch Offices: Sun Dial Films, Inc., 1100 22nd St., NW, Washington, D.C. 20037.
Phone: (202) 223-1262.

Sun Dial Films, Inc., 16036 Tupper St., Sepulveda, Calif. 91343. Phone: (213) 894-6291; Frank Coughlan, *Exec. Producer in Charge*.

Carl V. Ragsdale, *President*
Hardy Glenn, V.P. & *Exec. Producer*
Tom Carroll, Jr., *Writer-Director*
Donald B. MacLeod, *Production Manager*
David Asklng, *Executive Producer*
Phillip Santry, *Animation Director*
David Donovan, *Head, Editorial Dept.*
Sylvia Baden, *Comptroller*

SERVICES: Motion pictures and slidefilms for industry, government, trade associations, advertising agencies and public relations firms. Complete services from script to screen. **FACILITIES:** Offices, screening and editing rooms; complete production facilities, animation camera and technical animation staff. Fully equipped to perform underwater still and motion picture photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Oceanographer of the Navy Reports III*; *Scalab III*; (*Oceanographer of the Navy*); *Rescue Under The Sea*; *Bomb Squad, USN*; (*Chief of Navy Information*); *The Supply Corps* (Naval Supply Systems Command); *Martin-Baker Ejection Seat 6* training films; *Gun Fire Control (USN)*; *The Town That Moved* (U.S. Plywood-Champion Paper); *Who Needs You Johann Gutenberg* (Time-Life Inc.); *How To Handle Turndowns* (U.S. Post Office Dept.).

Our Credo for Reference Quality

There will always be more "names" of so-called "producers" in phone books or other directories because these Production Review listing pages are restricted to those companies who meet our stringent requirements for reference data needed by film buyers. With no charge made for any listing in this Review, we reserve the right to maintain a high standard of reference quality. Because we do, this book is the accepted authority used in agencies, business and government throughout the year.

SKYLINE FILMS, INC.

501 Fifth Ave., New York, N.Y. 10017
Phone: (212) 986-1737

Date of Organization: 1963

Joseph F. McDonough, *President*
David Saperstein, *Vice-President*

SERVICES: Motion pictures, television commercials, slidefilms. **FACILITIES:** Executive production offices; screening, editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 50th Anniversary Film (Columbian Fathers); *Bacardi Party* (Ross Roy); 410 Selectriever (Mosler Safe Co.); *IBM Paper* (IBM); *Fund Raising Film* (Children's Aid Society); *Mountain Dew* (Ogilvy & Mather); *Kava Coffee: Coffee Combo* (Ross Roy); *Succrets* (Needham Harper & Steers); *Aero Shave* (Reach, McClinton); *Ginger Ale* (Pure Spring); *Air Conditioner* (Westinghouse).



TELIC, INC./TELIC PRODUCTIONS

FILM CENTER: 630 Ninth Avenue, New York, N.Y. 10036

Phone: (212) 5S2-3480

Date of Incorporation: 1956

Elwood Siegel, *President, Executive Producer*
Edward F. Boughton, *Vice-Pres., Production*
Philip F. Brennan, *Editor*
Albert Gewitt, *Assistant General Manager*
William Shriner, *Production Coordinator*
Willie Bass, *Construction & Maintenance*
Bonnie Taylor, *Assistant Production Coordinator*

SERVICES: Motion picture designers and producers; audiovisual program consultants. Script-to-screen service for business, industry, agriculture, education, government & TV. Maximum security project department; live action and/or animation. Maximum security project dept., live action and/or animation. Specialists in application of 8mm projector techniques in marketing and education. Writers, directors, cameramen, soundmen and editors for "in plant" co-production assignment. Documentary production units for any location. **FACILITIES:** Air conditioned offices and studio for 35/16mm color and b&w production; electrical, grip, prop equipment, carpentry shop; recording studio; screening, editorial and conference rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Cement Mill Lubrication*; *Your Service Station*; *Mobilmet* (Mobil Oil Corporation); *The R.C.A. Message Switching System* (RCA); *Mr. Soybean* (American Soybean Association); *The Security Count* (Price Waterhouse & Co.); *The Work Submarine* (Sperry Rand Corporation); *The Automatic Bale Wagon*; *Spreaders*; *Knotter*; *The Meeting*; *Super 717*; *The Speedrower*; *Stackliner* (New Holland Machine). **TV COMMERCIALS:** Crisco Oil (Proctor & Gamble/Compton); Pampers (Benton & Bowles); Colorforms (Fladell, Winston & Penetti); Hazel Bishop - *The Party's Over* (Spade & Archer); Haybine Mower Conditioner; 98 Combine; Speedrower; Wheat Combine; Corn Combine and others (New Holland Machines).

TMI PRODUCTIONS, INC.

400 East 56th Street, New York, N.Y. 10017
Phone: (212) 752-2635

Date of Organization: 1960

Stanley Turtleaub, *President*
Helene Forbes, *Production Assistant*
Susan Zverman, *Production Assistant*

SERVICES: Corporate and product motion pictures; theatrical short subjects; public relation films; sales training programs and filmstrips; sales meetings and industrial shows. **FACILITIES:** Complete production and distribution; audio visual marketing and merchandising; counselin geared to corporate objectives.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Building For Change* (Arm



NEW YORK PRODUCERS

Fittings and Phalanges (Midwood Industries); *Last Worrying Place* (National Aeronautics Space Administration).

UNIT-ONE FILM PRODUCTIONS, INC.

723 Seventh Ave., New York, N.Y. 10019
Phone: (212) JU 6-8880

Date of Organization: 1960

Herman W. Kitchen, *President & Exec. Prod.*
Richard Cadenas, *Production Mgr.*
Pete Sabino, *Production Coordinator*
Dietmar Carsten, *Art Director*

SERVICES: Complete production, specializing in underwater and aerial filming. **FACILITIES:** Complete location production equipment. Aerial and underwater camera. 16mm and 35mm editing facilities. Six place aircraft for aerial filming and transportation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Fundamental Ecology* (Harper & Row Publishers); *The Second Century* (Kappa Kappa Gamma). **VIDEOTAPE:** *Auto Repair & Service* (Shell Oil Co.). **LIVE PRESENTATION:** *Fundamental Chemistry* (Harper & Row Publishers). **TV COMMERCIALS:** *Little Jack Horner* (Comstock Agency for Blue Cross).

UNIVERSITY FILMS, INC.

(William P. Gottlieb Co.)

36 West 60th St., New York, N.Y. 10023
Phone: (212) 581-5582

Date of Organization: 1949

William P. Gottlieb, *President*
Walter E. Schaap, *Vice-President*
Marvin L. Reiter, *Production Manager*
Ed Dahlin, *Art Director/General Manager*

SERVICES: Creation and production of sound slidefilms and filmstrips. Specialists in educational and institutional work, sales promotion, personnel training, business-sponsored filmstrips for school distribution. Writing and production of illustrated booklets. **FACILITIES:** Research and scriptwriting staff; art department, photo studio; recording and projection equipment.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Biography Series*; *Map & Globes Series* (McGraw-Hill Book Co.); *Art by Talented Teenagers*, 1968 (Scholastic Magazine); *The Bidding Pyramid* (F. W. Dodge); *Consumer Filmstrip Series* (Institute of Life Insurance); *Readers React to Modern Manufacturing* (Modern Manufacturing Magazine).

VAN PRAAG PRODUCTIONS, INC.

250 W. 54th St., New York, N.Y. 10019
Phone: (212) 245-1050

Date of Organization: 1952

Branch Offices: Michigan: 1933 Vernier Rd., Grosse Point, Mich. 48236. Phone: (313) 884-4470. Mackinnon Scott, *Sales representative*. California: 1228 N. Vine St., Hollywood 90038. Phone: (213) 443-2-2341; Don Bernarducci, *Studio Manager*. Florida: 254 Giralda Avenue, Coral Gables, Florida 33134. Phone: (305) 443-6343. Jerry Winters, *Manager*

William Van Praag, *Executive Director*
Eric Camiel, *Director*

Romy Graham, *Director/Writer*
Luis Rodriguez, *Quality Control*
Maurice Kalker, *Comptroller*
Anita M. Palumbo, *Secretary/Business Mgr.*
Robert N. Van Praag, *Production Manager*
Charles Carrubba, *Supervising Editor*
Lindamel Murray, *Educational Research Director*

SERVICES: 35 16mm color, b&w motion pictures for commercial, industrial, educational, promotional, government, documentary and theatrical

rong Cork Co.): **SLIDEFILMS:** *Beat The Odds* (Pepsi-Cola); *The Police Officer In Court* (Law Enforcement Training, Inc.). **VIDEOTAPES:** *Executive Training* (Pepsi Cola Co.). **MULTI-MEDIA:** 1969 *Sales Meeting* (Leeming Pacuin).

TOMLIN FILM PRODUCTIONS, INC.

405 Lexington Ave., New York, N.Y. 10017
Phone: (212) OXford 7-0003

Date of Organization: 1939; Inc. 1946

Frederick A. Tomlin, *President*
Carl A. Tomlin, *Vice President*
Harry L. Flynn, *Sales Manager*
Mary D. Tomlin, *Secretary-Treasurer*

SERVICES: Production of sales promotion, institutional, and industrial motion pictures; sound slidefilms, wide-screen slides and filmstrips; standard slides and filmstrips; side-motion pictures. **FACILITIES:** Photographic studios with front light projection system; film editing rooms; two 16mm/35mm Oxberry animation stands; 6mm Picture and Track interlock projection; 6mm motion picture cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Orc to Core* (United Nuclear Corp.); *Prism* (Adams & Sturman, Inc.); *History of General Foods* (General Foods Corp.). **MULTI-MEDIA:** *General Foods Management Meeting* (General Foods); *Beautyrest Safari* (Simmons Co.). **SLIDEFILMS:** *Career Opportunities In Sales Management* (Jello General Foods); *Direct Sell*; 1968 *Direct Managers Meeting*; *Department Stores* (J. C. Penney Co.); *Farrer System* (Dorr Oliver, Inc.); 1968 *Annual Meeting* (Copper Development Assoc.); 1968 *Sales Meeting* (Simmons International Co.); *Personnel Study* (Birds Eye General Foods); *ATCO Sales Meeting* (J. B. Rundle, Inc.); *Made With Paper* (American Craftsmen's Council).

TRAINING FILMS, INC.

33 Laurel St., Butler, New Jersey 07405
Phone: (201) 838-4363

Affiliate: TFI Productions, Inc.

Date of Organization: 1948

Robert A. Lightburn, *President*

SERVICES: Specialize in production of industrial and educational filmstrips and slides; non-theatrical 35/16/8mm motion pictures for industry. **TV and theater:** filmographs, easels, booklets, etc. Consultants on audio-visual presentation for meetings; mobile training schools for dealers. Distributors of A-V equipment. Tape and disk recording, duplication, and distribution, duplication of film and or tape for all continuous projectors. Wide-screen panoramic and multi-projector filmstrip presentations. **FACILITIES:** Animation and live action facilities in the U.S. and abroad; 35mm Oxberry equipment. Research, writing, graphic arts, photographic arts, narration.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: For Safe Car Educational Institute; Purolator Products; Citgo; Mobile Oil Co.; Phillips 66; Gulf Oil Corporation; International Business Machines.

JOSHUA TREE PRODUCTIONS, INC.

15 West 46th Street, New York, N.Y. 10036
Phone: (212) 265-5800

Date of Organization: 1964

David W. Funt, *President*
James A. Kiewel, *Exec. Vice President*
Richard Weinman, *Vice President, Production*
Annika Salomon, *Filmstrip Division*
David Kaufman, *Production Manager*
Edward Duffield, *Supervising Editor*

SERVICES: Production of motion pictures, slidefilms and filmstrips for education, industry, government and public relations. Audio-visual consultants. **FACILITIES:** Offices, screening and editing rooms; complete production facilities for

film, filmstrips, slides, tapes and records and other audio-visual media.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Power of Emotion in Speech*; *Romania* (McGraw Hill); *A Toledo; Un Jour de Fete*; (Holt, Rinehart & Winston). **SLIDEFILMS:** *Latin American Folk Tales* (Audio-Visual International); *Learning About Our Language* (McGraw Hill). **TV COMMERCIALS:** *One Puff* (Proctor & Gamble Grey Advertising); *The Heat's On* (Massachusetts Connecticut Utilities Compton Advertising).

TRIO PRODUCTIONS

114 East 55th Street, New York, N.Y. 10022
Phone: (212) 838-3333

Date of Incorporation: 1968

Newt Mitzman, *President*
Howard Henkin, *Exec. Vice President*
Paul Newland, *Vice President*

SERVICES: Industrial, commercial, sales and public relation films from script to completion in live action, animation and slidefilms. **FACILITIES:** Creative staff and offices in New York, Hollywood and Europe for all phases of production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Journey Into Darkness* (American Cancer Society); **SLIDEFILMS:** *The Perfect Beer* (Miller Brewing Company). **TV COMMERCIALS:** For Compton Advertising, Benton & Bowles and Save the Children Federation.

TV-FILM GRAPHICS, INC.

125 East 41st St., New York, N.Y. 10017
Phone: (212) TN 7-3330

Date of Organization: 1945

Bernard Rubin, *President*
Lee Blair, *Secretary-Treasurer*
Howard Linkoff, *Vice President*

SERVICES: Documentary, educational public relations, training, informational and TV commercial films in 35mm and 16mm, both color and b&w. **FACILITIES:** Fully equipped and staffed 15,000 sq. ft. studio; independent animation and special effects departments; optical effects department with optical film laboratory; editing and service departments.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Auction* (Proctor & Gamble); *Seas of Infinity* (National Aeronautics & Space Administration); *Nickel-Up From The Earth* (International Nickel Co.); *Stage A-New Air Traffic Control* (Federal Aviation Agency); *Destiny Upon The Waters* (U.S. Navy).

UNITED STATES PRODUCTIONS, INC.

5 East 57th Street, New York, N.Y. 10022
Phone: (212) PLaza 1-1710
Cable. UNSTAPRODS

Date of Organization: 1946

Francis C. Thayer, *President*
Mary Fiske, *Asst. to the President*
Frank Thayer Jr., *Production Manager*
Stowe Phelps, *Producer-Writer*
Bert Shapiro, *Producer-Director*
Clem Stigdon, *Producer-Director*

SERVICES: Production from conception through printing and distribution for theatrical, television, educational and industrial motion pictures, sound slidefilms. **FACILITIES:** Complete production facilities; color, b&w.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *American Home*; (Downes Communications, Inc.); *Before We Are Six* (National Society for the Prevention of Blindness); *Zeigelnau* (Sperry Systems Management Div.);



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

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presentations; slidefilms, tri-screen films and distribution. FACILITIES: Sound stage, full editing facilities plus multi-media projection and closed circuit television.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Command Performance* (General Motors Corp.); *Auto Mechanic* (Universal Educational Films); *The Printers' World* (VPP Multi-Media Force); *Tycoon* (Speidel Watchband/The Marschalk Co., Inc.); *Sprite* (The Coca-Cola Co./The Marschalk Co.); *Pots* (Progresso Foods Chalek & Dryer, Inc.); *Series* (O'Dwyer Campaign/Chalek & Dreyer, Inc.); *British Sterling* (Textron, Inc./The Marschalk Co., Inc.); *Health & Beauty* (McKesson & Robbins/Kane, Light, Gladney, Inc.).

VAVIN, INCORPORATED

Video and Visual Information Films

236 East 46th Street, New York, N.Y. 10017
Phone: (212) 682-4624

Date of Incorporation: 1948

Branch Offices: Paris: 72 Boulevard Raspail, Paris VI, France, Phone: 924-5080. M. Jean Pages, *Production Manager*. Switzerland: 31 Grande Rue, Geneva, Switzerland, Phone: 26-21-27. N. Z. Moreno, V. P. & *Manager*.

Richard de Rochemont, *President, Ch. of Bd.*
Gerald E. Weiler, *Exec. Vice-President*
N. J. Moreno, *Vice-President*
Ruth Teksmo, *Secretary, Asst. Treasurer*

SERVICES: Documentary, industrial, public relations and travel films for theatrical, non-theatrical and TV distribution. Production of closed-circuit telecasts. FACILITIES: Production and editorial for 16 and 35mm color, b&w, in U.S. and overseas.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Pisqui No. 1* (The Aquaytia Group and Mobil del Peru); *Clean Seas Ahead* (Enjay Chemical Corporation); *Bachelor of The Year* (Bell and Stanton); TV Featurette series (Reader's Digest Association); Series of newsfilms (Mobil Oil Corporation) (American Iron & Steel Institute); TV Featurette series (General Foods); *Annual Awards Presentation* (Overseas Press Club of America).

VIAFILM, LTD.

333 Park Avenue, South, New York, N.Y.
Phone: (212) 777-0100

Date of Organization, May, 1967

Zoli Vidor, *President*

Ira Marvin, *Vice-President*

James K. Harelsou, *Executive Producer*

Miki Ellis, *Production Coordinator*

SERVICES: TV commercials, industrial and documentary films, motion pictures. FACILITIES: Insert stage, complete 16 and 35mm editing facilities.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Cellophanes* (Yardley of London); *Little Boy* (Monsanto/Doyle Dane Bernbach); *Anacin* (Whitehall/J. F. Murray) *Superlite* (G.T.&E./DDB), *BCF* (N. W. Ayer).

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.



VISION ASSOCIATES, INC.

680 Fifth Avenue, New York, N.Y. 10019

Phone: (212) Circle 5-2611

Date of Organization: 1959

Lee R. Bobker, *President*

Irving L. Oshman, *Vice-President*

Helen Kristt Radin, *Vice-President*

Mel London, *Vice-President*

Sid Aronson, *Executive Producer*

SERVICES: Producers of motion pictures, slidefilms, theatrical and television programs. FACILITIES: Offices, screening and editing rooms and all facilities for production of film, tape, theatrical and audio-visual media.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Youth Offender* (American Foundation/Institute of Corrections); *Airports and Airlines*; *Skyways of the World*; *Grand Tour* (Pan American World Airways); *P.S. My Sister Sends Her Love* (United States Post Office Dept.); *Magic Trails* (Texaco); *After Breast Surgery* (American Cancer Society); *The Perfect Call* (Welcome Wagon); *Australia* (Australia Tourist Comm.); *Anatomy of a Parade* (Macy's Goodyear); *Team Teaching*; *Learning by Inquiry* (I.D.E.A./Inc.); *A Wider World* (The Singer Co.); *Nationalism: Racism* (Screen Genes); *Indonesia: See A Job*; *The World of Work*; *Political Science* (McGraw-Hill Book Co.); *What Should Do?* (Doubleday & Co.). TV COMMERCIALS: for Boys Clubs; National Education Assoc.

VISUAL INSTRUCTION SYSTEMS, INC.

46 West 46th Street, New York, N.Y. 10036

Phone: (212) 247-0335

Date of Organization: 1963

Hal Weiner, *President*

Rick Friedberg, *Vice President-Marketing*

Trudy Scheller, *Production Administration*

SERVICES: Production and distribution of Super 8mm training and sales presentations; manufacturer of Visual Instruction Systems' Programmed Instructor, which is a portable multi-media system. FACILITIES: Production, editing and printing of motion pictures for distribution in Super 8mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Self-Paced Training*, series of four (IBM Office Products); *Catering the Airways* (Sky Chefs-American Airlines); *Avianca Airlines*. MULTI-MEDIA: *Dubbings Electronics, Inc.* (Norelco). TV COMMERCIALS: *Icelandic Airlines*; *First National Bank*.



VISUALSCOPE INCORPORATED

103 Park Avenue, New York, N.Y. 10017

Phone: (212) MU 3-3513

Date of Incorporation: 1955

Robert G. Taylor, *Chairman of the Board*

Marvin H. Green, Jr., *President*

Manuel Garcia Rey, *Executive Vice-President*

Jerome Smath, *Art Director*

Robert Stringer, *Director/Composer*

Thomas McNally, *Production Supervisor*

SERVICES: Audio-visual presentations including the Visualscope, 35 and 16mm filmographs, 35 and 16mm live action, slides, flipcharts, Vu-Graphs and spectaculars staged for sales meetings, sales promotion and training, public relations, corporate stockholders meetings, motivations. FACILITIES: Art department, photographic studio, staff writer, projection equipment and editing facilities. Trained personnel for staging and projection of presentations.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Manage Your Future* (Caltext); *The Race To The White House*, *Television's DNA*; *Mod Squad* (American Broad-

casting Company); *Vince Lombardi's Super Bowl* (American Express); *Fish Sticks* (Mrs. Paul's Kitchens); *Looking At Children*; *The Irrevocable Trust*; (Metropolitan Life Insurance Company); *Story of Crooked Wheels* (McQuay-Norris). SLIDEFILMS: *Annual Meeting* (Institute of Life Insurance); *Cold Water All* (Lever Bros.); *All The World's A Stage* (Bank Public Relations & Marketing Assoc); *Fluid Fertilizers* (Tennessee Valley Authority); *Century Software* (National Cash Register Co); *Paramount* (Paramount Pictures). LIVE PRESENTATIONS: *Affiliates Sales Meeting* (American Broadcasting Company); *Super Bowl Sales Meeting* (American Express); *Seaboard World Airways Sales Meeting* (Seaboard World Airways).

VPI PRODUCTIONS, INC.

A Division of Electrographic Corp.

321 W. 44th Street, New York, N.Y. 10036
Phone: (212) 838-3900

Subsidiary Companies: Video Editors, 30 E. 40th St., 151 E. 50th St., New York, (212) 838-3900; VPI Color Center, Video Prints, Video Opticals, VPI Color Lab, 410 E. 62nd St., New York, (212) 838-3900; VPI and Video Prints Inc., 1515 N. Western Ave., Hollywood, Calif. (213) HO 6-8691; Video Editors, Video Opticals & Video Prints of Illinois, 450 E. Ohio, Chicago (312) 787-2500; VPI Films, Inc., 1515 N. Western Ave., Hollywood, Calif. (213) HO 6-8691.

George Tompkins, *President*
Sheldon B. Satin, *Executive Vice Pres.* (Corp).

A. J. Miranda III, *Exec. VP in Chg. of VPI N.Y. Operations*

Peck Prior, *Exec. Vice President*

Bernard J. Carr, *Exec. VP in Charge of California Operations*

William E. Huston, *Vice President & National Sales Manager*

Charles Manno, N.Y. *General Mgr.*

Robert C. Winkler, *President, Video Prints*

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: For N. W. Ayer & Sons; Ted Bates; Benton & Bowles; Campbell-Ewald; Leo Burnett; Compton; Doyle Dane Bernbach; J. W. Thompson; Foote, Cone & Belding; Grey; Wm. Esty and others.

ROGER WADE PRODUCTIONS, INC.

16 West 46th Street, New York, N.Y. 10036
Phone: (212) 245-3040

Date of Incorporation: 1946

Roger Wade, *President*

Martiu J. McIntyre, *Vice-President*

Florence Hewitt, *Secretary, Production Coordinator*

SERVICES: Planning and production of live-action and animated motion pictures, sound slidefilms (single and double frame format), VuGraphs, slides, multi-media systems and materials. Slide development in specific-application audio-visual equipment and presentation materials. FACILITIES: Studio; art department; editing; dark rooms; Oxberry 16-35mm animation stand; special slide and slide-film shooting stands; special cameras and copying equipment; slide-laminating equipment, machine shop and electronics shop.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Now World of the 9400* (Univac, Div. of Sperry Rand); *Come Visit Boston* (Mass. Port Authority). SLIDEFILMS: *Help Stamp Out Yawning*; *The Protectors*; *Self Satisfaction* (Uniroyal); *New Standard Marine Boiler* (Foster-Wheeler); *Accelerated Wound Healing* (Diapulse Corp. of America); *Manpower: The Key to Growth*; *The Unusual Mar* (Mass. Mutual); *A Love Story* (Parents Magazine); *Harvest Years Can Be Happy Years*

Jewish Institute for Geriatric Care). TV COMMERCIALS: Contest announcement (Reader's Digest/Schwab, Beatty & Porter).

ROBERT WARNER PRODUCTIONS

7 East 78th St., New York, N.Y. 10021
Phone (212) RH 4-7979

Date of Organization: 1959

Robert Warner, *President*

SERVICES: Live, film and tape programs and commercials. FACILITIES: For every type of photography, special effects and editing.



W C D, INC.

820 Second Ave., New York, N.Y. 10017
Phone: (212) 956-1351

Date of Organization: 1957

Branch Office: California: 1028 N. LaBrea Ave., Los Angeles 90038. Phone: (213) 463-3113.

Robert W. Carlisle, *President*

Jack L. Lemmon, *Vice President*

Walter Kullberg, *Secretary-Treasurer*

Morris D. Behrend, *General Manager*

Rex Cox, *Creative Director, Producer*

Michael M. Stehney, *Producer, Director*

Joel M. Weisman, *Producer, Director*

Douglas Fithian, *Producer, Director*

Thomas F. Vietor, *Manager, Business Films*

SERVICES: Facilities and staff for the production of all types of motion pictures including theatrical, industrial, documentary, television, educational, governmental, and TV commercials. Film and videotape. FACILITIES: New York: Executives offices, projection room and editing rooms at 820 Second Ave. Studios at 421 E. 6th St. Three large shooting stages, including main stage 50x100 ft. with 22 ft. cyc and drive in entrance from street for automobiles for shooting purposes. 1/4" and 35mm tape recording; camera, lighting and photographic equipment. Casting, editing, print service and film storage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Three documentary films for (General Development Corporation, Miami/Spire & Roth Advertising, Inc., Miami); One documentary film for (The American Cancer Society); *Down Where The World Comes In*; (Chesapeake & Potomac Tele. Co./N. W. Aver & Son, Inc.). TV COMMERCIALS: *Topper Toys* (DeLuxe Topper Corp./Dancer-Fitzgerald-Sample, Inc.); *Kinney Shoes* (Kinney Shoe Corp./Frank B. Sawdon, Inc.); *Maxim Freeze Dried Coffee* (General Foods Corp./Ogilvy & Mather, Inc.); *Minute Rice* (General Food Corporation/Young & Rubicam, Inc.); *Fletcher's Castoria* (Glenbrook Labs-Div. of Sterling Drug, Inc./Cunningham & Walsh, Inc.); *Westinghouse Elec. Corp. Appliances* (McCann-Erickson Inc.); *Consolidated Edison Co.* (Ogilvy & Mather, Inc.); *F. W. Woolworth Co.* (Frank B. Sawdon); *Dristan Nasal Mist* (Whitehall Labs Div. American Home Products Corp./Clyne Maxon, Inc.); *Bin B Mushrooms* (Grocery Store Products/Young & Rubicam, Inc.); *Black Flag Insecticides* (Boyle); *Sunshine Biscuits* (Sunshine Biscuit Co./Cunningham & Walsh, Inc.); *General Electric Vacuum Cleaner* (General Electric Co./Clyne Maxon Inc.); *Revere Ware* (Revere Copper & Brass Inc./Clyne Maxon, Inc.); *Triactin* and *Nebs* (Norwich Pharmaceutical Co./Compton Advtg., Inc.).

Wilding Inc.

405 Park Avenue, New York, N.Y.
Phone: (212) 759-0854

Robert Ford, *Vice Pres., Branch Manager*
(See complete listing under Chicago area)

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

WILLARD PICTURES, INC.

45 West 45th Street, New York, N.Y. 10036
Phones: (212) JUdson 2-0430

Date of Organization: 1932

Subsidiary Company: Eli Wheelock Productions, Inc., 45 West 45th St., New York, N.Y. 10036. Phone: (212) JUdson 2-0441

John M. Squiers, Jr., *President*

F. Porrett, *Vice President*

David Piel, *Vice President*

E. Vozdic, *Treasurer*

Claude Underwood, *Charge-Production Dept.*

SERVICES: Industrial, medical, educational, sales and job training motion pictures and slidefilms; training films for U.S. Armed Forces and governmental agencies; theatricals; television film shows and commercials. FACILITIES: Mitchell NC cameras and camera-top station wagons, portable generators, field sound recording instruments; pioneer in industry techniques and equipment; color production in East and South America for theatrical producers; animation department; projection and cutting rooms; creative staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *New Perceptions* (Lightolier Inc.); *Ethicon Sutures* (Ethicon Inc.); *Glass Blowing Series* (W. H. Freeman); *Boating U. S. A., How Film Makes Sound, Kodak Educational Markets, Series 2,3,4*, (Eastman Kodak); *The Cattleman, The Boufferie*, (Elman-Lonchamps); *Zum Zum*, (Restaurant Associates, Inc.)

WINIK FILMS PRODUCTIONS, INC.

1501 Broadway, New York, N.Y. 10036
Phone: (212) LW 4-0540

Date of Organization: 1939

Leslie Winik, *President, Producer*

Richard Winik, *Vice President, Director*

Barry Winik, *Vice Pres./Director*

Estelle Rosen, *Treasurer/Controller*

SERVICES: Motion picture production; library of sports stock footage, b&w and color. FACILITIES: Creative and editorial departments; facilities and equipment for 16/35mm production in studio or on location.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 1968 *World Series* (Coca-Cola); *Baseball 1968* (Investors Diversified Service); *Up, Up and Away* (National Basketball Assoc./American Broadcasting Co.); *Year of the Met Pitchers* (Bordens/Manufacturers Hamrer Trust); *Dark Mirage* (N.Y.R.A.); *West Point Football '68* (General Analine Film); *Basketball 1968* (Converse Rubber Co.); *History of Madison Square Garden* (M.S.G. Hall of Fame); *Princeton Football 1968* (Princeton Alumni Assoc.). THEATRICAL FILMS: *Dixie Golf Circle* (Paramount/Chevrolet A.P.T.); *Winning Styles* (Paramount/Celanese); *Belmont - A New Era* (Paramount/N.T.R.A.); *New England Heritage Trail* (Paramount Pictures/Chevrolet/Amer. Petroleum Institute).



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.



NEW YORK PRODUCERS

WOLPER PRODUCTIONS, INC.

(Industrial Film Division)

455 Lexington Ave., New York, N.Y. 10017
Phone: (212) 682-9100

Date of Organization: 1959

M. J. Rifkin, *President*

Alan Landsborg, *Exec. Producer*

SERVICES: Business motion pictures, TV documentaries and educational films. FACILITIES: Complete production facilities in New York and Los Angeles.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The National Geographic Series; Undersea World of Jacques Cousteau; The Making of the President; Where It's At - City of Los Angeles.*

WONDERLAND PRODUCTIONS

300 West 55th Street, New York, N.Y. 10019
Phone: (212) 246-8450

Leslie Weiner, *Manager*

(See complete listing under Los Angeles.)

ZACKS & PERRIER, INC.

597 Fifth Avenue, New York, N.Y. 10017
Phone: (212) MU 8-5858

Date of Organization: July, 1967

Mark Perrier, *Producer/Writer*

Lewis Zacks, *Producer/Art & Staging Director*

John D. Lind, *Producer/Writer*

Sally Lind, *Casting*

Dorothy Ward, *Production Coordinator*

Jeanine Cullen, *Account Executive*

Jaret Elbert, *Assistant Art Director*

SERVICES: Sales meeting, product introduction shows, fashion shows, corporate, recruiting and sales training presentations in motion picture, multi-media and live theatrical. FACILITIES: Concept, script, art and staging.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Power of Cold* (Colgate Palmolive); *Apollo 7; Glass Tire; Selling Draperies on TV* (Owens-Corning); *The East* (IBM); *Plaza Fashion Show* (Fieldcrest Mills); *What the World Needs Now* (Sears). SLIDE-FILMS: *Homemakers Shock Theater* (Colgate); *Source* (series of 5-Benton & Bowles); *Facad* (U.S. Plywood); *Visit to A Corporation* (Phillip Morris); *Wild Girl* (Owens-Corning); *From Las Vegas to the Notre Dame* (IBM); *Retailing & Promotion* (Fieldcrest). MULTI-MEDIA: *Meet Bonnie Rexall*; *NRMA Show* (AT&T); *Wheels; Fibers and Fabrics* (Owens-Corning); *The Entrepreneurial Spirit; IEEE Show* (IBM); *The Zipper Game* (Donahue Sales); *It's A Whole New Ball Game* (Fiberglas). SALES MEETINGS: IBM; Fieldcrest Mills; Zayre Stores.



SEYMOUR ZWEIBEL PRODUCTIONS, INC.

11 East 44th Street, New York, N.Y. 10017
Phone: (212) MUrray Hill 2-4450

Date of Incorporation: Feb., 1950

Susan Wayne, *President*

SERVICES: 35, 16 and 8mm motion pictures, sound slidefilms, filmstrips, slides, recordings and supplementary aids. FACILITIES: Sound stage; including Cyc; art staff, still photographic studio; editorial and recording services.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Don't Say Another Word; Give Em' The Facts; Keep Your Eyes Open* (W. T. Grant Co.)

NEW YORK STATE:

ACADEMY-McLARTY PRODUCTIONS, INC.

20-28 Mesmer Street, Buffalo, N.Y. 14220
Phone: (716) 826-2800; Telex: 091-245.

Date of Organization: 1934

Date of Incorporation: 1959

Franz E. Hartmann, *President & Executive*

William T. Clifford, *Production Manager*

Paul Long, *Writer-Director*

Bud Norton, *Art Director*

Adolph J. Adolphi, Jr., *Chief Cameraman*

Ted Pelka, *Electrician*

John Coniglio, *Sound Engineer*

James J. White, Jr., *Slide & Filmstrip Dept.*

Henry J. Kunttu, *Animation Artist*

Martha Carlon, *Office Manager*

Barry Johnson, *Sales Representative*

SERVICES: A comprehensive film service from pre-planning to projection. Specializing in 16/35mm motion pictures for sales and technical training, public relations and government filmstrip and slide departments. TV and theater commercials. **FACILITIES:** A 12,000 sq. ft. fully airconditioned plant devoted to audiovisual production. 55 ft. x 30 ft. main stage, 25 ft. x 25 ft. insert stage, interlock screening room, in-house art and animation department with hot press, Xerox cel-system, and Oxberry animation stand. Four editing rooms, carpenter shop, offset and letter press printing department, still laboratory. Arriflex, Mauer, B&H cameras, Houston crane, Mole-Richardson studio lighting, quartz location lighting. Transistorized mixing console with four fully equalized channels, Magnasync master recorder, 3 Magnasync selsyn interlock dubbers, 2 Ampex stereo 1/4" tape recorders, Nagra location sync recorder, five music libraries, two location trucks.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Foundry Exposition 1968* (American Foundrymen's Society); *A Good Man to Know; Carrier Turns It On* (Carrier Air Conditioning Co.); *Pop Go the Profits* (Krispy Kist Korn Machine Co.); *Automated Trailer Body Production* (Gemcor, Inc.); *Panels Unlimited* (Mirawal Co.); *Acration by Lightin* (Mixing Equipment Co.); *This Is Bill Jordan* (National Rifle Assoc.); *The Personal Touch* (Niagra Mohawk Power Corp.); *This is Pohlman* (Pohlman Foundry Co.); *Speed Kleening* (Ridge Tool Co.); *Auditory Perception in a Cat* (State University of N.Y. at Buffalo); *The XL Cooker* (Salvo Machinery Co.); *Slo-Syn Numerical Control* (Superior Electric Nederland); *Rochester Institute of Technology Dedication* (U.S. Dept. of Health, Education & Welfare); *William Street Facility* (U.S. Dept. Post Office); *Trouble Shooting Electric Circuits; Motor Control Systems; Wire Size and Voltage Drop; C/B Weapons Safety* (U.S. Air Force); *Profits Through Packaging* (Woodman Machine Co.).

SLIDEFILMS: *Project Early Push* (Buffalo Board of Education); *Can Manufacturing* (Borden Can Co.); *Hickman Carbon Plant* (Carborundum); *The American Way* (CLADCO Assoc.); *Brown & Sharpe =2G-Lessons =1-8* (National Screw Machine Products Assoc.); *Martin Metals Orientation* (Martin-Marietta Corp.); *Acrylics; Cowles Dissolver; Decoupage; Preparing a Batch of Paint; Quality Assurance* (The Glidden Co.); *United Giving Campaign* (Greenwood Community Chest); *ACD Board; Coins; Introduction to the Company; Mark Sense; Person to Person; Reverse the Charges; Safety; TSP =1-8; Voice & Courtesy; Rate Step* (New York Tele. Co.); *Don't Dig. Go Digital; Hello Dollars* (Stromberg Carlson). **TV COMMERCIALS:** *Canada; Fun Town; Marine Midland Trust Co.; Niagra Mohawk Power Corp.; Oneida Natl. Bank; Old Friar Wine.*



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

BEAR FILMS, INC. AUDIO VISUAL ASSOCIATES

505 Smith St., Baldwin, N.Y. 11510

Phone: (516) BA 3-1830

Date of Organization: 1948

Frank Bear, *President*

Marilyn Fisher, *Vice President*

Barbara Schwartz, *Assistant to the President*

SERVICES: Motion pictures, filmstrips, slides, related printed media, convention booths — for sales, training, P.R., fund raising, education. **FACILITIES:** Studios for photography and sound recording, art work, editing and screening; photographic and sound equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *BankAmericard* (Bankers Trust Co.); *If You Were Building A City* (Encyclopedia Britannica); *Pratt Institute* (Pratt Institute); *Interlochen!* (National Music Camp). **FILMSTRIPS:** *Plexion* (B.B.D.&O.); *Courts, Combs and Dragons — An Introduction To China, Oceanography*, series of two; *Capstone Lessons in American History*, series of six; *Group Piano Instruction* (National Piano Foundation); *Mercy Hospital; The Business of Keeping Promises* (New York Life Insurance Co.); *Mother and Child in Modern Art* (Clairrol).



HOLLAND-WEGMAN PRODUCTIONS, INC.

207 Delaware Avenue, Buffalo, N.Y. 14202

Phone: (716) 853-7411

Date of Organization: 1952

Date of Incorporation: 1962

Paul M. Sciandra, *President*

James I. Allan, *Vice President*

Paul G. Ent, *Vice President*

Zebulon M. Pike, *Vice President*

Robert Rieske, *Production Manager*

John E. Bjarnov, *Art Director*

James C. Linman, *Chief Sound Engineer*

Earl S. Rowell, *Laboratory Manager*

William Maier, *Closed-Circuit Television*

SERVICES AND FACILITIES: The Holland-Wegman "Total Communications" concept means total responsibility in planning, writing and production of motion pictures and filmstrips, television commercials and programs, sales meeting and seminars, visual presentations for business, industry, and education. A 38-man staff includes writers, cinematographers, directors, editors, sound men, animators, and other production specialists who can solve your particular communications problem in the most effective way. Producer services include editorial services, recording and mixing, music and sound, optical sound tracks, titles, art and animation, official sales and rental of professional motion picture equipment. Our distributorships encompass the most important and impressive names in audio-visuals and electronics. We can provide a complete line of audio-visual equipment, video tape recorders and closed circuit television equipment. An entire system can be engineered to your requirements. Our 25,000 square foot facility has been judged one of the most complete in the United States and includes: A 50 x 70 x 34 ft. sound stage, eight editing rooms, two screening rooms, a 50-seat multimedia theatre equipped with videotape and closed circuit television, and eight channel Fairchild mixing console, two animation stands: one a Saltzman with Acme 35 16 camera, and seven music libraries. Holland-Wegman processing laboratories in Buffalo and Cleveland represent the most completely equipped and professionally staffed facilities between New York and Detroit. Services include ECO and ME4 color processing, additive color printing, a 24-hour color dailies, B&W negative and reversal processing, edgenundering, color negative/positive release prints, cartridge loading, raw stock film sales, ultrasonic film cleaning, splicing and repair, and film distribution. Same day service is available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Clamping Procedures* (Dresser Manufacturing Co.); *Animation — Verilite Kodak Computer; Chemical Milling Animation* (Eastman Kodak Company); *If You Hear The Explosion; Industrial Hygiene Science of Survival* (Xerox Corp.) *Helicopter Coverage; Station Keeping* (Sierra Research Corporation) *Justice Visits Buffalo* (U.S.I.A.); *Version of Fred's Song* (United Fund of Buffalo); *Seve Year Switch Foreign Versions; Curvic Couplings — Japanese Version* (Gleason Works) *Seamless Modern Revisions; Gary, Indiana; Ru take Fence* (United States Steel Co.); *Version of Fred's Song* (United Fund of Niagara Falls) *Accident* (Royal Globe); *Look In The Book* (Ohio Bell Tele.); *Annual Meeting* (Rochester Products Corp.); *Version of Fred's Song* (Community Chest of Rochester); *Bellows Stack* (Harrison Radiator Corp.); *Inventory Control* (Chevrolet). **FILMSTRIPS:** for Planned Parenthood Association; American Monument Association. **TV COMMERCIALS:** Marine Midland Trust Company; American Monument Association. **COMMERCIALS:** Marine Midland Trust Company; Iroquois Gas Corporation; Ohio Chiropractic Assoc.; Pennsylvania Chiropractic Association; Manufacturers & Trade Trust; Curtice Burn Inc.; Manufacturers Bank of Detroit; Twin Falls Department Stores; Western Savings Bank; Dairy-leaf; Ford Motor Company; LaBatt Industries; Blue Cross/Shield; Tops Super Markets; Niagra Mohawk Corporation; Bausch Lomb; Tobin Meat Packing, Inc.; Monk's Bread.

Victor Kayfetz Productions, Inc.

245 Edgerton St., Rochester, N.Y.

Phones: (716) CH 4-5164; GR 3-3000, Ext. 534

(For complete listing see New York City)

NEW JERSEY

HENRY CHARLES MOTION PICTURE STUDIO

Plainfield Avenue, Edison, N.J. 08817

Phone: (201) 545-5104

Date of Organization: 1950

Henry Charles, *President*

John H. Dunnachie, *Vice-President*

Henry Fleischer, *Secretary-Treasurer*

J. Sims Murray, *Account Executive*

Mrs. Henry Fleischer, *Office Mgr.*

Charlotte Shatkin, *Scriptwriter*

SERVICES: Color and b/w, 35, 16, 8mm, motion pictures; filmstrips, slides, sales presentation promotion and marketing aids, still photography in color and b/w, color transparencies, aerial still and motion pictures, artwork, training aid animation and closed circuit TV. Original research and script to release prints and distribution. Motion pictures with foreign language scripts and narratives. Music and effects library. **FACILITIES:** Air-conditioned studios, cutting rooms, darkrooms, office, 30 seat theater and projection booth. Mobile units for location production. Complete stage and location lighting equipment, 35, 16, 8mm cameras, projectors and editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Opportunity Unlimited* (Junior Achievement of Union County); 1968 *New Good Neighbor Award Winners* (New Jersey Business Magazine); *Chromium Plating Systems; Airless Buffing* (M & T Chemicals); *The Better Way* (C. R. Bard, Inc.).

DE ALBERICH ASSOCIATES, INC.

Gladstone, New Jersey 07934

Phone: (201) 234-1820

Ted de Alberich, *Executive Producer*

Betty West, *Associate Producer*

George Price, *Cinematographer*

Nickey Bailey, *Script Supervisor*

SERVICES: Producers of motion pictures, filmstrips, live presentations, and other Audio Vi-

al media presentations for industry, business, education, government, and television. FACILITIES: Offices, conference rooms, screening rooms, editing rooms, sound stage, filmograph studio, recording studio, other production facilities and equipment.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *C. R. Bard, Inc.* (C. R. Bard); *Civil Disturbances, Part I: Civil Disturbances, Part II* (U.S. Army); *Osciblaster*; *Stuart Lot Wrapster* (Stuart Steel Protection Corporation); *Training Programs*; *Sales Training Program* (Beth Israel Memorial Park).

WILLIAM FELD PRODUCTIONS

276 Oriental Place, Lyndhurst, N.J. 07071
Phone: (201) 933-2440

Date of Organization: 1962

William Feld, *President*
Samuel Feld, *Business Manager*
Judy Kessler, Gerd Frost, *Art Direction*

SERVICES: Meeting presentations, animated titles slides, filmstrips, slidefilms, slide presentations, animation, overhead slide presentations, visual aids. FACILITIES: Art studio, cameras, animation stand, etc.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Vitroid Wheels* (Accurate Diamond Tool Corp.); *Nitrogen Cycle* (Carbon); VISUAL AIDS: *Universal Boring Tools* (Accurate Diamond Tool Corp.); *Blow Yourself Up* (Union Foto); untitled (Eastern Catholic Life); *Blue Tours* (Martin, Sands Inc.).

THE FILM HOUSE INC.

(Formerly John Beck Associates)

805 W. Atlantic Ave., Laurel Springs,
New Jersey 08021

Phone: (609) 784-2501

Date of Organization: 1958
Date of Incorporation: 1966

John C. Beck, *President*
Russell E. Conley, *Vice President*
Charles Redner, *Production Manager*

SERVICES: 16mm live, animated motion pictures or industry; 8mm silent, sound films; slidefilms, slide presentations; polarized animations; recordings. FACILITIES: 16mm cameras, editing equipment; still photography equipment and studio; 5mm slidefilm stand; recording studio; released music library.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Men, Metal and Machines* (King Fifth Wheel); *System 2000*, (Singer, Inc.); *Football Trailer*; *Reach for the Golden Apple*; *Interview Techniques, Part I, II, & III*, (Snelling & Snelling)

FIGORE FILMS

128 Mallory Avenue, Jersey City, N.J. 07304
Phone: (201) 432-4474

Date of Organization: 1951

Albert A. Fiore, *Production*
John A. Critelli, *Photography & Sound*
Rose Hertel, *Distribution*

SERVICES: 35/16mm and 8mm education and documentary, public service films, b&w or color, or industry, TV, public relations, religious and civic organizations. Sound slidefilms; animation; TV commercials. FACILITIES: 35/16mm and 8mm filming and editing equipment, 45' x 90' sound stage.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Placement Profiles* (Commerce Employment Agency, Inc.); *Money Marketing* (Comerford Associates); *Commercial Comics* (Wm. C. Poper & Co.); *Foam Fancies* (Perma-Foam, Inc.). MULTI-MEDIA: *Distributors Promotional Show* (Lane & Young, Inc.).

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

HUGH & SUZANNE JOHNSTON, INC.

16 Valley Road, Princeton, New Jersey 08540
Phone: (609) 924-7505

Date of Organization: 1965

Hugh Johnston, *President*
Suzanne Johnston, *Writer/Director*
John McCarthy, Jr., *Secretary*
John Procaccino, *Comptroller*

SERVICES: Design and production of educational and sponsored motion picture films; specialized film promotion and distribution services (Princeton Seminars) FACILITIES: All necessary equipment and facilities for production and distribution of motion pictures.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Ninety Days of Change*; *Growth* (Westinghouse Electric Corp). SLIDE-FILMS: *The Farm*; *100 Days of Change*; *To The Moon* (CBS Learning Center)

NEW DIMENSION FILMS, INC.

850 River Rd., Edgewater, N. Jersey 07020
Phone: (201) 945-6705

Date of Organization: January, 1965

Leonard Rubin, *Chairman of the Board, Asst. Treas.*

Bernard Mann, *President*
Juan Guidi, *Vice President*
Myron Waldman, *Vice President, Charge of Production*

Armando Guidi, *Director of Photography*
Gerald A. Alvarez, *Purchasing Agent*
Joseph Questel, *Secretary*
Lester Scher, *Treasurer*

SERVICES: Art, titles, animation, storyboards, std. animation photography (35mm), 16/35mm 3-dimensional animation photography. FACILITIES: Production staff from storyboard to screen. 2-35mm Saltzman/Optical-Animation stands, 1-16mm or 35mm dimensional animation - ultraplane stand.

RECENT PRODUCTIONS AND SPONSORS
MULTI-MEDIA: *M-5 Hand Grenade*; *Arctic Thermal Boots* (Army Pictorial Center); *Johnny Smoke*; *The Way to a Man's Heart* (The Heart Fund); *Pan Am 747* (Pan American Airways).

PROUT FILM PRODUCTIONS, INC.

507 Bond St., Asbury Park, New Jersey

Mr. Howard Isherwood, *Account Executive*
(See complete listing under Orlando, Florida)

SAMUEL L. SCHULMAN PRODUCTIONS, INC.

P.O. Box 1794, Trenton, New Jersey 08607
Phone: (609) 396-6913

Date of Organization: 1929
Date of Incorporation: 1955

S. L. Schulman, *President*
Mrs. C. V. Marshall, *Vice-President*
Eileen B. Schulman, *Secretary-Treasurer*

SERVICES: Complete 16/35mm motion picture productions. FACILITIES: Complete production facilities; sound recording; art; music; sound effects; color-correct prints.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Fernwood* (Fernwood Hotels, Inc.); *Greater Trenton Story* (Trenton Chamber of Commerce); *Dutch Wonderland* (Dutch Wonderland Inc.); *Face-Tent Breathing* (University of Pennsylvania).

The Guide You Need All Year Long

Extra copies of this 19th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.



MID-ATLANTIC STATES

DISTRICT OF COLUMBIA

Metropolitan Washington Area

ASTRAFILMS, INC.

530 Eighth St. S.E., Washington, D.C. 20003
Phone: (202) 543-1011

Date of Organization: 1962
Date of Incorporation: 1964

Leonard Grossman, *President*
Sharon Lynn Grossman, *Secretary/Treasurer*
George H. Rosenberg, *Production Manager*
Sandra W. Bradley, *Editorial Department*

SERVICES: Motion pictures (documentary, educational, medical, TV, and information films). FACILITIES: Location sound cameras and recorders, lighting equipment, 16mm magnetic transfer facilities, 16/35mm editing equipment and cutting rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Visit of Prime Minister Kitikachorn*; *Garrick Players* (U. S. Information Agency); *George Christian Interview* (Japanese Broadcasting Network MBS); *The Dynamics of Negotiation in Public Education* (Educational Service Bureau, Inc.); *Aortic Valve Replacement Utilizing Unitized Tri-Leaflet Valve* (Georgetown University Medical Center); *Tornado*; (Environmental Science Service Administration); *On The Ice* (National Science Foundation); *Ngung Lai* (United States Coast Guard); *Tom Lehrer Sings "Pollution"* (U.S. Dept. of Health, Education and Welfare). TV COMMERCIALS: for Senator Alan Bible; Senator Gaylord Nelson; Congressman John Watts, Congressman Al Ullman and Lear-Siegler Institute.



Audio Productions, Inc.

1629 K St. N.W., Suite 500, Washington,
D.C. 20006

Phone: (202) 296-6895

Harry A. Carragher, *in charge*
(See complete listing under New York City)

AUDIO VISUAL SPECIALTIES, INC.

2637 Connecticut Avenue, N.W., Washing-
ton, D. C. 20005

Phone: (202) 462-6078

Date of Organization: 1964
Date of Incorporation: 1964

John F. Schaefer, *President/Producer/*
Director of Photography
Judith W. Springer, *Vice President/Associate*
Producer/Instructional Materials Specialist
Gilbert Haimsohn, *Director/Editor*
John Carter, *Screen Writer*
William B. Schaefer, *Camera/Sound/Editing*
Assistant

SERVICES: Production of motion pictures and multi-media presentations for documentary, training, and commercial purposes. Motion picture photography, sound recording, film editing, and scripting services. Specialized experience in industrial photography, high-speed research and development record photography, aerial photography, newsreel photography, multilingual film presentations (shooting with foreign-language sync sound), archival photography, and self-contained cartridge productions. CREATIVE LEARNING SYSTEMS DIVISION: Production of complete multi-media programs for training and education, including audio visual and programmed instruction materials. FACILITIES: Theater seating twenty with Siemens projector for interlock screening. Sound room, sync sound recording and playback to picture. 440 sq. ft. sound stage. Transfer facilities 14" to 16mm, 16mm to 16mm, 16mm to 14". Still photo lab. Eclair, Arri BL, Arri S cameras; quartz lights;

WASHINGTON AREA:

Nagra, Uher, and Reeves recorders. Editing and staff with ability to handle production of films and learning systems from start or any part.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Project IMPACT* (HUMRRO); *IBM DACOR* (IBM); *Looking at the Tropics* (Explorers' Club); *Czechoslovakian Independence* (Czech Society of America); *The Mode V Terminal* (Western Union); *Impact Campaigns* (Faillance Productions); *Washington Crossing the Delaware* (Ads Audio Visual Productions); *NAEB Award* (Visual Electronics); *St. Augustine* (Lutheran Church); *Princess Ubolrattana in Washington*; *Princess Ubolrattana at School*; seven films shot in Lebanon; *AUB Farm and Hospital*; *Bashous Brothers*; *Donati, Father Cortbawi, Pan Am Stewardess, J'Alie, Baal Beck* (U. S. Information Agency).



CREATIVE ARTS STUDIO, INC.

814 H St., N.W., Washington, D.C. 20001
Phone: (202) 737-0302

Date of Incorporation: 1942

Milton R. Tinsley, *President*

Phillip G. Arnest, *Vice-President*

Edward C. Santelmann, *Production Director, Animation*

W. H. De La Vergne, *Exec. Producer*

E. N. von Spaeth, *Animation Director*

Y. Lampathiakis, *Art Director*

Ted Bratcher, *Sales Representative*

Raymond D. Evans, *Office Manager*

SERVICES: Complete production of motion pictures, TV commercials, filmstrips, and slide presentations for sales, training, public relations, and education; writers, designers, artists, and animators; distributors for Pro-Gramo and salesmate. **FACILITIES:** Insert stage, two Oxberry animation stands; Oxberry filmstrip, slide and title stand; 16 35mm cameras, projection and editorial facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Project Sanguine* (RCA) *Sassy* (U. S. Marine Corps); *Sveat Shops I Have Known* (York Air Conditioning); *Atmosphere Analyzer; Automatic Sprinkling System* (U. S. Navy); *Mine Fire Control* (Dept. of the Interior); *Jobs Well Done* (D. C. Dept. of Vocht. Rehab.) **RESEARCH & DEVELOPMENT in Mail Processing** (Post Office Dept.) **SLIDEFILMS:** *Maid Marriott* (Marriott Motor Hotels); *The Job Corps and You* (O.E.O.); *Rural America - Its Problems - Its Promises* (NRECA); *Shelter Management* (O.C.D.) **Classes of Mail** (Post Office Department); *How Non Profit Groups Can Sponsor Housing for Low Income Tenants* (H.U.D.); **TV COMMERCIALS:** *Charg-It Car* (Md. Nat'l Bank/West & Brady); *Better Communities* (H.U.D.); *The Evening Star* (Ehrlich, Linkins & Assoc.); *Mail Early* (D.O.D.); *Ethan Allen* (Alderman Studios); *Little Profit* (Leon Shaffer Goldnick); *Dave Kinney-Candidate; Make-A-Date* (Designing Woman).

JERRY FAIRBANKS PRODUCTIONS

1245 Fourth St. S.W., Washington, D. C.
Phone: 554-4823

Col. Richard F. Fender (ret.), *Representative*
(See complete listing under Hollywood, Calif.)



STUART FINLEY, INCORPORATED

342S Mansfield Road, Falls Church, Va.
22041

Phone: (703) 481-7700

Date of Organization: 1960

Stuart Finley, *President and Producer*
Margaret Finley, *Secretary, Distribution Manager*

Theodore Jones, *Editor, Photographer*
Ralph Burgin, *Writer*

SERVICES: Motion picture production; television film and spot production; film-public relations services; film distribution. **FACILITIES:** 16mm documentary film production equipment (cameras, lights, recorder, etc.) with sound stage or special equipment available on rental basis. Slidefilm and still picture equipment systems. Three music libraries.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Living Constitution* (Pennsylvania Constitutional Convention); *Urban Sprawl* (University of Pennsylvania); *Mud* (Potomac River Comm. Soil Cons. Svc/NAHB); *A Day At The Dump* (Distributor); **TV COMMERCIALS:** for Downtown Progress

FROST PRODUCTIONS, INC.

1025 Connecticut Avenue N.W., Washington, D.C. 20036

Phone: (202) 293-5791

Date of Organization: 1968

Edmund L. Frost, Jr., *President*

B. Foster Wiley, *Chief Cinematographer*

SERVICES: Documentaries, Commercials, filmstrips, slide shows. **FACILITIES:** All facilities available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *From These Honored Dead; Summer In The Parks*, in production (National Park Service).

GUGGENHEIM PRODUCTIONS, INC.

815 17th St., N.W., Washington, D.C. 20006
Phone: (202) 737-1600

Date of Incorporation: 1956

Charles Guggenheim, *President*

Peter S. Vogt, *Vice President/Production Manager*

L. T. Iglehart, *Executive Producer*

Robert Pierce, *Producer/Director*

Werner Schumann, *Producer, Director*

Michael Ritter, *Editor*

SERVICES: Production of theatrical and non-theatrical motion pictures. **FACILITIES:** 16/35mm editing, projection, sound recording, camera and lighting facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Robert Kennedy Remembered* (Robert Kennedy Memorial Foundation); *Tomorrow is A Day* (Illinois Sesquicentennial Comm.); *Against All Odds* (Gilligan for Senator Committee); *A Dakota Story* (McGovern for Senator Committee); *One Man* (U.S. Information Agency) **TV & RADIO COMMERCIALS:** For the campaigns of Senator Robert Kennedy; Senator George McGovern; Senator Abraham Ribicoff; Representative John Brademas; Representative James Symington; John J. Gilligan.

BYRON MORGAN ASSOCIATES, INC.

AND

EDUCATIONAL FILM PRODUCTIONS

Administrative/Sales Office, 1025 33rd St., N.W. Georgetown, Washington, D.C. 20014

Phone: (202) 333-5155

Date of Organization: 1964

Studio: 4805 Frolich Lane, Washington, Industrial Center

Associated With: Gotham Rhodes Ltd., New York; Bendestorf, Hamburg; Antonio Morales Productions, Madrid; Consolidated Visual Center, Washington, D.C.



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

Imre Toth, *Cinematographer-Director-Producer*

Byron Morgan, *Writer-Director-Producer*

Tony Lazzarino, *Writer-Director-Producer*

Dorothy Weatherwax, *Writer* (Los Angeles Rep.)

Eugene Rubacky, Ph.D., *Educational & Life Sciences Consultant*

Jacques C. Chotel, *Production Manager-Cameraman*

119 Blvd. Mortier, 75, Paris 20, 636-00-6

Phillip Mottram, *Production Manager-Cameraman*

36 Palace Road, London S.W. 2 674-571

Louis Bara, *Photographic Technical Director*

Marvin Fryer & Bela Urban, *Art & Animation*

SERVICES: Production of Documentary and non-theatrical motion pictures including: educational, sales, industrial, scientific, public relations television specials and commercials. Motion picture theatrical productions at Gotham Rhodes Ltd. Also slide films and complete photographic services with multi-media programs. Writing including all motion pictures, television and stage presentations. **FACILITIES:** 10,000 sq. feet of production facilities - editing, projection, dressing rooms, art layout, Oxberry animation equipment, rear projection photography, still studio, automatic processing equipment, conference rooms, stage; Arri BL, dolly, Nagra, stage and location lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *History of United States Diplomacy*, series; *Diplomacy of Revolutionary War*; *Opening of Asia*; *The Mid 19th Century*; *The 20th Century* (State Department); *The Military Nurse* (Department of Defense); *Reading is Fun-damental* (McNamara Committee); *The Rise of the Soviet Navy* (Screen Presentations U.S. Navy); *The Painter & The Image* (Eliot O'hara); *Make It Your Habit; Beware of The Dog* (Post Office Department); *The Fine Guns* - documentary (Gotham Rhodes Ltd.)

PARAGON PRODUCTIONS

1622 N. Albemarle St., McLean, Virginia
22101

Phone: (703) 536-7674

Date of Organization: 1956

Wm. B. H. Legg, Jr., *President-Exec. Producer*

Frances R. Millington, *Production Dir.*

W. L. Stuyvesant, *Director of Photography*

Blair Nelson, *Art-Animation Director*

Barabara R. Blair, *Writer-Script Editor*

SERVICES: Educational, industrial, informational technical and commercial 16mm motion picture production, television commercials. **FACILITIES:** Facilities for 16mm motion picture and television commercial productions.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Count of Mail; City Delivers* (National Assoc. of Letter Carriers); *Your Color To Colors* (Textile Dye Institute); *Clinical Center* (National Institute of Health); *Dental Research Report* (National Institute of Dental Research); *Award Ceremony; State Visit* (Government of Ivory Coast); *Your Shop Steward* (United Fed. of Postal Clerks); *Shelter Loading* (Giehner Mobile Systems); *International Computer Utility; Financial Report* (University Computing Co.); *Water Gun* (Exotec Inc.); *Television Generation; Rapid Tour* (MerMedia).

SCREEN PRESENTATIONS, INC.

309 Mass Ave. N.E., Washington, D.C. 20002
Phone: (202) 546-8900

Date of Organization: 1964

C. David Gerber, *President*

Herbert Ave, *Vice-President*

Jeanne M. Gerber, *Secretary-Treasurer*

Walter Sturdivant, *Writer-Director*

SERVICES: Motion pictures, slide films, TV spot live and animated. Script writing services. **FACILITIES:** Creative department for writing at

duction; editorial rooms for 16/35mm; mixing, recording and theater for interlock screening, 1/35 location camera and sound equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *International Indian Ocean Expedition* (National Science Foundation); *Treat & Counterthreat* (Harry Diamond Laboratories); *Cachalot Deep Diving System*; *Lepstar 4000* (Westinghouse); *Not Since The Pyramids*; *We Build, We Fight* (Naval Facilities Engineering Command); *The Rise of the Soviet Navy* (Chief of Naval Operations); *Making Contact Abroad* (The Directorate For Armed Forces Information and Education); *The Fleet That Waits* (Chief of Naval Operations)



Sun Dial Films, Inc.

1100 22nd St. NW, Washington, D.C. 20037

Phone: (202) 223-1262

(See complete listing under New York City)

MARYLAND

MILNER FENWICK, INC.

1800 Liberty Heights, Baltimore, Md. 21215

Phone: (301) 664-2600

Date of Incorporation: 1956

Ervin M. Milner, *President*

Glenn Burris, *VP in charge of Production*

William Walsch, Jr., *Production Supervisor*

Ted Kliman, *Writer-Director*

Basil Miller, Bill Sturm, *Art & Animation*

Jack Burk, *Sales Manager*

SERVICES: Scripts, storyboards, live photography, animation, industrial exhibits, sales presentations, editing, opticals, audio-visuals, training programs, library services. FACILITIES: Sound stage, mobile studio van with 16/35mm equipment. All services and equipment for production rentals. Complete sound system for mixing and dubbing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *In Congress Assembled* (Armed Forces Information & Education, Dept. of Defense); *Portrait of A Team* (ABC-TV Sorts); *The Emergency Treatment of Head Injuries* (John Hopkins Univ./U.S. Public Health Service); *Supply Automation Goes To Sea*; *Thirsty Ships*; *Radiography As A Maintenance Tool* (U.S. Navy); *For A Better Environment* (U.S. Air Force); *Your First Eighty Days*; *Leutenant of Marines* (U.S. Marine Corps.); *The Job Training* (U.S. Dept. of Labor); *Industry In Silver* (S. Kirk & Sons); *First Of The Space People* (NASA); *Fuzes for Freefall Weapon* (Naval Ordnance Lab.); *Medical Genetics I, II & III* (National Foundation); *Starting Tomorrow Series* (Ealing Corporation); *Handle With Care* (Raytheon).

HALLMARK FILMS & RECORDINGS, INC.

1511 E. North Ave., Baltimore, Md. 21213

Phone: (301) VE 7-3516

Date of Incorporation: 1960

Maxwell Brecher, *President*

Beatrice Canter, *Vice-President*

Ernest Barger Jr., *Art & Animation*

Richard Welsh, *Editor*

SERVICES: Motion pictures, sound slidefilms, micrographs, kinescopes, air checks, medical archiving films, TV commercials. FACILITIES: Techniscope camera, sound stage, 35/16mm Auricon, Bell & Howell, Arriflex cameras, editorial rooms, Moviolas, 16/35mm projection, animation stand, 16mm Westrex sync & 1/4" anger recorders. Puppet stage, location truck.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Wither Goest Thou* (Mason-Homes of Md.); *Chesapeake Majesty* (Dept. of Chesapeake Bay Affairs—State of Md.);

Next Stop Maryland (Dept. of Economic Dev.—State of Maryland); *Maryland's Horse* (The Racing Commission—State of Maryland); *Your Team Captain* (United Appeal of Central Md.)

MONUMENTAL FILMS & RECORDINGS, INC.

2160 Rockrose Ave., Baltimore, Maryland

21211

Phone: (301) 542-8313

Date of Organization: 1950

John D. A'Hern, *President & Producer*

Vernon Spedden, *Photographic Chief*

C. Wilbur Taylor, *Sound Recording Chief*

Eric Underwood, *Editorial Chief*

Judith Clodfelter, *Editor*

Daniel Lyons, *Editor*

Harding Roberts, *Camera Technician*

Norman Shaw, *Camera Technician*

William O'Connor, *Animation Director*

Geraldine Strempo, *Artist & Animator*

Patricia A. Deitrich, *Office Manager*

Clayton Wendt, *Director*

Alex Leftwich, *Director*

SERVICES: Scripting, motion picture services, editorial services, sound recording, narration and voice, music sound effects, slidefilms, slides, TV commercials, industrial, commercial and educational films, sound recordings. FACILITIES: Sound studios; motion picture shooting stage; animation stand, BNC Mitchell, Arriflex, B & H, Auricon cameras; Cine specials, dollies; blimps; stage and location lighting, art department; recording studio with interlock projection; Ampex stereo console and allied recording equipment, 90' x 70' sound shooting stage; two smaller sound stages.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *AMVER* (U.S. Coast Guard); *Chance Of A Lifetime* (American Cancer Society); *AMX Car* (American Motors); *Deep Submergence* (U.S. Naval Ordnance Lab.); *The American Negro In Profile* (Afro-American News). TV COMMERCIALS: *Hanover Shoes* (W. B. Donar & Company); *Acme Food Markets* (Aitken-Kynett Co., Inc.); *Preakness* (Robert Goodman Agency); *Black & Decker* (VanSant, Dugdale Advertising, Inc.); *Sanitas Wall Covering* (S-L Advertising, Inc.); *Duron Paints* (S-L Advertising, Inc.). Promotion spots for Metro-Media.

MRC Films

(A Div. of McLaughlin Research Corp.)

1110 Spring St., Silver Spring, Md.

Phone: (301) 585-7100

Lou Perlman, *In Charge*

(See complete listing under New York City)

VIRGINIA

COMMONWEALTH FILMS, INC.

2020 Sled3 Street, Richmond, Va. 23220

Phone: (703) 353-4151

Date of Organization: 1966

John E. Nelson, *President*

Roger R. Robison, *Vice President-Treasurer*

Loring J. Turner, *Vice President-Secretary*

SERVICES: Complete motion picture & TV (16/35mm production services, commercials, aerial and advertising still photography. FACILITIES: Complete studio, 16mm cameras, complete editing service, sound recording and re-recording, music libraries, location lighting, 16mm color & black/white printing and processing, edge numbering, complete custom still lab.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *You Against Two* (Robert Kline Advertising); *Sewing and Felling* (American Machine and Foundry). TV COMMERCIALS: *Christian Children's Fund* (Cabell Eanes Advertising); *Miller & Rhodes Department Stores* (Liller, Neal, Battle & Lindsey Adv.); 1968 campaign spots for United Givers Fund of Richmond (Robt. Kline).



MID-ATLANTIC STATES

FRECHETTE FILMS

4615 West Broad St., Richmond, Va. 23230

Phone: (703) 355-5332

Date of Organization: 1963

Fred L. Frechette, *Owner/Writer-Director-Producer*

Gwen Denton, *Asst. to Producer*

SERVICES: Creation and production of motion pictures. FACILITIES: Not stated.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The River That Runs Uphill* (Appalachian Power Co.); *The Sybarite Syndrome* (Presbyterian Synod of Virginia); *Call Us Penn Central* (Penn Central Railroad); *A Question of Credit* (Philadelphia United Fund); *The Merit Badge* (Richmond United Givers Fund); *... Or It Should Be* (Christian College Challenge Fund); *Seed Time and Harvest* (The National Grange); *The Paper Factory* (Blue Cross & Blue Shield of Virginia); *The Spirit of '76* (Virginia Electric and Power Company). TV COMMERCIALS: Penn Central; Budd Co.; Stainless Steel Institute.

HAYCOX PHOTORAMIC, INC.

1531 Early Street, Norfolk, Va. 23502

Phone: (703) 855-1911

Date of Organization: 1956

George Banks Haycox, *President*

Ernie B. Hamblin, *Executive Vice President*

Robert Fischbeck, *Vice-President/Commercial Div.*

James E. Mays, *Director of Scripts*

James C. Cando, *Director, Motion Picture Div.*

Joseph McIntire, *Production Manager*

William Garthwaite, *Editorial Dept.*

SERVICES: Complete motion picture production services; storyboards and script writing, set design, art and animation, 16mm and 35mm production, casting, music selection and sound recording, editorial service and special effects. Slidefilm design and production. Motion pictures for sales, training, public information, TV medical research and instruction. FACILITIES: Equipped sound stage, 16mm and 35mm cameras, location lighting and sound recording equipment, mobile capabilities, 16mm and 35mm animation stand and creative art facilities. Editing, sound recording, music selection, screening and conference rooms. Specialized equipment for medical and scientific photography. 16mm b&w reversal processing. Full color and b&w still facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Jamestown*, *The Start of a Nation* (Virginia Travel Council); *Miracle on the Chesapeake* (Norfolk Redevelopment and Housing Authority); *Reflections of Hope* (North Carolina Department of Public Welfare); *Enchanted Island* (Recreation Investment Corporation); *Service For Tomorrow* (Chesapeake and Potomac Telephone Company); *Hampton Tour* (Atlantic National Advertising Agency); *Ships, Cannonballs and The Norfolk Tour* (Atlantic National Advertising Agency); *Steel Fabrication* (Newport News Shipbuilding and Drydock Corporation). SLIDEFILMS: *Sales Marketing* (The Borden Chemical Co.); *Sales Training* (The Borden Chemical Co.); *Advertising Displays* (Sears Roebuck & Company); *Your Ports* (Virginia State Ports Authority); *How To Use Photographs* (Virginia Travel Councils); *Sales Marketing for East, Southeast & Midwest Program*; *The Year of Decisions*; *Fertilizer for Today's Yield* (Chesapeake Advertising/Smith Douglas); *Sales Program* (Biggs Antiques); *Sales Training*; *Sales Training VEPCO*; *Training Program* (Chesapeake & Potomac Telephone Co.) *A Better Life For You* (Virginia Division of Industrial Development); 10 Medical Education

PENNSYLVANIA CITIES

programs for various surgeons. TV COMMERCIALS: *Recltron* (Multiple Listing Service; Five spots for *Blue Cross/Blue Shield* (Robert Kline Advertising Agency); *Happy Home Plumber* (W. B. Middleton Inc.); *Smith Douglas Fertilizer*, 4 spots (Chesapeake Advertising Agency); *Carroll's Swinging Machines* (Advertising Dynamics); 5 spots for *Hampton Tour* (Atlantic National Advertising Agency); 4 spots for *Collington Harbour*; 15 spots for *Powell Home Concepts*; 5 spots for *Newtown South* (Chesapeake Advertising); 12 spots for *Scars Roebuck & Company* (Major & Bie); 9 spots *Bunny & Berwick, Action People* (American Bakers Co-Operative Advertising).

LOGOS TELEPRODUCTIONS CENTER

3620 S. 27th St., Arlington, Va. 22206
Phone: (703) 671-1300

Date of Organization: 1961

Wm. T. Gladmon, *President*

Joseph L. Belliotti, *Vice President*

David Allen Silvan, *Executive Producer*

SERVICES: High band color and b/w mobile video tape units. Complete color and b/w television studios. Tape to film transfer service, color and b/w, 16mm or 35mm. FACILITIES: 6,000 sq. foot complete color and b/w television studio. Four separate mobile units with equipment for color, b/w.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Braun's Astro Snacks*; Braun's bread; *Astro Snacks*; *Irish Brand* (Ketchum, MacLeod & Grove); *Regal Beer*; *Bank Americard*; *Colarine*; *Colt 45* (W. B. Doner & Co.); *Philco-Ford*; (Ron Bloomberg Agency); *Bratwursthaus Beer* (E. G. White Advertising); *Formula 409* (Wilson Harrell Agency, Inc.); *Savings Bank of Baltimore*; *NAC Charge*; *Oil Heating Assoc.*; *Sports Blanket-Savings Bank of Baltimore*; *American Beer*; *Utz Potato Chips* (Torrieri/Myers); *Schmidt's Prior Beer*; (Ted Bates & Co.); *Ryan Homes, Duquesne Light Co.* (Erwin Wasey); *PEPCO* (Henry J. Kaufman & Associates); *Political Pilot* (Fuller & Smith & Boss); *Pittsburgh National Bank* (Lee Rothberg); *Midsummer 1967 Discussion-Newark Riots* (NET, N.Y. City); *Peter Angelos for Mayor* (Lovegrove Adv. Agency); *Teaching Aid* (Montgomery County Public Schools); *First National Bank*; *Luter's* (Atlantic Natl. Advt.) *Schenectady Savings Bank* (HuChain Assoc.); *Angola by the Bay* (Bozell & Jacobs); *Fairfax County Special* ≈30 (Friar Graphics).

PENNSYLVANIA

Metropolitan Philadelphia Area

ANIMATION ARTS ASSOCIATES, INC.

1539 Race St., Philadelphia, Pa. 19102
Phone: (215) LO 3-2520

Date of Organization: 1963

Harry E. Ziegler, Jr., *President*

Leonard E. Cooper, *Vice President*

Alice May Ziegler, *Secretary/Treasurer*

William F. Bird, *Technical Animation Dir.*

Donald D. Schwartz, *Creative Arts Dir.*

Alfred D. Sandstrom, *Dir. of Photography*

SERVICES: Planning and production of industrial training, educational, sales promotion and public relations motion pictures, filmstrips and slides. 35mm 16mm 8mm. FACILITIES: Creative animation art department, new Oxberry 16mm 35mm animation stand, editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Pershing Weapon System* (Martin-Marietta Corporation); *A Turn For*

the Better (Jerrold Electronics Corporation); *First Aid for Dislocations* (United States Navy); *Ah, Sweet Mystery of Sleep* (Elkman Advertising Company, Inc.). SLIDEFILMS: *Language of Sight*; *Reaching for The Moon*; *The Sea-Promise of Tomorrow* (Bell Tele. Co. of Pennsylvania); *CH-47 Program Familiarization* (The Boeing Company). FILMSTRIPS: *Cost Control Talk* (Provident National Bank); *Greenbriar* (Arndt, Preston, Chapin, Lamb & Keen). TV COMMERCIALS: *Fairmont Frozen Treats* (Bauer/Tripp/Hening & Bressler, Inc.); 5 Zaberer spots (Zaberers - Old Gables Inn).

CALVIN PRODUCTIONS, PHILADELPHIA

(Formerly Calvin-DeFrenes Corp.)

1909 Buttonwood St., Philadelphia, Pa. 19130

Phone: (215) 563-1686

Date of Organization: 1916

Date of Reincorporation: 1963

Stephen A. Ciechon, *President*

Gene A. Carr, *Vice President*

Russell K. Spear, *Director of Marketing*

John Heidenreich, *Producer/Director*

Edward B. Maguire, *Equipment Sales & Rental Agent*

Robert M. Carroll, *Office Manager*

Jack Mehlbaum, *Directory of Photography*

Herbert Cardwell, *Cinematographer*

Henry D. McKee, *Art & Animation Director*

Robert R. Collom, *Sound Director*

John Goraj, *Plant Manager/Set Designer*

Jack Polito, *Special Effects, Animation*

Paul Scaramucci, *Editorial Supvr. Director of Services*

Robert MacDonald, *Service Director*

William Deviney, *Film Editor*

SERVICES: Motion picture and slidefilm production from script to release printing. Motivational films for business, education, government, religion, health, community & social service, recreation, TV, experimental avant garde and entertainment. FACILITIES: Three-story studio building with self-contained facilities designed exclusively for 16mm and 35mm motion picture production. 60 x 60 x 20 sound stage. Camera, lighting and sound recording equipment for studio and location filming of 16/35mm, silent sound, color b&w subjects. Art, animation, titling and special effects depts. with Oxberry stand for animation photography of any complexity. Sound department equipped to perform both synchronous and wild recording, as well as music and sound effects scoring in a number of modes; 16mm and 35mm optical and magnetic tracks and 1/4" magnetic tracks with Rangertone or Pilotone sync-signal translation capabilities); bank of one optical and four magnetic phonos available for multiple-roll mixing through a custom-designed five-channel mixing console; several music and effects libraries; acoustically-treated booth for recording narration either wild or to sync projected picture. Five editorial rooms, film storage vault and fully-equipped still photographic darkroom. Studio and equipment rental and sales. Set design and construction, carpenter shop.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Infectious Diseases*; *Abdominal Disturbances*; *Centrifugal Air Conditioning*

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

Equipment Operation and Maintenance; *Guided Missile Launching Systems Mark 10 Mod 7* (US Navy); *Crucible of Hope* (Eastern Baptist College); *Passport to Opportunity* (Philco-Ford); *Mr. Walker's Retirement* (First Penn Co. N.W. (Ridge Homes/J. M. Korn); *The Year of the Big Challenge* (Mrs. Smith's P Co./J. M. Korn); *Merck Research Report*; *Hong Kong Flu Vaccine* (Merck, Sharp & Dohme); *Progress and Promise in Space* (Office of Space Science Applications - NASA); *Suggestive Powered Selling* (Hart, Shaffner & Marx Ann Saum & Assoc.); *A Case in Point*; *Three Times Three* (Small Business Administration); *Sabaru 360* (Subaru of America); *On An Average Day* (Sanders Assoc.); *A Day at Willowbrook* (Tom Fuller); *Let's Go Dutch* (York Valley Inn); *Philadelphia Centers* (National Foundation/March of Dimes); *Electromagnetic Fields & Waves - Computer Graphics* (University of Penna.); *Needle Aspiration of Breast Cysts* (Temple University Health Sciences Center); *The Master's Touch* (Robm and Harlow Co.). TV COMMERCIALS: *Renuzit Spray Wax Starch*; *Hanover Foods* (Kalish, Spiro Walpe & Ringold); *First National Bank of Wilkes-Barre* (John Mc Andrew); *Spring Garden Project* (Smith, Kline & French/N. W. Ayer); *The Guide Weekly Spots*; *Subaru of America*; *Strawbridge & Clothier* (WFIL/TV); *Polident*; *Compound W*; *Griffin*; *S. S. Pierce*; (Filmex); *Chinese Room Service* (Grey Advtg.). MAJOR PRODUCER SERVICES: for Bethlehem Steel Corp Sun Oil Co.; RCA; Penn State University; d Pont Co.; General Electric; Smith, Kline French; Simonds Abrasive Co.; National Education Assoc.; Penna. Dept. of Public Instruction and Agriculture; Penna. Game Commission Lutheran Church in America.

LeRoy Motion Production Studios

1205 E. Cliveven St., Philadelphia, Pa. 19111

Phone: (215) LI 8-6911

(See complete listing under New York City)

RALPH LOPATIN PRODUCTIONS, INC.

1728 Cherry St., Philadelphia, Pa. 19103

Phone: (215) 561-2600

Date of Organization: 1958

Ralph Lopatin, *President*

Michael Levanios, Jr., *Vice-President*

Robert A. Wolber, *Vice-President, Gen. Mgr.*

SERVICES: Live photography, recording, animation, titling, editing, film distribution, filmgraph, stripfilms. FACILITIES: Air-conditioned studio, offices, editing rooms, animation dept, screening rooms with 16mm interlock; dressing rooms, workshop, camera loading room, 16 & 35mm synchronous cameras; Magna-Tech sync sound equipment; editing, lighting, doll; Moviola.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Monroc Means Business* (Monroe Auto Equipment Co.); *Fram Advancing 1965-69* (Fram Oil Filters); *Annual Stockholders Report* (Philadelphia Electric Co.); *Tetran* (Pennsalt Chemical Co.); *The Sale in 16 Steps* (Pennsylvania Liquor Control Board).

NFL/AFL FILMS, INC.

250 N. 13th St., Philadelphia, Pa. 19107

Phone: (215) LO 3-6413

Branch: One Rockefeller Plaza, Suite 79
New York, N.Y. 10020 Phone: (212) 767-2050

Ed Sabol, *President*

Harry Weltman, *Vice-President*

John J. Hentz, *Vice-President charge of Production*

John Mullen, *Business Manager*

Arthur Spieller, *Production Manager*

Chris Shoch, *General Manager*

SERVICES: Official motion picture production unit for member teams in the NFL/AFL. FACILITIES: All necessary equipment and facilities.

ies for production of all phases of NFL/AFL football.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *NFL Action* (American Express Co.); *AFL Highlights* (Piel Brewing Co.); *Lombardi* (United Airlines); *All-Pro Show* (Bell and Howell); *Game of the Week* (American Air Lines).

I. M. PRICE AUDIO-VISUAL PRESENTATIONS

2100 Walnut St., Philadelphia, Pa. 19103
Phone: (215) LO 8-1683

Date of Organization: 1962
John M. Price, *Owner & Producer*
Elizabeth S. Price, *Production Asst.*

SERVICES: Multiple projection audio-visual shows; slidefilms; motion pictures; sound tracks for films; script and design service. A complete projection service, specializing in the creative aspects of film and audio-visual presentations. **FACILITIES:** Complete equipment for sound projection, including 5 Ampex and 3 Nagra tape recorders; cameras for still and motion pictures; special equipment for motion pictures from still transparencies with optical effects and camera moves; facilities for art, design, and projection. **MOTION PICTURE:** *Exhibition Film* (Vincent Kling Assoc/United States Mint); **SLIDEFILMS:** *The Expanding Spectrum of P/M Properties* (Metal Powder Industries Federation); *Checking Plus* (Girard Trust Bank); *Watch Autocor* (White Motor Corporation). **MULTI MEDIA:** *The Cyclorama of Health* (Lankenau Hospital).

TEL RA PRODUCTIONS

344 North Broad St., Philadelphia, Pa. 19102
Phone: (215) LO 9-3920

Date of Incorporation: 1948
Bill Orr, *President*
Austin Love, *Vice President & Treasurer*
Bosh Pritchard, *Vice President, Sales*
Conley Benfield, *Production Manager*

SERVICES: Complete 16mm editing and conforming services. Creation and production of sports subjects for T.V. sponsorship sales promotion, business and industrial films. **FACILITIES:** Research and scriptwriting staff, recording and projection equipment, Steinbeck editing machines.

MOTION PICTURES: 1968 *College Football Highlights* (Syndication); 1968 *Kodak All American Team* (Kodak-Chevy); *Spotlight on Sports* (Miller Brewing Co.); *NCAA Basketball Champ.* (Pepsi-Cola); *Wonderful World of Sports* (Shell Oil Company).



Dynamic Films, Inc.

130 Seventh St., Pittsburgh, Pa. 15222
Phone: (412) 471-2780
William Matthews, *Manager*
(See complete listing under New York City)

INTER COM

(International Communications Co.)

130 Seventh Street, Pittsburgh, Pa. 15222
Phone: (412) 471-1632

Date of Organization: 1967
William W. Matthews, *President*
B. F. Jones, *Manager*

SERVICES: Still and motion picture photography, directors and producers, associates located throughout United States and around the world. **FACILITIES:** All camera equipment, lights, technical know how and experience.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: Three productions for U.S. Steel Corporation. Koppers Company, and University of Wisconsin.

WILLIAM W. MATTHEWS & CO., INC.

130 Seventh Street, Pittsburgh, Pa. 15222
Phone: (412) 471-2780

Date of Organization: 1960
Date of Incorporation: 1966
William W. Matthews, *President/Producer*
Katharine W. Matthews, *Vice-President*
Anita W. Rice, *Secretary, Treasurer*
Louis Sisk, *Vice President, Production*
B. F. Jones, *Vice President, Planning*
Bernadette Onaitis, *Traffic Coordinator*
Don Lew, *Lecturer, Advisor* (Alfilms, Inc.)
Alan Amsler, *Art Consultant*

SERVICES: Industrial motion pictures, shows, filmstrips, slide shows, TV-PR films, writing, photography, editing and film recording. Also sales meetings and presentations. **FACILITIES:** Studios, portable lighting and camera equipment for 8/16/35mm motion picture production. Still photography.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Modern Axle Making*; *Tar/Asphalt* (U.S. Steel Corp.); *Roofline* (Koppers Company). **TV COMMERCIALS:** Five for Duquesne Brewery; 6 services for Penna. State Library.

RAY STEWART FILM PRODUCTIONS

925 Penn Avenue, Pittsburgh, Pa. 15222
Phone: (412) 391-6458

Date of Organization: 1965
Ray Stewart, *Executive Producer*

SERVICES: Sales promotion, public information and documentary films in 8/16/35mm. Travel and location photography. Filmograph productions and collateral services, editing and photography. **FACILITIES:** Cameras, sound recording and editing equipment; special equipment for Filmograph and multi-screen presentations and interlocking motion picture and slide projection equipment. Camera equipment and photo lab for still photography.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Step Lap Core Production* (Westinghouse Electric); *Treasure Lake* (Mare & Company); *All-Pro Chicken* (All-Pro Chicken, Inc.); *Union National Bank* (Fahlgren & Co.); *FESCO Square Can* (Robert L. Stevenson, Inc.).



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

Other Pennsylvania Cities

CINEVISION ENTERPRISES

417 Maplewood Ave., Springfield, Pa. 19064
Post Office Box 310

Phone: (215) 544-4444, 543-7336

Date of Organization: 1968
Paul A. Litecky, *Executive Producer*
Harry Cannon, *Production Manager*
Felice Litecky, *Office Manager*

SERVICES: Complete film communication services. Industrial, educational and promotional film production, TV commercials, slidefilms. Specialists in technical and educational underwater film production. **FACILITIES:** Full range of location and studio camera and lighting equipment. Arriflex, custom-modified Cine Specials, Eclair NPR Cameras, newest Colortran Quartz lighting and accessory equipment. Custom-designed 16mm underwater cameras, Nikonos and Rolleimarin underwater still cameras, generator-powered quartz u/w lighting equipment. Moviola-equipped editing rooms. Stage facilities available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *New Life for the Land* (State of Hawaii); *Pennsylvania's Flaming Fall Foliage* (C.E. Corporation). **TV COMMERCIALS:** for Wool Bureau; Stephen-Leedom Carpets; Botany 500; McGregor-Doniger; Stevens-Gulistan Carpets; Wool Carpets of America; Philadelphia Carpet Co.; **SPECIAL ASSIGNMENTS:** for Public Broadcast Laboratory.

CORNELL VISUAL AIDS COMPANY

6910 Market St., Upper Darby, Pa. 19082
Phone: (215) JA 8-5494

Date of Organization: 1958
L. W. Cornell, *Creative Director*
R. A. Parker, *Photography*
L. M. Matys, *Sound Recording*
L. Kneller, *Production*

SERVICES: Audio-visual presentations: slides, filmstrips, sound slidefilms, associated promotional literature, sales and service. **FACILITIES:** Two sound recording studios with 5 Ampex recorders, still photography and motion picture studios, Sickles animation stand for filmstrips and slides, hot-press titling - 41 type fonts, color and B&W darkrooms, screening rooms, motion picture editing room and facilities for interlock screening, space for 12 additional artists when required.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Youth Ministry* (Lutheran Church in America); *Northeast Forestry Teamwork* (U.S. Forest Service). **SLIDEFILMS:** *Tell It To A Woman* (U.S. Forest Service); *Good-All Is There* (Goodall Rubber Co.); *Partners In Research* (Biosciences). **MULTI-MEDIA:** *Meet Today's Yarway* (Yarway Corporation).

HENRY GREGG, INC.

413 Upland Road, Havertown, Pa. 19083
Phone: (215) 446-5143

Date of Organization: 1947
Date of Incorporation: 1967
Henry Gregg, *President*

SERVICES: Audiovisual consultant service, scripts; production of slide presentations, sound slidefilms, motion pictures; sales meetings, sales training and employee training programs, sales presentations; sales promotion and public relations programs. **FACILITIES:** Art, photographic, filmstrip, motion picture and recording facilities available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Greer Roller Bed Systems*; *Greer Continuous Bar Production Systems*; *Greer Drum Cooler Systems*; *Greer Multi-Tray*

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

PENNSYLVANIA CITIES

Freezer Systems (Greer Division, Joy Mfg. Co.); *SLIDEFILMS: Where The Action Is!* (Roteck, Inc. T. R. Sundheim, Inc.).



MUTSCHMANN FILMS, INC.

520 Lincoln Highway, Frazer, Pa. 19355
Phone: (215) 647-2260

Date of Organization: 1964

W. F. Mutschmann, *Executive Producer*
David B. Pollock, *Vice President, Marketing*
Marc S. Asch, *Vice President, Production*
M. G. Mutschmann, *Office Manager*

SERVICES: Original concept through creative production to distribution. Motion pictures, videotape, closed circuit TV, film strips, slide films & multi-media productions of corporate communications programs for public and employee attitude development; industrial recruitment and training; sales incentives and customer relations; government, educational, medical, community relations and fund-raising presentations. Consultants to in-plant audio-visual departments. Arts and design for animation. **FACILITIES:** Motion picture and videotape sound studio. Sound recording, Eclair, Arri and Cine cameras, lighting equipment, 35 16 8mm film editing, projection. Ampex 1" helical, scan Videotape recorders plumbicon cameras, special effects generators, multiplex film chain, electronic editing. Completely mobile for VTR location productions. A-V Communications Demonstration Van.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Great Chase* (Optical Scanning Corp.); *Mountains of Oil* (Oil Shale Corp.); *New Standard of Excellence* (The Bendix Corporation); *For A More Beautiful America* (Goldstar Processing). **MULTI-MEDIA:** Optical Scanning Corp.; Perkin-Elmer Corp.; Aerodex, Inc. **TV COMMERCIALS:** *Septa* (Louis & Gilman).



WALTER G. O'CONNOR COMPANY

100 N. Cameron St., Harrisburg, Pa.
Phone (717) 234-5925

Branch Office: 320 E. 52nd St., New York, N.Y.

Date of Organization: 1952

Walter G. O'Connor, *President*
George A. McNulty, Jr., *Vice-President & Exce. Producer*
James S. Campbell, *Creative Director*
Thursby S. Pierce, *Art Director*
Donald B. McElwin, *Director of Photography*
J. Thomas O'Connor, *Production Manager*

SERVICES: Script to screen production of motion pictures and slidefilms, including public relations and public service, industrial training and sales, educational, reports, live action and animated TV commercials. Also disc recordings, etc. **FACILITIES:** 4,600 square feet studio space including sound stage; post-recording, projection, sound recording and mixing rooms; editing; animation stand; complete basic filming equipment; art department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Palletizing For Profit*; 1968 - *Color It Great*; *The Flooring Craftsman*; *Once Up and Done* (Armstrong Cork Co.); *Measure of a Man* (Hamilton Watch Co.); *Control For Heating Economy* (York-Shipley, Inc.); *I Didn't Think* (Department of Revenue); *Benefits Program* (AMP, Inc.); **SLIDEFILMS:** *What A Wonderful World To Hear* (Keystone Sight and Sound); *Generation Show*; *Power Forum Show*; *Crazy Car* (Westinghouse). **TV COMMERCIALS:** For Armstrong Cork Co. (5); Public Service Series (Commonwealth of Pa. (3)).

H. G. PETERS & COMPANY, INC. (formerly Production Associates, Inc.)

525 Mildred Ave., Primos, Pa. 19018
Phone: (215) 626-6500

Date of Organization: 1959

Hugh G. Peters, *President*
Alessio dePaola, *Director*
Richard E. Kilbourne, *Controller*
Dianne Stewart Peters, *Secretary/Assistant Treasurer*
Lowell Shaffer, *Vice President-Production*
Peter Montefusco, *Director of Photography*
E. Warren Vosburg, *Vice President, Sales*
John Burke, *Director of Photography*
Frank J. Hines, *Director of Animation*
Louis Petrucci, *Audio Engineer*
Frank Heininger, *Special Effects*

SERVICES: Motion pictures; slidefilms; TV commercials; macro and micro photography; time lapse, high speed, motion study. **FACILITIES:** Three sound stages; 90' x 70' sound stage with full grid system and dimmers; continuous eye 700' x 24'; fully staffed creative department; scenic design and construction; complete music and effects library; all 14" 16 35mm dubbing and mixing; screening theatre with mixing, dubbing and narration to interlock 16 35mm projection; newest Altec consoles; radio spot cartridges; etc. **Equipment:** 16 35mm Mitchells, 16 35mm Arris, Nagra and Ampex sync recorders, Elemac and Moviola crab dollies; latest Oxberry stand with 16 35mm aerial image, multi-plane and programmer; two Ampex VTR 2000's with editex; RCA film and slide chain; switching 5 Conrac monitors; 10 channel audio, three Norelco cameras. Videotape installation not complete until May 1, 1969.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *S. S. Manhattan* (Humble Oil); *C-COS*; *Revolution in Circuitry* (RCA); *The Quiet Revolution* (Philadelphia Gear); *Aldyl 'A'* (Du Pont); *Futures Unlimited* (Electronics Industries); *Wood, Water & Wisdom* (Scott Paper); *MOVING!* (New Holland). **TV COMMERCIALS:** Bell Telephone; Fidelity Bank (Gray & Rogers); Wise Potato Chips (Lynn Organization); Wurlitzer (Schaefer Advertising); Atlantic Refining; C & P Telephone (N. W. Ayer); Niagara Mohawk (BBD&O); Gino's (Lewis & Gilman); RCA (J. Walter Thompson).

ALABAMA

INTERLOCK FILM STUDIO, INC.

1216 South 20th St., Birmingham, Ala. 35205
Phone: (205) 251-0707

Date of Organization: 1968

Abe Fawal, *President*
Arnold Powell, *Vice President, Theatricals*
Charlotte K. Gafford, *Vice President, Story Department*
Ferris S. Ritchey, Jr., *Secretary-Treasurer*

SERVICES: Total production of: Documentaries, political profiles, public affairs coverage, television spots, television specials, short theatricals, full length features. **FACILITIES:** Complete interior and exterior production equipment, writing, directing and editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Fiesta '65* (Birmingham Festival of Arts); *Cut Through the City* (Harbert Construction Corp.); *A New Look At The Old Address* (Sears, Roebuck & Co.).

SPOTTSWOOD STUDIOS

2524 Old Shell Rd., Mobile, Ala. 36607
Phone: (205) 478-9353

Date of Organization: 1952

Manning Spottswood, *Owner, Producer*
George Layne, *Production*
Maribeth Spottswood, *Office Manager*
John S. Spottswood, Jr., *Production*

SERVICES: Producers of 16mm films, slide

films, filmstrips, television commercials, commercial photography. **FACILITIES:** Equipped for all types of sound and silent motion picture and filmstrip productions; location photography. **Equipment** includes Arriflex, Bach-Auricon cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Azalea Trails in Old Mobile II* (Azalea Trail, Inc.); *Take Me Up* (Methodist Childrens Home of Ark.); *Paths to Skills* (Drake Technical School); *Shipyard of Future* (Littou Industries); *Come Home With Me* (Miss. Baptist Children's Home).

FLORIDA

THE BARTON FILM COMPANY

4553 Waller St., Jacksonville, Florida 32205
Phone: (904) 389-4541

Date of Organization: 1953
Reorganized: 1965

Donald E. Barton, *President*
Lee O. Larew, *Vice President*
Neil Mengel, *Photography*
Ronald L. Kivett, *Sound*
John J. Orsulak, *Editing*
Gladys Carroll, *Office Mgr.*
Betty Seiter, *Secretary*

SERVICES: Production of complete motion pictures for industry, government, education and entertainment; TV commercials and producer services. **FACILITIES:** Sound stage 40' x 60' with heavy-duty lighting; 16mm and 35mm photographic gear; hydrodolly; interlock projection; complete editing facilities; music and sound effects library; animation and title stand; hot press titles; sound dubbing and mixing; talent file.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Rock In A Weary Land* (The Elsworth Davis Family Foundation); *Frontier Florida* (Florida Board of Parks & Historic Memorials); *Suwannee Adventure* (Suwannee River Authority, Stephen Foster Memorial Comm.); *Gator Bowl Highlights* (Gator Bowl Association); *Prove It* (United Fund). **TV COMMERCIALS:** *Florida Natl. Bank* (West & Evans, Inc.); *Sunbeam Cakes*, Quality Bakers of America (Q.B.A. Advertising); *Tourist Spots* (State of Florida).

CINEMATOGRAPHY

512 S.W. 4th Pl., Ft. Lauderdale, Fla. 33315
Phone: (305) 522-7709

Date of Organization: 1967

Richard Winer, *Cameraman-Producer*
Rita Winer, *Secretary*

SERVICES: Documentary, underwater, commercials, theatricals, etc. Write for literature and details. Also second unit cinematography. **FACILITIES:** Arriflex, Auricon & Rebikoff underwater cameras, two man submarine w/camera mounts, 42' diesel auxiliary sailing camera boat Bahama and Caribbean locations.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Commander '60* (Chris Craf Corp); *Dead Reckoning* (Orson Welles Productions); ABC-TV Documentary Dept.; (NBC-TV, U.S. Army); John Sughrue Productions; Mike Douglas Show; Now in production a 1 hr. TV special *The Devil's Triangle*.

CORONADO STUDIOS

266 N.E. 70th St., Miami, Florida 33138
Phone: (305) 751-1853

Date of Organization: 1961
Date of Incorporation: 1962

Fred L. Singer, *President*
Julio Chavez, *Director of Photography/Editorial*
Rita S. Castaldo, *Secretary*

SERVICES: TV commercials, documentaries, sale films. Producer/distributor for Audiscan system. **FACILITIES:** 16/35mm editing rooms, 60x70 ft. shooting stage with 60 ft. cyclorama, dressin

nd make-up room, 16/35mm cameras, Nagra
und system.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Mrs. America-Art Link-
tter (Beeline Fashions). SLIDEFILMS: *Volare*
ales Presentation (Volare Shoes). TV COMMER-
CIALS: *Family & Love* (Mexana Medicated
otion/Lake-Spiro Shurman/Plough Inc.);
agic Twins (Q. T. Sun Tan Lotion/Lake-
piro-Shurman/Plough Inc.); *Disposal Gar-
age Bags - Units* (Piper Bags/Lennen &
ewell); *Dexter-Bank Americard* (FNB of
emphis/Simon & Gwvnn); *Chess and Gene
arazan* (Matco Island/Deltona Corporation/
atrick Duffy/Mackel Brothers); *M/S Star-
ard and M/S Sunward* (Norwegian Car-
ibbean Lines/Stern Hays & Lang); *Carl
azstremski Offer* (John E. Cain Co./Harold
abot & Co.); *North Atlantic Fish Sandwich*;
100,000 *June Giveaway*; *Little Leaguer*;
chnitzelbank; (Burger King/Hume, Smith
Mickelberry); *Treasure Beach*; *Interlachi-
akes Estates* (Webb Realty Assn./Hume,
mith Mickelberry); *Mutual Finance & Family
inance*; *Community Finance* (Family Finance/
Hume, Smith Mickelberry); *Savings Retirement*;
Mortgage-No Prcpayment; *Savings-In-
estment*; *Savings Education*; *No Interest 60
Days*; (1st Federal Savings & Loan of Miami/
Hume, Smith Mickelberry); *Hialeah*; (Hi-
leah Race Track/Hume, Smith Mickelberry);
Motor Cycle; *Airconditioner*; *Batteries* (Sears/
Hume, Smith Mickelberry); *Carbon Monoxide*;
Inventory; *Crazy Car-Brakes*; *Specialists* (Sears/
Hume, Smith Mickelberry); *Self Rental Moving
ans* (U-Haul/Marshall I. Simmons).

CREATIVE CONSULTANTS/SOUNDAC

Formerly Soundac Color Productions, Inc.

249 N.W. 199th Street, Miami, Florida

P.O. Box 2167, Hollywood, Florida 33022

Phone: (305) 625-3636

Date of Organization: 1952

Robert D. Buchanan, *President*

Clarence M. Schleh, Jr. *Vice-President, Dir.
Production*

Robert Biddlecom, *Technical Director*

SERVICES: Animation and graphic art for TV,
sales training, education, public relations; spec-
ializing in animated syndicated services for
TV. Advertising consultation and creation of
point-of-sales material. Special experience in
Spanish language production for TV adver-
tising. FACILITIES: Complete production equip-
ment for 16mm color; Oxberry animation stand;
Maurer, Arriflex Doiflex cameras; lighting and
sound equipment for studio and location pro-
duction.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *You'll Like The Change*
(Jamaica Information Services). TV COMMER-
CIALS: *Libby's Nectars* (Libby Foods/Lennen
& Newell Advertising Agency); *Gold Crown
Malt Liquor* (D & G Corporation/MacMillan
Advertising Agency); *Decimal Currency* (Ja-
maica Information Service/Corbin-Compton
Limited); *Country Crisp Chicken* (Red Barn
Systems/Campbell-Dickey Advertising).

FILM PRODUCERS SERVICE, INC.

6325 S. W. 106th St., Miami, Florida 33156

Phone: (305) 667-5100

Date of Organization: 1961

Clifford Poland, *President, Cameraman*

Jim Pergola, *Cameraman*

SERVICES: 35mm/16mm cameras, camera cars,
electric and grip equipment. We package crews
and equipment to Producers all I.A.T.S.E.
FACILITIES: Mobile units - specializing under-
water, aerial and helicopter rigs - feature films,
commercials, documentaries, 2nd unit produc-
tion/process and plates.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Project 80* (Lincoln/Mer-
cury/Tom Thomas Org.); *Hello, Down There*

(Paramount Tors); *Lady in Cement* (20th Cen-
tury Fox); *Mission Mars* (Red Ram Prods);
Fireball Jungle (Americana Entertainment);
The Chase (Playboy Magazine/Pimm Prod.);
Slaves (Theatre Guild Prods.); TV COMMER-
CIALS: Cool Ray Polaroid; Diet Rite Cola; Min-
nie Pearl Fried Chicken; Allied Chemical (Tele
Video Productions); Kinney's Shoes (W.C.D.
Inc.); Gentle Ben (Ivan Tors Studios); Rey-
nolds Aluminum (Elektra Film Prod.); West-
inghouse Refrigerator (Skyline Prods.); Post
Alpha Bits (Pelican Prods); Goodrich P. F.
Flyers; Oscar Meyer Hot Dogs (Ivan Tors Stu-
dios); Pan American Airlines (P.G.L. Prods.);
Cherron Island (Schnitzer Prods.); Sherwin
Williams (Stallion Prods); Shell Oil (Directors
Group); Flair Cigarettes (Toga Films/Ted
Bates); Dentyne (Gryphon Productions); Pitts-
burgh Plate Glass; Alcoa; Necco Candies (Hen-
kin-Faillace Productions).

GOODWAY, INC.

2801 E. Oakland Park Blvd., Ft. Lauderdale,
Florida 33306

Phone: (305) 563-3166

Date of Organization: 1929

Beryl J. Wolk, *President*

Donald L. Wolk, *Exec. Vice President*

Stuart B. Melver, *Manager, Writer-Director*

David R. Englund, *Director of Photography*

Richard B. Logan, *Editorial Director*

Robert Darrach, *Art Director*

Robert Legler, *Sals*

SERVICES: Production of 16mm industrial, busi-
ness, sales promotion, training, public relations
and technical motion pictures and filmstrips
from research and script to release printing. TV
commercials. FACILITIES: Studio, editorial and
office facilities; Arriflex, Bell & Howell cam-
eras; Moviola; Magnasync sound recording
equipment; interlock screening; lighting equip-
ment; equipment for underwater photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Park That Went To Sea*
(Florida Board of Parks and Historic Memori-
als); *Alligator* (Central & Southern Florida
Flood Control Dist.); *The Eagle That Shrank
the World* (Pratt & Whitney Aircraft, Hartford,
Conn.); *One Picture is Worth A Thousand
Printouts*; *Jet Engine Progress Report* (Pratt
& Whitney Aircraft, W. Palm Beach) TV COM-
MERCIALS: *Home Milk*; *Trim-Twist* (Ted Car-
lon Agency, Inc.); *1st National Bank*; *Furni-
ture Plaza* (Campbell-Dickey Advtg.); *Freddy
the Friendly FCD Alligator* (Central & South-
ern Florida Flood Control Dist.).

PROUT FILM PRODUCTIONS, INC.

2000 North Mills St., Orlando, Fla. 32803

Phone: (305) 841-4836

Date of Organization: 1966

Branch Offices: 3379 Peachtree Rd. N.E.,
Atlanta, Georgia. Mr. Roland Woodall,
Account Executive

666 N.E. 125th St., Miami, Florida. Mr.

Roger Harvey, *Account Executive*

507 Bond St., Asbury Park, N.J. Mr. How-
ard Isherwood, *Account Executive*

Beachway Boulevard, Suite 5, Jacksonville,

Our Credo for Reference Quality

There will always be more "names"
of so-called "producers" in phone books
or other directories because these Pro-
duction Review listing pages are re-
stricted to those companies who meet
our stringent requirements for reference
data needed by film buyers. With no
charge made for any listing in this Re-
view, we reserve the right to maintain
a high standard of reference quality. Be-
cause we do, this book is the accepted
authority used in agencies, business and
government throughout the year.



SOUTHEAST REGION

Fla. Mr. Tom Davey, *Account Executive*
5445 Marier St., Suite 313, Tampa, Flori-
da. Mr. Howard Oleson, *Account Executive*
2000 N. Mills Ave., Orlando, Florida. Mr.
Bob Cavanaugh, *Account Executive*

Charles D. Prout, III, *President*
George Caron, *Vice President Marketing*
L. E. Hamilton, Jr., *Vice President*
Administration

Robert Elliot, *Account Executive*
Alta McIntyre, *Account Executive*
Betty Cochran, June Drake, *Writer/Directors*
Phyllis Smith, Cindy Smith, *Writers*
Joseph Hoover, *Director/Photographer*
Thomas Hallick, *Narrator*
Richard Corwin, *Art Director*
Gordon N. Smith, *Producer/Director*
Steve Benson, *Asst. Director/Editor/Camera-*
man

James Britton, Talbert Gray, *Motion Picture*
Cameramen

Richard Parks, *Still Photographer*

SERVICES: Motion pictures, slidefilms, filmstrips,
TV films, and commercials; live action; simple
animation. FACILITIES: 5,000 sq. ft. studio, lab-
oratory, title press 16, 35mm production, edit-
ing equipment; sound recorder; interlock pro-
jection; still department; negative cutting; art
department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: MAX PAX (Maxwell House
Coffee); *Tomorrow Is Now* (National Educa-
tion (Assoc.); *Ideas* (Mastech Computer Sys-
tems); *A Great Place to Live* (Florida Devp.
Comm.); TV COMMERICALS: Sports Illustrated.

PROUT FILM PRODUCTIONS, INC.

Beachway Boulevard, Suite 5, Jacksonville,
Florida

Mr. Tom Davey, *Account Executive*

(See complete listing under Orlando, Florida)

PROUT FILM PRODUCTIONS, INC.

5445 Marier St., Suite 313, Tampa, Florida

Mr. Howard Oleson, *Account Executive*

(See complete listing under Orlando, Florida)

PROUT FILM PRODUCTIONS, INC.

666 N.E. 125 St., Miami, Florida

Mr. Roger Harvey, *Account Executive*

(See complete listing under Orlando, Florida)



REELA FILMS, INC.

(Division of Wometco Enterprises, Inc.)

65 N.W. Third Street, Miami, Fla. 33128

Phone: (305) 377-2611

Date of Incorporation: 1951

Stanley L. Stern, *President*

F. F. (Ted) Sack, *VP/General Manager*

Hal Burnett, *Laboratory Manager*

Trevette Wilson, *Technical Director*

Joe Romano, *Business Manager*

Ed Thompson, *Still Dept. Manager*

Les Heier, *Production Supervisor*

SERVICES: Laboratory; processing of 35mm color
& b/w positive negative, sound tracks, hi-con-
trast; 16mm color & b/w positive negative, and
reversal positive negative equipment is hi-speed
spray, color reversal equipment is hi-speed with
Ektachrome Commercial Original (ECO 7255)
and ME 4 (ER) capabilities. Printing: double
8 16 35mm and super 8mm, blow-up 2nd
35 16 reduction, scene-to-scene color correction
on B&H Model C plus full line of contact print-
ing on B&H and DuPugh equipment. Ultrasonic
cleaning; 16 35mm print-thru or yellow-lettered
edge numbering. Sound: Studio & location re-
cording (Nagra, Ampex, Magna Sync, sync or
wild; 16 35mm multi-channel mixing; 16 35mm

SOUTHEAST REGION:

RCA optical transfers, 16 35mm interlock projection for screening or post recording; music and sound effects selection. Editorial: complete editorial services including 16-35mm editing equipment. Animation art, preparation and photography. Kinescope transfers of video tape recordings; film vaulting and library print service. Complete variety Eastman Kodak professional film products. Contract production crews and personnel and special requests. FACILITIES: 40' x 45' sound stage complete with lighting control boards, dark room & dressing rooms. 2 fully equipped recording studios complete with dubbing, narration and projection facilities. Franchised Technicolor 2nd Fairchild 8mm cart-rdging.

RECENT PRODUCTIONS AND SPONSORS
TV COMMERCIALS: *Scaquarium '68*; *Egg Into Animal*; *The Homely Mollusk*; *The Unusual Fish* (Educational)

LAWRENCE SMITH PRODUCTIONS, INC.

3024 Lenox Ave., P.O. Box 6712,

Jacksonville, Florida 32205

Phone: (904) 389-1334

Date of Organization: 1963

Date of Incorporation: 1965

Lawrence V. Smith, *President*

Edward A. Kennedy, *Vice President*

Dorian P. Smith, *Secretary*

Sheila D. McCullers, *Business Manager*

Jeanette Kennedy, *Treasurer*

Donald H. Frady, *Sound Services*

Mary Moran, *Administrative Asst.*

SERVICES: production of 16 & 35mm motion pictures for government, industry, education, public relations and promotion. Specializing in TV commercials, sponsored newsfilms, documentaries and slide presentations. Production staff providing outside producers, writing, directing and editorial services. FACILITIES: 25 x 40' air-conditioned sound stage, with adjoining dressing rooms; 16 & 35mm Arriflex, Auricon & B&H cameras. Complete studio and location sound equipment, mike booms, mixers, portable sync-generator recorders. Animation and titles. Complete editing services with interlock systems and Moviola.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Washington Newsletter*; *12 Hours of Sebring*; *Ikhartu Lakum*; *Washington Correspondent*; *Latin America, One Step Forward*; *Al Nader*; *Galaxy-C5A*; *The Employable*; *Unemployables* (U.S.I.A.); *The Celebrity Golf Game* (Radcliffe Advertising, Inc.). SPONSORED NEWS FILMS: *Rattle Snake Round Up*; *Fountain of Friendship* (City of Jacksonville); *PX-15 Submarine* (State of Florida); *Back To School*; *Good Seeing Habits*; *Holiday Safety* (Florida Highway Patrol); *Daytona 500*; *Rebel 400*; *Firecracker 400*; *World 600*; *Southern 400*; *American 500* (Ford Motor Co.). TV COMMERCIALS: *Bank Blood* (Cross & Sword Pageant/Becker/Powers); *Comparison Shopping*; *Why Buy Steak*; *Fresh Produce*; *Supermarket Time*; *Everyday Low Prices*; (Pantry Pride Food Stores Radcliffe Adv., Inc.); A series of political TV spots for State Representatives Wertz Nease and Grey Weber (William Cook Advertising, Inc.); *Eddy Arnold Farmbest Spokesman* (Farmbest Dairies William Cook Advertising, Inc.); State Senator Dan Scarborough (Becker & Powers); *Ole Bus* (Werring Advertising, Inc.). PRODUCER SERVICES: Vavin Inc.; Telco; Car and Truck Productions; Autolite; Florida Forest Service; Florida Highway Patrol; Kieckhafer Corporation; Ford Motor Co.; Memco; Allegro Film Productions, Inc.



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

THE SMITH STUDIO INC.

(Formerly Fletcher Smith Studio, Inc.)

259 S.W. 21st Terrace, Ft. Lauderdale, Fla. 33312

Phone: (305) 581-7300

Date of Organization: 1932 (New York City)

Date of Incorporation: 1944 (New York City)

Fletcher Smith, *President*

Janet Smith, *Vice-President*

SERVICES: Sound recording and mixing, multiple track sel-sync equipment, motion pictures, filmstrips, tape and cartridge duplicating. FACILITIES: Studio 25x40, editing room, projection, location sync recording, all sizes of film or tape equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Port Everglades Vol. 2* (Port Authority); *City With A Future* (City of Margate); Florida Trails (self). SLIDEFILMS: *Desalinization*, 4 films (Westinghouse) RADIO SHOWS: Syndication with Ralph Houk, Yankee Manager.

HACK SWAIN PRODUCTIONS, INC.

1185 Cattlemen Rd. P.O. Box 10235

Sarasota, Fla. 33578

Phone: (813) 955-1706

Date of Organization: 1960

Hack Swain, *President*

Tony Swain, *Exec. Vice-President*

Mike Swain, *Vice-President*

Marie Swain, *Secretary-Treasurer*

John C. Thomas, *Vice President, Director of TV Production*

SERVICES: Production of 16mm industrial, educational, documentary and training films; TV spots; 35mm spots, slidefilms, filmstrips. FACILITIES: Sound stage - air conditioned - complete lighting; editing rooms equipped for 16mm & 35mm; 1/4" Nagra sync tape; Omega recorders & dubbers; 16mm Arriflex, Auricon cameras; 35 mm Cineflex; Mitchell available; interlock projection.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Port of Palm Beach* (Port of Palm Beach Authority); *Florida Chefs on Parade* (Florida Citrus Commission). SLIDEFILMS: *The County that Beats the Clock* (St. Petersburg Times); *REPORT to the People* (State Comptroller's Office); *Community of Opportunity* (Lehigh Area). TV COMMERCIALS: *Heiner's Bread* (John L. McCormick Advertising); *Gravelly Tractors* (VanSant Dugdale Advertising, Inc.); *Shawnee Airlines* (Neals & Hickok Advertising); *Spring Hill* (Patrick Duffy Agency); Florida Game & Fresh Water Fish Commission; Florida Education Assoc. Scholarship.

TEL-AIR INTERESTS, INC.

1755 N.E. 149th St., Miami, Florida 33161

Phone: (305) 949-8611

Date of Organization: 1960

Grant H. Gravitt, *President*

Charles Allen, *Vice President*

M. L. Gravitt, *Secretary-Treasurer*

Sonja Fader, *Creative Director*

SERVICES: Motion picture production, film strips and slide presentations, cinematography, editing, sound recording, scripts, record pressings,

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

high speed audio tape duplicating and distribution. FACILITIES: 16/35mm motion picture camera and editing equipment, 16mm-35mm sound recording with reversible inter-lock and pick-off recorders, 2 sound stages (48x70 and 30x48) narration and dubbing studio, 1/4" sync transfer and recording equipment, editing rooms.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Mullet Country* (U.S. Dept. of Interior); *Hialeah Highlights* (Hialeah Race Course); *Showcase of Champions* (Gulfstream Park); 1968 *Miss USA Pageant* (Miss Universe, Inc.); *Our World of Pageants*; *Art Linkletters Universe* (Beeline Fashions).

VAN PRAGG PRODUCTIONS, INC.

254 Giralda Avenue, Coral Gables, Florida 33134

Phone: (305) 443-6343

Jerry Winters, *Manager*

(See complete listing under New York City)

GEORGIA



CINEMA EAST/INTERFILM, INC.

1584 Tullie Circle, Suite 127, Drawer

13955K, Atlanta, Ga. 30324

Phone: (404) 633-4105 TELEX: 54-2484

Mobile Tele: 30844

Date of Organization: 1963

J. Hunter Todd, *Executive Producer*

Norm Kohn, *Art Director*

John Sammons, *Director*

Carole Forrester, *Production Coordinator*

Leonard Allen, *Public Relations*

Ben Gibson, *Production Manager*

Douglas Sumrell, *Executive Pilot*

Rikki Knipple, *Computer System*

SERVICES: Production of motion pictures: features, shorts, documentary, business, public relations, sales, educational, medical, technical, industrial, animation. Writers, storyboards, animators, still photographers, all related services. FACILITIES: 70, 65, 35, 16mm cameras and production equipment. Highs 300 and Jet Ranger helicopters w/ stabilizers (Lear Jet with air-to-air equipment available). Screening facilities with interlock, computex animation (Friden-Mitchell-Oxberry), underwater cameras, still lab, lenses from fish-eye to 2,000mm self blimped cameras. Videotape recorders.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Islands In The Sun* (Eastern Airlines); *Market Research* (Coca-Cola Co.); *The Land of Cotton* (Cotton Council); *Jack Lemmon TV Spots*; *One Magical Day* (Epilepsy Foundation); *History of the Movies* (Mini-Cinemas, International); *The Mindbenders* (Film Syndicate, Ltd.); *Religion In The Schools*, (Educational Communication Assoc.).

COLONIAL FILMS, INC.

752 Spring St. NW, Atlanta, Ga. 30308

Phone: (404) 875-8823

Date of Organization: 1947

Date of Incorporation: 1961

Taylor E. Hoynes, Sr., *President*

Clarence B. Glover, *Industrial Sales*

Taylor E. Hoynes, Jr., *Industrial Sales*

Richard Cantrell, *Industrial Sales*

Margaret A. Sullivan, *Editor, Writer*

SERVICES: Creators and producers of 35mm color slidefilms and slides and overhead transparencies for public relations, training, education and sales meetings. Art, photography, edi-



(G. E.); SLIDE PRESENTATION: *Factory Finishes* (Georgia-Pacific). TV COMMERCIALS: Four spots for General Electric. AUDIO VISUAL: Distribution Sales Operation (General Electric).

ETF PRODUCTIONS, INC.

1109 Commercial Drive, Lexington, Ky.
40505

Phone: (606) 233-0627

Date of Organization: 1966

Cecil R. York, *President*
Grant R. Erickson, *Vice President & Supervising Editor*
William E. Phillips, *Secretary & Creative Director*
Floyd A. Kron, *Treasurer & Cinematographer*

SERVICES: 16 and 35mm production, including: Creation, scripting, art, story board, photography, animation, sound, music scoring, editing and conforming for documentary, industrial, education, television commercials, theatrical shorts and commercials, public relations and promotion films, slide and filmstrip presentations. FACILITIES: General offices, conference and screening with Siemens, editing and film storage, music library, sound recording and transfer including Nagra and RCA equipment, studio stage and studio and location equipment including Arriflex, Bell & Howell, Mole-Richardson, Colortran and Moviola equipment.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Give A Helping Hand* (United Community Fund); *Pattern for Progress* (Lexington-Fayette County Planning Commission); *To Your Health* (City of Lexington, Kentucky); *Trees for Kentucky* (Kentucky Dept. of Natural Resources); 1968 *Blue Grass Fair* (Lions Blue Grass Fair); *Advance in Education* (Appalachia Educational Laboratory). TV COMMERCIALS: *Webber's Sausage Co.* (Gig Henderson Advertising, Inc.); *Jerry's Restaurants* (Abbott Advertising, Inc.); *Graves-Cox Clothing* (Graves-Cox & Co.); *Central Bank Series* (Central Bank & Trust Co.); *College Key Plan Series* (Kentucky Central Life Insurance Co.); 1968 *Blue Grass Fair Promotional* (Lions Blue Grass Fair); 1968UCF Campaign (United Community Fund); WSPD News Promotional (Focus Unlimited).

LOUISIANA

BROOKS READ & ASSOCIATES, INC.

P.O. Box 2345, Baton Rouge, La. 70521
Phone: (504) 343-1715

Date of Organization: 1965

Brooks Read, *President*
Maureen H. Read, *Vice-President*
Glenn Ducote, *Secretary-Treasurer*

SERVICES: Motion pictures, television commercials, news filming, audiovisuals for public relations, audio recording and duplication. FACILITIES: Small studio; single and double system sound filming equipment; recording and tape dubbing facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Kcogh; The Professional Touch* (Weill Strother); *View From the Bridge* (Baton Rouge Chamber of Commerce). MOTION PICTURE VIDEOTAPE: *Rum Dick Rum* (Louisiana Alumni Council); *Humphrey in Louisiana* (Louisianians for Humphrey-Muskie); *Your Man in Washington* (Congressman S. O. Long); *Labor for IIII* (Louisiana AFL-CIO); *Meet Judge Miller* (M. D. Miller Campaign); several TV programs for (U.S. Sen. Russell Long); TV COMMERCIALS: NEWSFILMS ETC.: for Louisiana Farm Bureau Federation; Public Affairs Research Council; Kirk Advertising; Louisiana

(State of Georgia Dept. of State Parks). TV COMMERCIALS: *Cannonball Tobacco* (Tucker Wayne Advtg.); *Merc Griffin Show; Miami News Show* (Delta Airlines/Burke Dowling Adams Adv.); *Long Distance Dialing* (Southern Bell Telephone, Tucker Wayne Advtg.).

TRANSWORLD PRODUCTIONS

18th Floor, Peachtree Center, Atlanta, Ga.
Phone: (404) 688-8825

Richard Sowerwine, *Manager*
(See complete listing under Hollywood, Calif.)

WILLARD & HARVEY, INC.

1842 Briarwood Rd., NE, Atlanta, Ga. 30329
Phone: (404) 634-2433

Date of Incorporation: 1967
Frank H. Willard, Jr., *President*
Phyllis Wilson, *Office Manager*
Judge E. Jackson, *Field Production Mgr.*
Sam Cravitz, *Sound Engineer*
Katie Burton, *Sales*
Blount Ferrell, *Writer*
James Rambo, *Cameraman*

SERVICES: 16 35mm motion pictures and sound slidefilms for business, public relation and education. Complete production and scripting services. FACILITIES: Film studio building, air-conditioned sound stage and editorial facilities, three 16 35mm editing rooms, animation, sound control and machinery rooms; screening room equipped for interlocks and print showing; recording equipment on 16mm edge track includes recorder, three-channel dubbers; Ampex 1/4" tape and turntables; 11-channel audio inputs; 16mm projector selsyn interlocked with dubbers for mixing and trail screening; 2 music libraries on disc and tape; silent and studio cameras; camera dolly, Mole-Richardson microphone boom, complete studio lighting and grip accessories in sound stage; location trailer; underwater blimps for 2 16mm cameras.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Weaving the Fabric of Safety* (West Point Pepperell); *After All, Have You Ever Built a Skyscraper?* (Life Ins. Co. of Georgia); *High Capacity Baling* (Lummus Cotton Gin Co.); *Annual Meeting; Road Show* (American Forest Institute).

KENTUCKY

CALVIN PRODUCTIONS - LOUISVILLE

(formerly Vogue Film Productions, Inc.)

P.O. Box 20126, 9701 Taylorsville Rd.,
Louisville, Ky. 40220

Phone: (502) 267-7436

Date of Organization: 1950

Michael J. Waddell, *President*
William DeJarnette, *Vice President*
Brian Roy, *Director of Cinematography*
Louis DiGiusto, III, *Director of Industrial Theatre Programs*

SERVICES: Total communication production services for 16 35mm pictures, filmstrips, slide programs, multi-media and industrial theater presentations for sales training, conventions, public relations, business, education and TV. FACILITIES: 16 35mm production equipment, 3600 sq. ft. sound stage with 40' plaster cyclorama, sound recording, dubbing, mixing, display set building facilities and custom color still laboratory.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Ambassador's Scotch; Usher's Scotch*; (Brown Forman); *Versatronic Washer; G. E. Custom Dispenser; Every-one Looking Is Buying* (General Electric); *Classroom Management* (Holt, Rhinehart & Winston). SALES MEETING: *John Carneau Wines* (Brown-Forman); *Refrigerator Sales Meeting* (General Electric); *Range Dept. Sales*

rial, writing and research services. Recording services available. Animation and production quality prints. FACILITIES: 14,000 sq. ft. housing equipment, business offices, etc.; photographic and animation equipment.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Cates Summer Pickle Push; Cates all Promotion*, (Bradham Advertising); *BankAmericard* (First Nat'l's Bank of Atlanta); *Alarm Systems* (Federal Security Systems); *Inventory Losses in Fashion Divisions* (Sears Roebuck & Co.).

PROVENCE PRODUCTIONS, INC.

467 Armour Circle NE, Atlanta, Ga. 30324
Phone: (404) 873-2966

Date of Organization: 1965

Gerald M. Crowder, *Head of Production*
Jerry Brown, *Administration & Sales*
Heyward L. Siddons, *Director, Producer*
George Watkins, *Producer/Director*
George Crain, *Production Manager*
Linda Hope, *Make-up and Wardrobe*
Erv Hinkle, *Customer Service & Traffic*
Richard Henderson, *Sales*

SERVICES: Motion pictures, TV films and commercials, productions in 16/35mm. FACILITIES: Creative department, air conditioned sound stage, insert stage, make-up and dressing rooms, 6/35mm editing rooms; 16 35 sound, studio location sound.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Man For All Georgians* Herman Talmadge Campaign Committee); *Charlie & The Thought Copier* (Nyematic Dictation Systems); SLIDEFILMS: *Fruitcake* (Benon's Bakery). TV COMMERCIALS: *Institutional* Goodbody & Co., Doremus Agency); *Institutional* (I. P. Stevens Fabrics/Leslie Agency); *Bank Americard* (South Carolina National Bank/Leslie Agency); *Smokey Bear Forest Fire Prevention* (National Advertising Council/Liller Neal Battle & Lindsey); *Personnel Recruitment* Southern Bell Tele & Tele./Tucker Wayne & Co.); *Institutional* (Maas Bros. Dept. Store/Liller Neal Battle & Lindsey); *Men's Fashions; Women's Fashions*; (Rich's Dept. Store/Liller Neal Battle & Lindsey); *Political* (The Herman Talmadge Campaign Committee/Gerald Raffoon Adv.); *Institutional* (Woodard & Lothrop Dept. Store. Harwood Martin Adv.); *Organs* (Kimball Piano Company/Zimmer, McClaskey & Lewis, Inc.); *Electric Heating* (Georgia Power Company); *Political* (Fletcher Thompson Campaign Committee/Beman & Williams Assoc., Inc.); *Automobiles* (Dodge/BBD & O); *Interior Paints* (Cook Paint Co./Garner/Lyon Adv.); *Charge Acct. Services* (Citizens & Southern Natl. Bank/BBD&O); *Mobile Homes* (AAA Enterprises/Intergroup Agcy); *Interior Paints* (Devoe Paints/Doe Anderson Adv.); *General Service* (Delta Airlines/Burke Dowling Adams); *Bank Americard* (Barnett Bank/Cargill, Wilson, Acree); *Pest Controls* (Orkin/Kinro Advtg.)

PROUT FILM PRODUCTIONS, INC.

3379 Peachtree Rd., N.E., Atlanta, Georgia
Mr. Roland Woodall, *Account Executive*
(See complete listing under Orlando, Florida)

SHELTON PRODUCTIONS, INC.

677 Antone St. N.W., Atlanta, Georgia 30318
Phone: (404) 355-0091

Date of organization: 1966

Joe Shelton, *President*
Doris Shelton, *V. President*

SERVICES: Full 16mm, 35mm and wide screen Cinema 110. FACILITIES: Complete production which includes 60' x 80' sound stage, sound mixing, interlocks, location power plants, process rear screen projection and editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Big Echo* (United Service Automobile Assoc.); *Out Door Georgia*

LOUISIANA

AFL-CIO; Chiropractic Assoc. of Louisiana; Guaranty Federal Savings & Loan; Louisianians for Humphrey-Muskie; Greater New Orleans AFL-CIO; Weill Strother; M. D. Miller Campaign; Governor John McKeithen; Ed Read Organization; Louisiana Alumni Council; WWL-TV; KNOE-TV; Capitol City Democratic Assoc.; Baton Rouge Independent Group; Joe Delpit Campaign; C. B. Knight Campaign; Sen. J. D. DeBlieux; Stanley Gross; KPLC-TV; KTBS-TV; KLFY-TV; KATC-TV; KTVE-TV; KSLA-TV; KTAL-TV.

TRIDENT FILM GROUP

56 Beverly Garden Dr., Metairie, Louisiana 70001

Phone: (504) 835-9S02 or 525-5666

Date of Organization: 1965

Dennis J. Cipnic, *Director-President*

Norman Thomas, *Dir. Cinematography-Vice President*

I. J. Cipnic, *Secretary-Treasurer*

SERVICES: Creative production of 16/35mm films and TV spots. Scripting cinematography, editing, location unit, sound recording, still photography (ASMP), story boards, artwork. FACILITIES: Studio 16/35mm equipment, sync or wild sound, 35mm to 4x5 still cameras and lab, in-house editing and graphics, set construction shop, full location capabilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Prelude to Happiness* (Bnai Brith); *The Mosquito Fighters* (Mosquito Control Association); *Wild Deer* (La. Dept. of Wildlife); *Victims of Duty* (Theatrical. TV COMMERCIALS: *Intl. City Bank* (Henderson-Saussy); *Plantation Fried Chicken* (Swigart Agency); and *Tonti Realty*.

NORTH CAROLINA

WALTER J. KLEIN COMPANY, LTD.

1214 Elizabeth Ave., Charlotte, N.C. 28204
Phone: (704) 377-1646

Date of Organization: 1948

Walter J. Klein, *President*

Elizabeth C. Klein, *Vice President*

John Burgess, *Sound Director*

Robert Klein, *Scriptwriter*

Richard Klein, *Account Manager*

Sandra Newton, *Distribution Director*

John Clifford, *Production Director*

SERVICES: Production, TV distribution, updating of 35, 16, 8mm motion pictures: television, sports, travel, sales, training, public relations, industrial and technical. Charter member, International Quorum of Motion Picture Producers. FACILITIES: Own building and 4-acre lot with sound stage, Amega interlock, screening rooms, editing rooms. TV distribution offices, publicity & art services, Eclair, Arriflex cameras, Amega, Ampex, Nagra, Stellavox sync recorders. Music library, heavy lighting, writers, editors, cameramen, recording technicians.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Color The City Green* (4-H and Agric Div. Continental Oil Co.); *Eyes On The Road* (American Optometric Assoc. Libbey-Owens Ford Co.); *WITNLAND* (Television Station WITN-TV); *The Golden Mirror* (The American Legion Anheuser Busch, Inc.); *The Appalachian Trail* (Appalachian Trail Conference); *Rewarding Careers In A Dynamic Indust.-Agriculture!* (Cargill, Inc. National Assoc. of State Universities and Land Grant Colleges); *Blue Ridge Parkway* (Blue Ridge Parkway Assoc.); *Exciting Careers in Engineering* (Air Reduction Co.); *Inter-American Highway Run* (Fruehauf Trailer Corp. & Diamond Reo Trucks); *Appalachian Woodcrafters* (Rockwell Corp. & Southern Highland Handicraft Guild);

My Middle Name Is Atom (U.S. Atomic Energy Commission, Con Edison/Pacific Gas & Electric Co.); *Gift To The Nation* (The American Legion & Pan American World Airways).

TENNESSEE

AMERICAN DIVERSIFIED SERVICES

Box 975, Kingsport, Tennessee

Phone: (615) 239-9301

Date of Organization: 1960

John Dallas, *Sales Manager*

Ronald Edwards, *Creative Director*

Edith Eastridge, *Office Manager*

R. Nelsann, *Director, Photography*

SERVICES: Motion pictures and filmstrips for industry, business, education, TV, etc. Distributor of films to TV and non-theatrical sources. FACILITIES: For live action and animation photography, sound recording, editing, dubbing, film inspection and distribution.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Great Western* (Jerico Corp.); *Roger* (Lecom, Inc.). SLIDEFILMS: *All The Little Indians* (HC Products); *Salespoucer* (Salesco, Inc.). VIDEOTAPE: *Noble Story* (Amsten, Inc.).

CONTINENTAL FILM PRODUCTIONS CORP.

2320 Rossville Blvd., Chattanooga, Tenn.

3740S

Phone: (615) 267-4302

Date of Incorporation: 1953

James E. Webster, *Pres. & Exec. Producer*

SERVICES: 16mm and 35mm color and b&w live and animated motion pictures; sound slidefilms; industrial sales, sales and personnel training, documentary, public relations, medical, educational and TV films. FACILITIES: Production facilities, including 16mm and 35mm cameras, sound stage and recording rooms, mobile location unit, synchronous recorders, single system cameras, lighting equipment; complete art and animation department. Permanent creative staff writers, directors and cameramen. Syndicated restaurant, personnel training films, insurance and memorial garden sales films. Distributor of all popular brands of A-V equipment. Company plane for conferences, aerial and location photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Now Is The Time* (Ball Brothers Co., Inc.); *Decision Today* (Ward School Bus Manufacturing Co.). SLIDEFILMS: *Blueprint For Profit*; *The Hostess & Cashier*; *The Connterman & Beer Man*; *The Bus Boy*; *The Glass-Washer*; *The Milk Shake Machine* (Bavarian Alpine Inns, Inc.); *Food Preparation*; *The Customer*; *One For The Money*; *Accidents Don't happen*; *Ladies & Gentlemen In Waiting*; *It Can Happen Here*; (Royal Castle System, Inc.); *Preparation of The Big Boy* (Shoney's Big Boy Restaurants); *How Your Mackle Built Home Is Built* (The DeKona Corporation); *Oyster Shell Products* (Luckie & Forney); *The U in Cumberland* (Cumberland Corp.); *Age of Tomorrow* (First Equity Security Life Insurance Co.). TV COMMERCIALS: *The Coaches Choice* (Southern Cross Industries, Inc. Liller, Neal, Battle & Lindsey); *Buick Riviera* (Amos & Andy Buick Co.).

FOTOVOX, INC.

752 South Somerville, Memphis, Tenn. 38104

(Mailing Address: Box 4386)

Phone: (901) 526-1259

Date of Organization: 1951; Inc. 1955

Elston Leonard, Jr., *President*

F. M. Leonard, *Secretary-Treasurer*

SERVICES: Research; script; production of motion pictures, slidefilms; special presentations for business, industry. Television commercials and series productions. Studio or location. Animation, live-action, documentary. Custom recording and tape duplicating. FACILITIES: 45' x 65' sound stage and 20 x 30 insert stage; theatre with projection room equipped for interlock screening; standing sets and scene dock; prop room; construction shops; talent file, art and animation department; Hot press titling equipment; four editing rooms, Moviola equipped; seven magnetic channels and mixer. Stencil Hoffman recorder and dummies; 30/50 and audible tone generator for slidefilm tracks. Mag-record tape duplicator portable sync recorder, limiter amplifier, equalizers; sound effects library and 4 music libraries; Nagra recording equipment; Eclair and Arriflex cameras, Mitchell, Auricon and Cine Special camera; equipment; electronic control slidefilm animation camera; hydraulic Crab dolly; Telefunker and EV microphones; Mole-Richardson mike boom and perambulator; M-R and McAlister lighting equipment; grip equipment and sur reflectors; small background projection screen still equipment: 35mm, 2 1/4, 4x5, 5x7, and 8x10. ColorTran, Quartz, and Lowell Light location lighting equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Revolution Underway* (The National Education Program); *Style and Strength* (U.S. Gymnastic Federation); *A Summer Adventure* (Camp Tahkoda of the Ozarks). SLIDEFILMS: *Motivate With Recognition Award* (World Wide Art Products); *New Systems for Agriculture* (Ford Motor Co.); *One-Stop Supply and Service* (Dealers Supply Corp.).

REEDER PRODUCTIONS, INC.

James Agee Memorial Studio, P.O. Box

10191, Knoxville, Tenn. 37919

Phone: (615) 558-5181

Date of Organization: 1964

Branch Office: 417 Garfield Ave., Glendale Calif. 91204. Phone: (213) 246-4265.

W. Fleming Reeder, *President*

Thomas W. Taylor, *Sales Manager*

SERVICES: 16mm and 35mm color and b&w motion pictures for industry, television and education. Slidefilms and other presentations. All services from original script to release print. FACILITIES: Offices in new, city-owned studio 100'x80'x28'. Carpenter shop; make-up rooms storage and editing rooms; studio and location equipment. Lights, camera, sound.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Tomorrow's Salesmen* (Southern Paper Company); *Autumn in Appalachia* (World Travel Services); Three untitled films (Oak Ridge National Lab.); *Better Reading* (Eastern Media Assoc.).

TRANSWORLD PRODUCTIONS

2357 Lamar Ave., Memphis, Tenn.

Phone: (901) 324-5041

Charles Cadwell, *Manager*

(See complete listing under Hollywood, Calif.)

Widely Imitated — But Never Excelled!

During recent decades, these Production Review listings have been widely imitated, from "midget" handouts to bound volumes. But none of these sources provide the facts-in-depth or specializing producers which have made these annual listing pages the best in the industry.

The Guide You Need All Year Long

Extra copies of this 19th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.

INDIANA

CREATIVE CAMERA

246 West 34th Street, Indianapolis, Indiana 46208

Phone: (317) 925-9681

Date of Organization: 1967

V. James Story, *Exec. Vice President*
Craig Deitschmann, *Managing Director*
James E. Ford, *Producer/Director*
Carter Allen, *Cameraman*
Paul Bender, *Sound Technician*
Robert Paris, *Supervisor Set Construction*

SERVICES: Complete production of 16mm and 35mm motion pictures, television commercials, special auto-racing photography, transparencies, slide films and commercial still photography. **FACILITIES:** Studio with complete lighting, crabs, cradles, special provision for accommodating cars, trucks and buses — editing facilities, screening room, laboratory.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *This is Altamil* (Altamil, Inc.); *Bodi-Endure* (Summit Laboratories, Inc.). **SLIDEFILMS:** Sales presentation (Beantide); Meeting presentation (Indiana Bell Telephone); Sales guide (Mayflower Moving). **TV COMMERCIALS:** Frigiking Auto Air Conditioners; Indiana Natl. Bank; Mayflower Moving (Caldwell Van Riper Adv.); Bill Kuhn Chevrolet (R. J. Poorman & Assoc. Adv.); First Natl. Bank Louisville (Doe, Anderson Advtg.).

FILM PRODUCTIONS COMPANY

925 East 38th St., Indianapolis, Ind. 46205
Phone: (317) 251-1817

Date of Organization: 1965

John McGinnis, *President*
Glenn Roberts, *Vice President (Sales)*
Karen McGinnis, *Secretary-Treasurer*

SERVICES: Motion pictures, TV films and commercials, industrial films. Sales and training films and slide presentations. **FACILITIES:** Full 35mm production and editing facilities.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIAL: We Switched (Indianapolis Power & Light Co.); *Happy Money* (Indiana National Bank); *Oldfields* (Davidson's Indiana Fur Co.); *State GOP Campaign* (Indiana State GOP Commission); *Citizens Gas* (Citizens Gas).

MICHIGAN

Metropolitan Detroit Area

NEIL DOUGLAS PRODUCTIONS

3030 Iroquois Ave., Detroit, Michigan 48214
Phone: (313) 923-0303

Date of Organization: 1927

Neil Douglas, *President*
Rosalie Douglas, *Secretary-Treasurer*
Mary Neil Morrison, *Promotion Executive*

SERVICES: Films for travel promotion, service organizations in financial and public relations areas, education project documentaries. **FACILITIES:** Photographic studio, film projection theater; Arriflex, Paillard, etc.; sound recording on tape, access to commercial laboratory facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Turkey — The New Tomorrow* (Turkish Information Office); *Friends of the World Tours* (Friends of the World Tour Association); *England — How to Discover its Excitement* (British Travel and Holiday Association); *A Dream Come True* (Lake Minne-waska Mountain Houses); *The Czechoslovakia* (The Executive Clubs and Student Association).

Jerry Fairbanks Productions

1249 Griswold, Suite 429, Detroit, Michigan 48226

Phone: 962-8998

Malcolm A. Dooley, *Representative*
(See complete listing under Hollywood, Calif.)

F. B. N. FILMS

15240 Crescentwood, East Detroit, Michigan
Phone: (313) PR 5-0114

Date of Organization: 1958

Bert Penzien, *Owner, Cinematographer*
Dan Blough, *Sales*
Mike Turner, *Sales, Production*

SERVICES: 16mm/35mm motion pictures for theatres, television and industry. **FACILITIES:** 16/35mm cameras; editing and sound equipment; ColorTran lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Camp Bentley* (Michigan League for Cripple Children); *Audio-Land* (Audioland Inc.); *Car Loans* (Wayne Oak Bank); *The L.A. Sound* (Arbor Advertising Agency); Various commercials for Dolan Theatre Service.



THE JAM HANDY ORGANIZATION, INC.

2843 East Grand Blvd., Detroit, Mich. 48211
Phone: (313) TR 5-2450

Officers

Jamison Handy, *President*
John A. Campbell, *Treasurer*
W. Eugene Hunter, *Executive Vice President, Automotive Operations*
Russell B. Robins, *Executive Vice President, General Marketing*
William H. Sandy, *Senior Vice President, Automotive*
Hughes G. Southwell, *Senior Vice President, Business Theatre*
Clifford Sparks, *Senior Vice President, Multi-Product Markets*
Vincent Herman, *Secretary*

Branch Offices

NEW YORK: 1775 Broadway, New York, New York, 11019. Phone (212) JUdson 2-4060. Herman Goelz, *in charge*
CHICAGO: 230 N. Michigan Avenue, Chicago, Illinois 60601. Phone: (312) STate 2-6757.
HOLLYWOOD: 1680 North Vine, Hollywood, California 90028. Phone: (213) HOLlywood 3-2321.

SERVICES: Comprehensive consultation services on: sales meetings, stockholders meetings, seminars, convention assistance, visualized talks, speech coaching, picturizations, meeting guides, projection equipment, meeting packages, portable staggettes, field surveys, field services, closed-circuit TV, training services, quality control programs, foreman training, supervisory training, management development, vocational training, sales training, distributor training, retail training, training devices, training manuals, quiz materials, utilization assistants, motion pictures plans and specifications, storyboards, animated cartoons, filmstrips, slides, slidefilms, tape recordings, disc recording, transparencies, pictorial booklets, turnover and flip charts, programmed projection, film distribution, theatrical and non-theatrical, closed-circuit TV.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *U. F. O. — Unrestrained Flying Objects* (General Motors); *The Big Market on the Corner* (COSMOS Broadcasting Corp. WTOL-TV); *Match Your Mood* (Westinghouse Elec. Corp.); *Compare-Demonstrate To Sell* (Westinghouse Appliance Sales); *Stock Purchase and Savings Plan* (The Firestone Tire & Rubber Co.); *Medicine On The Move* (Eli Lilly & Co.); *Show It Like It Is!* (Chevrolet Motor Div.).



EAST CENTRAL STATES



JAM HANDY PRODUCTIONS

(Division of Tele-Tape)

2821 East Grand Blvd., Detroit, Michigan 48211

Phone: (313) 875-2450

Branch Offices: 321 W. 44th St., New York, N.Y. 10036, Phone: (212) 582-8082 Paul Kelcourse

230 North Michigan Ave., Chicago, Ill. 60601, Phone: (312) STate 2-6757

E. F. Schaefer, *President*
James Gram, *Vice President, Operations*
Fred England, *Vice President, Finance*
Charles Renfrew, *Vice President, Sales*
Norman B. Stanton, *Vice President, Creative Services*
Tom Monroe, *Vice President, Writing*
H. D. Wagner, *Vice President, Management Development*
Paul Kelcourse, *Vice President, Eastern Sales*
Jennings Hammer, *Vice President, Account Development*

SERVICES: Marketing communications. Manpower development. Management programs. Complete writing, planning and creative services, motion picture production. Filmstrip and slide production. Printed materials. Business games, programmed instruction, packaged meetings. Multi-media. Conferences, seminars. Projection services and equipment. Theatrical and non-theatrical film distribution. **FACILITIES:** Complete sound studios for motion picture and filmstrip production. Recording, set design and construction, animation, editing, film processing laboratories. Complete design and art production services. Mobile VTR and equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *How Many Meals to the Moon* (Whirlpool Corp.); *A Grain of Salt* (Morton Salt Co.); *Anesthesia with Ketalar* (Parke, Davis & Co.); *A Closer Look At Management* (Proctor & Gamble); *Concepts of Management* (Cities Service Oil); *Warm 'n Thaw Oven* (Westinghouse Corp.); *Little Packages of Happiness* (Beech Nut, Inc.); *The Anti-Wheel-Lock Braking System* (Kelsey-Hayes Co.); *Reconstituted Feeds* (A. O. Smith Harvestore Products); *Progress Report* (New Detroit Committee). **FILMSTRIP & SLIDE PROGRAMS:** for: B. F. Goodrich; Time Magazine; Campbell Soup; First National Bank, N.Y.; General Aniline and Film Corp.; General Electric; Goodwill Industries; Griswold & Eshleman; Interchem Canada, Ltd.; Bryant Manufacturing; Massey-Ferguson; McCord Co.; Rowe International; Sears, Roebuck & Co.; Sinclair Oil Corp.; S. S. Kresge; Timken Roller Bearing; Upjohn; United Fruit; Y.M.C.A.; National Gypsum.

HENNING AND CHEADLE, INC.

10000 Greenfield Road, Detroit, Mich. 48227
Phone: (313) 272-1000

Date of Organization: 1945

George R. Cheadle, *President*
John D. Joseph, *Vice-President*
Alan R. Hilbert, *Secretary*

SERVICES: Sales promotion and advertising — direct mail advertising, sales meetings, audio-visual presentations, training programs and services, research and media selection, films, printed literature. **FACILITIES:** Editorial, art, photographic department, film studio, data processing, direct mail facilities.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *The Critical Parts Expediter* (Autolite Div. of Ford Motor Co.); *Time Out For Training* (Ford Motor Co.); *The Inauguration of Marketing* (Libby-Owens-Ford); *Product*

DETROIT, MICHIGAN

Knowledge For Selling (Airway Sanitizer); *What Makes People Buy* (Authorized Ford Remanufactures).

INSTRUCTIONAL ARTS, INC.

16210 Meyers Road, Detroit, Mich. 48235
Phone: (313) UN 2-3932

Date of Incorporation: 1946

Nicholas J. Beck, *President*
James W. Atkinson, *Vice-Pres. & Treasurer*
Gerald C. Simon, *Secretary*
Edward Susalla, *Publications Mgr.*
Albert Bizer, *Art Director*

SERVICES: Creative and production staff for slidefilms, motion pictures, slides, instructional manuals, catalogs, artwork and photography. **Audio-visual equipment sales. FACILITIES:** Complete art and photographic departments including 40' x 50' stage with equipment for still or motion photography; still laboratories; 16mm and 35mm animation stand; recording studio; hot press typesetting department.

RECENT PRODUCTIONS AND SPONSORS
SLIDEFILMS: *Who's On First; How To Start Feeder Pigs Right* (Ralston-Purina Co.); *UN System For All Seasons; The 3-Point Mounted Fertilizer Spreader* (New Idea Farm Equipment); *Parts Failure Analysis* (GM Truck and Coach Division).

THE KERBAWY COMPANY

1300 Buhl Bldg., Detroit, Michigan 48226
Phone: (313) 963-0201

Date of Organization: 1956

Haford Kerbawy, *President*
Daniel S. McIntire, *Vice-President, General Manager*
Lester T. Davis, *Vice-President, Business Manager*
James S. Ryan, *Vice President, Creative Services*
Kermit Kegley, *Vice Pres., Business Theatre*
David Gibbons, *Production Manager*

SERVICES: motion pictures, business theatre and meetings, slidefilms. **FACILITIES:** No data provided.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURE: *Dodge Sell In* (Dodge Div.-Chrysler Motors Corp.); *Sound of Fur* (New York Fur Dressers). **SLIDEFILMS:** *Whistle Nat. Intro.* (Drackett Company). **MULTI-MEDIA:** *The Whole World Is Calling* (Cessna Aircraft); *The 6-Y Line Intro.* (Ford Tractor Div.).

NATIONAL TELEVISION NEWS, INC.

560 W. Eight Mile Road, Detroit, Mich. 48220

Phone: (313) 541-1440

Date of Organization: 1961

Howard Back, *President*
James O'Donnell, *Vice President*
Susan Sherman, *Production Manager*
Betty Gunther, *Operations Manager*

SERVICES: Planning, production, distribution of newsfilm for business and industry; production of syndicated TV series; TV public relations counseling; preparation and distribution of TV sportsfilm, women's features, editorial matter, radio newstape and related material. **FACILITIES:** 16 35mm production and editing.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: TV Specials; *Outlook '69* (Armco Steel Corp.; Chrysler Corporation; Bank of America; Goodyear Tire & Rubber Co.; Scott Paper Co.; N. American Rockwell Corporation); *You and the Economy* (American Telephone & Telegraph Co.; American Bankers Assoc.; International Milling Co.; Formica Corp.; Frigidaire Div. of General Motor Corp.); *Careers in Broadcast News* (Radio Tele. News Directors Assoc.); *Image Distribution System*

(IBM); *Supercite* (Dodge Division of Chrysler Corp.); *The American Island* (Bureau of Outdoor Recreation, U.S. Dept. of Interior); **NEWSFILMS:** For American Bankers Assoc.; American Medical Assoc.; American Petroleum Institute; American Tele. & Tele.; Bell Tele. Laboratory; Buick; Cadillac; Chevrolet; Chrysler-Plymouth, Dodge Div.; Dow Corning Corp.; E. I. DuPont de Nemours and Co.; Ford Motor Co.; Honeywell; IBM World Trade Corp.; International Harvester Co.; Lederle Labs.; Michigan Bell; National Bank of Detroit; Sears, Roebuck & Co.; Weyerhaeuser Co.; Xerox Corp. **TV PUBLIC SERVICE SPOTS:** Dodge Div. Chrysler Corp.



REGAN PRODUCTIONS, INC.

19730 Ralston, Detroit, Mich. 48203
Phone: (313) 368-3000

Date of Organization: 1950

Lawrence M. Regan, *Chairman*
James L. Herman, *President*
Joseph A. Ripard, *Vice President, Sales*
Frederick T. Sherry, *Gen Mgr./Treasurer*
Randall D. Garrison, *Vice President, Special Projects*

Frederick T. Sherry, *General Mgr./Treasurer*
James H. Docherty, *Art Director*

SERVICES: Writers, graphic and sound personnel to develop and stage business and comparison meetings, marketing presentations. Executive and internal seminars utilizing original motion pictures, slides, slide-films, skits, in single or multi-media. Also editorial and production of complete training programs, manuals, texts, and supporting materials. **FACILITIES:** Studio and stage designed, built and equipped for motion picture and slidefilm production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Public Relations Program* (Porcelain Enamel Institute); *Racing Motion Picture* (Armco Steel Corporation). **SLIDEFILMS:** *Regular Sales & Service Training Program; Zone Service & Parts Managers Meeting* (GMC Truck & Coach Div.); *Armco Roof System* (Armco Steel Corp). **MULTI-MEDIA:** 1969 *Product Seminar; 1968 Competitive Comparison Meeting; 1969 Competitive Comparison Meeting; 1969 Options and Accessories Presentation* (Cadillac Motor Car Division GMC); *Used Car Management Training Program; 1968 Fleet Sales Conference* (Ruick Motor Div. - General Motors Corp.); *News Carrier Training Program* (Detroit News). **LIVE: Franchise Program** (GMC Truck & Coach Div. GMC); *Aluminized Steel Presentation* (Armco Steel Corporation).

ROSS ROY, INC.

Motion Picture, Visual Aids & Stage Div.

2751 E. Jefferson Ave., Detroit, Mich. 48207
Phone: (313) 567-4000

Represented in New York by:

Ross Roy of New York, Inc.
555 Fifth Ave., New York, N.Y. 10017
Phone: (212) 986-6800
F. Henry Larson, Sr., *Vice President*

Thomas P. Marker, *Vice-President, Stage & Motion Picture Production*
John Zachary, *Prod. Mgr., Motion Pictures*
Lou Flanigan, *Coordinator*

SERVICES: Create and produce motion pictures, slidefilms and industrial theater programs of all kinds. **FACILITIES:** Creative and supervisory staff; film editorial facilities; two equipped stages; continuing contractual agreements covering specialized creative requirements and mechanical facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Meeting films for various divisions of Chrysler Corp; Chrysler-Plymouth Div., Dodge Div., Chrysler International. *It's The Breaks* (General Electric Plastics Dept.); Shorts and various film services for clients above

and Dana Corp.; Flint Transportation Authority; Michigan Tourist Council. **SLIDEFILMS:** Continuing programs for Chrysler and others. **TV COMMERCIALS:** for American Seating Co.; Chrysler Marine; Detroit Bank & Trust Co.; K Mar Stores; Michigan Blue Cross-Blue Shield.

SCENE TWO PRODUCTIONS, INC.

6560 Cass Avenue, Detroit, Mich. 48202
Phone: (313) 875-4477

Branch Office: Chapman, Raper & Associate Ltd., 143 Wardour St., London, W.I. England

Timothy H. Howard, *President*
Ted E. DeGroot, *Exec. Vice President*
Ken Millar, *Production Manager*

SERVICES: TV Commercials—animation and live action. Industrial films. Multi-media presentations. **FACILITIES:** Studio, art and editorial departments.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: 1969 *Oldsmobile* (Oldsmobile—D. P. Brother & Co.); *Ruckelshaus* (Republican Party); *Project Hope; Hamady Brothers*; Ron Stone & Co.); *United Fund* (United Foundation); *Dots* (Merchants Bank/McQuade Wilkens Bloomhorst); *First Bank of Cincinnati* (Northlich-Stolley Inc.); *Woolco Department Stores* (Norman, Navan, Moore & Baird Inc.); *Chatham Food Centers* (Buckfire & Co.); *Bani of the Commonwealth* (McManus, John & Adams); *Security Charge Card* (Donald Landy Inc.); *Ford* (J. Walter Thompson Co.); *Detroit Auto Show* (D. P. Brother & Co.); *Gem City Savings* (Kircher, Helton & Collett, Inc.); *Robinson Furniture* (Donald Landy Inc.); *Independent Insurance Agents* (WISH-TV); *Venor Soft Drink* (Zimmer, Keller & Calvert, Inc.); *Hercules Tire* (Howard E. Mitchell, Jr., Advtg.) *Old Kent Bank* (Jaqua Company).

TIME LIFE 8 PRODUCTIONS

28050 Southfield Rd., Lathrup Village, Detroit, Michigan
Phone: (313) 352-0430

James S. Morgan, *Regional Manager*
(See complete listing under Grand Rapids, Michigan).



VIDEO FILMS, INCORPORATED

1004 E. Jefferson Ave., Detroit, Mich. 48207
Phone: (313) 962-3400

Date of Organization: 1947; Inc. 1959

William R. Witherell, Jr., *President*
Clifford Hanna, *Vice-Pres. and Sales Mgr.*
SERVICES: Production of motion pictures, slide films, TV commercials and live shows for sale training, sales promotion and public relations. Completion services include script writing, animation and live photography, music selection, sound recording and mixing, editing and conforming. **FACILITIES:** Sound stage; Maurer and Arriflex cameras; editing rooms; 16mm and 35mm Movielas; interlock screening. Complete sound and light equipment for studio and location.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Disc Brake Service* (Kelsey Hayes Co.); *Frame Up* (Anchor Conveyors, Div. of Standard Alliance Industries, Inc.); *Pursuit of Excellence; Dealer Management; Service Management; Manpower Program Promotion* (General Motors Corp.); *Incident or Acciden* (Monroe Auto Equipment Co.); *Automatic Precision* (Huck Manufacturing Co.). **TV COMMERCIALS:** *Dishmaster Corp.* (Rossi & Co.) *Dapper Diaper VTR* (LaVanway Adv.); *Standard Federal Savings & Loan VTR* (Baker, Smith Adv.). **LIVE SHOWS:** *Quo Vadis* (Las Vegas Meeting Motor Equipment Manufacturer Assoc.); *Grass Lake* (Tenneco Corp./Walker Mfg. Co.).

Other Michigan Cities

CAPITAL FILM SERVICES, INC.

1001 Terminal Road, Lansing, Mich. 48906

Phone: (517) 487-3735

Date of Organization: 1942

James Robert Hunter, *President*

Edna F. Hunter, *Vice-President*

James Landes, *Secretary and Director*

Richard Cole, *Manager*

Charles Kirchen, *Asst. Manager*

SERVICES: Script to screen productions; TV commercials; kinescopes; filmstrips; slide presentations; titles and animation photography; complete motion picture producer services; studio recording and record cutting. FACILITIES: Motion picture processing laboratory, 8mm, 16mm and 35mm, color and black and white. Licensed Eastman Kodak Kodachrome II processor. Black and White reversals, negative-positive and optical sound tracks, Fairchild and Ansoco color processing. Complete laboratory facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Astro-95* (GM Truck); *A Study in Uniqueness* (North Dakota Dept. Instruction); *Your Community, A Resource* (Iron and Steel Institute); *Sault St. Marie Education Plaza* (Sault St. Marie Public Schools); *Jubilee* (Tupperware) TV COMMERCIALS: For Leonard Refineries.

Contempol Productions, Inc.

690 East Maple Road, Birmingham, Michigan 48011

Phone: (313) MI 2-8383

Ross R. Callaway, *vice-president*

(See complete listing under New York City)

DYNAMIC FILMS, INC.

20203 Ann Arbor Trail, Dearborn, Michigan 48120

Phone: (313) 271-0206

Don O'Reilly, *Manager*

(See complete Listing under New York City)

PORTAFILMS

4180 Dixie Highway, Drayton Plains, Mich. 48020

Phone: (313) 674-0489

Date of Organization: 1947

William Murray, *Director*

Leonard W. Evans, *Sales & Utilization*

John Warren, *Finance*

Stu Knickerbocker, *Design & Animation*

Peter Baenziger, *Editorial*

Gwen King, *Production Coordination*

Bonnie Marquette, *Office*

SERVICES: Designers and producers of modern pictures for business and education. FACILITIES: Own and or rent all equipment and facilities needed for live-action, animation and stop-motion.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Wheel-to-Wheel Security* (Moog Industries, Inc.); *What's It Going To Cost You?*; *Energy For A Brighter Tomorrow*; *The Dependable Flame* (Consumers Power Co.); *The Language of Business* (Small Business Administration); *How To Make A Great Grader Greater* (Austin-Western Div. Baldwin Lima Hamilton); *MEA Convention Film* (Michigan Educ. Assoc.). TV COMMERCIALS: series of 6 for Michigan Educ. Assoc.; series of 15 for Consumers Power Co. Zimmer, Keller, Calvert.



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

TIME LIFE 8 PRODUCTIONS

(Div. Time Life Broadcast, Inc.)

120 College, S.E., Grand Rapids, Michigan 49503

Phone: (616) 459-4125

Branch Office: 28050 Southfield Rd., Lathrup Village, Detroit, Michigan, Phone: (313) 352-0430, *Regional Mgr.* James S. Morgan

Date of Organization: 1962

Howard J. Silbar, *Managing Director*

Linda DeJong, *Executive Producer*

Leonard Bridge, *Controller*

Antone Mello, *Director/Sound-Editing Services*

Jim Jerkatis, *Art Director*

Dan Summerfield, *Executive Producer*

Del Blumenshine, *Lab Manager*

Peter Whigham, *Sales*

Jim Buchanan, *Chief Photographer*

SERVICES: 16 and 8mm color, b&w photography. Slide and film strip production. Editing; sound recording; scripts for audio and video; art work; music; TV commercials; video tape recording; translation and foreign language recording film processing. Filming available in foreign markets through parent company (Time, Inc.). Radio & TV programming services. FACILITIES: Sound studio; projection room; film and slide processing laboratory, TV studio, screening room; editing rooms; art department; music library; carpentry shop; mobile VTR equipment. Nagra & Magnasync sound recorders.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 315,000 *Reasons Why* (Michigan Assn. of Non-Public Schools); *City of Grand Rapids* (City of Grand Rapids, Michigan); *From Bird to Carton* (Big Dutchman); *To Teach A Child To Talk* (Kent County Intermediate School Dist.); *YFU Summer Program* (Youth for Understanding).

Van Praag Productions, Inc.

1933 Vernier Rd., Grosse Point, Mich. 48236

Phone: (313) 884-4470

Mackinnon Scott, *Sales Representative*

(See complete listing under New York City)

Wilding Inc.

18000 West Eight Mile Road, Southfield, Michigan

Phone: (313) 353-1400

J. Vivian, *Vice President*

G. Champenoy, *Business Manager*

(See complete listing under Chicago area)

OHIO

Metropolitan Cincinnati Area

K & S FILMS, INC.

10490 Taconic Terrace, Cincinnati, Ohio 45215

Phone: (513) 771-4440

Date of Incorporation: 1946

Jack R. Rabijs, *President*

S. Harry Wilpink, *Vice-President*

I. W. Steele, *Vice President*

Roma I. Rabijs, *Secretary-Treasurer*

Ralph R. Schnler, *Assistant Editor*

Robert Fisher, *Executive Producer*

Barbara Hogan, *Production Coordinator*

John Rabijs, *Technical Director*

Gary Craven, *Cameraman*

Jim Deak, *Chief Recording Engineer*

SERVICES: Specializing in industrial motion pictures, sales training films, sound slidefilms, animated and live TV commercials. FACILITIES: Production facilities, air-conditioned: two 3,000 sq. ft. studios, sound control rooms, narration studio, conference room, editing rooms, art and animation studio. Script service, 16mm synchronous sound recording equipment and complete 8-track stereo system.



EAST CENTRAL STATES

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Inside Story* (Bendix Corporation); *Pathway of Opportunity* (Midway College); *Art of Chinese Calligraphy* (Dr. Tcheng); *Time for Decision* (Western-Southern Life Ins Co.); *The Long Wet Summer* (Chester Products).

LASKY FILM PRODUCTIONS, INC.

3705 Lonsdale Street, Cincinnati, Ohio 45227

Phone: (513) 271-5833

Date of Organization: 1949

Max Lasky, *President, Executive Producer*

Elizabeth C. Peters, *Treasurer*

H. H. Nieberding, *Secretary*

Marc Siegel, *Script Supervisor*

Gene Shafer, *Sound Supervisor*

Clarence Colter, *Production Supervisor*

SERVICES: Producers of motion pictures for industry and television. Specialists in color photography. FACILITIES: Completely equipped sound studio and laboratory for 16mm production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Time to Remember* (Cincinnati Historical Society); *Faces* (Cincinnati United Appeal); *The Square of the Distance* (Cincinnati Milling Machine Co.); *Lemon Fresh Joy; Gain* (Procter & Gamble).

Metropolitan Cleveland Area

CINECRAFT, INCORPORATED

2515 Franklin Blvd., Cleveland, Ohio 44113

Phone: (216) 781-2300

Date of Organization: 1937; Inc. 1947

Ray Culley, *President*

Paul Culley, *Vice-President, General Mgr.*

James Sheedy, *Secretary*

Arittia Markworth, *Controller*

Robert Haviland, *Executive Director*

Robert Mowry, Michael Derrick, *Art Directors*

Harry Horrocks, *Chief Cameraman*

Edwin C. Perry, *Director-Cameraman*

Robert Schneider, *Sound*

SERVICES: 16mm and 35mm, color, b&w, production of live or animated subjects for documentary, sales promotion and training, public relations, medical and TV productions. Specialist in multi-camera synchronous shooting. Original music score production, 8mm projector and point of sales film productions. FACILITIES: 60 x 80 ft. sound stage, 12 x 20 recording studio, control room recording and mixing tape. 16mm optical and Magnastic, editing rooms, art dept. Oxberry motion picture and filmstrip animation. Stik paint shop, completion studio and location lighting Outatc, 16 & 35mm camera & equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Marathon 1968 Sales Meeting; Value Added* (Weatherhead); *Foreign Imports* (Republic Steel); *A Very Special Man* (U.S. Navy); *The World's Largest Aircraft* (U.S. Air Force); *The XRL Truck* (White Trucks); *Boutique* (Sherwin Williams); *Know Your Motor Oil* (Pennzoil); *Laugh In* (Glidden). FILMSTRIPS: for Bonnie Bell, Glidden, Durkee, Sherwin Williams, Alcan, Harvest Publications. TV COMMERCIALS: for Republic Steel, Laubs Bakery, Weldwood, Fisher Fazio.

Client References to Guide the Buyer

Client references provided in these listing pages are for the guidance of our buyer-readers. Check titles and sponsors listed; preview work of your prospective producer who is listed in these pages.

EAST CENTRAL STATES

EDWARD FEIL PRODUCTIONS

1514 Prospect Avenue, Cleveland, Ohio
44115

Phone: (216) 771-0655

Date of Organization: 1953

Edward R. Feil, *Producer*
Naomi Weil, *Script Department*

SERVICES: Production of industrial, institutional, sales, public relations and promotion films; films for television. FACILITIES: Scripts, camera, editing, and sound recording available for location or studio production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Improving Steels Through D-II Vacuum Degassing* (Copperveld Steel Co. The Bayless-Kerr Co.); *Build A Better Akron* (Citizens for Progress); *Programma 101* (France Payne Bolton School of Nursing, Case Western Reserve Univ.); *The New White House China* (Interpace Corp.); *Mechanical Link System* (Cyril Bath Co.); *Eye and Face Protection in Chemical Laboratories* (U.S. Public Health Service). TV COMMERCIALS: *Cleveland Plan Health Fund* (Cleveland Plan-Mel-drum & Fewsmith, Inc.); *Andre Duval Beauty Salon* (3 spots Winniger & Stoller, Inc.).

GENERAL PICTURES CORPORATION

4501 West Pleasant Valley Rd., Cleveland,
Ohio 44134

Phone: (216) 842-3636

Date of Organization: 1957

George Oliva, Jr., *President & Sales Mgr.*
Miliard M. Horace, *Vice President,*
General Manager

Doris B. Shaw, *Vice President, Editorial*
Supervisor

Wil Berg, *Sound Supervisor*
Geraldine Robinson, *Office Manager*
Ray E. Baker, *Production Ass't.*

SERVICES: Production of 16mm and 35mm motion pictures, sound slidefilms, film commercials, script writers for training programs, sales presentations, lecturers, speeches, newsreel films, still photography, art work. FACILITIES: Sound stage 49' x 49' with ceiling grids for overhead lighting, rear projection, two Fearless Panoram dollies, Mole-Richardson perambulator, studio and location lighting equipment, Ampex and Magnasync tape recording, Nagra, eight-channel mixing console, Maurer optical recorder, Moviola, Oxberry animation stand, music and sound effects libraries.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *IDAC* (General Motors Corporation); *Invitation to The Races* (Rolling Rock Racing Association); *500 Sale* (Firestone Tire and Rubber Company); *Of The People* (United Appeal of Greater Cleveland); SLIDEFILMS: *The Challenge of Change* (Sherwin-Williams Company); *Retail Consumers* (Sherwin-Williams Company). TV COMMERCIALS: *Cotton Club*; *White Dove Mattresses* (Lustig Advertising Co.); *Genie Garage Door Opener* (Alliance Tenna-Rotor/Nelson Stern Advertising).

VISUAL METHODS, INC.

3910 Carnegie Ave., Cleveland, Ohio 44115
Phone: (216) 431-0700

Date of Incorporation: 1963

Katherine B. Howe, *President & General Mgr.*
Donald H. Howe, *Technical Consultant &*
Writer

SERVICES: Preparation of original material for

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

types and sizes of slides and visual aids, including writing, ideas, art work, type, photography. Production of slides, Vu-Graph transparencies, slide programs, flip charts, filmstrips and sound slidefilms. FACILITIES: Art department, Headliner studio, camera and processing facilities for b&w and color.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: Harshaw Chemical; Huebner Publications; Austin Co.; Harris Seybold Co.; Jones & Laughlin Steel Co.; Seagram Distillers; B. F. Goodrich Chemical; Horizons Research; Alcan Aluminum Corporation; True Temper Corp.; Consolidated Natural Gas Service Corporation; Booz Allen & Hamilton; Carling Brewing Co.

VISUAL TECHNIQUES, INC.

7016 Euclid Avenue, Cleveland, Ohio 44103
Phone: (216) 361-3733

Date of Organization: April, 1963

Edward T. Noll, *President*
Jerome F. Turk, *Executive Vice-President*
Charles E. Ford, Jr., *General Manager*
Burt Breazeale, *Producer*
Charles Toth, *Photographic Supervisor*
Thomas Emerick, *Director of Engineering*
Dick Agnes, *Sound Engineer*

SERVICES: Production and staging of automated multi-media presentations featuring live talent and panoramic projections for sales meetings, conventions, automated displays, exhibit theaters, business and training films and film strips, audio cassette business communications networks, custom multi-media installations and equipment design. FACILITIES: Air conditioned 32'x28' studio, stereo recording studio, cassette tape duplicator, photographic studio, animation camera for slides and slidefilms, multi-screen panoramic camera, art services. Traveling equipment includes 12 and 16 channel automatic programmers, interlock 16mm motion projectors, dissolving slide projectors, Present-It-Yourself-Three Screen sonic programmer, 3x4" carbon arc projectors. Numerous stage-screen formats.

RECENT PRODUCTIONS AND SPONSORS

MULTI-MEDIA PRESENTATIONS: *Nava Convention Show*; *Armed Forces AV Conference* (Eastman Kodak Co.); *Fantastics In Plastics* (B. F. Goodrich Chemical Co.); *Communications Satellites* (COMSAT); *The Big Message* (Standard Oil of Ohio); *National Marketing Show* (Westinghouse Electric); *Amazing Data Secret* (National Cash Register); *Automation Systems* (Reliance Electric Co.); *National Marketing Show* (White Motor Co.).

Wilding Inc.

2307 Chester Ave., Cleveland, Ohio
Phone: (216) 771-4030

S. C. Johns, Jr., *Branch Manager*
(See complete listing under Chicago area)

Other Ohio Cities

FOCUS UNLIMITED, INC.

330 Board of Trade Bldg., Toledo, Ohio
43604

Phone: (419) 241-1228

Date of organization: 1964

Elliott Shuhan, *President*
Patrick T. Kenny, *Vice President*
Fred Harrington, *VP & Art Director*

SERVICES: Motion pictures, slidefilms, sync sound-slide presentations TV films and commercials. Complete scripting, directing, art supervision, and collateral support for all presentations. FACILITIES: Production offices, creative department, complete editing, studio, titling 16mm production equipment; conference and screening facilities.

RECENT PRODUCTIONS AND SPONSOR

MOTION PICTURES: *The Open World of Glass*; *Pattern For Profit*; (Libbey-Owens-Ford Co.); *Deadline News* (Storer Broadcasting Corp.); *Micro Aire Duet* (John Manville Sales Corporation); *Miracle At Point Of Cut* (Master Chemical Corporation); *Fiberglass Tanks*; *New Seabury*; *Dimension For Living* (Owens-Corning Fiberglass Corporation); *The Comet Tra* (Comet Industries); SLIDEFILMS: *Accent O* (Owens-Corning Fiberglass); *Th* (Established Reliabilities (Cooper Tire and Rubbe Co.). VIDEOTAPES: *Young Love*; *Gems In Art* (Max Davis Jewelers). TV COMMERCIALS: serie for Moore Ford Sales; Miles Muffler.

WILLIAM DITZEL PRODUCTIONS

933 Shroyer Road, Dayton, Ohio 45419
Phone: (513) 298-5381

Date of Organization: 1962

William G. Ditzel, *Owner*

SERVICES: Write and produce motion pictures, filmstrips, TV programs, commercials, and meetings. FACILITIES: Auricon, Bell & Howel Ampex, Nagra Sound; editorial facilities, music library. 30' x 50' studio.

RECENT PRODUCTIONS AND SPONSOR

MOTION PICTURES: *The Kids* (United Appeal); SLIDEFILMS: *Selling Hard-Face - The Lasting Sale* (Rex., Inc./Yeck & Yeck); *Munchy and Mini* (The Women's Club, H.B.A.M.D.) TV COMMERCIALS: for Monarch Marking System D. P. & L.

Additional copies ...
of this

19th Annual Production Review

... are available at \$2.00 per copy from BUSINESS SCREEN,
402 West Liberty Drive, Wheaton, Illinois 60187.

ACADEMY FILM PRODUCTIONS, INC.
123 West Chestnut St., Chicago, Ill. 60610
Phone: (312) Michigan 2-5877

Date of Incorporation: 1950
Bernard Howard, *Pres. & Exec. Producer*
SERVICES: 16mm and 35mm motion pictures, defilms, slides, widescreen and other presentations for TV, conventions, meetings and sales ads for both the broadcast medium and industry, education, and business. Specializing in sales promotion and medical films. Editing, writing, recording, titling for outside producers. Script writing, directing, production services for agencies and industrial firms. Animation as well as live shooting. FACILITIES: Cameras, lights, tables, mike booms, dollies, recording equipment, etc., for complete production and shooting either in own studio or on location: 30' x 5' x 14' ceiling sound stage.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Mr. Woerner* (IBM); *The National Campaigner* (Mogan David Wine Co.); *Putting The Brakes On Skidding* (Borg-Warner); *Birth Defects* (New York Medical College). SLIDEFILM: *Your Future Is Now* (Washington National Insurance).

AGRI-FILMS

(A Division of Cal Dunn Studios)

141 West Ohio Street, Chicago, Ill. 60610
Phone: (312) 644-7600

Cal Dunn, *President*
George Owen, *Vice President & Creative Director*
See complete listing under Cal Dunn Studios)

GILBERT ALTSCHUL PRODUCTIONS, INC.
909 W. Diversey Parkway, Chicago, Ill. 60614
Phone: (312) 525-6561

Date of Organization: 1954
Gilbert Altschul, *Pres. & Executive Producer*
Bruce Colling, *Executive Vice Pres. & Production Manager*
Len H. Slaton, *Vice-President & Account Supervisor*
Esther Altschul, *Secretary-Treasurer*
Don Schumacher, *Account Supv.*

SERVICES: Production of motion pictures, slidefilms, slide presentations and videotapes for industry, education and government. FACILITIES: Sound stage; editing, recording and animation facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *The Show That Almost Wasn't* (American Dental Ass'n); *The Problem Worker* (National Safety Council); *It's Your Hand* (United Fund); *Importance of Sanitation* (National Sanitary Ass'n). SLIDEFILMS: *Feeding for Profit* (De Laval Separator Co.).

BECKER-GOESSL, INC.

5621 Dempster Street, Morton Grove, Illinois
Phones: (312) YO 5-3121; 22

Date of Organization: November, 1961
Frank G. Becker, *President, Photographer*
Gloria Kondell, *Design Illustration*
Paul Cliff, *Mechanical Illustrator*
William Brodt, *Art Director*
Earl Lindberg, *Photographic Laboratory*
Patricia Pfaff, *Office Manager*

SERVICES: Dukaue Vista artwork and Vista animation, Lantorn slides, 35mm slides and slide-film strip animation from art or photography provided by client or prepared by our art department. Vu-graphs, flipcharts, easel presenta-

tions, charts and graphs, art, cartoons, illustrations, lettering, typography. FACILITIES: Photographic studios and art studio.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *The Right Impression; Happiness Is A VPMA* (A. B. Dick). Slide presentation (International Minerals and Chemical Co.); MEETINGS: for John Oster Mfg. Co.; Culligan Inc.; Avon Products.



BETZER PRODUCTIONS, INC.

450 E. Ohio Street, Chicago, Ill. 60611
Phone: (312) 664-3257

Date of Organization: 1967
Joseph C. Betzer, *President*
Helen A. Krupa, *Vice President*
Arthur F. Ellis, *Production Manager*
Jane Ware Davenport, *Project Development Manager*
C. O. H. Haroldson, *Mgr., Financial Films Division*
Oscar Herz, *Art Production Manager*
Jean Lewis, *Art Director*
Judith A. Thomas, *Office Manager*

SERVICES: Motion pictures, slidefilms, TV films and commercials (Live and animated), visual sales and training materials. FACILITIES: Creative staff; production and art departments; editing room; insert stage; 35mm and 16mm equipment for studio or location shooting; planning and production of supporting visual and printed materials.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Welcome to Pleasure Island; Your Most Valuable Asset* (Western Auto Supply Co.); *Big Step Upward; A Gray Day for O'Garrity* (Metropolitan Life Insurance Co.); *New Version A Gray Day for O'Garrity* (New York Tele. Co.); *Vote for Illinois* (Committee for Constitutional Convention); *Something for Everyone* (Montgomery Ward). SLIDEFILMS: *Take A Bow!*; *Annual Report 1967* (Montgomery Ward); *The Not-So-Strange Case of George O. Frizbee* (Metropolitan Life Insurance Co.); *Give Yourself a Break; Trust Your Good Judgment; A Good Tax Break - for You!* (C. O. H. Haroldson Assoc.). TV COMMERCIALS: *Davis Wide One Tires; Davis Wide Grip Snow Tires; Davis LPS Tires* (Western Auto Barickman & Selders Inc.); *Jiffy-Wrap* (Presba-Muench Inc.); *National Women's Christian Temperance Union* (Direct); *WMAQ-TV* (Direct).



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.

EVERETT BLACKMAN PRODUCTIONS

154 East Erie St., Chicago, Ill. 60611
Phone: (312) 787-7475

Date of Organization: December, 1966
Everett Blackman, *Producer/Director*
Norman L. Corenon, *Associate Producer*
Margaret H. Blackman, *Secretary*

SERVICES: Motion pictures, slidefilms, creative, and technical writing for TV, schools and industry, specialists in medical sciences, 16mm printing and processing, titles, art and animation, editing, sound recording. FACILITIES: Creative department; script, art and animation; 16mm production equipment, studio or location.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Irregularly Delayed Experimental Closure* (Jules H. Masserman, M.D./Marvin Woolf, Ph.D., Chgo.); *A Tribute to Dr. Evarts Ambrose Graham* (American College of Surgeons); *Cytotoxic Tests* (Jack D. Clemis, M.D., Chgo.); *Congenital Ocular & Facial Anomaly* (Dept. of Otolaryngology, Northwestern University); *Neurotogenic Effects of Variable Duration Warning Signals* (National Institute of Mental Health & Northwestern University); *Facial Neuromas - Post Operative Studies* (Otologic Professional Associates, S. C., Chgo.).

Cascade Picture of California, Inc.

S South Michigan Ave., Chicago, Ill. 60603
Phone: (312) 641-1828

Doug McWeeny, *General Manager*
(See complete listing under Hollywood Calif.)

CAVALCADE PRODUCTIONS, INC.

P.O. Box 501, Wheaton, Illinois 60187
Phone: (302) 665-6363

Date of Incorporation: 1948
Dale McCulley, *President, Writer-Producer*
Harold B. Mackenzie, *Secretary*
Loreen R. McCulley, *Treasurer*
Ted Norcutt, *Editor*
Mary Claibourne, *Editor*

SERVICES: Production of industrial, educational and religious motion pictures and sound filmstrips. Patented "Cinemastage" process for industrial show production. FACILITIES: Arriflex camera; 35mm and 120 still cameras; editing; 40 x 40 sound stage with variety of set components; Raby dolly; Mole-Richardson mike boom with perambulator; Magnecord; recording and lighting equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Emergency Control* (Northern Illinois Gas); *Prescription for Profit* (DeKalb Ag Research); *A Sense of Security* (The Public School Retirement System of Mo.); *Packaging Series* (Ekco Prod.). TV COMMERCIALS: for DeKalb Ag Research; Boy Scouts of America; Arnold Johnson Associates.

CINE-MARK

(Div. of Krebs Productions, Inc.)

730 North LaSalle Street, Chicago, Ill. 60610
Phone: (312) 337-3303

Date of Organization: January, 1969
Clyde L. Krebs, *President*
Larry Kelly, *Vice President, Midwest*
William R. Terrell, *Vice President, Production*
Karl P. Fischl, *Vice President*
Mrs. Dorothy Powers, *Secretary*

SERVICES: Producers of motion pictures, slidefilms, sales meetings, and theatrical short subjects. FACILITIES: Creative and marketing ser-

CHICAGO PRODUCERS

vices, producing through producers and free-lance specialists.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Here Today - What Tomorrow?* (Cama Mutual Insurance Soc.); *Ozark Land* (Ozark Airlines); *Mohawk Land* (Mohawk Airlines); *The Rubella Test Kit* (Abbott Laboratories). SLIDEFILMS: *Whirlpool - Confidential* (Whirlpool Corporation).



JOHN COLBURN ASSOCIATES, INC.

1215 Washington Ave., Wilmette, Illinois 60091

Phones: Wilmette: (312) 251-8520

Chicago: (312) 273-2310

Date of Incorporation: 1953

John E. Colburn, *President*

M. H. Colburn, *Secretary*

Edwin J. Schonfeld, *Vice Pres. & Senior*

Writer

Robert I. Ford, *Vice Pres. Educational Div.*

Del Schroer, *Producer-Director*

Milan Slade, *Art Director-Animator*

SERVICES: Industrial and educational motion pictures; sound slidefilms, filmstrips and overhead transparencies. Production services, studio and facilities available to other producers. FACILITIES: Subleases space at Midwest Studios, Inc., Glenview for all studio production. Editing facilities and animation stand maintained at Wilmette address.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Crack In The Door* (Pfizer Lab.); *Developing Common Understandings About Crucial Integration Issues* (School Dist. 65); *Jet-Flo Milking System* (Babson Bros. Co.); *Your Tax-Favored Door To Security* (Franklin Life Ins. Co.); *Mission Beyond Bangkok* (Christian & Missionary Alliance).

CONTACT! Business Communications

1726½ Sherman Avenue, Evanston, Ill. 60601

Phone: (312) 475-4656

Date of Organization: 1959

Samuel J. Needham, *President*

Sidney H. Mayer, Jr., *Vice-President*

SERVICES: Scriptwriting and research, planning, direction, and production; sound slidefilms, slides, motion picture, videotape, recordings, and live presentations; consultation and full production of multi-screen and multi-media industrial shows. FACILITIES: Available as required.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Piping Hot* (State Stove & Manufacturing Co.); *Discover Encore* (Jos. Schlitz Brewing Co.). SLIDEFILMS: *A Case of Bad Taste* (Jos. Schlitz Brewing Co.). MULTI-MEDIA: *Kentucky Fried Chicken Sales Meeting* (Noble-Drury). LIVE WITH SLIDES: *New Product Introduction* (Crane Supply Co.).

CREATIVE COMMUNICATIONS, INC.

520 N. Michigan Ave., Chicago, Ill. 60611

Phone: (312) 527-2530

Date of Incorporation: 1961

Herschell G. Lewis, *President*

Richard Brinkman, *Editorial Supr.*

Louise Downe, *Production Manager*

SERVICES: Motion pictures; features, industrial, commercial, educational, training; slidefilms; still photography; public relations; scripts; location photography for other producers; editing service. FACILITIES: Filming in Chicago and Miami. Mobile motion picture and sound unit fully equipped for location shooting; 35mm and 16mm editing department; art department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Shrine* (Our Lady of the Snows); *Dick Clark Speaks*; (Tastee-Freez); *The Psychic* (Theatrical). SLIDEFILMS: *The Way To Go* (Intl. Travel Bureau); *This Is Management* (The Branigar Organization, Inc.)



CAL DUNN STUDIOS, INC.

141 West Ohio Street, Chicago, Ill. 60610

Phone: (312) 644-7600

Branch: 1040 N. Las Palmas, Hollywood, Cal.

90038; Phone: (213) HO 9-9011, Alan S.

Lee, *Manager*.

Date of Organization: 1947

Cal Dunn, *President*

Jim Dricker, *Vice Pres., Production/Dir.*

Mike Dunn, *Vice President, Sales/Production*

Gil DiCicco, *Executive Art Director*

Ray Mueller, *Director, Cameraman*

Barney Montgomery, *Stage Manager*

Ruth Reidy, *Office Manager*

Linda Hoy, *Talent Contact*

Donald B. Podell, *Audit & Bookkeeping*

SERVICES: Motion pictures and slidefilms for sales training, promotion, product information, employee indoctrination and special purposes; TV commercials and productions. FACILITIES: Sound stage, insert stages, recording, transfer and sound mixing, working kitchen, Oxberry animation stand and equipment; complete animation, inking and painting depts.; hot press title department; editing, interlock screening rooms, carpenter shop, creative and administrative facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Come Hell or High Water* (The Abex Corp.); *Liquid Supplements On The Move* (The Masonite Corp.); *The Magic of Harvestore Storage* (A. O. Smith Harvestore); *Iputso* (experimental). SLIDEFILMS: *Join The Cold Rush*; *The Hot Program For The Cold Rush* (Crush International); *Security For You And Yours* (The National Life & Accident Ins. Co.); *Mother - The Super Homemaker* (Campbell Soup Co.); *Report* (Procter & Gamble Co.); *Hotpoint Duo-Load* (Merchandising Group); *Beauty and the Bath* (Kinkead Industries); *Introduction to Packing*; *Packing the Barrel*; *Packing the Cartons*; *Miscellaneous Packing*; *Loading the Van*; *Unloading-Upacking* (North American Van Lines); *Take Your Stand on Kaiser Aluminum* (The J. J. Kielty Co.); *You and The Walker Scott Company*; *Check In, Check Up*; *There's So Much to Learn*; *VSP - Very Special People*; *First Impressions* (Walker-Scott Corporation). TV COMMERCIALS: For Foote, Cone & Belding; Montgomery Ward; Don Kemper Co.; Presba Muench; L. W. Ramsey Advertising; crush International; National Broadcasting Co.

FILMACK STUDIOS

1327 South Wabash Ave., Chicago, Ill. 60605

Phone: (312) 427-4855

Date of Organization: 1919

Irving Mack, *Chairman of the Board*

Bernard Mack, *President*

Joseph R. Mack, *Vice-President*

Ira Singer, *Vice-President*

Roman Polys, *Sound Engineer*

Jay Jankowski, *Editor*

Pat Cascio, *Production Manager*

Cary Brown, *Producer/Director*

Bon Ascher, *Executive Producer*

SERVICES: Motion pictures, filmstrips and slides for television, industry, education training programs; sales meetings, creative services, script writing, storyboards. Live motion picture and still photography in studio and on location. 16 and 35mm color and B&W animation and filmstrip photography. Sound recording mixing, lip sync, jingles, sound effects, records. Artwork, titles, hotpress. Lab editing, processing and printing in color and B&W. FACILITIES: Equip-

ped sound stage, sound studios, Oxberry animation stands, art department, type shop; st photo and slide department; lab including optical printers, reduction, printers from 35mm to 16mm to 8mm. B&W processing, editing and conforming.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Feminiq* (Chicago Tribune); *Eureka Vacuum Cleaner Promotion* (Young & Rubicam Agency); *Capabilities* (Parke Hannifin Corp.); TV COMMERCIALS: *Tarn-A*; *Shavex Heat Cap*; *Grant Jet Shear*; *Donatelli Turtle Oil*; *The Quiet One*; *Rulo Diet Plan*; *Grant's Candy*; *Donatelli Honey & Egg Facial*; *Herb Tea Facial* (A. Eicoff Agency); *Good Housekeeping Cookbooks* series of 51 (Consolidated Book Publishers); *McCall's Cookbook* (Consolidated Book Publishers). FILMSTRIPS: *Big Sleep - Modern Bride Promo* (National Retail Furniture Assoc.); *250 Years of American Art* (State of Illinois); *This is Quartet* (Luminous Ceilings, Inc.); *America At Home 196* (American Furniture Mart); *Gemeinhardt Toul* (Gemeinhardt Flutes); *Coronet Films*; *International Harvester*; *Kaufmann Tool and Engineering*.

FILMFAIR

444 East Ontario St., Chicago, Ill.

Phone: 822-9200

Pat Saviano, *Studio Manager*

(See complete listing under Calif.)

THE FILM GROUP, INC.

430 West Grant Place, Chicago, Illinois 60611

Phone: (312) 525-1500

Date of Incorporation: 1965

Mike Gray, *President*

Jim Dennett, *Vice President/Production*

Chuck Olin, *Sales Manager*

William Cottle, *Treasurer*

Richard Klein, *Director of Educational*

Materials

SERVICES: Production of television commercials corporate films and documentaries. Latest thesis in the area of documentaries applied to the area of education and the creation of teaching modules with film. FACILITIES: 16mm/35mm equipment, full editing facilities and stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *AMF Lawnmowers* (Light house) (AMF); *Pahumbo* (Thank You Brand Pudding Rink Wells); *Driving Headache* (AC Sparkplug Leo Burnett); *Col. Sanders Kentucky Fried Chicken* (Noble-Drury); *Christmas Dolls*, *Slotcar*, *Musical Instruments*, *Fire engine*, *Jeans* (Sears).

MORTON GOLDSHOLL

DESIGN ASSOCIATES, INC.

420 Frontage Road, Northfield, Ill. 60093

Phone: (312) 446-8300

Date of Organization: 1942

Morton Goldsholl, *President, Exec. Prod.*

Mildred Goldsholl, *Secretary, Producer*

John Weber, V.P., *Studio Director of Design*

William Langdon, V.P. *Film Administration*

Tom Freese, V.P. *in charge Production*

SERVICES: Producers of motion pictures and slidefilms for business, industry, television and education. Specialists in animated graphic design. FACILITIES: Sound stage, 16mm and 35mm cameras, Moviolas, Oxberry animation stand with Aerial Image; Ampex, Nagra and Magna sync sound recorders, editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Worth How Many Words* (Eastman Kodak); *Subject: Packaging* (Owens Illinois); *Changing Technology in Adult Basic Education* (Department of Health, Education & Welfare); *The Personal Touch*, 1968 (Allstate); *Sears Promotional Film* (Rogers Piercy, Inc.); *25th Anniversary* (Foote, Cone Belding); *Happy Face* (Toni Co.). TV COMMERCIALS: *Nursing Scholarships* (Leo Burnett); *Sears Tag* (Foote

Zone Belding); MULTI-MEDIA PRESENTATIONS: Adult Basic Education. SLIDEFILMS: *Documents of Man* (Aid Association for Lutherans).



The Jam Handy Organization, Inc.

230 North Michigan Ave., Chicago, Ill. 60601
Phone: (312) STate 2-6757

(See complete listing under Detroit area)



JAM HANDY PRODUCTIONS

230 North Michigan Ave., Chicago, Ill. 60601
Phone: (312) STate 2-6757

(See complete listing under Detroit, Michigan)

John J. Hennessey Motion Pictures

1001 Batavia Rd., Geneva, Ill. 60134
Phone: (312) 232-2661

(See complete listing under Los Angeles)

ROBERT BRUCE HICKS & ASSOCIATES

2 N. Riverside Plaza, Suite 1904,
Chicago, Illinois 60606

Phone: (312) 372-6966

Date of Organization: 1963

R. B. Hicks, *President*

V. N. Hansen, *Vice-President*

R. O. Hicks, *Secretary-Treasurer*

SERVICES: Motion pictures, filmstrips and slides for business communications. Collateral printed materials. Producers of trade shows, conventions and sales meetings. Presentations. Associate producers in major cities. FACILITIES: Studio facilities leased or rented as required.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Discover the Great Indoors* (Tourism Council); *Sell With The Champs* (Boating Industry Assn.); *Proving Ground for Performance* (The Brower Co.). LIVE PRESENTATIONS: *Recreational Vehicle Exposition* (R.V.I.); *Marine Trades Exhibit & Conference* (B.I.A.).

INTERLOCK PRODUCTIONS, INC.

6778 N. Northwest Highway, Chicago, Ill. 60631

Phone: (312) 631-2440

Date of Incorporation: 1963

William R. Snowwhite, *President, Exec. Producer*

Mildred A. Snowwhite, *Vice-President, Educ. Consultant*

D. H. Bash, *Secretary, Treasurer*

SERVICES: Producers of business films—8mm, 16mm & 35mm motion pictures; sound slidefilms, filmstrips and slides. New concepts and complete programming for sales meetings. FACILITIES: Cameras, lighting equipment, studio, creative & art departments and executive offices. Affiliated with writers; editing, recording and animation services; laboratories.

MOTION PICTURES: *Forms Delcavers* (Uarco Business Forms); *Women Gymnastics Judging Practical Demonstration* (U.S. Gymnastics Fed.). SLIDEFILMS: *Data-Mailer; Convelopes* (Uarco Business Forms); *Our Kind of Guy* (American Legion).

KARTEMQUIN FILMS, LTD.

1525 E. 53rd St., Chicago, Ill. 60615
Phone: (312) 324-7668

Date of Organization: 1967

Gordon Quinn, *President*

Gerald Tenamer, *Secretary/Treasurer*

Jerome Blumenthal, *Producer/Director*

Daniel Auerbach, *Director of Technical Research*

Paula Stone, *Office Manager*

SERVICES: 35 16mm motion picture services. Specializing in cinema-verite style documentaries and educational films. FACILITIES: Complete 16mm production facilities, including wireless sync-sound camera and Steenbeck editor.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Thumbs Down; Parents; Marco; The Inquiring Nuns* (InterMedia Foundation); Turkish spy film (Isik Productions).



KELLOCK PRODUCTIONS, INC.

(Midwest Studios, Inc.)

1037 Woodland Drive, Glenview, Ill. 60025
Phones: Glenview: (312) 724-0515

Chicago: (312) 273-3880

Date of Incorporation: 1964

James A. Kellock, *President-Treasurer*

Marion R. Kellock, *Secretary*

James A. Kellock, Jr., *Vice-President*

Frederick K. Barber, *Vice Pres.-Sales*

J. C. Diebold, *Vice President-Sales*

Albert S. Bradish, *Vice President-Prod.*

K. Robert White, *Production Asst.*

SERVICES: Writing, production of motion pictures, slidefilms, and business shows. FACILITIES: Two sound studios on ground level—100' x 60' with 30' clear to overhead catwalks—40' x 25' x 14' clear to roof—3,000 amperes—120V AC power; screening room; lighting equipment; camera; sound; editing; carpenter shop; make-up and dressing rooms; commissary; art dept.; prop rooms; creative staff and production offices.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Meat Cookery; Pork Spots* (National Livestock & Meatboard); *Time* (Ely Lilly & Co.); *Torch Brazing* (S. C. Films Inc.); *Maintenance Quality Control* (U.S. Air Force); *In production At This Very Moment; Squadron Organization* (U.S. Navy); *Performance Plus* (Firestone Tire); *Corpar* (Woodward Governor Co.).

WILLIAM N. KIRSCHNER STUDIOS

(Div. of Wm. N. Kirshner & Company, Inc.)

1132 Waukegan Rd., Glenview, Ill. 60025
Phone: (312) 729-3030

Date of Incorporation: 1959

William N. Kirshner, *Producer, Photographer*

Mary Ann Kirshner, *Vice President*

Tom Neal, *Vice President, Sales*

SERVICES: Producer of audio-visual materials for marketing, sales promotion, TV, training and public relations; motion pictures, TV commercials, slide programs, slidefilms, industrial and business presentations, closed-circuit TV programs for business. FACILITIES: Two sound stages; three production studios; writing, photography and art department; recording; animation; editing; projection and interlock equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Compact Car Wash* (Simoniz). SLIDEFILMS: *You'll Make History* (ABC); *Minnesota Pres.* (Transcontinental); *Nutrition* (ABS).

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.



CHICAGO PRODUCERS



LA RUE FILMS, INC.

159 East Chicago Ave., Chicago, Ill. 60611
Phone: (312) SUperior 7-5656-57

Date of Organization: 1937; Inc. 1947

Re-Incorporated: 1966

Mervin W. La Rue, Sr., *FBPA, Chariman Board*

Gunter H. Doetsch, *President, Exec. Producer*

Parker W. Thomas, *Secretary*

Dorian Purcell, Robert H. Lounsbury, *Assoc. Producers*

Ellen Burggraf, *Production Asst.*

SERVICES: Motion pictures, slidefilms, cinemicroscopy, cinemacroscopy, and slide reproduction (all sizes). Specialists with depth experience in scientific, medical, and educational films. Consultants: planning, production, utilization of audiovisual media. Distributors of AV equipment. FACILITIES: Studio, sound and camera equipment; animation stands; time-lapse, high-speed facilities. Explosion-proof cameras, lighting equipment; micro, macroscopic setups with 4x5", 35 & 16mm motion picture cameras. Development, application of fiberoptics for body cavity photography especially endoscopic and peritoneoscopic cinematography. Border spectrum infra-red, ultra-violet) motion, still photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Arc You Ready?* (Orchard School for Special Education); *Peritoncoscopy—Technique and Endoscopic Cinematography; Tubal Sterilization via Peritoncoscopy* (Dr. Melvin R. Cohen); *Intravenous Fluid Infusion* (Abbott Laboratories, Inc.); *Cinemicroscopy of Mr. Clean in action* (Proctor & Gamble/Tathem-Laird & Kudner); *Cinemicroscopy of Biz in action* (Proctor & Gambler/Tathem-Laird & Kudner).

LAWRENCE PRODUCTIONS

1436 W. Elmdale, Suite 1, Chicago, Ill. 60626
Phone: (312) 743-2305

Donald L. Lawrence, *Executive Producer*

SERVICES: Writing, Directing, Producer's producer, budget coordinator, consultant.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Operation Boomerang* (feature); *Who's Keeping Score* (Brunswick); *Power of Modern Education* (Illinois Gas Co.). SLIDEFILM: *New World of NIREB* (Natl. Institute Real Estate Brokers). TV COMMERCIALS: *Chef White Eagle Show* (various).



JACK LIEB PRODUCTIONS

1230 W. Washington Blvd., Chicago, Ill. 60607

Phone: (312) 243-2600

Date of Organization: 1946

Jack H. Lieb, *President*

Warren H. Lieb, *Vice-President*

Donald J. Richter, *Sound Engineer*

Charles R. Kite, *Editor-in-Chief*

Ernest Schubert, *Editor*

Andy Burd, *Production*

Bill Swander, *Electrical Dept.*

Richard Slowinski, *Traffic*

Elaine Badis, *Office Manager*

Peggy Spillane, *Librarian*

Chap Freeman, *Assistant Production*

SERVICES: 16 35mm motion picture production; industrial, theatrical TV, sales promotion, institutional and sales training; specialists in travel promotion films, TV productions, spots and shows. Filmstrips and sound slidefilms. Con-

CHICAGO PRODUCERS

sultant on motion picture problems. Script writing. FACILITIES: Complete studios, 3 sound stages, RCA 35mm and 16mm magnetic and optical recording. Specialists in hi-fidelity magnetic mixing. Nagra-16mm sync recording for studio or location. Editing, musical score facilities, echo chamber, three sound stages; four editing rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *In Search Of Innovation* (Ky. Dept. of Education); *Today's Success Market*; *Profit Insurance* (Chicago Merc. Exchange); *Collage*; *Three Checks For Owner* (Garrison, Jasper & Rose); *Meteorology* (USN); *Path To Wings* (U. S. Air Force); *Railroads* (Assoc. of Western RR); *Hospital Ship/An Apprec.* (U. S. Navy); *Shock Busters* (W. H. Miner/Don Arends Agn.); *Mark & Surfaces*; *Shapes*; *Movement*; *Planes & Volumes*; *Composition* (Art Institute). TV COMMERCIALS: *O'Rourke* (Campaign for O'Rourke Condon & Assoc., Advertising Agency); *Stylophone* (Winston Sales); *Pam* (A. Meyerhoff & Assoc.); *Flipstick* (CJ Corp.).

LORD AND KING ASSOCIATES, INC.

28 W 120 Robin Lane, West Chicago, Illinois 60185

Phone: (312) 231-0102

Date of Organization: 1965

Bob O'Donnell, *President & Executive Director*

Tom Spaulding, *Cinematographer*

Edwin C. Udev, *Cinematographer*

Frank Miller, *Cinematographer*

Jack Odell, Jim Grant, *Writer-Producers*

Paul Crabtree, *Executive Producer-Director of Live Industrial Shows*

SERVICES: Creators of quality motion pictures, slidefilms, video-tape and filmed TV commercials and live industrial shows. Particularly qualified in the production of dramatic and documentary films. FACILITIES: Completely equipped sound stage with editing and screening facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *This Could Be You* (Piper Aircraft); *A Step In The Right Direction* (Quaker Oats Co.); *Golden Star Turkey* (Armour & Co.); *They That Arc of Faith* (Sudan Interior Mission); *Sawbuck* (Lord & King Associates.); Also director of *Flip Side*; *Visitors Only* (Youth Films); and *A Space to Grow* (OEO).

MATTCO ASSOCIATES, INC.

3309 N. Chapel Hill Rd., McHenry, Ill. 60050
Phone: (815) 385-5508

Date of Organization: 1960

Branches: 18 W. 45th St., New York 10036.
Phone: (212) OX 7-2896. Winston Sharples, Jr., *Musical Director*.

Richard J. Matt, *President & Excc. Director*

William M. Fraser, *Director of Sales*

Jerry Olson, *Production Manager*

SERVICES: Motion picture and slidefilm production, including theatricals, TV and sponsored industrial, sales and training films. FACILITIES: Recording, music scoring and editing; 16mm and 35mm editing rooms, Moviola equipped; 16mm and 35mm projection, 16 Eclair NPR, Arriflex and B&H and 35mm Arriflex and Evemo cameras; Nagra sound equipment; sound stage, complete studio and portable lighting; special camera-boat, airplane, and truck.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *World Jamboree XII* (Ex-Cell-O Corp.); *Freedom's Road* (American Petroleum Institute); *Fisherman*; *Ocean* (Baker/Johnson & Dickinson); *Cutlery* (D'Arcy Adv./Standard Oil Co.); 10 sales films (Johnson Motors).

FENTON McHUGH PRODUCTIONS, INC.

161 E. Grand Ave., Chicago, Ill. 60611

Phone: (312) 321-0533

Date of Organization: 1956

Fenton P. McHugh, *President*

Francine Stuart, *Production Administrator*

Robert Krugly, *Comptroller*

SERVICES: Production of 16mm and 35mm motion pictures for business, industry and TV. Sound slidefilm productions. FACILITIES: 16mm and 35mm production equipment; editing facilities and sound stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Fisherman's World* (Johnson Motors); *Arms of Venus* (Miller High Life/Storer Broadcasting); *Spanish Film* (Schlitz Brewing Company).

MPO Incorporated

528 N. Michigan Ave., Chicago, Ill. 60611

Phone: (312) 527-3680

William Bailey, *Manager*

(See complete listing under New York City)

BURT MUNK PRODUCTIONS, INC.

56 E. Walton Place, Chicago, Ill. 60611

Phone: (312) 337-0034

Date of Organization: 1961

Burton M. Munk, *President*

Patrick McNamara, *Production Manager*

Mary Abraham, *Business Manager*

SERVICES: Creation and production of motion pictures, slidefilms and related materials for business communication. Sales meeting and convention services. Nationwide public school distribution of sponsored filmstrips. FACILITIES: Creative writing, planning and production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Priceless Posturepedic* (Sealy, Inc.); Numerous educational motion pictures and slidefilms for (Society For Visual Education). SLIDEFILMS: *Admiral Means Business*; *Turn On, Tune In and Sell* (Admiral Corporation); *The Second Fifty Years* (Zenith Sales Corp.).



FRED A. NILES

COMMUNICATIONS CENTERS, INC.

1058 W. Washington Blvd., Chicago, Ill. 60607

Phone: (312) 738-4181

Date of Organization: 1955

Branch Offices: New York: 108 West End Ave., New York, 10023 Phone: (212) SU 7-8770. Charles Ticho, *Vice-President*. California: 5545 Sunset Blvd., Hollywood. 90028 Phone: (213) 462-7311. Paul Johnson, Lionel Grover, *Vice-Presidents*.

Fred A. Niles, *President*

Norman C. Lindquist, *Vice-President, Sales*

William E. Harder, *Vice-President, Production*

Rolf W. Brandis, *Vice-President, Producer*

Harry Lange, *Vice-President, Executive*

Producer TV

James E. Morgan, *Vice-President, Finance*

Robert Alpert, *Vice-President*

Manny Paull, *Vice-President*

Thomas A. Casey, *Vice-President*

Edith Skebelsky, *Account Executive*

Gary Mann, *Account Executive*

James Miller, *Supervising Editor in charge of*

Post Production

George Jarrett, *Editing Administrator*

Sid Siegel, *Musical Director*

Donald Hill, *Production Manager, Industrial*

Michael Miller, *Producer*

Tedd Determan, *Creative Director*

Paul Drieske, Gerald DiPego, *Writers*

Dorothy Roecker, *Office Manager*

Bert Lindberg, *Chief Charge Man*

SERVICES: TV commercials; industrial films; sales training films; business theater; sound slidefilms; TV shows. Marketing and merchandising programs, theatrical short subjects. FACILITIES: 100,000 sq. ft. of space; 3 sound stages; Five editing rooms complete sound dept.; carpentry, electric, paint and prop depts.; screening rooms; art dept.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Curious Ones* (L. W. Singer & Co.); *To Bring To Man* (American Machine & Foundry); *Birthingright* (American Bible Society); *The Power of Mercy* (Community Fund of Chicago); *Today's New Opportunities*; *The Sleeping Giant*; *The Class of '69* (Beatrice Foods Co.); *Mr. & Mrs. N.F.L.*; *Winner's Circle*; 1968 *Fall Promotion* (American Oil Co.); *The Water Makers* (Aqua Chem, Inc.); *Test Your Shock Sense* (Gabriel Shock Absorbers); *The Price You Pay* (Super Market Institute); *The Comeback* (T.R.W.); *Steel Containment At Oyster Creek* (Chicago Bridge & Iron); *The Clarkliff 500* (Clark Equipment Co.); *In The Service of Man* (Convertors, Inc.); *The Medicenter Story* (Medicenters, Inc.); *Renaissance 70* (Kuppenheimer, Inc.). TV COMMERCIALS: For hundreds of companies, including American Oil Co.; Standard Oil; Beatrice Foods Co.; Skil; McDonalds; Motorola; Milk Duds; Arby's; Holiday Inn; Clark Candy; Alberto Culver; Shell Oil Co.; Coca-Cola; Kentucky Fried Chicken; International Shoe. LIVE SHOWS: *Blast-Off* (Beatrice Foods Co.); *The American Bathroom Revolution* (American Standard Inc.); *Convertors, Inc.* (American Hospital Supply); (Masonite Corporation); *Fashion Plate* (Combined Jewish Appeal); THEATRICAL SHORT SUBJECTS: *A Fable* (Mobile Oil Co.); *Singles Holiday* (American Express).



Pelican Films, Inc.

410 N. Michigan Ave., Chicago, Ill.

Phone: (312) 337-8116

Max Pride, *Vice President*

(See complete listing under New York City)

PERSUASION SYSTEMS, INC.

15 E. Pearson, Chicago, Ill. 60611

Phone: (312) 642-9840

Date of Organization: 1966

Arnold Y. Midlash, *President, Creative Dir.*

Rudy Wright, V. P., *Producer*

Robert We Dyck, *Musical Director*

Henry Puckhaber, *Prod. Coordinator*

Norman Deletzke, *Chief Engineer*

George Casanave, *Staging Services*

SERVICES: Programs involving multi-media; specializing in live and automated multi-screen presentations, training programs; corporate communications utilizing a-v techniques. FACILITIES: Script, design services; still, motion picture photography, 16/35mm; sound recording/Crown, Ampex recorders; multi-channel mixing, mastering and impulsing. Cartridge duplication and loading; high-speed tape duplication.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Compu-term* (Continental Assurance); *China Foam* (Amoco Chemical); *Effective Presentations* (General Foods); *Employee Benefits* (Eli Lilly); *Money on the Rooftops* (U.S. Gypsum. MULTI-MEDIA: *Proven Patterns of Performance* (Zenith); *HS&M Fashion New World* (Hart, Schaffner & Marx); *My Insurance Man* (Continental Assurance); *Goal to Go* (International Minerals & Chemical); *Total Performance* (Schlitz Brewing Co.). TV COMMERCIALS: for Remington Arms and Richard Ogilvie.



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PILOT PRODUCTIONS, INCORPORATED

1819 Ridge Avenue, Evanston, Ill. 60201

Phones: (312) DAvis 8-3700

(312) BRoadway 3-4141

Date of Organization: 1940; Inc. 1952

C. Robert Isely, *President*

Robert L. Dedrick, *Executive Vice-President*

Bob Luce, *Vice-President, Prod.*

C. Don Sheldon, *Treasurer*

Hal Childs, *Director of Photography*

Ken Kracht, *Director of Illustrative Photography*

Dave Holmes, *Director*

William Bauer, *Ass't. Director*

Dick Sato, *Production Assistant*

Connie Andersen, *Filmstrip Department*

Jim Cuca, *Sales*

Helen Wolf, *Talent Contact*

SERVICES: Complete creative and production facilities for motion pictures and filmstrips. Research, writing, photography, sound recording, editing, and stripfilm services for industrial and business films. **FACILITIES:** 10,000 sq. ft. 3,700 sq. ft. shooting stage with 14 ft. clearance under catwalks; complete kitchen facilities for food photography; 16mm Mitchell and Arriflex camera equipment; generator & battery packs for field work; special right hand drive camera truck with inside camera mount, front platform, top platform and radio gear; Ampex, Magnasync and Nagra recording equipment including DuKane 30/50 signal generator; double system projection.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *New Way To Drive* (National Safety Council); *Engineering . . . Challenge of the Future* (Eta Kappa Nu); *World's Championship Washer and Dryer Installation* (Whirlpool Corporation); *On The Go, All The Time* (Clark Equipment Co.); *Patient Handling; Materials Handling* (Institutional Industries, Inc.); *An Order for Excellence* (Huyek Felt Co.).

FILMSTRIPS: *Her Infinite Variety* (Luzier, Inc.); *Portrait of Yourself* (Luzier, Inc.); *Dish Room Procedures* (DuBois Chemical Co.); *Building Customer Relations With Catalogue Checks* (DeLuxe Check Printers); *Learning Laboratories* (DuKane Corp.); *PBX System* (Automatic Electric); *Do You Care* (Standard Publishing).

PINNN PRODUCTIONS

40 East Erie Street, Chicago, Illinois 60611

Phone: (312) 787-8432

Date of Organization: 1957

Richard J. Powers, *Chairman, Governing Board*

George Drake, *President*

Richard J. Cusack, *Vice President, Marketing Division*

Richard C. Haberkorn, *Vice President, Operations Division*

Raymond A. Hebel, *Vice President, Audio-Visual Aids Div.*

James H. Johnson, *Vice President, Sales Communications Div.*

SERVICES: Complete communications, including motion picture, TV, sales meetings, slide films, packaged slide programs, P.O.P. programs for motivation, sales, training, promotion, merchandising, education. All creative and production services under one roof. **FACILITIES:** Complete photographic and sound studios. Color processing lab. Oxberry and Mitchell animation. Emby automatic duplicators. Automatic slide mounter. Packing and shipping.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *HANDS* (United Methodist Church); *The Chase* (Playboy Magazine). **SLIDEFILMS:** *The Big Sound* (Sears Roebuck & Co.). **MULTI-MEDIA:** *Threshold* (Motorola Communications and Electronics, Inc.); *Teamwork Powers The Line In '69* (Kellogg Sales Co.).

SPORTLITE FILMS

20 North Wacker Drive, Chicago, Ill. 60606

Phones: (312) 236-8955; 236-8488

Date of Organization: July, 1955

Alfred D. LeVine, *Producer*

Charles Lee, *Unit Manager*

Mary Carroll, *Comptroller*

Robert Decker, *Counsel*

SERVICES: Communications, audio-visual, sponsored sports films, TV Commercials, trade show films, mixed media, presentations, instructional sports, recreation and entertainment. **FACILITIES:** Stock footage Super 8, 16mm, 35mm, Color or B/W on location, in plant assignments, Arriflex, Eclair, Nagra, B&H 70DR. Experienced Crews per diem basis Eastman color Auto Sports Film available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Turbines, Turbos, Tensions* (1968 Indianapolis "500" Classic); *Cal's Capers* (1968 Atlanta "500" Race, Southern Racing Productions); *Make Ready* (Thermo King, Indy's Gasoline Alley); *Scbring's For the Birds* (1968 12-Hour Endurance); *Hockey's Give Away* (Chicago Black Hawks 69-69).



TAKE TEN INCORPORATED

211 East Chicago Ave., Chicago, Ill. 60611

Phone: (312) 944-0455

Date of Organization: 1961

David R. Hayes, *President & Board Chairman*
Dean DiBrito, *Vice-President, Administration & Production*

Inez Harris, *Corp. Secretary, Director*

Roland C. Behny, *Vice-President, Sales*

Kenneth Solomon, *Manager, Technical Services*

SERVICES: Industrial motion pictures; live industrial shows; sound-slidefilms; slide presentations; TV films; videotape; musical jingles; radio transcriptions; radio programs; creative consultation. **FACILITIES:** Business offices; creative dept.; studio, 16 35mm production; original music, scoring and copying dept.; art dept.; still photography dept.; print production dept. for collateral material.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Testing Auditorium Products; Testing School Products; Auditorium and Theatre Installations* (American Seating Co.); *Second Effort* (Dartnell Corporation); *Impact; Torc-Pac Drivers* (U. S. Industries); *Cherry Bomb* (Maremont Corp.); *Inside Story* (Kimberly-Clark). **SLIDEFILMS:** *Color The Customer Livid; Tiger by the Tail* (BPRMA); *Mission Possible; Star Trek* (Baxter Laboratories); *The Beautiful Difference* (Griffin Wheel). **INDUSTRIAL SHOWS:** *The Day of the Century* (National Cash Register Co.); 1968 *Pacemaker Show* (A.B. Dick Co.); *Gale Products* (The Champions Meet the Challenge); *The Search for the Cryovac Man* (Cryovac); *Soap-it-to-Me* (Foote Cone & Belding); *The New World of International* (International Harvester); *Time for the Professional* (Hamm's Brewing Co.).

Our Credo for Reference Quality

There will always be more "names" of so-called "producers" in phone books or other directories because these Production Review listing pages are restricted to those companies who meet our stringent requirements for reference data needed by film buyers. With no charge made for any listing in this Review, we reserve the right to maintain a high standard of reference quality. Because we do, this book is the accepted authority used in agencies, business and government throughout the year.



CHICAGO PRODUCERS

TELECINE FILM STUDIOS, INC.

100 S. Northwest Highway, Park Ridge, Ill. 60068

Phones: Park Ridge: (312) 823-1418

Chicago: (312) 763-5818

Date of Organization: 1952

Byron L. Friend, *President*

June A. Friend, *Secretary Treasurer*

Joan Werrbach, *Audit-Finance*

Martin Lindwall, *Director of Photography*

Paul Rosenau, *Sales*

Dean Garrison, *Producer Director*

SERVICES: Motion pictures, filmstrips, live meetings, new product introductions, trade show participation. Color and B&W, 35mm or 16mm studio or location. TV commercials and programs, complete packaging service, editing, re-recording, mixing, interlock screening, recording, script writing, filmstrip animation, high-speed, time lapse photography. Aniforms, Communipak. **FACILITIES:** Multiple camera, continuous shooting equipment, 35mm and 16mm cameras, Arri, Eclair, etc.; magnetic recorder Ampex, Nagra, etc., sound stage 30' x 45', five-channel re-recording and mixing; dubbing from Nagra to sprocketed material; selsyn interlock; animation stand, motion picture and filmstrip, slide copying equipment; wireless microphones; location generators. CCTV.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Welcome To Motorola* (Motorola); *So You Want To Be An Electronics Technician; So You Want To Be On The Team* (Vocational Films); **MULTI-MEDIA:** *NAVA National Dealer Meeting* (Bell & Howell); *National Dealer Meeting* (Johnson Motors). **SLIDEFILMS:** *Dri Pac* (Zonolite); *Apartments* (Reynolds); *Half Head Pumps* (Sundstrand). **VIDEOTAPES:** *AVA Review* (Aniforms).



HENRY USHIJIMA FILMS, INC.

1101 Harrison Avenue, Park Ridge, Ill. 60068

Phone: (312) 698-3331

Date of Incorporation: 1962

Henry Ushijima, *President & Exce. Producer*
Ruth Ushijima, *Secretary*

SERVICES: Producers of motion pictures and slidefilms for industry, education and TV. **FACILITIES:** All location equipment in both 35mm and 16mm and complete editing facilities. New Quartz Halogen Lighting Equipment, Camera car. Complete editing facilities for 35mm or 16mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Patterns for the City With a Future; What Trees Do They Plant?* (City of Chicago); *On Tennis* (3) Educational series (Pick Foundation); *Too Personal To Be Private* (National Funeral Directors Association); *Fall Meeting Series* (5) (Hiram Walker); *New Techniques in Cast Iron Boilers* (Weil-McClain Co.). **TV COMMERCIALS:** *Faultless Golf Ball* (Tatham-Laird-Kudner); *Artcraftmobile Homes; Trailblazer Trailers* (Spencer Products/Kinzie & Green); *One Millionth Customer* (N. Ill. Gas Co./Tatham-Laird-Kudner).

VPI of Illinois, Inc.

450 East Ohio St., Chicago, Ill. 60611

Phone: (312) 787-2500

(See complete listing under New York City)



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CHICAGO PRODUCERS



WILDING INC.

A Bell & Howell Company

1345 W. Argyle Street, Chicago, Ill. 60640
Phone: (312) 275-1200

Date of Organization: 1914
Date of Incorporation: 1927

James R. Bohr, *Vice President, Branch Mgr.*
M. E. Morava, *Business Manager*
Ralph Davis, *Vice President, Production Mgr.*
Walter Tinkham, *Vice President, Producer*
James Constable, *Vice President, Producer*
Hal Secor, *Vice President, Creative Director*
R. K. Carlson, *Vice President, Sales Manager*
D. K. Carlson, *Art Director*
Fred Weituschat, *Manager, Slidefilm Production*

OTHER WILDING FACILITIES

Detroit: 18000 W. Eight Mile Road, Southfield, Mich. Phone: (313) 353-1400.

G. Champenoy, *Business Manager*
J. Vivian, *Vice President*

Tri-Dex Display Corp., 8820 Inkster Road, Romulus, Mich. Phone: (313) 946-9550.
Jack Huff, *Vice President, General Mgr.*
R. Watkins, *Business Manager*

New York: 405 Park Ave., New York, N. Y. Phone: (212) 759-0854

Robert Ford, *Vice President, Branch Mgr.*
J. Szwed, *Business Manager*

Cleveland: 2307 Chester Avenue, Cleveland, Ohio. Phone: (216) 771-4030.

S. C. Johns, *Vice President, Branch Mgr.*
R. Kohlruist, *Business Manager*

Chicago: Commercial Picture Equipment, 5725 N. Broadway, Chicago, Ill.

Phone: (312) 275-1200
Robert Younker, *General Manager*

Mid-America Color Labs, 1345 Argyle St., Chicago, Ill. Phone: (312) 275-1200 or 784-4224.

Harold Kinzle, *Vice President and Manager*
Richard Lane, *Manager, Order Department*

OFFICERS AND DEPARTMENT HEADS

F. W. Overesch, *Chairman of the Board, President*

W. W. Kraft, *Executive Vice President*
W. R. Winn, *Vice Chairman of the Board, Senior Vice President*

R. J. Dumphrey, *Vice President and Controller*
C. H. Sheahan, *Assistant Controller*

R. Davis, *Vice President, Production Manager*
R. Cassell, *Vice President, Creative Director - Detroit*

J. Farley, Howard Hoyt, *Industrial Show Producer*

D. K. Carlson, *Art Director - Chicago*
Fred Weituschat, *Manager, Slidefilm Production - Chicago*

Harold Kinzle, *Vice President, Mid America Color Labs*

SERVICES: A Communication agency specializing in marketing and promotion media. Creative counselors and producers of motion pictures, slidefilms, TV commercials, industrial shows, conventions, sales meetings, displays and exhibits, graphics and audio-visual installations. Complete production services from script writing through production and all laboratory processing. **FACILITIES:** Chicago - 4 sound stages - (75' x 140', 70' x 100', 75' x 60', 50' x 100'); still and motion laboratories, art and animation departments, sound transfer and interlock screening facilities, film vaults, prop and carpenter shops. Commercial Picture Equipment - 15,000 sq. ft. for the manufacturing of projection screens, stagettes and special projection equipment. Detroit-Southfield - 34,170 sq. ft. housing administrative, sales, slidefilm and graphics departments. Detroit - Tri Dex - 66,000 sq. ft. including 1,500 sq. ft. for film sound stage, remainder for the construction of

industrial show stages and scenery, displays and exhibits, plus storage facilities for existing display materials.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: New Car Announcement Films (Ford Motor Co. and Ford of Canada Ltd.); *Furrow on Film* (Deere and Company); *On Top of the Pros* (Mine Safety Appliances); *Where the Business Is* (American Oil Co.); *In Business for Yourself* (Cory Corp.); *Memory of Earth* (A C Electronics); *The Now Colleges* (American Assoc. of Junior Colleges/Sears Roebuck & Co.). **INDUSTRIAL SHOWS:** *Plain Talk* (Pearl Brewing); *Imperial Oil Dealer Show* (Imperial Oil Ltd.); *Maverick Introduction* (Ford Motor Co.). **MULTI-MEDIA PRESENTATIONS:** Specialized presentations for various sponsors including Eastern Airlines; Avon; IBM; Sheraton Hotels; Air India.

ZAPEL STUDIOS, INC.

615 North Wabash Ave., Chicago, Ill. 60611
Phone: (312) Superior 7-2755

Date of Incorporation: 1955

Owen Zapel, *President & Executive Director*
Karl LaRoche, *Vice Pres. Production*

SERVICES: Producer of animation for TV commercials, industry and education. Live action for all purposes. Audio visual productions for sales presentations, slidefilms, filmstrips, Show Case Programatic. Optical and animation camera services for Midwest producers. **FACILITIES:** Studio 2000 sq. ft. with working kitchen; two floors, animators, artists, layout, lettering, hot press, 16mm and 35mm projection; 35mm optical and magnetic interlock. Editing with 16mm and 35mm Moviolas, two animation stands. Master series Oxberry with Aerial Image projector, Joy-Stick control, 16mm and 35mm; 35mm printer.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Your Company's Capabilities* (Chicago Molded Prod.); *Chicago From The Inside* (Chicago Tourism Council). **SLIDEFILMS:** *Nalco-Vignettes* (Nalco Chemical Co.); *Beel Profits* (Quaker Oats); *Training Techniques* (Audiscan).

Champaign, Illinois

BILL MORROW & MARK ANDERSON, MOTION PICTURE PRODUCTIONS

(formerly Anderson Cinematography)

112 North Walnut, Champaign, Illinois 61820
Phone: (217) 356-6408 or 356-3831

Date of Organization: 1969

W. Forrest Morrow, *Partner*
Mark A. Anderson, *Partner*

SERVICES: Complete Motion picture production, television programming and commercials, display films, slidefilms. Complete commercial photography services. Qualified PPA. **FACILITIES:** Script, studio and location production, 1200 sq. foot production studio equipped for synchronous sound (Mitchell or Auricon), title and graphic preparation including animation facilities, nearly 10,000 sq. ft. total space in studio, screening, recording, editorial, creative and office space. Interlock facilities, multiple editorial setup, Arriflex production, Magnasync sound and Moviola equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Cutting Edge* (University of Illinois Alumni Association); *Grazing Straight Legume* (Lumpp & Fillman); *Does That Banner Yet Wave* (Freedom Celebration Committee); *Bankpark* (Jareo-Belinof Agency, Champaign National Bank). **TV COMMERCIALS:** 12 for (Production Credit Association/Hall, Haerr, Peterson & Harney); 4 for (1st National Bank of Champaign/Grubb Advertising); 3 for (Pana Hillsboro Insurance/Hall, Haerr, Peterson & Harney) and various ones for NBC News.

KANSAS

CENTRON CORPORATION, INC.

West Ninth at Avalon Road, Lawrence,
Kansas 66044

Phone: (913) 843-0400

Date of Organization: 1947

Arthur H. Wolf, *President and Excc. Prod.*
Russell Mosser, *Executive Vice-President and Treasurer*

Charles Lacey, *Vice-President & Secretary, Director of Production*

Norman Stuewe, *Vice-President and Director of Photography*

Harold Harvey, *Vice President, Producer-Director*

J. W. Newsom, *Director of Sales*

James Bannister, *Ass't Director Sales*

Margaret Travis, *Script*

John Clifford, *Script*

J. D. Powers, *Script*

Dan Palmquist, *Director of Editing*

James Pearce, *Director*

Inge Erickson, *Script*

Gene Boomer, *Director*

Leonard Schneider, *Director*

Don Jessup, *Sound Engineer*

Oscar Rojas, *Art & Animation Director*

Douglas Poulter, *Director of Animation*

Photography

SERVICES: Motion pictures, slidefilms and sales meetings for public relations, sales, training, education and television, sales meetings. Subcontracting. Specialized sports photography. Specialized color and/or black and white still assignments. Animation and recording services. **FACILITIES:** New studio and office facilities include 60' x 100' x 27' and 50' x 50' sound stages, voice studios, editing rooms, sound rooms, etc. Mitchell, Arriflex and Eclair cameras; complete lighting and sound equipment for studio and location. Complete animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Your Flair For Giftwrapping* (Hallmark Cards); *Adventure 66* (Phillips Petroleum Company); *Prologue To Tomorrow*; *The ACron Oil Filter Story*; *Take Five*; *Optikleen*; *Liquid Tire Chain* (AC Spark Plug Division of General Motors); *Our Man In The Middle* (Sears Roebuck Foundation and American Bar Association); *Into the World* (Sears Roebuck Foundation and National Merit Scholarship Assoc.); *D.E. Tell It Like It Is* (Sears-Roebuck Corporation); *A Year And A Month In Little Rock* (Kellwood Co.); *With Another Man's Life*; *Thursday's Child*; *Rebirth Of Wonder* (The Mott Foundation); *A Storm, A Strife* (American Medical Association); *How Things Dissolve*; *Matter Into Energy*; *Modern Engines and Energy Conversion*; *Norwegian Fisherman-Farmer*; *Coffee Production In Latin America*; *Hands*; (McGraw-Hill Book Company). **SLIDEFILMS:** *SWS Spells Sales* (Skelly Oil Company); *The Leasing and Rental Business* (Chevvy Corporation); *Delco's The Deal* (United Motors and Maritz). **MULTI-MEDIA PRESENTATIONS:** 1969 *Sales Meeting* (Phillips Petroleum Company); 1969 *Spring Sales Meeting* (AC Spark Plug Division of General Motors Corporation); *Maritz Top Management Presentation* (Maritz).

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.



COUNTRYMAN-KLANG, INC.

905 Park Ave., Minneapolis, Minn. 55404

Phone: (612) 332-2538

Date of Organization: 1956; Inc.: 1959

Thomas C. Countryman, *President &**Director of Photography*Floyd A. Klang, *Exec. Vice-President, Writer-**Director & Producer*James Sugimura, *Vice President, Compl.**Photog. & Slides*Robert Edwards, *Producer/Creative Dir.*Fred Badiyan, *Head of Editing*Jack Gauvitte, *Sound Department*Harry Allen, *Cinematographer*Paul Iida, *Photographer*

SERVICES: Producers of industrial, educational, sports, sales, sales training, TV commercials and filmstrips, 16mm and 35mm, and advertising sales photography. **FACILITIES:** 4500' stage, animation, Mitchell, Arriflex, dollies. Lighting and sound equipment for studio or location. Complete recording with Nagra. Four Magnasync interlocks and multi-channel mixing. Music library and producers services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Minnesota—A Different State of Mind* (State of Minn.—Dept. of Economic Development & Dept. of Aeronautics); *Electronic Servants* (Univac—Div. of Sperry Rand); *The Other Side of the River* (Corps of Engineers—St. Paul District); *Be Safe — Be Seen; Step Lightly*; *3M Liquid Greenlite* Florida; *3M Highway Stripper*/Detroit; *3M Highway Stripper*/Florida & Wayne County; *3M Highway Stripper*/3 cities; *Scotchlane Delineation; Hazard Delineation* (3M Company); *Ideas at Work* (Northern Ordnance Div. of FMC Corp.); *North-Wenzell Cruise* (Nutrena—Div. of Cargill, Inc.); *Power of the Panther — 1968*; (Arctic Enterprises); *Larson Glasspar Lifeguard Boats; Larson Lifeguard Construction* (Larson Industries); *Donneybrooke Raceways* (Donneybrooke, Inc.); *Greater Northwest Camping Show* (ARU, Inc.); *Training for Vision Screening; Training for Hearing; The Fortunate Four* (Pre-School Medical Survey of Vision & Hearing); *Central Machine* (Central Machine Works). **SLIDEFILMS:** *Two Many Signs; The Gambler; Compare the Hazard; A Sign of Life; Mark It Durable* (3M Company); *Profit Comes in a #10 Tin* (Peavey Mills); *Nortronics* (Edwin Neuger & Associates); *Telex Hearing—Happiness is Hearing* (Anderson-Madison); *Peavey Institutional* (MacManus-John and Adams Advertising); **AUDIO-VISUAL:** National Sales Meeting (3M Co.). **TV COMMERCIALS:** *Arctic Cat Snowmobiles* (Arctic Enterprises); *Crystal Sugar* (American Crystal Sugar So./Barickman & Selders Advertising); *Dr. Gaymount—Yogurt* (Old Home Creameries); *Montana Dakota Utilities* (Montana Dakota Utilities); *Red Wing Shoes* (Red Wing Shoe Co./Wm. Baxter Adv.); *Blue Cross—MII* (MacManus, John & Adams); *Mutual of Omaha* (Bozell & Jacobs); *Twin City Chevrolet Dealers* (Twin City Chevrolet Dealers); *Northern States Power; United Fund; Northwestern Natl. Bank; Snowy Bleach; Hamm's* (Campbell-Mithun); *Jantzen Bathing Suits* (Daytons); *Polk County, Iowa Federal Savings & Loan* (Daytons); *Minn. State Fair* (Ken Pottle Advt.); *Sno-Ghia Snowmobiles* (Rowan Controllers); *Harmon Ogdahl* (Sieloff, Htrder, Grawert & Jones); *Super Valu* (Reach-McClinton).

Client References to Guide the Buyer

Client references provided in these listing pages are for the guidance of our buyer-readers. Check titles and sponsors listed; preview work of your prospective producer who is listed in these pages.

EMPIRE PHOTOSOUND INCORPORATED

4444 W. 76th St., Minneapolis, Minn. 55435

Phone: (612) 920-3020

Cable Address: EMPS, Minneapolis

Telex: 029-5317

Date of Incorporation: 1945

William S. Yale, *President & Treasurer*Richard N. Jamieson, *Executive Vice-**President*Arthur J. Nicol, *Vice President, Production*John Raddatz, *Director of Photography*Mark Engebretson, *Vice President, Photo-**sound Div.*Gordon Winters, *Mgr., Commercial Still Dept.*Paul Martinson, *Manager, Sound, Editing &**Projection Depts.*Rik Rydllum, *Art Director*Gary J. Seman, *Sales*Gerald Moran, *Comptroller*

SERVICES: Production of motion pictures, sound slidefilms, TV commercials and sales meeting presentations. Time-lapse, slow motion equipment. Editing and interlock projection. Tape and magnetic film recording, disc and tape music libraries. Process screen and arc rear projection. Still laboratory. **FACILITIES:** 16mm Maurer and Arriflex cameras; 35mm and Techniscope cameras; 16mm Eastman Arc projectors; Strong Arc projectors for 3 1/4" x 4" slides and filmstrips; 8' x 20', 12' x 30' and 20' x 20' projection screens, available for conventions, sales meeting, etc. Animation, sound recording studio for stereo or monaural recording; 35mm recording equipment; Nagra recording equipment; Ampex MR70 4-track 1/2" stereo equipment; industry and educational videotape production on Ampex VR 7500 and VR 7800. 40' x 60' x 20' high sound stage; stereo high fidelity public address system.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Paced to Live* (Great Northern Railway Co.); *Fiesta del Toro* (Toro Manufacturing Corp.); *Unwrapping the 7600* (Control Data Corp.). **SLIDEFILMS:** *Brazier Food Preparation; Sanitation; Refresher Course* (American Dairy Queen); *Knutson Companies Corporate Presentation* (The Knutson Co.); *Hey Dad . . . What's Profit Sharing?* (Super Valu Stores, Inc.). **VIDEOTAPES** *Message from President Ewald to the Board of Directors* (Northern States Power Co.). **MULTI-MEDIA:** *Pan Am Communications Story* (Pan American World Airways); *"M" Day Presentation* (Great Northern Pacific & Burlington Ry.); *Gift Stars — The Master Media* (Gold Bond Stamp Co.). **MEETINGS & PRESENTATIONS:** Toro Mfg. Corp.; Farmers Union Central Exchange Annual Meeting; Northern Pacific Railway Co.; Pan American. **TV COMMERCIALS:** *Great Northern Railway* (John Forney Adv. Agency, Inc.).

ANTHONY LANE FILM STUDIOS, INC.

7401 Wayzata Blvd., Minneapolis, Minn.

55426

Phone: (612) 545-2518

Date of Organization: 1945

Anthony Lane, *President*Richard C. Mickelson, *Exec. Vice President*Serenio S. Scranton, *Director, Technicolor**Sales*Sandra Martin, *Comptroller*

SERVICES: 16 and 35mm production of industrial and TV films and commercials. Hunting and other sports films a specialty. Animation; sound slidefilms; recording for radio, TV and films. **FACILITIES:** Sound stage; recording 16mm magnetic, 1/4" tape; three music libraries; sound effects library. Eclair-Nagra equipped.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Instant Skier* (Schlitz Brewery); *Revolution in Skiing* (Turfski Inc.); *King Grizzley* (Hi-Ad Films, Inc.); *Where It All*



Began (Scandinavian Airlines System, Inc.). **TV COMMERCIAL:** *Edison Town Houses* (Edison Mobile Homes, Inc./Winger Ad Agency).

LOW & ASSOCIATES, INC.

7708 Morgan Ave., South, Minneapolis, Minn.

55423

Phone: (612) 861-3383

Date of Organization: 1959

R. Glenn Low, *President & Producer*Roseanne E. Low, *Vice-President &**Associate Producer*Justin E. Edwards, *Vice-President*William J. Steinbicker, *Director*Richard W. Laird, *Art & Animation Director*Robert C. Petersen, *Camerman*John J. Baltes, *Editor*Karen A. Andreassen, *Production Asst.*Lee Smith, *Production Assistant*

SERVICES: Writing and production of motion pictures, television commercials and programs, producer's services and sales shows. **FACILITIES:** Modern studio with complete live action and animation production facilities. Arriflex and high-speed camera equipment, 60-ft. portable camera tower, remote control equipment for cameras, sound stage, Ampex, Nagra, Magnasync and Stancil-Hoffman sound equipment, electrical interlock system, Mole-Richardson and Color-Tran quartz lighting. Moviola and other editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Challenge* (Honeywell, Inc.); *Selected Ammunition for the Armed Forces* (Army Materiel Command); *Rook*; *16-inch Projectile MK 19* (Picatinny Arsenal); *Degradation Effects Program* (Office of the Project Manager, AMC); *Adam*; *LVM*; *IIOP G* (Honeywell, Inc. Ordnance Div.); *XM577 Fuze* (Army Munitions Command).

NORTH STAR PRODUCTIONS, INC.

2930 Emerson Ave. South, Minneapolis,

Minn. 55408

Phone: (612) 827-6117

Date of Organization: 1967

W. R. Frank, *Board Chairman*William R. Heideman, *President*Leigh Kamman, *Producer/Music Director*George Nielson, *Account Executive/Producer*Alan Forrest, *Art and Still Photography**Director*

SERVICES: Creative staff for scripts, storyboard, music scoring and the production of motion pictures, sound slidefilms, animation and graphic design, sales meeting programs, editing, 16 and 35mm projection and interlock screening; closed circuit television, video-tape productions and live shows. **FACILITIES:** Arriflex, Eclair and Nagra 16 and 35mm camera equipment, still department, Technicolor 1000 and silent projector (distributors). Shibaden closed circuit television, video-tape recording equipment (distributors), LaBelle and Audiscan (distributors).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Grand Slam* (Munsingwear); *Growing Up* (Onan Oiv/Studebaker); *Bobcat In Construction* (Melroe Manufacturing); *Vector Analog Computer* (Butler National); *Impress* (3M Co.); *Zero Defect* (Honeywell). **TV COMMERCIALS:** for Velie Oldsmobile.

The Guide You Need All Year Long

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WEST CENTRAL AREA



REID H. RAY FILM INDUSTRIES, INC.

2269 Ford Parkway, St. Paul, Minn., 55116

Phone: (612) 699-1393

Date of Organization: 1910

Howard H. Gelb, *President*

Reid H. Ray, *Producer, Director & Vice Pres.*

Ellsworth H. Polsfuss, *Producer Director*

Frances Hostettler, *Asst. Secretary*

Roland Watzl, *Negative Services*

Edward Sandstrom, *Head Shipper*

Robert Winter, *Senior Film Editor*

Doug Aistrope, *Art Director*

Donald Anderson, *Sound Engineer*

SERVICES: Creative staff for scripts storyboard, music scoring, and the production of motion-pictures, sound sldiefilms, TV films, TV commercials; animation and graphic design, sales meeting programs; editing, interlock screening, and 6-channel recording services. FACILITIES: Animation Department; studio-stage; 16 and 35mm editing equipment; recording equipment, including Nagra ¼" tape, 16mm magnetic, 16mm optical, 35mm magnetic, 35mm optical (RCA licensee), studio and location recording; 300 ampere portable gas-electric generators; Arriflex and Mitchell cameras, still photographic equipment; arc and incandescent lighting equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Challenge of Six Billion* (Allis-Chalmers); *What's New for '69* (Deere & Company); *Goals & Dreams* (United Air Lines); *So You Want To Be A Cheerleader?* (Bonne Bell); *One Hundred Little Things* (Mayo Clinic); *Community* (Pickands-Mather); *Sierrita Mine Project* (Duval). SLIDEFILMS: *Personality-Bank's Image* (BPMRA); *Your Food-Chance or Choice* (National Dairy Council).

MISSOURI

CALVIN PRODUCTIONS, INC.

1105 Truman Road, Kansas City, Mo. 64106

Phone: (816) HA 1-1230

Date of Organization: 1931

Leonard W. Keck, *President*

William Hedden, *Vice-President*

Frank Barhydt, *Vice-President*

James Hash, *Secretary-Treasurer*

Richard Bulkeley, *Executive Producer*

James Moore, *Production Manager*

Larry Kauffman, *Director of Marketing*

Donald Phillips, *Assistant General Manager*

SERVICES: 8mm, 16mm and 35mm color, sales and sales training and educational films: 8mm, 16mm and 35mm service work and laboratory facilities for other producers, universities and industrial photographic departments. FACILITIES: Two sound stages, area 19,000 sq. ft.; location equipment; laboratory with output of 25,000,000 ft. b&w, 30,000,000 ft. color a year; Kodachrome, Ektachrome, and 16mm negative-positive color printing and processing, 14 editing rooms; two sound studios with six channels, eight phono, recording equipment for film, tape, wax, magnetic; ten full-time directors; creative staff; complete Oxberry animation and music facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Road Makes The Difference* (Southwestern Bell Tele. Co.); *Sorority Jazz - An Audiovisual Concert* (Beta Sigma

All the Facts You Need to Know

Concise, accurate data on film production sources who have supplied minimum reference data required for reader guidance makes this Annual Production Review the most authoritative producer reference guide in the world.

Phi Walter W. Ross Co.); *The Color of Danger* (Caterpillar Tractor Co.); *The Waf As A Modern Woman* (U.S. Air Force); *The High Approaches - Bulletin From Sweetbriar* (Sweetbriar College); *Freez-In* (Sears, Roebuck Co. Keller-Crescent, Inc.); *Dart D-600 Loader* (KW Dart Truck Co.); *The Hottest Spot In Town* (Missouri Library Assoc.); *Death & Taxes* (H & R Block); 1967 *Big 8 Football Highlights* (Big 8 Conference, Frontier Airlines); 1967 *Kansas City Chiefs Football Highlights* (Kansas City Chiefs); *Careers In Fashion Merchandising* (Patricia Stevens Franchise Corp.); *Accent on Action* (Missouri Tourism Commission); *Football By The Rules* (Official Sports Films); *The Team Physician* (American Medical Association); *The Real American Farmer* (Mooreman Manufacturing Co.); *Critical Moments in Teaching* (Series of 5 films for U.M.-K.C.); *A Thorough Investigation* (Waddell & Reed); *A New Century for Stevens* (Stevens Institute of Technology); *Wildlife on the Mainstem* (Army Corps of Engineers); *Plan for Profit* (Sohjio Fertilizer); *Final Factor* (American Automobile Assoc.)

EDWARD H. GOLDBERGER PRODUCTIONS

1210 Tamm Avenue, St. Louis, Missouri

63139

Phone: (314) 647-7112

Date of Organization: 1946

Edward H. Goldberger, *Producer-Cameraman*

E. Fred Miller, *Cameraman, editor*

SERVICES: Motion pictures for documentary, newsreel and public relations; 16mm kinescopes (off/air) of local television programs. FACILITIES: On-premise studio; tour cameras, lighting and editing equipment; equipped for single system productions (fast local processing). Available for location footage coverage, mobile-radio phone car.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Better Way* (Tri-Products Corporation); *They Grow Money on Trees* (Readers Digest); *Profile of a City* (Metalworking Industries); TV COMMERCIALS: For National Industries for Blind and YMCA.

HARDCASTLE FILM ASSOCIATES

7319 Wise Avenue, St. Louis, Mo. 63117

Phone: (314) 647-4200

Date of Organization: 1930

J. H. Harcastle, *Producer*

G. A. Gaus, M. L. Warner, *Assistant Producers*

Lambert Kainman, *Director*

Richard Harcastle, *Editorial*

Richard Harcastle, Jr., *Production*

SERVICES: Production of sound motion pictures, slidefilms, TV documentaries and commercials in b&w and color; advertising, sales promotion, public relations, and training films for business, civic and religious organizations; local coverage or completion services for out-of-town producers. FACILITIES: 35mm & 16mm Arriflex, Auricon Pro 600, Eclair; sound stage, Nagra, Ampex, Stencil Hoffman and Magnasync recorders; editing rooms, Moviola; portable lighting equipment for location production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Compelling Thirst* (KSD-TV); *Knowledge and the Future of Man* (St. Louis University-KSD-TV); *Missouri Electrical Assembly* (Fleishman-Hillard-Wilson and Ferguson, Inc.); *Fertilize* (The Schultz Co.); *World Color* (Lincoln-St. Louis); *Fleur de Lis Ball* (Program Committee). SLIDEFILMS: *Inventory and Loading* (United Van Lines); *Mexican Bible School* (J. M. Beeman); *7up Story* (The 7up Co.). TV COMMERCIALS: *Krey Packing Co.* (D'Arcy Advertising); *V.I.P. Program* (Human Development Corp.)

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

SHELBY STORCK AND COMPANY, INC.

4746 McPherson, St. Louis, Mo., 63108

Phone: (314) FO 1-4200

Date of Incorporation: 1966

Shelby Storck, *President*

Pierre Vacho, *Vice President*

Arthur Fillmore, *Director of Photography*

Lorna Garmany, *Production Manager*

SERVICES: Production of public issue, social and documentary motion pictures. FACILITIES: Complete location production equipment, writing directing and editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *What Manner of Man* (Citizens for Humphrey-Muskie); *Tomorrow's Game* (spanish version) (St. Louis Cardinals and Anheuser-Busch, Inc.); *A Man For Alaska* (Alaska For Mike Gravel); *The Long Climb Uphill* (Bagley for Congress Committee); *On the People's Business* (Rockefeller for Govermo Committee); *Our Proven Best* (Citizens fo Collins); *Good At His Job* (Boland for Congress Committee); *I Dare You* (Danforth fo Attorney-General Committee); *How's Footsi Doing?* (Britt for Lieutenant-Governor Committee); *A Man Named Preyer* (Preyer fo Congress Committee); *A Man For The 70's* (A Man for Alaska Committee); *Mrs. R.; Jeannette Lady of the House;* (Women for Rockefeller Committee). TV COMMERCIALS for the politica campaigns of Hubert H. Humphrey, Winthrop Rockefeller, Mike Gravel, Edward Boland, Le roy Collins, L. Richardson Preyer, Smith Bagley Jack Danforth and Maurice Britt.

NEBRASKA

CHAPMAN/SPITTLER PRODUCTIONS, INC.

1908 California, Omaha, Nebraska 68102

Phone: (402) 348-1600

Date of Organization: 1960

Robert J. Spittler, *President*

Donald L. Chapman, *Secretary-Treasurer*

M. R. "Skip" Engle, *Cinematographer-Editor*

Nancy Howland, *Writer Editor*

Christie Brehm, *Creative Director*

Brian Kennedy, *Commercial Photo Dept.*

SERVICES: 16 35mm motion pictures; filmstrips 35mm slides, slide presentations; multi-media presentations; artwork and animation; still photography; TV films and commercials; recording editing and scripts, multi-screen and Xenon interlock projection equipment available for rental. FACILITIES: Sound stage; recording studio 16 35mm editing, sound and production equipment for location or studio. Airplane for transportation, location use.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Minneapolis* (Northwestern Bell); *Dreyfus Fund Sales Film* (H & R Block); *Twice The Life* (Valmont Industries); *A Time of Decision* (O. A. Cooper Co.) MULTISCREEN: '69 *Valley* (Valmont Industries); *Las Vegas Sales Convention* (Mutual of Omaha); FILMSTRIP: *To Have A Home* (Omaha Home for Boys); *Training Introduction* (Data Documents). TV COMMERCIALS: *Ben Simon's* (Swanson, Sinkey, Ellis); *Valmont Industries* (Holland, Dreves, Reilly). ANIMATED POLITICALS: for Patterson Advertising Agency.

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

NORTH DAKOTA

BILL SNYDER FILMS

105½ Broadway, Fargo, North Dakota
Mailing Address: Box 984, Fargo, N.D.
58102

Phone: (701) 232-6500

Date of Organization: 1956

Bill Snyder, *Owner, Cinematographer*
John McDonough, *Creative Director*
Conrad Rose, *Cinematographer*

SERVICES: 16mm sales promotion, public relations and educational films for business, agriculture; TV commercials; sound slidefilms; news-film coverage; stock library; film completion for in-plant photographers. **FACILITIES:** Cine-Special. Eyemo and blimped Arriflex cameras; Magnasync recorder; three-channel mixing and equalizing equipment; Perfectone ¼" sync recording and transfer equipment; animation stand; music library; sound Moviola; portable lighting equipment; time-lapse equipment; company-owned aircraft.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *American Farming, Yesterday and Today* (Self); *The Monocot Flower, The Dicot Flower* (North Dakota State University); *Milt Young and North Dakota* (Milton R. Young); *The Exception* (North Dakota Foundation); *Butler Machinery Presentation* (Butler Machinery Company); *Engineering* (Melroe Manufacturing Co.); *Red River Land* (KFME). **SLIDEFILM:** *A Change For The Better* (North Dakota Economic Development Commission). **TV COMMERCIALS:** Tractors (J.I. Case Co.); Paint, Lawn Mowers (Farmers Union Central Exchange); North Dakota Democratic Party (Lloyds of Bismarck); Savings and Loan (Northwestern Savings and Loan/Flint Associates); Plow (Melroe Company/Flint and Associates); *Farm Accounting System* (Federal Intermediate Credit Bank/Colle and McVoy Agency); *Electric Water Heating and Home Heating* (Otter Tail Power Company/Flint and Associates).

SOUTH DAKOTA



MAX HOWE FILM PRODUCTIONS

Box 3131, Rapid City, S.D. 57701
Phone: (605) 343-6800

Branches: 1140 W. Louisiana, Denver, Colo.,
1031 E. 21 South., Salt Lake City, Utah.

Date of Organization: 1959

Max and Harriette Howe, *Producer, Owners*
Linda Howe, *Secretary, Asst. Producer*
Alan Howe, *Art Director*
Rena Webb, *Public Relations*

SERVICES: Complete production, public relations, sales and product presentations specializing in livestock photography, stock footage library. **FACILITIES:** Conference and screening, editing, hot press, art department, portable production, Arriflex, heavy duty lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Run The Wild Colorado, San Francisco Zoo, Chinatown, Kings Canyon, Sequoia National Park, Santa's Workshop, Hi-leah Park, Monkey Jungle, Waterways, New Boston, Old Boston Cape Cod, Sidewalk, Boston, Heritage Trail, Scottsbluff, Sioux Indian Wardance, Ride To The Sky* (Colormax).

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WISCONSIN

CYGNET FILMS INCORPORATED

110 W. River St., Chippewa Falls, Wis.
54729

Phone: (715) 723-2388

Date of Incorporation: 1968

David Hancock, *President*
John Lavine, *Vice president*
Walter Strong, *General Manager*
Ray Evans, *Mgr.-Dir. Cygnet UK*
John Reeve, *Mgr.-Dir. Cygnet UK*

SERVICES: Complete production from script to screen for business, documentary, educational and medical films. **FACILITIES:** Complete mobile production facilities, insert stage, complete cooking and food set-up.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Fish Goes Modern, Fishing for Time* (Department of the Interior); *Zero Hour* (Control Data Corp.); Sales film for Motor Valet. **SLIDEFILM:** *Modern Catfish Farming* (Department of the Interior).

EDLIN FILM PRODUCTIONS, INC.

W. 140 N. 10111 Fond du Lac Ave.,

Germantown, Wisconsin 53022

Phone: (414) 251-7328

Date of Organization: 1962; Inc. in 1964

Edward E. Lindner, *President, Producer-Director*

Wilma J. Lindner, *Treasurer, Business Mgr.*
Lesley Wortley, *Atty./Secretary*

SERVICES: Motion pictures; TV films and commercials. **FACILITIES:** Sound stage 75 x 40-feet; Arri cameras; Nagra, Magnasync sound equipment; studio, location lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Caribbean Cruise, Coho Crase* (Jos. Schlitz Brewing Co./Kiekhaefer-Mercury); *Road America* (Jos. Schlitz Brewing Co./Porsche); *Badger Meter—Corporate, Obligation, History* (3) (Badger Meter); *Lake Camelot & Lakes Corporate Image* (2) (Isaacson & Assoc.).

KLUGE FILM PRODUCTIONS, INC.

5350 West Clinton Avenue, Milwaukee,
Wis. 53223

Phone: (414) 354-9490

Date of Organization: 1950

Donald Kluge, *President*
Douglas Kluge, *Vice President*
Bill Jahrmann, *Producer*
Tom Deming, *Director*
Ken Sherfinski, *Dir. of Photography*
Roger Kothrade, *Laboratory Manager*

SERVICES: Production of business motion pictures and television commercials; finishing and laboratory services for industrial producers. **FACILITIES:** Sound stage, complete audio department, mobile unit, animation stand, writing, editing, titles, workprinting, edgenumbering, release prints.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Battle of The Giants* (American Bowling Congress); *Difference Designed* (Bolens Div., FMC); *Numericentary* (Giddings & Lewis, Inc.); *Golden Anniversary* (Women's International Bowling Congress); *People Helping People* (United Fund).

OMEGA PRODUCTIONS INCORPORATED

3929 North Humboldt Blvd., Milwaukee,
Wis. 53212

Phone: (414) 962-9940

Date of Organization: 1965

Ervin Penkalski, *President*
Robert Rutkowski, *Vice President*

SERVICES: Complete 16mm motion picture production services, including scripting and design. **FACILITIES:** Completely equipped for syncsound location production Nagra-Arriflex with four channel Magnasync interlock sound system.



WEST CENTRAL STATES

Production office, editing facilities and studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Breaking of the Bread* (Society of Jesus); *Visit to Milwaukee County* (Omega Prod.); *War Memorial Center, Travel America—Boston* (Travel America TV/USA); *Deccox* (Hess & Clark). **TV COMMERCIALS:** *The Extender* (American Family Ins.); *Where's Cooper, Storck & Scannell*; *Klink-A-Link* (Ben Lar, Inc./Robert S. Block); *Important People* (Kohl's Food Stores Robert S. Block); *V. W. Gettlemen Beer* (Miller Brewing Gettlemen Div. Hoffman-York).

SWANSON PRODUCTIONS, INC.

625 N. Milwaukee St., Milwaukee, Wis.
53202

Phone: (414) 271-8774

Date of Incorporation: 1939

Robert W. Swanson, *President*
Elizabeth Swanson, *Secretary, Vice President*
Rudy Swanson, *Treasurer*
Vernon Hanson, *Director Production Services*

SERVICES: Creators and producers of all elements of 16mm and 35mm sound, color sales, sales training, documentary, public relations and sound slide and TV films. **FACILITIES:** Motion picture center with sound stages, offices, projection, recording and editing facilities. 16mm Arriflex cameras 4 channel mix facilities, 100,000-watt heavy lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *World of Plastics, It's In The Bag, Pressure of Progress* (American Can Co.); *NRECA Meeting — 1968; Soybean Clinic 1968* (Allis Chalmers); *Your Golden Opportunity* (Career Academy); *World of Automated Assembly* (Gilman Mach Co.); *Vice of Experience* (Kearney Trecker Co.); *Many Windows* (United Fund); *Dells Country* (Chamber of Commerce-Wisconsin Dells); *Cycle Safety* (Wisc. Motor Vehicle Dept.); *The End of the Plain Crane* (Bucyrus-Erie Co.); *Drillmaster* (Cleereman Machine Tool Corp.); *Rollitwist* (Doughboy Industries); *Gateway Story* (Gateway Transfer Co.); *Heat Treating Facility, Iron Mountain* (Grede Foundries, Inc.); *RTE SBT System* (R.T.E. Corp.).

SOUTHWEST STATES

ARIZONA

CANYON FILMS OF ARIZONA, INC.

834 N. Seventh Ave., Phoenix, Ariz. 85007
Phone: (602) 252-1718

Date of Organization: 1953

Raymond A. Boley, *President*
Robert J. Allen, *General Mgr., Secy. Treas.*

SERVICES: Motion picture producers for industry, television, advertising and education. TV spots; sound slidefilms and theatrical films. Contract shooting or editing for outside producers. Art, animation and script services. **FACILITIES:** Three sound stages (largest 60' x 100'), sound recording facilities; Magnasync Mark IX DC interlock, dubbing facilities or Ampex ¼" tape equipment. Set lighting and complete portable lighting. Synchronous camera, recorders and dubbers, camera crane. Set construction. 16/35mm production; location equipment. Sound stage and equipment available on rental to out-of-state producers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Subject Is Boys* (Arizona Boys Ranch); *Project Rescue* (Central Ari-

SOUTHWEST STATES

zona Project); *No Room For Failure* (Motorola, Inc., Semi-Conductor Products Div.); *BIZ* (Proctor & Gamble); *Roadrunner Hockey* (Phoenix Hockey Club); *Destruct Sub-Systems Today* (Unidyamics Phoenix); *You Are Never Too Old* (Maricopa County Jr. College Dist.); *Fly-By-Wire* (Sperry Flight Systems Div.); *The Trolley Story* (Trolley Systems, Inc.). TV COMMERCIALS: *The Cudaly Company* (Jennings & Thompson Advertising); *Colorado Public Service Co.* (Curran-Morton Company); *A-1 Beer* (National Brewing Co. W. B. Doner & Co. Adv.); *Electric Power* (Salt River Project, Bennett, Luke & Teawell Adv.); *Arizona Industries for the Blind* (Bennett, Luke & Teawell Adv.); *Iron Skillet Supper & Four Season Dumpling Dinner* (Delmonico Foods W. B. Doner & Co. Adv.).



Reid H. Ray, Film Industries, Inc.

55 East Thomas, Phoenix, Arizona 85012
Phone: (602) 265-0221

Karl P. Fischl, *Vice President-Southwest*
(See listing data under St. Paul, Minn.)

SWARTWOUT ENTERPRISES

7155 E. Thomas Road, P.O. Box 476,
Scottsdale, Arizona 85252.
Phone: (602) 945-2655

Date of Organization: 1965
Kenyon Swartwout, *Partner*
Charles Swartwout, *Partner*

SERVICES: Business, documentary, educational and public relations motion pictures and filmstrips, integrated instructional and promotional packages, including films, phonograph records and printed materials. FACILITIES: 16mm Arriflex, Auricon, Bolex and Bell & Howell cameras; 35mm Arriflex camera; 3/4" tape and 16mm magnetic sync sound recording equipment; multi-channel dubbing facilities; licensed background music libraries; editing and interlock screening equipment. Complete sound stage and related facilities available after July 1, 1969. All facilities and services available on a rental basis to local and out-of-state producers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Lust For Learning - Zest for Living*; *The Way It Is* (St. Lawrence University); *The Marco Polos of Thunderbird* (American Institute of Foreign Trade); *London Bridge Dedication* (McCulloch Corp.); *Heqira* (Scottsdale Chamber of Commerce).

OKLAHOMA

MOTION PICTURE PRODUCTIONS

1400 Skirvin Tower, Oklahoma City, Okla.
73102

Phone: (405) 232-0783

Date of Organization: 1964

Monty Mann, *Executive Director*
Mitchell Williamson, *Creative Director*
Don Loewen, *Art Director*

SERVICES: Industrial, business, training, technical, historical, educational, religious, travel motion pictures; TV films and commercials; theater commercials; videotape production; slide and filmstrip presentations; producers services; sales meetings; closed-circuit TV. FACILITIES: 16 mm equipment; art studio, animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Plan Purina* (Ralston Purina International); *Bishop's Fund* (Catholic Diocese of Okla.); *Let's Play Softball* (Amateur Softball Assn.); *Do Your Part* (Diocesan Development Fund).

TEXAS

Metropolitan Dallas Area

CARLOCKE/LANGDEN, INC.

505 North Ervay, Dallas, Texas
Phone: (214) RI 1-5239

Date of Organization: 1960

Betty Whitlock, *President*
Gerald L. Armstrong, *Vice-Pres., Production*
Margaret (Mark) Murrell, *Creative Director*

SERVICES: Business, educational, public relations motion pictures; slidefilms; TV commercials and sales promotion materials. Radio Commercials, scripting; color & b w still photography; technical supervision; editing; direction & supervision, videotape productions. FACILITIES: 8, 16 35mm production - live and animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Growing With Music* (Dallas Independent School Dist.); *A Matter of Minutes* (Dallas County United Fund); *United Fund* (Denver Mile High United Way); *United Fund* (St. Paul United Fund.) SOUND SLIDE FILMS: for Whitmark Associates. TV COMMERCIALS: *Burleson Honey*; *Liquid Paper* (Smith & Douglas); *Wrinkles Away* (Workman Advtg.); *Interstate Circuit* (Van Roberts Advtg.); *Tejas Girl Scout Council, Inc.*; *Texas State Teachers Assoc.* PROMOTIONAL MATERIALS: for American Gas Assoc. of New York; Baylor Medical Center; Intercontinental Mfg. Co., Inc.; War On Poverty; Tejas Girl Scouts Council, Inc.; Whitmark Assoc.

FIDELITY FILM PRODUCTIONS

1949 Stemmons Freeway, Dallas, Texas
75207

Phone: (214) RI 7-9446

Date of Organization: 1958

Branch: 901 So. First St., Abilene 79602.
Phone: (915) OR 4-1342. Brett Allison,
Assistant General Manager
Norman E. C. Naill, *V.P. and General Mgr.*
Brockford Gordon, *Production Supervisor*
David Dodge, *Director*
George Chyka, *Director*
James Tally, *Editorial Supervisor*
Norris Ragle, *Sound*

SERVICES: TV commercials; industrial, sales, training and religious motion pictures; filmstrips; radio recording. FACILITIES: Production capability for 16 35mm, b&w and color; studios in both Dallas and Abilene.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Alabama Holiday*; *Alabama*; *Industrial Giant* (State of Alabama); *Search For Happiness*; *Such A Time As This*; *Herald of Truth* (Series of 26) (Highland Church of Christ); *The Crowded Hour* (Harding College); *Zules Summer Meeting* (Bloom Advertising); *Wallace National Campaign* (Luckie & Forney); *Oral Cancer* (U.S.D.H.E.W.); *The Unknown* 36 Seconds (USAF). TV COMMERCIALS: *Moments of Truth* (26) (Colony House); *South Central Bell* (14) (Luckie & Forney); *Gooch Meats* (6) (Fidelity Advertising).



JAMIESON FILM COMPANY

3825 Bryan Street, Dallas, Texas 75204
Phone: (214) TA 3-8155

Date of Organization: 1916

Bruce Jamieson, *President*
Hugh V. Jamieson, Jr., *Executive Vice-Pres.*
Jerry Dickinson, *Vice-President*
David Orr, *Vice-President*
Lloyd Abernathy, *Vice-President*
Walter Spiro, *Secretary, Treasurer*
Robert Jessup, *Camera Dept. Head*
Robert Campbell, *Laboratory Manager*
Roy Broussard, *Editing Dept. Head*

Oliver H. Oliver, *Sound Dept. Head*
Gene Dennis, *Sales Manager*

SERVICES: Industrial, education, training, and public relations motion pictures, 16/35mm; filmed TV programs and commercials; sound recording, editing, animation; and laboratory services for industrial, educational, governmental or producer organizations. Manufacture of color processors. FACILITIES: 10,000 sq. ft. studio & laboratory; 2 sound stages 5000 & 9000 sq. ft.; RCA 35 16mm sound channels; animation, creative staff; editing, printing, processing 35/16mm b/w, 16mm Ektachrome.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Challenge and the Chance* (Governor's Committee on Public School Education); *Honeywell Laugh-In* (Honeywell, Aerospace Div.); *End of the Wax Carton* (Weyerhaeuser Corporation); 1969 *Buick Directional Stability System* (Buick Div. of General Motors); *Excitement '69* (Kenner Products Co.); *The Ariens Story* (Ariens Mfg.); *Point of Personality*; *Shurpee Introduction*; *Convention Presentations* (Southland Corp.); *Right Makes Safe*; *Sea Mine Warfare*; *A4E Aircraft Familiarization Series* 3 films (U. S. Navy); *A Lot to Learn* (Outdoor Power Equipment Institute). TV COMMERCIALS: *Kenner Toys* (Leonard Sive); *Dierks Forests, Mortons Foods*; *Lone Star Beer* (Glenn Advertising); *Gentleman's Beer*; *Simplicity Lawnmowers* (Hoffman-York); *Fandagos* (Foote, Cone & Belding); *Bull Durham Cigarettes* (Norman, Kraig & Kummel); *Toledo Edison*; *Ohio Art* (Bonsib Adv.); *Country Companies Insurance* (Marsteller Adv.); *A-1 Beer* (W. B. Doner); *West Bend Cookware*; *Allis Chalmers* (Campbell-Mithum); *Corn Snacks* (Tatham-Laird Kudner); *Othine*; *Carui*; *Col. Sanders Chicken* (Noble-Dury Adv.); *Rainbow Craft Toys* (Needham Harper & Steers); *White Tires*; *E&B Carpets*; *Owens Foods*; *Zales Jewelry*; *Sealy Mattress* (Bloom Avg.); *Pizza Hut*; *Houston Post* (Goodwin, Dannebaum, Littman & Wingfield); *Texas International Airlines* (Adams, Dana, Silverstein); *Southern Union Gas*; *Haggard Slacks*; *Borden's Milk* (Tracy Locke Adv.); *Durkee's Food Products* (Meldrum & Fewsmith); *Proctor & Gamble Products* (Compton Adv.); *Neuhoff's Meats* (Don Kemper Adv.); *Holsum Bread* (W. E. Long); *Purity Bread*; *Hardee's Hamburgers* (Henderson Adv.); *Coca-Cola* (McCann Erickson); *Bond Bread* (Sage Adv.); *American Chiropactic Assoc.* (Clayton Davis.).

KEITZ & HERNDON, INC.

3601 Oak Grove, Dallas, Texas 75204
Phone: (214) 526-5268

Date of Organization: 1950

L. F. Herndon, *President*
R. F. Keitz, *Exec. Vice President*
Tom Young, *Vice-President, Art*
John Bronaugh, *Vice-President, Graphics*
Don Lusby, *Vice President, Sales*
Tom Doades, *Vice President, Creative*
Ziggy Nicholson, *Sales Manager*

SERVICES: 35mm and 16mm color and b&w motion picture production for sales, training, educational, government agency films, and TV commercials. Complete slidefilm production services. Complete B&W and color still photographic illustration services. FACILITIES: Sound stage, optical printing; animation stand; 35mm and 16mm motion picture equipment; complete sound facilities; editing; animation art staff; location truck equipment. Complete production and color lab facilities for 35mm to 8 x 10.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Jot* (Southern Baptist Radio-TV Commission, series); *Negro Individual Achievements*; *Texas Negroes in the World of Music* (Institute of Texan Cultures); *Zale's Three-Screen Presentation* (Zale's Jewelers); *F-111 Crew Module Systems* (General Dynamics); *Apollo 8* (American Broadcasting Co.). THEATRICAL TRAILERS: *Fresca*, *Fanta Orange*, *Sprite*, *Coca-Cola* (The Coca-Cola Co.); *Seven-Up* (The Seven-Up Co.). TV COMMERCIALS: CONO-



co (Clinton E. Frank, Inc.); Southern Icee; Patio Foods (Norsworthy-Mercer, Inc.); Frito Tracy-Locke Co., Inc.); Denver U.S. Natl. Bank (Ketchum Macleod & Grove, Inc.); Dr. Pepper (Grant Advertising); Dinner Bell Meats (Winius Brandon, Inc.); Kenner Toys (Leonard M. Sive & Assoc.); Lone Star Beer (Glenn Advtg.); Arkla-Serrel (Robert K. Butcher & Assoc.); Braniff.

SHULER PRODUCTIONS

Noel Page Building, 6400 N. Central Expressway, Dallas, Texas 75206

Phone: (214) 381-0380

Date of Organization: 1952

Linda Shuler, *President*

Robert C. Shuler, *Vice President, Treasurer*

Dorothy Mayo, *Office Mgr.*

SERVICES: Creation and production of multiple screen films and presentations from concept to completion. Television films and series. Theatrical short subjects. Public relations, travel promotion, education, public affairs, documentaries. **FACILITIES:** Complete facilities available for all production requirements.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *My Name is Paul* (Humble Oil & Refining Co.); *Mexico Remembers* (self).

BILL STOKES ASSOCIATES, INC.

5527 Dyer St., Dallas, Texas 75206

Phone: (214) 363-0161

Date of Organization: 1965

Bill Stokes, *President*

Larry DuPont, *Executive Vice President*

Bob Curran, *Vice President-Executive*

Producer

Dean Stokes, *Secretary-Treasurer*

Dan Lovins, *Manager, Motion Picture*

Department

Jack Benton, *Filmstrip and Slide Dept.*

Barbara Miller, *Talent/Casting*

Bill Thurman, *Stage Manager*

Dave Beckham, *Programmer-Sales Meetings*

Leonard Dooley, *Equipment Rental & Sales*

Buddy Blumenshine, *Art Director*

Philip McBride, *Head Still Photography*

Jake Jacobi, *Producer*

Bob Vincent, *Producer*

Steve Trower, *Marketing Director*

Ed Motteram, *Sound Dept.*

Lito White, *Director of Photography*

SERVICES: Motion pictures, sales meetings, live shows, TV commercials, sound slidefilms and slide presentations; complete animation and filmstrip services for other producers, rental services of motion picture & filmstrip production equipment. **FACILITIES:** Art and animation department; Oxberry animation stand and camera (16/35mm). Arriflex 16mm camera and blimp, porta dollies, portable sound equipment, 16mm Amega and 1/4" Ampex tape recorders, custom and library music, interlock screening, Moviola, still photography laboratory. Equipment for large quantity transparency production and super slides. Sound Stage 5000 sq. ft. 2400 amp capacity. Total 19,800 sq. ft.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *I Rather Like You, Mr. Bell* (Southwestern Bell Telephone); *There's A Train That Goes Through Our Town*; *Tour Fourteen* (Baptist General Convention of Texas); *A View From the Tower* (LTV Corp.); *The Wright Power Saw* (Grant Advertising); *The Choice* (Metal Working Magazine-Cahner Publishing); *The Niche* (Purchasing Magazine, Cahner Publishing). **FILMSTRIPS:** *The Remarkable Evolution of Jones' Grocery* (HandiMart); *Profit Sharing*; *What Is Southland* (Southland Corp.); *Piece of the Action*; *Man Hunt* (Tandy Corporation); *Metal Working Magazine* (Cahner Publishing). **TV COMMERCIALS:** *Pier 1 Imports* (Direct); *Dallas Transit*; *Cabana Banana*; *Imperial Sugar* (Tracy-Locke Company, Inc.); *Eugene*

Locke for Governor (Glenn Advertising); *Lone Star Gas* (BBD&O); *Citizens National Bank* (Ruppman Advertising); *Caterpillar* (Ruppman Advertising).

TRINITY PICTURES, INC.

500 S. Ervay, Dallas, Texas 75201

Phone: (214) RI 8-3344

Date of Incorporation: 1965

David R. Mulheren, *President*

Phillip Hollenbeck, *Vice President*

Betty McCasland, *Secretary/Treasurer*

SERVICES: Motion picture production, editing, conforming, sound recording, motion picture processing, printing, and filmstrips. **FACILITIES:** Laboratory 16 35mm interlock screening, screening room, sound recording, mixing and editing b&w and color laboratories.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Arnold Reed Story* (Great Commonwealth); *How Much Is Enough* (Continental Trailways); *Six Flags Over Georgia* (Great Southwest Corp.); *Story of A Pipeline* (Lone Star Gas). **SLIDEFILMS:** *How Far We Go* (Witt. Chem. Products)

VISUAL PRESENTATIONS, INC.

1221 Round Table Drive, Dallas, Texas 75247

Phone: (214) 638-5850

Date of Incorporation: 1961

Howard Carr, *Chairman of the Board*

James M. Guthrie, *President*

J. Bert Rodriguez, *Vice-President*

Robert E. Bethard, *Director of Photography*

Frank Boazman, *Secretary/Treasurer*

Larry Kuehn, *National Sales Manager*

SERVICES: Production of TV commercials; industrial and training films; syndicated TV series; animation; slidefilms and filmstrips. **FACILITIES:** 35 16mm production facilities. Air-conditioned sound stage. Close-circuit television. Recording facilities.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Mercantile Trust Company* (D'Arcy Advertising); *Kenner Products* (Sive Advertising); *Hush Puppies* (MacManus, John and Adams); *Dr. Pepper* (Grant Advertising); *State of Texas* (State of Texas).

Metropolitan Houston Area



A-V CORPORATION

2518 North Boulevard, P.O. Box 66824

Houston, Texas 77006

Phone: (713) JA 3-6701

Date of Organization: 1945

J. C. Rebman, *President*

William B. Padon, *Vice-President*

Secretary-Treasurer

A. P. Tyler, *Executive Vice-President*

David Czalet, *Executive Director*

Wm. Bradley, *Director, Animation*

Wm. W. Robbins, *Vice-President*

NASA Production

John M. Denman, *Vice-President*

NASA Administration

SERVICE: Commercial, industrial documentaries, public relations, sales and promotional, training and educational films, TV commercials, filmstrips. Design, construction, and production of display and exhibit booths, and all audio visual materials used therein for industry, education, trade, and technical associations. Complete production staff: producers, directors, writers, cameramen, editors, animators, illustrators, designers and sound engineers and recordists, laboratory, printing and recording services. Videotape to film transfer. 16mm or 8mm, 1" or 2", all systems. **FACILITIES:** Processing labs, including latest Eastman films, printing, color and density correction, optical and special effects printing. Oxberry & Mitchell animation stands, includ-

ing aerial image equipment, sound stage, sound and recording studios, 8-channel mixing 16mm and 1/4" tape recorders, dubbers, optical sound equipment, contact printers, step printers, 16mm b w and color processing, b w negative, positive, reversal and sound track. Ektachrome original work prints, release prints, Eastman color prints, negatives, internegatives, positive release prints, Eastman EF and Me-4 film, reduction 35 16 8mm, 16 35mm cameras, lighting equipment, boom truck. 16mm and 8mm Eastman color. Positive release printing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Southeast Conference Football Highlights*; *Pacific 8 Football Highlights*; *Humble Employee Relations* series of 6; *Atlantic Coast Football Highlights* (Humble Oil & Refining Co.); *Deep Dive* (Esso Production Research Co.); *Family Life Education* (Ortho Pharmaceutical Co.); 1959-1967 *Football Highlights* (University of Arkansas); *Space Sciences* series of 6; *Moving With Mathematics*, series of 5; *Cine-Proscpector Series*, series of 20 (Teaching Films, Inc.); *Medical Science Teaching Series*; *Surgical Film Series* (Eaton Laboratories); *Texas A & M Football Highlights* (Texas A & M University); *The Flight of Apollo 7*; *Mark of Excellence*; *NBC Apollo 7 & 8 Animation*; *Apollo Digest Series*, series of 14; *Apollo 8-Go for TLI*; *Test by Fire* (NASA); *Project Mohole* (National Science Foundation and Brown & Root, Inc.); *Sound Points About Plug Values* (W-K-M Co.); *Motion Picture Script* (U.S. Air Force); 3 film series for (U.S. Navy); *American Dental Assoc. Patient Counseling Films*, series of 7 (Professional Research, Inc.); *To Build A Man* (West Texas Boy's Ranch); *Camp Olympia* (Camp Olympia, Texas); *The Way It Was* (J. A. J. Productions, Dallas); *Houston-Honduras Job Site* (Lummas Corp.); *Busy Days Ahead* (Presidents Council on Physical Fitness); *Objection Over-ruled* (SCI Advtg. Agency, Houston). **SLIDE PRESENTATIONS:** *Multiple Screen-Multiple Image* (J. Ray McDermott & Co., Inc.). **TV COMMERCIALS:** *Southern Denture Aids* (Bayou Advtg.); *Texas Health Career* (Texas Hospital Association, Austin, Texas); *Houston Light & Power Co.* (Goodwin Dannenbaum Advertising Agency).

CINEMAGRAPHICS

6400 Westpark #490, Houston, Texas 77027

Phone: (713) 782-1772

Date of Organization: 1965

J. Borgia Wilson, *Managing Director*

Raymond O'Leary, *Producer/Director*

M. J. Wilson, *Secretary/Treasurer*

SERVICES: Commercial, industrial — scientific documentaries, public relations, sales promotion, medical films, animation, television commercials, educational films. **FACILITIES:** Sound stage, sound and recording studios, theatre, interlock facilities, complete equipment for 16/35mm production, creative staff editing and completion service.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Impactor*; *Tunnel Boring* (Hughes Tool Co.); *The Protector* (City of Houston); *Tiger* (S.P.C.A.). **TV COMMERCIALS:** for Gordon's Jewelers; Universal Service; Levit's Jewelers; Nahas-Blumberg; Houston Baptist College; S. L. Borwn; United Gas; Bozell-Jacobs; O. J. Beauty Lotion; Goodwin-Dannenbaum-Littman-Wingfield; Greenway Plaza.

Fidelity Film Productions

901 South First St., Abilene, Texas 79602

Phone: (915) OR 4-1342

Brett Allison, *Asst. General Manager*

(See complete listing under Dallas, Texas)



MOUNTAIN STATES

COLORADO

Metropolitan Denver Area

BARBRE PRODUCTIONS, INC.

2130 So. Bellaire St., Denver, Colo. 80222
Phone: (303) 756-8383

Date of Organization: 1940
Date of Incorporation: 1963

Anita T. Barbre, *President & Bus. Mgr.*
Paul F. Emrich, *Vice-President in charge Operations*

Harold J. Anderson, *Production Manager*
Kenneth A. Meyer, *Director of Photography*
Robert S. Price, *Director of Sound*
Leona Anderson, *Film Distribution*

SERVICES: Complete production of all types of business films. Sales, training, public relations, advertising, educational, medical. Color and black and white, TV commercials. Animation. Producer services. Film distribution. **FACILITIES:** 2400 sq. ft. sound stage, theater, 16mm selsyn interlock; Maurer. Eclair & Arriflex cameras. 100,000 watts lighting equipment. 8 channel sound; Maurer optical recording; magnetic film recording; Ampex 2 channel tape recording; portable Arriflex-Eclair-Nagra sync system. Portable camera crane. Editing and titling rooms; animation stand; editors, script writers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Colorado: The State Legislature* (Colo. General Assembly); *CRC Pavement* (Wire Reinforcement Institute); *P.E.P.P.* (Martin-Marietta Corporation); *Project Skywater* (USDA. Soil Conservation Service); *A Man for Our Times* (Steve McNichols for Senate); *The General Marking System* (General Marking System); *Colorado Images* (Colorado Div. of Commerce & Development); *Percutaneous Femoral Coronary Arteriography* (General Electric X-Ray Dept.). **TV COMMERCIALS:** *New Englewood Shopping Center*; *Wood Brothers Homes*; *Steve McNichols for Senate* (Sam Lusky Agency); *Columbia Savings & Loan Assoc.* (Lorie-Lotito-Wescott); *J. C. Penney Co.* (Mark Schreiber Agency); *Sigman Meat Co.* (Ad Center Agency); *Public Service Co. of Colorado*; *Children's Asthma Research Institute & Hospital Caril.* **SLIDEFILMS:** *New American Way of Life* (Windsor Gardens).

MOREY ENGLE PRODUCTIONS

1232 South Inca Street, Denver, Colorado
Phone: 733-1111 — 733-1920

Date of Organization: 1952

Morey Engle, *President & Excc. Producer*
Dempsey Cumby, *Ass't to President*
Ronn Spargur, *Writer, director*
Robert Kerlee, *Educational Film Coordinator*
S. D. Kady, *Cameraman*

SERVICES: Total 16 & 35mm production in all media. 8, 16, 35mm film strips. Editing, art, sound recording and audible and inaudible sound pulsing for all types of projectors. Totally equipped van for location shooting and sound services. **FACILITIES:** Sound stage, cutting projection, sound recording for all media, cartridge loading both tape and film and manufacture of automated audio visual displays.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *This Is the American Medical Center* (American Medical Center); *International Figure Skating* (German Television, Inc.); *International Figure Skating* (U.S. Figure Skating Assoc.); *Medical Fund Raising* (American Osteopathic Assoc.).



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

MARSHALL L. FABER PRODUCTIONS

121 Mariposa Street, Denver, Colorado 80223
Phone: (303) 255-3694

Date of Organization: 1963

Marshall L. Faber, *Producer*
Michael Phillips, *Assistant to the Producer*
Albert Brandeberry, Jr., *Technicolor Supervisor*

SERVICES: Complete motion picture production from script to screening print in 35mm or 16mm theatrical or non-theatrical fields including television commercials. Industrial commercial, sales promotional, fund raising, training and educational films and slide presentations. Design, execution, and production of display materials for use by industry, commerce, or education. Guidance in the preparation of the training program or sales development procedures with special emphasis on the use of 16mm and 8mm selling and training aids. Editing services, art work, sound recording, distribution service, 8mm printing service. Cartridging of 8mm for Technicolor projectors, service and repair of Technicolor projectors. All producer services including location finding, casting and accommodation reservations. S.A.G. signator. **FACILITIES:** 10,000 sq. ft. plant including well-equipped sound stage; preview room and dubbing stage; art department; cutting rooms; still laboratory; 8mm printing laboratory; cartridging station; service and repair station for Technicolor 8mm projectors; portable equipment for location shooting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Mining Conference Special*; *Working Under Pressure* (Gates Rubber Co.); *Packaging* (Adolph Coors Co.); *Voice of Independence* (Church for Senate Committee); *Gentling* (Appaloosa Horse Club). **TV COMMERCIALS:** *For Husky Oil Co.* (Clair, Goff, Fremd); *Babcock for Governor* (Kostka/Smith); *Church for Senate* (Church for Senate Committee); *Wold For Congress*; *American National Bank* (Kostka Brooks).

IMPACT FILMS

(Formerly Bob Olds Productions, Inc.)

995 S. Clermont, Denver, Colo. 80222
Phone: (303) 757-7118

Date of Organization: 1966

Howard F. Olds, *Director*
Richard D. Petty, *Vice President, Sales*
Floyd L. Sparks, *Producer*

SERVICES: Producers of motion pictures and slide films for business, industry, education and advertising (TV and Theatre Screen) and public relations. **FACILITIES:** Offices, studio, screening and editing rooms, recording and mixing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Birth of A City* (California City, Los Angeles); *Communications Center* (Mountain States Telephone, Denver); *How To Build A City* (Colorado City, Colorado); *Ornithopter* (International Marketing Co., Denver); *Concession Series* (TSA); *Skymaster-Shamrock Oil* (McCormick Advertising, Amarillo, Texas).

J P I DENVER

1420 Larimer Square, Denver, Colo. 80202
Phone: (303) 623-0167

Date of Organization: 1959

Jack E. Carver, *President*
Jerome P. Vondergeest, *Vice-Pres.*

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Dallas P. Boyd, *Vice President*
Garnis Hagen, *Production Mgr.*
Lana Cable, *Creative Director*
Liz McNary, *Treasurer*

SERVICES: Motion pictures, slidefilms; TV films and commercials (live & animated); live shows; meeting presentations; still photography; video tape production. **FACILITIES:** Creative, writing and art departments; opticals; animation; 16mm and 35mm production equipment; studio or location sound recording; still photo equipment and photo lab.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Where The Gods Play*; *Action West* (Colo. Springs Chamber of Commerce); *Story of A Ski Area* (Winter Park Ski Area); *Safety On Skies* (Natl. Ski Patrol). **TV COMMERCIALS:** *Water Pik* (Geyer-Oswald); *Hungarian Flour* (Frye, Sills and Bridges); *Job Corps* (Rippee, Henderson Bucknum); (Public Service Co. of Colo.; Dallas Power & Light; Texas Elec. & Co.; Southwestern Public Service Co.; Southwestern Elec. Co.; Central Elec. Co.; Houston Power & Light; Capitol Federal Savings & Loan; Dow Chemical Co.; May D & F; Curlee Clothes; McDonald's Hamburgers; Auto Resuce Service).

SUMMIT FILMS, INC.

1801 York Street, Denver, Colorado 80206
Phone: (303) 399-8040

Date of Organization: 1961
Date of Incorporation: 1964

Roger C. Brown, *President*
James Barry Corbet, *Vice President*
Carl S. Rapp, *Vice President*

SERVICES: 16mm and 35mm sound/color B&W film production for public relations, advertising, industry, education, sales and TV. Subcontracting. Specializing in remote location work under severe weather conditions. (Mountain sports photography, skiing, climbing, wildlife). **FACILITIES:** Offices; editing rooms; lighting and sync sound recording equipment for location work. Two Arriflex 16's; lenses from 10mm to 400mm, power operated zoom 12mm to 120mm. Stellavox recorder. Siemens projector, precision sound editing equipment. Large stock footage library on skiing and mountain sports.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ski The Outer Limits* (Hart Ski Manufacturing Co., Trans World Airlines, Ski Magazine); *The Hart Ski Story* (Hart Ski Manufacturing Co.); *Come Ski With Us* (Mt. Mansfield Corporation); *A Celebration Of Winter* (State of New Hampshire); *Skiing American Style* (Adolph Coors Company); *All In One Place* (Martin Marietta-Denver Division); *The Denver Olympic Story* (Denver Organizing Committee for the 1976 Winter Olympics, Inc.); *A Winter Celebration*; *Choice Is Yours*; *Many Moods Of New Hampshire* (State of New Hampshire).



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.

San Francisco and Bay Area

MARVIN BECKER FILM-MAKER

2111 California St., San Francisco, Calif.
94115

Phone: (415) 567-2160

Date of Organization: 1952

Marvin E. Becker, *Owner*
Ann Becker, *Secretary-Treasurer*

SERVICES: Consultation and production of industrial, documentary, public relations, sports and educational motion pictures and slidefilms; TV program material and commercials. Special Assignments. FACILITIES: 16, 35mm production equipment, sound recording, multi-channel dubbing, music and effects library, cutting rooms, animation stand, interlock projection.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Road Magic* (Metraron); *The Flood & The Forest* (United States Forest Service, Dept. of Agriculture); *New Exchequer Dam* (Merced River Development Project, Merced Irrigation Dist.); *Mexican American* (Public Broadcast Laboratories); *Stainless Steel Products In Frozen Food Processing* (Filmwrights). TV COMMERCIAL: *New Fiat 124* (Clark-Mann Advertising).

DAVIDSON FILMS

1757 Union St., San Francisco, Calif. 94123
Phone: (415) 474-2866

Date of Organization: 1955

John M. Davidson, *Owner*
Arthur M. Kaye, *Executive Producer*
Louis A. Hough, *Business Manager*
Peter J. Smith, *Studio Chief*
William Van Horn, *Art Director*
Carol C. Rogers, *Office Manager*

SERVICES: 16mm motion picture production; research and writing; shooting, recording, art and animation. FACILITIES: Sound stage, mixing, dubbing, interlock, editing, projection, printing, set and construction, animation, art department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Astronomy Film Series* (Film Assoc. of Calif.); *Math Film Series* (The Macmillan Co.); *Computer Assisted Education* (Stanford Univ.); *High School Geography/New Insights* (High School Geography Project); *Solar Radiation II* (American Meteorological Society); *Community Mental Health Services in San Mateo County* (San Mateo County, Calif.); *High School Mathematics - Irrational Numbers* (General Learning Corp.).

DAWSON PRODUCTIONS

44 Montgomery St., San Francisco, Calif.
94104

Phone: (415) 391-7620

Date of Reorganization: 1965

Laurence Dawson, *President*

SERVICES: Production and production assistance for documentary, educational and industrial films. FACILITIES: Editing room and interlock projection.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Redwoods - Saved?*; *Glen Canyon*; *Carson film* (Sierra Club); *Springtime in Yosemite* (Dawson/Myers); *BARTD-Caisson* (Cronk).

FILMS FOR INDUSTRY, INC.

970 O'Brien Drive, Menlo Park, California
94025

Phone: (415) 325-4453

Date of Incorporation: 1959

Paul B. Rich, *President*
M. L. Rich, *Secretary*
Ralph B. Chandler, *Vice President*
Ralph Rose, *Writer-Director*
Manuel Arquiza, *Director Photography*

PACIFIC WEST COAST PRODUCERS

Charles W. Cromer, *Writer-Director*

SERVICES: Complete or partial services for audio-visual presentations: planning, writing, production, distribution for all types of motion pictures and filmstrips including industrial, educational, documentary, training, public relations, sales promotion, TV commercials. FACILITIES: Sound stage, animation, 16 35mm production equipment, sound recording and re-recording, editing, interlock and projection rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Precise Leveling for Topographic Mapping* (Department of Interior); *Fundamental Techniques*; *Reaction Kinetics* (Advisory Council on College Chemistry); *Annual Report* (Alstate); *Olympics* (San Francisco Bay Area Olympic Committee); *Packaging Machine* (Kliklok); *Raider Highlights* (Raiders); *Ocean Ridge* (Segerstrom Enterprises); *Venda-Vision* (Miller Stoll). TV COMMERCIAL: *TB & Health Assoc.* (Clear Air).

THE FILM WORKS!

425 Bush Street, San Francisco, Calif. 94108
Phone: (415) 362-5230

Date of Organization: 1967

David C. Groot, *Exec. Producer*
Thomas F. Hall, *Producer*
Monica Loevi, *Assistant Producer*
Michael J. Anderson, *Cinematographer*
Chet Patterson, *Account Executive*

SERVICES: Creation of ideas - scripting and storyboarding, editing, sound. Industrial, Educational, TV Commercials. Public Relations and promotional films, filmstrips and slidefilms. FACILITIES: Complete production facilities for 16mm film - creative, sound, editing, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Great Escape* (Lake Tahoe Assoc.); FILMSTRIP: *And Then There Were Three-Million* (Syntex). MULTI-MEDIA: Calif. Canners and Growers, Sales; Transamerica Corp. Film. TV COMMERCIALS: *A. C. Transit* (Scott Hermansky).

FURMAN FILMS

1153 Kearny St., San Francisco, Calif., 94133
Phone: (415) 751-7078

Date of Organization: March, 1967

William A. Furman, *President & Producer*
Joan Yost, *Art Director*
John Marsh, *Production Assistant*

SERVICES: Creation and production of motion pictures, short and long; special visual presentations; original music and audio effects. FACILITIES: 16mm and 35mm production and editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Panelle* (Team Industries); *Balloons* (Dancer-Fitzgerald-Sample). TV COMMERCIALS: *Smoke Ring* (Honig-Copper & Harrington) *Foremost Dairies* (Dancer-Fitzgerald-Sample); *McCloskey for Congress* (Benedict Advertising); United States Forest Service; Irwin Memorial Blood Bank.

ROY GRANDEY PRODUCTIONS

(Formerly Gene K. Walker Prods.)

1881 Rollins Rd., Building C,
Burlingame, California 94010

Phone: (415) OX 2-0500

Date of Organization: 1949

Roy Grandey, *Owner*
Rockwell Hereford, *Mgr., Industrial Division*
Gene K. Walker, *Consultant*
George Bokland, *Production Mgr.*
Phillip Markinson, *Manager Sound Dept.*

SERVICES: Film production for all visual requirements. Emphasis on staff-written planning, story treatments and screen-plays. FACILITIES: Studios adjacent to San Francisco International Airport;

5,000 sq. ft. staging area plus separate studios for music and narration. Light weight quality equipment for location production. Editing & recording.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Big Roast* (Folger Coffee Co.); four short subjects (California's Grape Growers Assoc.); *Lifestream of Latin America*; *Soundings*; *On the Future of San Francisco Bay* (S. F. Bay Commission of Calif.); *Careers* (Heald International Colleges); *Medical Adventure*; *Medical Team*; *Family Tree*; *Electronic Research* (The Natl. Foundation, Calif. Chapter). TV COMMERCIALS: *The Salvation Army Natl. Council*; *Christmas With Jack Benny* (Winter Relief Fund). FILMSTRIPS: *At Your Side*; *American Story* (Calif. State Plan).

IMAGINATION, INCORPORATED

531 Pacific Ave., San Francisco, California
94133

Phone: (415) 986-6075

Date of Organization: 1950; Inc.: 1960

John Magnuson, *President*
Jeffrey Hale, *Executive Vice President*

SERVICES: Production of theatrical, television, industrial, training and educational motion picture, industrial, training and educational motion pictures. Animation and live action, creative television and radio commercials, film strips, scripting original musical production. FACILITIES: Complete animation and graphic art equipment; 16mm and 35mm motion picture and editing; interlock projection; recording and mixing studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 1969 *Ice Follies* (Ice Follies); *Bart: Vision to Reality* (Bay Area Rapid Transit); *Bank Americard* (Bank of America); *Children's Television Workshop* (Carnegie Foundation); *Pipe* (Stand. Oil); *Cling Peaches with Meats* (Cling Peach Advisory Board) *Dole Pineapple*.

WALTER LANDOR ASSOCIATES

(Film Communications Group)

Pier 5, San Francisco, California 94111
Phone: (415) 982-3370

Date of Organization: 1963

Jim Morgan, *Executive Producer*
Edd Dundas, *Producer Director*
Jennifer Alcox, *Production Assistant*
Charles J. Maisel, *Director, Educational Projects*

George Riekman, *Cinematographer*
Bob Graham, *Art Director*
Charlotte Patera, Marcella Bowman, Glen Gardner, *Artists*

Charles J. Maisel, *Director, Educational Projects*

SERVICES: Live action, animated films, slidefilms, brochures, graphic representations, other visual media for business communications. Utilize design talents of parent Walter Landor Associates. FACILITIES: Staff and equipment for 35 16mm motion pictures and slidefilms, plus videotape.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Pcople + Panels = Profit* (Weyerhaeuser Co.); *Group Psychotherapy* (Sandoz Pharmaceuticals); *Educational Contribution* (Standard Oil); *Best In The West* (American Advertising Federation); *Gift Packaging - 1968; 21; Its Just As Easy* (Paul Mason). SLIDEFILMS: *From Hitler to Pearl Harbor*; *Conferences of The Big Three* (Revell); *Retirement of The Man from Northwestern* (Unigard Insurance Co.).



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.



PACIFIC COAST STATES

CAROL LEVENE PRODUCTIONS

104 Corbett, San Francisco, Calif. 94114
Phone: (415) UN 3-3658

Date of Organization: 1950
Carol Levene, *Owner*

SERVICES: Scripting, production industrial, public relations and educational films and sound slidefilms. Audio-visual consultancy.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Along The Way* (SF Bay Area Rapid Transit Dist.); *A Degree of Importance* (School Vet Medicine/U.C. Davis); *View From Then* (Redwood City Centennial Commission); *One Of A Kind* (Bank of America); *Which Campus?* (University of California).

LEE MENDELSON FILM PRODUCTIONS, INC.

1408 Chapin Ave., Burlingame, California
94010

Phone: (415) 343-3623

Date of Organization: 1963

Lee Mendelson, *President, Director of Production*

Walter DeFaria, *Vice President, Producer-Dir.*
Sheldon Fay, Jr., *VP-Director of Photography, Editing*

David Crommie, *Producer-Director*

SERVICES: Network television specials, films for business, government and industry. FACILITIES: Production studio and crew.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *He's Your Dog*, *Charlie Brown* (Coca-Cola & Interstate Bakeries); *Travels With Charley* (Coca-Cola); *The Eye Bank* (N.Y. Eye Bank For Sight Restoration); *The Fabulous Funnies*; *Children's Letters To God*; *The Fabulous Shorts*; *The Wonderful World of Pizzazz* (Timex).

MOTION PICTURE SERVICE COMPANY

125 Hyde St., San Francisco, Calif. 94102
Phone: (415) 673-9162

Date of Incorporation: 1935

Gerald L. Karski, *President, Gen. Manager*
Harold A. Zell, *Vice-Pres. in Chge. of Prod.*
Boris I. Skopin, *Title & Trailer Dept.*

Gerald B. Patterson, *Mgr. Laboratory Dept.*

SERVICES: Industrial, commercial and public relations films; special announcement and advertising trailers for theaters, business. TV films, spot commercials. FACILITIES: Maurer & Cine Special 16mm cameras; 3 studio 35mm cameras; 2 title 35mm cameras; 16 35mm laboratory (developing, printing, reduction and enlarging); art dept.; magnetic & optical recording; dubbing equipment; sound stage; editing equipment; script-to-release print service; screening room equipped for CinemaScope, 35/16mm projection.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Gerard Tires*, series (D. Routh Co.); *Ayrshire Dairy*, series (Great Falls, Montana); *Rossmoor Village*; *Jewish Welfare Fund* (Royal Advertising); *Monks Bread* (Becker Paetael).

ROY NOLAN PRODUCTIONS

245 Elinor Ave., Mill Valley, Calif. 94941
Phone: (415) 383-3297

Date of Organization: 1966

Roy Nolan, *Owner/Director of Production*
Brian Kiely, *Assistant Producer*
Jim Tichy, *Sound*

SERVICES: Motion pictures production. Location Services: Photography-Sound and unit managing. We will assemble location crews — obtain props — sets — locations, etc. FACILITIES: Com-

plete motion picture equipment — Eclair cameras, Nagra Tape Recorders — editing facilities, Moviola Ect. Dubbing & Interlock as well as sound transfer equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Open Hearth*; *Roto Cast*; *Tar Bonded B.O.F. Brick* (Kaiser Refractories); *Man and His World* (R. N. Productions); *Cabbages & King* (R. N. Productions); *Renaissance Pleasure Faire* (Theme Event Ltd.). TV COMMERCIALS: *Children's Books* (Classic Press).

PYRAMID FILM PRODUCERS

317 Georgina Ave., Santa Monica, Calif.
90406

Phone: (213) 395-5200

Date of Organization: 1960

David Adams, *President*
Fred Hudson, *Technical Director*

SERVICES: Production and distribution of motion picture films. Stock footage library. FACILITIES: 16mm production equipment. Editing facilities, projection room, distribution office.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Sky Capers* (United Artists); *Dunes*; *Crystals*; *Autumn-Frost Country*; *Life In The Balance* (Adams Productions)

SPI TELEVISION CENTER

155 Fell Street, San Francisco, Calif. 94102
Phone: (415) 431-5490

TWX 910 372-6532

Date of Organization: 1954

Branch: 5533 Sunset Blvd., Hollywood, Calif.
90028. Phone: (213) 466-4309 TWX 910-321-3060. Dean Gilmore, *Production Head*

E. E. Gregg Snazelle, *President & Executive Producer*

J. Christopher Byrne, *Vice-President, Producer*

Ken Chaney, *Lab Supervisor*
Richard I. Birnbaum, *Sound Department*
Barney Colangelo, *Production Manager*
Marguerite Bales, *Office Manager*
Jacqueline Smith, *Costing*

SERVICES: 16/35mm motion pictures; slidefilms, industrial, sales and training films, tv commercials and programs. FACILITIES: Patented MVF Mobile Video Film System, 4 camera tape film for studio and remote tv production, sound stage, 75' x 35', editing rooms, sound recording, 3/4" optical & magnetic. Dubbing, mixing & interlock services. 16/35mm facilities. BNC Mitchell, Arriflex, Super 1200 Auricons, animation, art & titling services, set department, studio and remote lighting facilities. Teleprompting facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ronald Reagan* (CBS); *Citizen Governor*; *Romney Network Announcement Show*. TV COMMERCIALS: for Banks of America; Washington; Hawaii; Nevada; Rice A Roni; Proposition 9 Denalan Remington; Lady Sunbeam.

Our Credo for Reference Quality

There will always be more "names" of so-called "producers" in phone books or other directories because these Production Review listing pages are restricted to those companies who meet our stringent requirements for reference data needed by film buyers. With no charge made for any listing in this Review, we reserve the right to maintain a high standard of reference quality. Because we do, this book is the accepted authority used in agencies, business and government throughout the year.

VISTA PRODUCTIONS, INC.

675 Howard St., San Francisco, Calif. 94105
Phone: (415) 982-4180

Date of Incorporation: 1959

Richard H. Fowler, *President*
Florence H. Fowler, *Vice-Pres. & Ex. Producer*

Joe M. Winters, *Manager, Sound Slidefilm & Still Photo*

Bob Scott, *Supervising Editor*
Celie Roberts, *Office Manager*
Breneice Moreillon, *Comptroller*

SERVICES: Communications for business, industry, education and TV through 16/35mm color and b&w motion pictures, TV spots, sound slidefilms and slide duplication. Production services for out-of-town producers. FACILITIES: Production and sound studios, recording, projection and interlock, laboratory facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Unholy Roof* (Kaiser Aluminum); *Opel Kadett* (Buick Motor Div.); *People Need Help* (United Bay Area Crusade); *One Time* (United Community Funds and Councils of California); *Fair Share* (United Air Lines); *Hold the Pull* (Pacific Gas & Electric Co.); *Abitibi* (Daniel J. Edelman Co.); *Conversations With A Congressman* (Compton Advertising). SLIDEFILMS: *One Change*; *Personal Choice Checking*; *An Invitation* (Bank of America); *Marshall Chlorox* (Honig-Cooper-Harrington); *Vis-Pak* (Diamond Walnut Growers); *Advertising 1968* (McCann Erickson); *Hilcoa* (Lloyd Wallace Associates); *World Airways* (Parker Wood Co.); *Let's Look at the Record* (General Electric). TV COMMERCIALS: *City of Paris* (Smith-Reynolds); *Kilpatrick's* (J. Walter Thompson); *Wink Wide Angle Mirror* (Compton Advertising); *Kaiser Jeep*, Full Line and Universal (Hoefer, Dietrich & Brown); *Red Cross Services* (American National Red Cross).

San Diego Area

COPLEY PRODUCTIONS

7776 Ivanhoe Ave., LaJolla, Calif. 92037
Phone: (714) 454-0411

Date of Organization: 1956

Branch Film Libraries: 434 Downer Place, Aurora, Ill. 60506, Phone: 312/892-0465, Mrs. Helen Hansen; 313 So. 6th St., Springfield, Ill. 62701, Phone: 217/544-5711, John L. Satterlee; Suite 421 Land Title Bldg., 235 Broadway, San Diego, Calif. 92101, Phone: 714/234-7111, Thomas Pike; c o 1139 Waieli St., Honolulu, Hawaii 96819, Phone: 31-778, Jack Heintz; The Sacramento Union, 1910 Capitol Ave., Sacramento, Cal., Jack Harrington.

G. Howard Matson, Jr., *Producer-Manager*
Frank L. Willey, *Edit. Supr., Assistant Mgr.*
Jay D. Skidmore, *Head Cameraman*

SERVICES: Production of industrial, documentary, sales promotion, public relations, training, educational motion pictures and sound slidefilms, specializing in newspaper operations. FACILITIES: Complete production facility includes 16mm camera equipment; 35mm slide camera; 16mm magnasync recording and re-recording equipment; interlock projector; lighting equip-

The Guide You Need All Year Long

Extra copies of this 19th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.

PRODUCERS IN METROPOLITAN LOS ANGELES

ASCON CORPORATION

(Programmed Learning Systems Division)

1100 Glendon Ave., Los Angeles, Calif.

Phone: (213) GR 6-1949

Date of Organization: 1960

Edward Altshuler, *Pres., Creative Director*

Louis Camin, *Director of Operations*

John Sharaf, *Chief Photographer*

SERVICES: Audio-visual; videotaped program learning materials, including research, validation, scripts, texts, production and distribution for sales, management training. FACILITIES: 16, 35mm; videotape equipment.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Teaching Hands to See* (Blind Children's Center); *Happiness is A Man from Helms* (Helms Bakeries); *Data Processing - Sales Tool Or Weapon?* (Electronics Distributors Assoc.); *Tapping Untapped Markets* (Automotive Service Industry Assoc.); *Discounting In Supermarkets* (Toiletry Merchandisers Assn.).



Audio Productions, Inc.

6850 Lexington Ave., Hollywood, Calif.

90038

Phone: (213) 469-7217 (Charles Smith)

(See complete listing under New York City)

CASCADE PICTURES OF CALIFORNIA, INC.

6601 Romaine Street, Hollywood, Calif.

90038

Phone: (213) 463-2121

TWX No. 910-321-3928

Date of Incorporation: 1948

Branch Office: New York; 249 East 49th St., New York, N.Y. 10022. Phone: (212) 265-4217, Al Califano, *General Manager*

Illinois: 8 South Michigan Ave., Chicago, Ill. 60603. Phone: (312) 641-1828, Doug McWeeny, *General Manager*

Vaughn Paul, *President*

Roy Seawright, *Executive Vice President*

William Sterling, *Vice President, Dir. of Sales/Marketing*

Donald Jones, *Treasurer*

George B. Seitz, Jr., *Head, Industrial & Educ. Div.*

Jack Yopp, *Exec. Producer in Charge of Prod.*

Seward Webb, *Production Manager*

Tom Dunphy, *Director/Writer, Industrial Div.*

Jim Jordan, *Director/Creative Art*

Bob Carlson, Fred Gennert, Steve Berman, *Directors*

Robert Leland, *Producer*

Roy Seawright, *Director of Cinematography*

Hal Mason, *Dir. of Animation/Creative Art*

Norton Gretzler, *Head, Natl. TV Film Distributors*

Herb Bond, *Head, Optical Dept.*

Phil Kellison, *Head, Insert & Special Effects Dept.*

Reese Overacker, *Head, Editorial Dept.*

Jewell Barrows, *Head, Casting Department*

SERVICES: Complete creative staff for the motion picture production of TV Commercials, industrials, educational, technical and public service films starting from script to final prints. Worldwide production experience. FACILITIES: Air conditioned studios, offices, conference rooms, with all film production facilities on premises. Five stages (14,000 sq. ft.), four with rooms; 16/35 70mm (6 track) projection rooms; complete 16/35mm cameras; editorial, animation, and sound department; "Mattascope" (infra red matting) and rear projection process, special effects and stop-motion stages and work shop. Also fully equipped optical, electrical, property, grip, paint, set construction, makeup, hairstyling and transportation departments; na-

tional television distributions service (NTFD), film vaults.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: for U.S. Navy; Harper & Row; Scripps Institute of Oceanography; Proctor & Gamble; 3M Company. TV COMMERCIALS: for Doyle, Dane, Bernbach; Foote, Cone & Belding; Leo Burnett; Grey; Jack Tinker; Benton & Bowles.

CINE-VIEW, INC.

6325 Santa Monica, Hollywood, California

90038

Phone: (213) 465-3376

Date of Organization: 1961

Harry J. Lehman, *President-Exec. Producer*

Cecile Lehman, *Vice-President - Story Editor*

Jacques Lehman, *Secretary-Treasurer*

Alan Lehman, *Film Editor*

SERVICES: Educational, institutional, documentary film production and distribution. FACILITIES: Production equipment; laboratory services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Principles of Food Sanitation*; *Debbie's Safety Lesson*; *Hands on the Wheel* (Educational Teaching Tool).

DATA/FILMS

2626 Temple St., Los Angeles, Calif. 90026

Phone: (213) DUNkirk 5-3911

Date of Organization: 1960

Charles (Cap) Palmer, *In Charge*

David Bowen, *Quality Control*

Ted (W. T.) Palmer, *General Manager*

Audrey Kaczenski, *Office Manager*

SERVICES: Sales company for release-prints of Parthenon Pictures. Production company 8mm "Data Films" for instruction, skill, training, and sale aids. FACILITIES: Operates as an affiliate of Parthenon Pictures, Hollywood.

(See listing of Parthenon Pictures - Hollywood)

DESORT-FISHER PRODUCTIONS, INC.

1507 North Gordon Street, Hollywood, Calif.

90028

Phone: (213) 463-3211

Date of Organization: 1964

Jack DeSort, *Cameraman/Director, President*

Robert Fisher, *Vice President, Cameraman/Director*

Blair Robertson, *Production Manager*

Samuel L. Shapiro, *Executive Producer*

DeWitt Jones, III, *Director*

SERVICES: Complete service for production of television commercials. FACILITIES: Office and studio on West Coast-Hollywood. June of 1969 will be adding a sales and production office in New York.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Handball* (Falstaff/Foote, Cone & Belding); *Cathedral* (Hammond Organ J. Walter Thompson); *Ford* (Tenderall/Baxter Labs Kenyon & Eckhardt); *Family* (Aunt Jemima Quaker Oats/J. Walter Thompson); *Cash Register* (DelMonte/McCann-Erickson); *Maintenance*; (Ken-L-Ration/J. Walter Thompson); *Road Race* (Eldon Toy/Sachs, Finley & Kaye, L.A.); *Sailor* (Hamms Beer J. Walter Thompson); *At Least Once* (Yogert Knudsen Creamery).

DIMENSION 150

8831 Sunset Boulevard, Hollywood, Calif.

90069

Phone: (213) 652-1914

Date of Organization: 1962

Marshall Naify, *President*

Dr. Richard Vetter, *Exec. Vice President*

Carl Williams, *Vice President*

Lawrence A. Hatch, *Dir. of Marketing*



ROGER TILTON FILMS, INC.

241 West "G" St., San Diego, California

92101

Phone: (714) 233-6513

Date of Incorporation: 1954

Branch: 6640 Sunset Blvd., Hollywood, Calif. 90028. Phone: (213) 467-3191. Tom Mack, *Branch Manager*

Roger Tilton, *President*

Phillip R. Rosenberg, *Production Supervisor*

Mickey LeBeau, *Comptroller*

Janice Chastain, *Secretary*

William Beasley, *Cameraman*

SERVICES: Motion picture and filmstrip production. TV commercials: government and industrial films; live action and animation. FACILITIES: 60' x 60' sound stage, offices, editing rooms, theater (16/35mm), 16/35mm cameras, 100 K lighting, standing sets, full sweep cyc, vehicles.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Twins*; *Scuba* (Toyota Clinton E. Franks, Inc.); *S.D.G. & E.* (Barnes Champ/S.D.G. & E.); *Hotel Del Coronado*; *Fish* (Phillips Ramsey); *Atlantic Richfield West* (Hixson & Jorgenson); *Golden Arrow* (Golden Arrow Dairy); *Fed Mart Test* (Carson Roberts, Inc.); *Alberto-Culver* (3) (Knox Reeves Adv.); *Riverside* (Pontiac/Geyer & Oswald Inc.); *McDonald's Hamburger* (D'Arcy Adv.); *U.S.-IA.* (U.S.I.A. Motion Picture Service); *Gardner & Teacher* (Dristan/Wm. Esty Co.); *Total Comfort*; *Weather Word*; *Gaslight*; *Dusk to Dawn*; *Self-Cleaning Oven*; *Floodlight*; *Home Economist*; *LNG News*; *LNG Hi-Speed*; *LNG Rifle Test* (S.D.G. & E./Phillips-Ramsey); *Airline Cargo Operations* (Boeing/Roger Tierney Assoc.); *Bosco* (Anderson Fulmer Corp); *Raleigh* (Post-Keyes-Gardner); *California Dietetic* (Dairy Council of Calif.); *Unchargables* (1st Natl. Bank/Phillips-Ramsey); *Westgate Report*; *Breast of Chicken* (Westgate Co./Barnes-Champ); *Convention & Visitors Bureau* (Phillips-Ramsey); *Rancho Bernardo* (Phillips-Ramsey); *Pacific Tele. Co.* (Pacific Tele Co.); *Clairel* (Scholwaski); *Money Minder* (Southern Calif. 1st Natl. Bank/Chapman, McQuiston, Michetti).

Berkeley

GOLDEN STATE FILM PRODUCTIONS

1006 Pardee St., P.O. Box 608, Berkeley, California 94701

Phone: (415) 845-3399

Date of Organization: 1952

John L. Siegle, *Owner*

Richard J. Jevons, *Production Mgr.*

Warren Douglas, *Writer/Director, Research*

SERVICES: Motion pictures for industry, training, documentary, recreation, etc. FACILITIES: 16mm facilities. Script writing, sound recording (live or dubbed) editing service, music libraries, mixing, interlock service.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ski-Way To The Sun* (Dodge Ridge Ski Resort); *What Is A University?* (California Alumni Assoc.); *Blue Sky Thinking* (Ulano Products Company); *The Police Car* (Calif. Peace Officers' Assoc.); *The Floating Railroad* (Alaska Hydro-Train).

LOS ANGELES AREA:

SERVICES: Provide consultation in area of photographic and projection optics; Have complete photographic package for 65mm wide screen photography; Design and fabricate special lenses; Provide entire installation for deep curve screen process (D-150 All-purpose Projection Process).

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *The Bible; Patton—Blood and Guts* (Twentieth-Century Fox). Designed special projection and laboratory lenses for the Broadway Musical *Happy Time*.

DIMENSION FILMS

733 N. La Brea Ave., Los Angeles, Calif. 90038

Phone: (213) 937-3506

Date of Organization: 1962

Gary Goldsmith, *President*
Edward Schuman, *Vice-President*

SERVICES: Writing and production of documentary and educational films. **FACILITIES:** Offices and editing rooms.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Perils of Priscilla* (Pasadena Humane Society); *Trick or Treat; Paper Drive; Clubhouse Boat* (Classroom-Educational); *The Final Game* (USIA).



Cal Dunn Studios, Inc.

1040 N. Las Palmas, Hollywood, Cal. 90038
Phone: (213) 1101109-9011

Alan S. Lee, *Manager*
(See complete listing under Chicago area)

E M C CORPORATION Film Designers Division

7000 Santa Monica Blvd., Hollywood, Calif. 90038

Phone: (213) 463-3282

Date of Organization: 1951

David E. Feinberg, *President*
Robert L. Hyskell, *Vice Pres.-Exce. Prod.*
Leonard Gray, *Art Director*
Dorse Lanpher, *Animation Director*
Phillip Schommer, *Sales & Marketing Mgr.*

SERVICES: Motion picture and slidefilm production, script writing, photography, editing animation and art production, sound recording, education programming, all media. **FACILITIES:** 35mm and 16mm Arriflex cameras, Moviolas, etc., writing, editing and production rooms, sound recording stages and Ampex equipment/40 Ampex high-speed duplicating machines; Scully lathe for record mastering.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Sea Power On The Move; Submarine Flooding Casualties* (U. S. Navy); *CONUS* (System Development Corporation); *Sequential File Processing* (Series) (Edutronics, Inc.); *Hello, Fm Music* (EMC).

JERRY FAIRBANKS PRODUCTIONS OF CALIFORNIA

1330 North Vine St., Hollywood, Calif. 90028
Phone: (213) 462-1101

Date of Organization: 1929

Branches: Detroit, Mich. 48226; 1249 Griswold, Suite 429, Phone: (313) 962-8998. Malcolm A. Dooley, *Representative*; Washington, D.C. 22024; 1245 Fourth Street, S.W. Phone: (202) 554-4823. Col. Richard F. Fender (ret.), *Representative*.

Jerry Fairbanks, *President*
John N. Freeman, *Assistant to the President*
Leo S. Rosencrans, *Creative Director*

SERVICES: Industrial, theatrical and TV motion pictures. **FACILITIES:** Full studio facilities; sound stage; 16-35 camera units including Multi-Cam process; 16mm, 35mm and magnetic sound recording and re-recording; editing; opticals; blue screen, film and music libraries; technical art, creative and music staffs.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Safety by the Numbers* (Federal Aviation Administration); *But More Than This* (Eli Lilly & Co.); *A Navy Christmas* (U.S. Navy); *Lasers Unlimited; Voices From The Deep* (American Telephone & Telegraph).

FILMFAIR

10900 Ventura Blvd., Studio City, Calif. 91604

Phone: (213) 877-3191

Branch Offices: 339 E. 48th St., New York, N.Y. Phone: 11A 1-8480 Thomas Whitsell, *Executive Producer*
444 E. Ontario St., Chicago, Ill. Phone: 822-9200 Pat Saviano, *Studio Manager*
1-3 Jacobs Well Mews, London W.1, England Phone 486-5121 Graham Clutterbuck, *Executive Producer*
16 Via S. Agnese, 20123 Milano, Italy Theo Legeard, *Executive Producer*

Date of Organization: 1960

August A. Jekel, *President & Executive Producer*

William D. Jekel, *Secretary*
Ted Goetz, *Vice President/Studio Manager*
Ben Norman, *Vice President/Live Action Director*

Bob Gips, *Vice President/Live Action Director*

Dick Van Benthem, *Vice President/Art Director*

Irv Anderson, Dale Case, Ken Champin, *Animation Directors*

Bob Kurtz, *Art Director*
Rick Downer, Bob Mayberry, Hawley Lawrence, *Live Action Directors*

Kay Himes, *Treasurer*
Jerry Brady, Fred Heinrich, *Editors*

SERVICES: Live Action and animated films for commercial and industrial accounts. **FACILITIES:** Studio includes — stages, art rooms, animation crane, sound editing and recording, editing rooms.

RECENT PRODUCTIONS AND SPONSORS
TV COMMERCIALS: HUNT Foods (Young & Rubicam); *Union Oil; Phillip Morris* (Leo Burnett); Zenith (Foote, Cone & Belding); Pan American Airlines (J. Walter Thompson).

FILMLINE PRODUCTION ASSOCIATES, INC.

1467 Tamarind Ave., Hollywood, Calif. 90028
Phone: (213) 466-4407

Date of Organization: 1962

Charles E. Bordwell, *President, Producer*
Louis J. Bender, *Vice-Pres., Post-Prod.*

SERVICES: Motion pictures, TV programming and educational products. **FACILITIES:** For live action and animation available.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Clothing Construction* (McGraw Hill Book Co.); *Ship Positioning & Cable Laying* (Western Gear Corp.); *Hi-Lites, Summer Tests* (Yuma Proving Grounds); *Operation Dawn Star* (AC-Electronics); *The Paper Tiger* (AAVS).

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FILM SENSE

729 North Highland Avenue, Hollywood, California 90038

Phone: (213) 938-2623

Date of Organization: 1968

Les Goldman, *Producer*
Dino Kotopolis, *Designer/Director*
David Robison, *Writer*

SERVICES: Motion pictures, multiple screen presentations. Industrial and experimental films and sound. **FACILITIES:** Complete writing, editing and animation capability. Special equipment for electronic and computer graphics and electronic and computer generated sound.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Breakthrough* (IBM Data Processing); *The Door* (Campbell-Silver-Cosby); *Untouched Land* (Oceania Foundation); *Gillelji* '43 (Communications Commission); *Jabberwocky* (Theatrical).

FINE ARTS FILMS, INC.

1025 N. McCadden Place, Hollywood, Calif. 90038

Phone: (213) 110 5-0549

Date of Organization: 1968

John Wilson, *President-Director*
Preston M. Fleet, *Producer*
David Detiege, *Supervising Director*

SERVICES: Full resumes for all quality film animation; features, industrials, educational and presentation, storyboard, design, animation, etc. **FACILITIES:** Sound stage, full working crew.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Early Birds* (Johnathan Winters); *Structured Learning* (Computer Sciences Institute); *Night Before Christmas* (Charles Cahill Assoc.); *T.V. High School* (promotional) (ETC); *Facts About Pigments* (House).

FLAGG FILMS, INC.

6345 Fountain Ave., Hollywood, Calif. 90028
Phone: (213) 462-0902

Date of Organization: 1946

Don Flagg, *President*
Anne Flagg, *Vice President and Secretary*
Steve Glick, *Treasurer*
George Taylor, *Production Mgr.*

SERVICES: Business films; sales films; medical films; training films; TV Commercials; 35mm color. 16mm color; super 8mm color with sound. **FACILITIES:** Insert stage; production offices; cutting rooms; projection rooms.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *F111A—Looss* (Air Force); *Launder A Go Go* (Maytag); *Instrument Flight* (Bendix); *Sell It Now* (Maytag). SLIDEFILMS: *California 1969 Gold Rush* (EPIC).

F-M PRODUCTIONS

733 N. Highland Ave., Los Angeles, Calif. 90038

Phone: (213) 937-1622

Date of Organization: 1952

William Morrison, *President*
Mike Ross, *Production Manager*
Aladar Klein, *Editorial Supervisor*
Thor Putnam, *Art Director*
Al McDonald, *Assistant Production Mgr.*

SERVICES: Motion pictures and slide presentations for business, government, TV programs, commercials. Complete production services for motion pictures including: research, writing, photography, animation and editing. **FACILITIES:** 7500 sq. ft. production facilities including seven editing rooms, complete art department interlock projection room for both 35mm and 16mm, complete sound department, music libraries, stock film library, title stand and a 40 foot by 60 foot sound stage with 800 amps of power.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Tomorrow's Radar Today* (I.T.T. Gilfillan); *F-111 Flight Characteristics*; *Cycle Logic* (U.S.A.F.); *Cara* (Ryan Aeronautical); *Lazer Beams* (Naval Weapons Center).

FOURWAYS PRODUCTIONS

1549 North Vine, Suite 7, Hollywood,
California 90028
Phone: (213) 461-3441

Date of Organization: 1968
Marty Roth, *President*
William Kelsay, *Executive Assistant, Producer, Writer*
Bob Warren, *Production/Account Executive*
Pamela Kernis, *Art Director*
Douglas Arango, *Production Assistant, Writer*
Maria Sinkevitch, *Writer Women's Division*
Jerry Pam, *P. R. West Coast*
Harold Rand, *P. R. East Coast*
George Greeley, *Music Director*

SERVICES: Production of feature motion pictures, tape and film for network, TV syndication. H.A.S. (Humor Advertising Systems). Specializing in the use of humor for sales, training and educational films. Special department for accompanying print matter, package design and corporate images. FACILITIES: Merchandising division for advertising, promotion and premium material. Complete music facilities, scoring, track, music library. Complete production, writing and research staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Network Development for 1969-70*; Two half hour continuing weekly programs. (CBS-TV); Development of one hour adventure series. (ABC-TV); Completed *How To* syndication series, co-production Hollywood Video Center Productions.

HERB GOLDEN PRODUCTIONS

3215 Cahuenga Blvd. W., Los Angeles, Calif.
90028
Phone: (213) 464-1109

Date of Organization: 1962
Jerry Ross, *Vice President, Sales*
Ernest Everett, *Production Manager*
Eugene Petersen, *Chief Cinematographer*
Herb Golden, *Producer/Director*

SERVICES: Documentary, industrial, public relations and sales promotion films. FACILITIES: Creative department, complete 16mm production equipment and fully supervised animation associates.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Hot Wheels*; *Strange Change* (Mattel, Inc. Toymakers); *Wherever Man Explores* (Sterling Electronics Corp.); *Destination: Disneyland* (Carnation Co.); *Child Testing for Toys* (Harshe, Rottman & Druck).

GRAPHIC FILMS CORP.

3341 Cahuenga Blvd., West, Los Angeles,
Calif. 90028
Phone: (213) 467-2191

Date of Organization: 1946
Lester Nouro, *President*
Jerry McGuire, *Vice President*
James Connor, *Live Action*
Sera Skoll, *Office Manager*

SERVICES: Complete in-house personnel. FACILITIES: for live-action and animation production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Nuclear Propulsion* (NASA); *Basic Electronics* (HEW); *Submarine Damage Ctl.* (4); *Men of the Sea* (U.S. Navy). TV COMMERCIALS: Recruiting spots (U.S. Navy).

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

**The Jam Handy Organization, Inc.**

1680 North Vine St., Hollywood, Calif. 90028
Phone: (213) HOLLYWOOD 3-2321
(See complete listing under Detroit area)

**HANNA-BARBERA PRODUCTIONS**

3400 Cahuenga Boulevard, Hollywood, Calif.
90028
Phone: (213) 466-1371

Date of Organization: 1957
Taft Broadcasting Company, 1906 Highland Ave., Cincinnati, Ohio 45219 Phone: (513) 421-1750, Clifford Weake, *Vice President, Director of Marketing*
Ross M. Sutherland, *Vice President, Director of Industrial Film Division*
Clifford Weake, *Vice President, Director of Marketing*
Art Scott, *Associate Producer, Animated Educational Film Div.*
Dan Ellithorpe, *Associate Producer Live Action, Educational Film Div.*
Art Babbitt, *Director of Commercial Film Division*

SERVICES: Live-action and animated Industrial, Education and TV Commercial films. FACILITIES: Ultra-modern Hollywood studio, complete with sound stages, editing, dubbing and animating facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Is For Astronaut*; *Projections in Learning*; *New Dimensions in English* (Harper & Row Publishers); *Chemical Change*; *Observing & Describing* (McGraw Hill); *More Than Ever Before* (American Heart); *The Aurora Sales Film* (Aurora Toy Co.). TV COMMERCIALS: Foote, Cone & Belding; Leo Burnett Co.; Leonard M. Size Co.; Adams Dana & Silverstein; Compton Co.; Edward H. Weiss & Co.; Gardner Advertising Co.; Batten, Barton, Durstine & Osborn Inc.; Dancer-Fitzgerald-Sample Inc.

HARRIS-TUCHMAN PRODUCTIONS, INC.

751 North Highland, Hollywood, Calif.
90035
Phone: (213) 936-7189

Date of Organization: 1950
Ralph G. Tuchman, *President*
Fran Harris, *Vice-President/Creative Dir.*
Martin Strudler, *Art Director*
Richard G. Wyatt, *Production Manager*

SERVICES: Creative writing, planning, production of motion pictures and sound slidefilms for sales, training, public relations, sales talks on film, sales meetings, live action or animation. FACILITIES: Staff writers and artists; fully equipped stage; all editing facilities for 35mm and 16mm; animation department; projection; music library; stock film library.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *A Friendlier Church Family* (Winthrop-Scott Inc.); *Open Many Doors* (Airoquip Corporation); *Signals for Service* (Farmers Insurance Group); *The Big Parade of Fresh Ideas* (Sunkist Growers, Inc.); *Our Middle Name Is Cleaning* (National Cleaning Co.).

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**LOS ANGELES AREA****JOHN J. HENNESSY MOTION PICTURES**

1702 Marengo Ave., South Pasadena, Calif.
91030
Phone: (213) MU 2-2353

Date of Organization: 1953
John J. Hennessy, *President/Exec. Producer*
Harold H. Marquis, *Vice-President/Manager Education Films*
J.E.R. McDougall, *Producer-Director*
E. C. Norton, *Music and Sound Director*
Glen Hulse, *Art Director*
Marge Benson, *Casting Director*
Barry Gordon, *Director, Special Projects*
Harold Hefner, *Production Manager*
Sue Penney, *Office Manager*
Willard W. Wheeler, *Educ. Film Distributor*

SERVICES: Producers of industrial, documentary, sales promotion, public relations, training, educational motion pictures; TV commercials and programs; sound slidefilms; sales and promotion of educational films. FACILITIES: Creative department; camera, sound, lighting, editing, projection equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Flight Without Wings* (National Aeronautics and Space Administration); *Number One Bush* (Crown Zellerbach Corp.); *Consider Heat* (Kaiser Aluminum); *EMS Magnetometer Controlled Degaussing*; *Classified Film* (U.S. Navy); 1968 *Mobil Economy Run* (Mobil Oil Co.); *The Wild West* (American Pipe and Construction Co.).

HOLLYWOOD ANIMATORS

7401 Sunset Blvd., Hollywood, Calif. 90046
Phone: (213) 876-1190

Date of Organization: 1955
Wm. F. Selleck, *Owner & Exec. Producer*
Jean M. Selleck, *Owner & Asst. Producer*
Clifton M. Ralph, Jr., *Dir. of Photography*

SERVICES: Research, writing, directing, photographing and editing of 16mm and 35mm motion pictures and sound slidefilms for business, TV commercials; animation and live action, including advanced capabilities in using Vidifilm camera system. Programmed instructional films for industrial training. FACILITIES: Photographic, lighting and editing equipment; animation stand and special effects rig, miniature revolving stage, small insert sound stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Three Steps To Beauty* (Merle Norman Cosmetics); *Fire* (L.P. Systems, Inc.); *The Ninth Wave* (Magic Mirror Salons). SLIDEFILMS: *The Kit* (Foster & Kleiser); various instructional films for (ITT Cannon L.A.); *Mobil Safety at Service Stations* (Mobile Oil Corp.); *Head of the Class* (self); *We're Something Else*; *Chicago* (Foster & Kleiser); *Especially for You* (May Department Stores); *Three Steps to Beauty* (Merle Norman Cosmetics). TV COMMERCIALS: *Floating Glasses* (Dr. R. M. Layne Paul & Baum Adv.).

TOM HOTCHKISS PRODUCTIONS

P.O. Box 4102, San Fernando, Calif. 91342
Phone: (213) 367-1132

Date of Organization: 1953
Tom Hotchkiss, *Producer, Writer, Director*
Evelyn Hotchkiss, *Business Manager*
Leland Fowler, *Director of Photography*

SERVICES: Motion pictures. FACILITIES: Mobile unit, overseas unit, sound studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Saydu* (Conservative Baptist Foreign Mission Society); *It Happened to Shankar* (Asian Screen, Inc., Bombay, India); *Ziuko* (General Missionary Board, Free Metho-

LOS ANGELES AREA:

dist Church); *The President* (Seattle Pacific College); *ESCO - L.A.* (ESCO Corp., Portland, Oregon)

JENKYNs, SHEAN & ELLIOTT INC.

5718 Sunset Boulevard, Los Angeles, Calif. 90069

Phone: (213) OL 5-9340

Date of Organization & Incorporation: 1962

Chris Jenkyns, *President*

Jack Silver, *Vice-President, Producer*

Richard Elliott, *Secretary-Treasurer*

George Woolery, *Public Relations*

Dorothy Irwin, *Casting, Secretary*

Jeff McGrath, *Design & Layout*

Barbara Baldwin, *Production Supervisor*

SERVICES: Story and script; art design; direction and editing from creation through staging and production, in color and b&w. 35mm and 16mm animation and live-action motion pictures, industrial, educational and public relations films and tv commercials. FACILITIES: All with exception of sound stage and lab.

MOTION PICTURES: *My Mother is the Most Beautiful Girl in the World* (Film Assoc.). TV

COMMERCIALS: Head & Shoulders (Tatham, Laird & Kudner); 3-M Company (B.B.D.&O.); Jack in the Box (Doyle, Dane & Bernbach); Ralphs Markets (Hixson & Jorgenson); Dodge Dealers (B.B.D.&O.); Thomas Organ (Sachs, Finley & Kaye); Scotts Fertilizers (Arndt, Preston, Chapin, Lamb & Keen); Goodyear Tire & Rubber Co. (Young & Rubicam); Mattel Toys (Carson-Roberts); ABC-TV Summer Olympics; South Pacific Pineapple Wine; ABC-TV Hollywood Palace Promo; ABC-TV Four Specials Promo; Rose Hills Memorial Park; ABC-TV Thursday's Girls Promo.

LANE FILMS

6115 Selma Avenue, Hollywood, Calif. 90025
Phone: (213) HO 4-6831

Date of Organization: 1959

William R. Lane, *Producer*

Mary Lou Lane, *Associate Producer*

SERVICES: Design and production of audio-visual marketing and training programs for industry; motion picture production in 16 and 35mm, sound & slidefilms, TV films and commercials. FACILITIES: Complete production and post production facilities for studio or location.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A New Tomorrow* (El Monte School District, El Monte, California).

LORI PRODUCTIONS, INC.

9100 Sunset Blvd., Los Angeles, Calif. 90069
Phone: (213) 274-0839

Date of Organization: 1962

Jack Whipper, *President*

Ralph Drewry, *Executive Producer*

Bob Touchstone, *Vice President*

Ray Laurent, *Production Supervisor*

Ronald Peterson, *Writer-Director*

Beverly Witt, *Office Manager*

Ronald Lederman, *Accounting*

SERVICES: 35 16mm motion picture production and film services. Slidefilms, commercials, theatrical, industrial and business films. FACILITIES: Creative department, studio, titles, animation, camera and sound equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Tournament Flight* (American Airlines); *National Promotions* (American Express); *Semi-Pave* (Witco Chemical); *Air Pollution/Water Pollution* (Walter Reade Sterling); *A Better Road Ahead* (Atlas Rubber Company).

GENE LESTER PRODUCTIONS

12642 Ventura Blvd., Studio City, California 91604

Phone: (213) 769-6160

Date of Incorporation: 1946

Gene Lester, *Producer Director*

Dan Bresler, *Assistant*

SERVICES: Complete production or any part thereof. FACILITIES: 35mm Cameras and mag, sound 16mm cameras and mag sound. Re-recording facilities mag and opt. complete editing facilities w/ Moviolas. Opt and mag projection. Small stage and still gallery. Full still equipment from 8x10 to split 35mm and slidefilms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Birds From Britain* (20th Century-Fox Studios); *Behind the Scenes of Hello Dolly* (20th Century Fox); *Academy Awards w/ Dr. Richter* (Arriflex Corporation of America). TV COMMERCIALS: Assorted commercials for local sponsorship.

LUMAR FILM PRODUCTIONS, INC.

6223 Selma Avenue, Hollywood, Calif. 90028
Phone: (213) HO 7-5168

Date of Organization: 1960

Bill Webb, *President, Director-Writer*

Don Henderson, *Exec. Vice-Pres., Prod.*

Tommy Tomlinson, *Producer, Writer*

Cran Chamberlin, *Producer, Writer*

Steven Smith, *Design-Graphic Arts*

John Winfield, *Editor*

Stan Fox, Glen Smith, *Photography*

SERVICES: Motion pictures for sales and communication; films designed for theatrical release; public service, public relations, industrials, sales, corporate image films, commercials and test commercials. FACILITIES: Facilities and staff for 35 16mm production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Question From Kelco* (Kelco Company of San Diego); *An Engineer Looks At Parking* (Space-O-Matic Co.). TV COMMERCIALS: A series for Automan.

METRO-GOLDWYN-MAYER, INC.

ANIMATION/VISUAL ARTS DIVISION

6290 Sunset Blvd., Hollywood, Calif. 90028
Phone: (213) 466-3393

Date of Organization: 1964

Charles (Chuck) Jones, *Division Head, Prod.*

Earl Jonas, *Production Mgr.*

Maurice Noble, *Design Director*

Abe Levitow, *Director*

SERVICES: Creation, development and production of shorts, featurettes and longer films for theatres, television and commercial purposes. Design and execution of titles and promotional films. Production of program series for television. FACILITIES: Entire production complex for animation, experimental and graphic films - including all facilities of a major motion picture studio. Back lot and location capability.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *The Pogo Special Birthday Special*; *3 Pogo Commercials* (NBC) (Proctor & Gamble); *Horton Hears A Who* (CBS); *The Phantom Tollbooth* (MGM Theatrical).

MPO-TV of California, Inc.

500 No. Seward St., Hollywood, Calif.
Phone: (213) HO 6-3341

Mel Dellar, *Vice-President*

(For complete listing see New York City)

NATIONAL TELEVISION NEWS, INC.

6115 Selma Avenue, Hollywood, Calif. 90028
Phone: (213) 461-2861

Howard Back, *President*

(See complete listing under Detroit)



Fred A. Niles Communications Centers, Inc.

5545 Sunset Blvd., Hollywood, Calif. 90028
Phone: (213) 462-7311

Paul Johnson, *Vice President*

Lionel Grover, *Vice President*

(See complete listing under Chicago area)

NYE CURTIS ASSOCIATES

Formerly Cally Curtis Co.

1111 North Las Palmas Avenue, Hollywood, California 90038

Phone: (213) 467-1101

Date of Organization: 1965

Bob Nye, *Partner*

Cally Curtis, *Partner*

Milton Robinson, *Producer*

Steve Grumette, *Editorial Supervisor*

Tom McHugh, *Head Cameraman*

Connie Davis, *Treasurer*

Penny Schroeder, *Production Supervisor*

Jim Hahn, *Casting*

SERVICES: Industrial, commercial, educational, training, and sales films, 16 35mm color and b w. FACILITIES: Research, script writing, editing, casting . . . specialist in location filming.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 27 Science Films (Harper & Row); *What's In It For Me?* (Proctor & Gamble); *777GP* (3-M Company); *Case For The Affirmative* (Claremont Men's College). TV COMMERCIALS: for P & G; 3-M; Burger Brewing Company; Hornell; International Milling.

PARTHENON PICTURES

2625 Temple Street, Hollywood, Calif. 90026
Phone: (213) DU 5-3911

Date of Organization: 1954

Charles (Cap) Palmer, *In Charge*

David Bowen, *Producer-Director*

John E. R. McDougall, *Producer-Director*

Ted (W. T.) Palmer, *General Manager*

Marge Benson, *Casting Director*

Glen Holse, *Art Director*

Audrey Kaczynski, *Executive Asst.*

SERVICES: Films for business and education; TV documentaries. VIDICOM-S Division markets "Private Eye" mini projector, and makes short films for 8mm release. FACILITIES: Sound stage with offices, craft rooms, and projection theater adjoining. Full professional equipment in camera, sound, lighting, editorial and projection; 35mm, 16mm and 8mm. Access to all Hollywood resources.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *5 Men of Science* (Upjohn); *Our Man In Washington* (Bailey Films-CBS); *Diving - For Fun and Fame* (Purpose Film Center); *Play Ball, Son* (Data/Films); *You and Your Contact Lenses* (PFC); *The Many Voices of Freedom* (non-theatrical) (Forrest Lawn); *Action Baseball* (16mm package, Bailey Films 8mm Little League pkg. PFC 20 loop Cartridge pkg. The Athletic Institute.)



Pelican Films of California, Inc.

177 North Vine, Hollywood, California
Phone: (213) 469-5821

Mike McCoy, *Vice President*

James Bean, *Production Manager*

(See complete listing under New York City)

All the Facts You Need to Know

Concise, accurate data on film production sources who have supplied minimum reference data required for reader guidance makes this Annual Production Review the most authoritative producer reference guide in the world

PICTURES FOR BUSINESS

Box 2308, Hollywood, Calif. 90028
4321 Kling St., Burbank, Calif. 91505
Phone: (213) 849-1051 843-5533

Date of Organization: 1951
Bill Deming, *Executive Producer*
Ann Deming, *Producer-Director*

SERVICES: Motion pictures and slidefilms for business and government. TV program production and packaging (live and film). Animated and live TV spot production. Consultation and creative planning services. FACILITIES: Studio and location equipment; animation department, complete from planning through photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Parker Inerting #1*; *Parker Inerting #2*; (*Parker/Hannefin*); *Data Processing*, (DPMA). SLIDEFILMS: *Hydraulic Circuitry* (Greer Hydraulics); *Five Well Program* (Worland Oil Company); *Cutting Tool Oils* (Withrow Oil Co.); *Orthopedic Table* (Universal Medical Research); *Fuel Tank Inerting* (*Parker/Hannefin*). VIDEOTAPE FILM: *Sales Psychology* (Hunt/Wesson Foods).

PLAYHOUSE PICTURES

1401 N. LaBrea Ave., Hollywood, Calif. 90028

Phone: (213) HO 5-2193

Date of Organization: 1952
Adrian Woolery, *President*
Jim Pabian, *Producer/Director*
Mary Matthews, *Secretary/Treasurer*
Mary Cain, *Production Coordinator*

SERVICES: Animation specialists in industrial, educational, entertainment and TV commercials. FACILITIES: Complete creative staff and facilities for production of 16mm and 35mm color and b&w films. Storyboards, animation production, live action, camera and editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Night Before Christmas* (TV Special). TV COMMERCIALS: *Western Airlines* (BBD&O); *Peter & Harry* (Carnation Milk); *Winnie the Pooh* (Nabisco); *Carnation Luma* (John Byk); *Animal Carnival* (Macleanus, John & Adams).

GERALD POPPER & ASSOCIATES

606 N. Larchmont Blvd., Los Angeles, Calif. 90004

Phone: (213) 461-2731

Date of Organization: 1965
Gerald Popper, *President*
Milton Citron, *Vice President*
Andrew Davis, Jr., *Secretary*

SERVICES: Complete creative from concept through scripting through shooting through finished product. Production of industrial and documentary films, commercials and filmstrips. FACILITIES: Cutting rooms, lease stages. Full editorial equipment, conference room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Alaska - The Years Ahead* (Rasmusson); *The Campus* (Californians for a Creative Society). TV COMMERCIALS: *Kuchel Campaign* (Kuchel For Senate Committee); *Datsun Cars* (Parker Advtg.); *Rasmusson Campaign* (Rasmusson for Senate Comm.)

PRICE/VOWELL FILMMAKERS, INC.

3491 Cahuenga Blvd., Hollywood, Calif. 90028

Phone: (213) 467-2124

Date of Organization: 1965
Gerald Price, *Producer, Director of Animation & Graphics*
Christine Kevin, *Writer/Researcher*

SERVICES: Motion pictures, industrial films, educational films, TV documentaries. Creative department, animation department. FACILITIES: 16mm editorial equipment; 16mm and 35mm

sound recording and transfer equipment (Nagra, Magna-Tech, Ampex 16mm cameras and production equipment).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Hearing: Learning to Listen*; *Hearing: How We Listen* (Self sponsored.)

PURPOSE FILM CENTER

2625 Temple Street, Los Angeles, Calif. 90026

Phone: (213) 355-3913

Date of Organization: 1968
Charles Palmer, *In Charge*
Wm. T. Palmer, *Operations Mgr.*
Audrey Kaczinski, *Promotion Mgr.*

SERVICES: Remaking and adapting sponsored films for print sale and rental, specializing on business subjects and youth sports. (See complete listing under Parthenon Pictures)

RAMPART STUDIOS

2625 Temple St., Los Angeles, Calif. 90026
Phone: (213) DU 5-3911

Date of Organization: 1955
Ted (W. T.) Palmer, *In Charge*
Audrey Kaczinski, *Executive Asst.*
Marge Benson, Larry Sullivan, *CASTING*
Glen Holse, *Art Director*

SERVICES: Operates as service producer on sub-contract for primary producers, specializing in "photoplay" studio-type work under IATSE union conditions, narration recording, and "pick-ups" of Hollywood actors for Eastern producers. FACILITIES: Sound stage with scene dock; insert stage; optical room; dressing rooms; projection theater and offices. Stage available for rental; extra large limbo eye's.

RECENT PRODUCTIONS AND SPONSORS

PRODUCER SERVICES: for Parthenon Pictures; Bay State Film Productions Video Films, Canadian Broadcasting Corp., Willard Pictures.

Reeder Productions, Inc.

417 Garfield Ave., Glendale, Calif. 91204
Phone: (213) 246-4265

Thomas W. Taylor, *in charge*
(See complete listing under Knoxville, Tenn.)

REEL/3

(Richard Earle Spies & Associates)

8439 Melrose Ave., W. Hollywood, Calif. 90069

Phone: (213) 653-0630

Date of Organization: 1963
Richard Earle Spies, *Executive Producer*

SERVICES: Production of animated and special-effects motion pictures. Attention to concept and highly-detailed execution are part of our specialization in the field of technical & expository films. Consultation and writing services. FACILITIES: Complete animation and graphics studio. Complete film production capability and equipment for photography, sound and editorial functions, 16mm and 35mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Science films, series of 5 (Harper & Row via Cascade Pictures); Democratic & Republican Campaign Openings & Promos (CBS News); Apollo 7 Simulation; Apollo 8 Simulation (CBS News); Production Assistance, *Computer Glossary* (IBM via Charles Eames).

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.



LOS ANGELES AREA

REELIFE PRODUCTIONS

1509 Via Visalia, Palos Verdes Estates, Calif. 90275

Phone: (213) 375-0533

Date of Organization: 1938
Robert W. Allen, *President & Producer*
Russell W. Ware, *Vice President & Producer*
Robert S. Allen, *Cinematographer*
Mabel Grimes, *Secretary*
Mrs. LaVerne Allen, *Treasurer*
Mrs. Lois Ware, *Corr. Sec. & Script.*
Dale Jensen, *Technician*

SERVICES: 16mm color documentary, educational and industrial motion pictures. Creative scripting, cinematography and editing. FACILITIES: Arriflex cameras, Colortran lighting, cutting room, shooting stage in construction.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Careers In Cosmetology*; *Careers in Business*; *Men's Hair Styling As Your Career* (Milady Publishing Corp.); 1 to 1 (California Orange Coast College District).

RIVIERA PRODUCTIONS

6610 Selma Ave., Hollywood, Calif. 90028
Phone: (213) 462-8555

Date of Organization: 1947

Branch Offices: Ohio: 3303 Rumson Rd., Cleveland. Phone: (216) RE 1-6076. Pat Rancati, *Eastern Representative*. Wisconsin: 340 Westmoor, Brookfield (Milwaukee), Phone: (414) SU 2-8815. Robert Zens, *Midwest Representative*.

F. W. Zens, *Executive Producer*
Leif Rise, *Associate Producer*
Cliff Bertrand, *Associate Manager*

SERVICES: Complete motion picture production from script to final prints for industrial, educational, public relations, advertising, sales, medical, religious, technical, theatrical motion pictures. TV programs and spots. FACILITIES: Executive office; studios; editing rooms; projection room; sound recording and mixing. Location equipment, musical and sound effects library.

RECENT PRODUCTIONS AND SPONSORS

(Production activities during 1968 limited to feature film production services for other producers. Again active in business film production during the current year.)



ROCKET PICTURES, INC.

1150 W. Olive Ave., Burbank, Calif. 91506
Phone: (213) 849-6078

Date of Incorporation: 1943
Diek Westen, *President*
John Russo, *Vice-President, Sales*
Don Bartelli, *Vice-President, Production*
Kay Shaffer, *Secretary-Treasurer*

SERVICES: Creators and producers of ready-made and custom made communications for business and industry, advanced and adult education. Areas include recruiting, training, selling, public relations. Media utilized: filmstrips, records, tapes, motion pictures, manuals, booklets, charts - from idea thru completion. FACILITIES: Own building with shooting stage, art, writing, camera, editing, and distribution facilities under one roof.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Who Cares?*; *Shouldn't You Sell More Oil?*; *What Gets The Whistle?*; (Union Oil Co.); *Poly* (DuBois Chemicals); *You And Yours* (Baby-Mate); *Creative Selling: The Attitude That Gets Business*; *What Do You Sell?*; *By-Passing Sale Resistance*; *Are Prospects Different?*; *Pride In Price*; *Close Isn't Closed*; (Better Selling Bureau).

LOS ANGELES AREA:

F. K. ROCKETT PRODUCTIONS, INC.

5451 Laurel Canyon Blvd., North Hollywood, Calif. 91607

Phone: (213) 464-3183

Date of Organization: 1924

Thomas H. Cole, *President*
Dixon Q. Dern, *Secretary & Treas.*
Jay Loughrin, *Executive Producer*
A. P. Price, *Sales Mgr.*
Sharon Mason, *Office Mgr.*

SERVICES: Motion picture and filmstrip production services from scripts to answer prints. Live action & animated TV commercial. Specializing in public service, sales and training, and educational films for industry and government. **FACILITIES:** Equipped for all phases of film production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Yellowstone Christmas* (Tony Benedict); *Ycats County* (Eversharp); *Max Rafferty—American* (Republican); *The New Arizona* (KPGE Broadcasting); *Skiing Is An Art?* (International Ski Films).

JACK ROURKE PRODUCTIONS

3805 W. Magnolia, Burbank, Calif. 91505
Phone: (213) 845-3709, 849-4911

Date of Organization: 1946

Jack Rourke, *President*
Jack Meakin, *Vice President & General Mgr.*
Merle Kinney, *Production Manager*
Henry Edwards, *Publicity & Promotion*

SERVICES: Complete or partial services for 16 and 35mm audio-visual productions: idea development, planning to completion; documentaries, TV commercials, TV "specials", etc. **FACILITIES:** Equipped for writing, photography, editing, music scoring, sound recording & dubbing; 16 and 35mm screening rooms and sound stage, fully staffed.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Arthritis Telcthon* (Southern Calif. Chapter of Arthritis Foundation); *Richard Nixon* statewide & coast-to-coast "specials" (Nixon-Agnew Committee); *The Glen Campbell Show*; *The Sam Yorty Show* (Multiple sponsors); *Great Moments in Music* (Len Carl Advertising).

SHOWEST

3425 Caluenga West, Hollywood, Calif. 90028

Phone: (213) 464-7587

Date of Organization: 1968

David Parlour, *President, Producer/Director*
Edgar Beatty, *Vice-President, Producer/Director*
Karl C. Braun, *Secretary/Treasurer*

SERVICES: Full Production services from concept to completion. Own editorial staff, staff writers, directors — all personnel, many years professional experience in major studios. **FACILITIES:** Large office building, editorial offices, screening rooms, etc. All production facilities including creative division.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: Raleigh Cigarettes; Hardware Store & Antique Car (Post-Keves-Gardner); Mattel Togl Blocks; Mattel Barbie Family (Carson-Roberts Advertising Agency Mattel Toys); Football & Delivery Van (MacDonald's Hamburgers D'Arcy Advertising Agency); Accudrive (Buick General Motors, McCann Erickson); GM Trucks; *Driver*; *Boss* (McCann Erickson Advertising Agency); *Mattel Space Shots* (Mattel Toys Carson Roberts). **EDUCATIONAL FILMS:** for Doubleday Co.

RICHARD J. SOLTYS PRODUCTIONS

1615 W. Burbank Blvd., Burbank, Calif. 91506

Phone: (213) 843-0373

Date of Organization: 1960

Richard J. Soltys, *Executive Producer*
SERVICES: Documentary and industrial motion pictures in 16mm, such as public and employee relations, sales training and TV films. From research and script to delivery of release prints. TV commercials. **FACILITIES:** Own building with editorial department, offices, projection, photographic and sound equipment for studio or location shooting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Winning Fundamentals of Blackjack*, *Roulette and Craps* (The Mint Hotel); *The Shadow of Man* (Idaho State University); *Preflight Procedures*, *Operational Dip Check Procedures*, *Search and Tracking Procedures* and *Organizational Maintenance Procedures* (Bendix Corporation). **SLIDEFILMS:** *The Aid Story* (AID United Givers). **TV COMMERCIALS:** *Sahara Safari* (Ceyer-Oswald, Inc.).

SPI Television Center

5533 Sunset Blvd., Hollywood, Calif. 90028
Phone: (213) 466-4309 TWX: 910-321-3036

Dean Gilmore, *Production Head*
(See complete listing under San Francisco Area)

SUNBURST FILMS, INC.

7466 Beverly Blvd., Los Angeles, Calif. 90036

Phone: (213) 935-5139

Date of Organization: May, 1967

Richard Siegel, *President, Producer-Director*
Norman Siegel, *Vice President, Producer-Director*

SERVICES: TV films, documentaries, industrials, commercials, government films, slidefilms. **FACILITIES:** Offices, cutting rooms, projection room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Take A Giant Step* (NBC); 6 Educational films in production for Doubleday.



Sun Dial Films, Inc.

16036 Tupper St., Sepulveda, Calif. 91343
Phone: (213) 894-6291

Carl V. Ragsdale, *President*
Frank Coughlan, *Exec. Producer in charge*
(See complete listing under New York City Area)

JOHN SUTHERLAND PRODUCTIONS, INC.

8425 W. Third, Los Angeles, Calif. 90048

Phone: (213) 937-2522

Date of Incorporation: 1943

John E. Sutherland, *President*

Dan E. Weisburd, *Exec. Vice President*
Gerald Baldwin, *Vice President, Director of Animation*

SERVICES: Complete production of live-action and animation films from research and script development through release printing. Industrial, documentary, public relations, sales promotion and educational films. **FACILITIES:** Complete 16mm and 35mm live action and animation production and editing equipment, including cameras, lighting, sound recorders, projection equipment, moviolas, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Way Out of the Wilderness* (Div. of Mental Retardation, USPHS); *Intensive Respiratory Care* (Chronic Respiratory Diseases Control Program, USPHS); *Where's The Difference?* (California Car Wash System); *Uphill Climb* (Office of Economic Opportunity — Job Corps). **MULTI-MEDIA:** *Instructional Sys-*

tem to Train Intensive Coronary Care Nurses (Div. of Nurses USPHS).

TECHNICAL COMMUNICATIONS, INC.

P.O. Drawer 67546, Los Angeles, Calif. 90067
Phone: (213) 273-1440

Date of Incorporation: 1955

Leon Vickman, *President*
Joel M. Kibbee, *Vice President*
G. Howardell, *Director of Advance Planning*

SERVICES: Military Government and industrial communications and training systems; information and management systems; (Automated or Manual), consulting, design and implementation through production of all media types. **FACILITIES:** Design and production facilities, 5,000 square feet, total media production capability. **RECENT PRODUCTIONS AND SPONSORS:** **MOTION PICTURES:** *Fire Fighting Aboard Aircraft Carriers* Series of three (U.S. Navy).



Roger Tilton Films, Inc.

6640 Sunset Blvd., Hollywood, Calif. 90028
Phone: (213) 467-3191

Tom Mack, *Branch Manager*
(For complete listing see San Diego, Calif.)

TRANSWORLD PRODUCTIONS

3215 Caluenga Blvd. West, Hollywood, Calif. 90028

Phone: (213) HO 2-1121

Date of Organization: 1966

Branch Offices: 18th Floor, Peachtree Center, Atlanta, Ga. Phone: (404) 688-8822
Richard Sowerwine, *Manager*

2357 Lamar Ave., Memphis Tenn. Phone (901) 324-3041, Charles Caldwell, *Mgr.*
Suite 907, 433 Jarvis St., Toronto, Ontario
Phone: (416) 924-6659, Patricia Silk, *Mgr.*

Wm. J. Butters, *President, Exec. Producer*
Peter Koullen, *Treasurer*
Charles Caldwell, *Producer*
Patricia Silk, *Production co-ordinator*
John L. Hart, *Vice President, Producer*
Ashley Orr, *Secretary, Gen. Counsel*
Michael Ellis, *Cameraman, Editor*
Richard Sowerwine, *Sales*

SERVICES: Complete film and videotape production. Industrial films. Television commercial. Installation, operation and maintenance of Automatic closed circuit broadcasting equipment for hotels. **FACILITIES:** for 16mm and 35mm motion picture, animation, editing, writing and photography. Mobile camera van. Video production editing and duplication.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Shiny Cars With A Bright Future* (Hanna Enterprises); *Atlanta* (Richard Sowerwine & Assoc.); *Around Town with Forest Tucker* (Tele-Ad); *Around Town With Austin Willis* (Around Town Prod.); *Automobile Racing* (Porsche Automobiles.) **VIDEOTAPE:** *Regency Hyatt House* (Hyatt House); *Atlanta American* (American Hotel); *The Marriot* (Marriot Motor Hotels); *The Riviera* (Riviera Motels); *The Executive Park* (Motel Association).

TRAVEL-8, INC.

308 N. Rodeo Drive, Beverly Hills, Calif. 90210
Phone: (213) 273-5891

Date of Organization: 1965

Carl W. Dudley, *President*
Dudley A. Warner, *Exec. Vice President*
Lee Christman, *Secretary-Treasurer*

SERVICES: Production and distribution of industrial-commercial films (Mainly in area of travel and transportation). **FACILITIES:** Office Editorial facilities, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Adventures East*; *Adventures*

West (TWA); *Invitation to Ceylon* (Ceylon Government); *Discover the South Pacific* (NZ and Australian Gov't.); *Madrid - The New Gateway To Europe* (Iberia).

JOHN URIE & ASSOCIATES

(Rhinos Productions-Aerius Productions)

5831 Sunset Blvd., Los Angeles, Calif. 90028

Phone: (213) 466-7701

Date of Organization: 1959

John Urie, *President*

Richard Urie, *Vice President*

Don Riedel, *Production*

Joe Voorhees, Ahmed Lateef, Dan Fitzgerald, *Directors*

SERVICES: Creating and producing TV commercials, institutional and industrial films, motion pictures, television tape and film shows. FACILITIES: Production offices, editorial facilities, 2 and stages, animation department and print lab division.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Vicks Karate II* (Vicks, Ben-N & Bowles); *Ice Capades* (Ice Capades); *Cyrcriter* (Cleveland Trust Lang, Fisher & Ashower); *Punch* (Hawaiian Punch Wm. Wm. Co.); *Feel'n Groovy at Marine World* (Star-TV/ABC-TV).

Van Praag Productions, Inc.

1228 N. Vine St., Hollywood, Calif. 90038

Phone: (213) HO 2-2341

Don Bernarducci, *Studio Manager*

(For complete listing see New York City)

VISUALS UNLIMITED

(Doug George Associates)

1137 N. Cole Avenue, Hollywood 90038

Phone: (213) HO 2-2450

Date of Organization: 1954

Herbert J. Huffman, *Production Manager & President*

Bill Brinkley, *Creative art & sales*

Mal Weizer, *Art Director*

Burtill I. Carlson, *Staging & Projection*

Stephan D. Marsteller, *Photographer, Eqpt., Rpr. and Service*

SERVICES: Motion pictures; slidefilms; slides; sales and meeting presentations; presentation equipment rentals and sales. FACILITIES: Completely equipped photographically; lighting; editing; Ampex and Roberts tape recorders; art department; title department including hot press; equipment repair and service shop.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Bookkeeping Systems* (National Business Systems); *Aquatain* (The Lavutan Corporation); *Modern Living* (Intercontinental Marketing Corporation); *Officer Training* (Calif. Plant Protection); MULTI-MEDIA: *Going Places - 1969* (Georgia Pacific Corp.)

VPI Films of California

1515 N. Western Ave., Hollywood, Calif. 90038

Phone: (213) HO 6-8691

Peck Prior, *Exec. Vice-President*

(See complete listing under New York City)

JERRY WARNER & ASSOCIATES

8615 Santa Monica Blvd., Los Angeles, Calif. 90069

Phone: (213) 655-4884

Branch Offices: Jerry Warner & Assoc., 145 E. 49th St., Suite 6C, New York, N.Y. 10017 Phone: (212) 355-1690 Elihu Winer, *Vice President*

Representatives: Washington, D.C.; Edgar G. Ford, 4413 Ridge St., Chevy Chase, Md. Phone: (301) 012-4206, St. Louis, Missouri; Daniel J. Brady, 2828 Willow, Granite City, Ill. Phone: (618) TR 6-2930

Date of Organization: 1952

Jerry Warner, *President/Exec. Prod.-Dir.*

V. M. Warner, *Vice-President/Treasurer*

Dennis Izzi, *Vice President, Marketing Dclp.*

Joseph Snell, *Accountant*

Daniel Warner, *Camera Dept.*

Marilyn Warner, *Graphics*

Elihu Winer, *Vice President, Creative Dir.*

Richard R. Miller, *Producer, Director*

Richard Franchot, *Director*

John Thiele, *Producer/Director*

Robert Kern, Jr., *Editorial Supervisor*

Tova Gati, *Comptroller*

Lillian Goldman, *Office Manager*

SERVICES: Planning, writing and production of industrial and sponsored motion pictures; TV commercials; live staging for industry, sales meetings, pageants, commemorative programs and government films. FACILITIES: Film, videotape sound stages, rehearsal stages, studio staff planning and creative writing departments, prop department, casting service, camera, lighting, location equipment, transportation, special effects, recording scoring and dubbing, laboratory supervision, editorial services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Subject Is Flowers* (Florist's Transworld Del.); *Where The Girls Are* (USAF); *A Day At Lipton* (Thomas J. Lipton, Inc.); *Radioactive Protectors*; *Civilian Sailor* (U.S. Navy); *Apollo Moonshot Simulations* (CBS News); *A New Art In Cooking* (Lawry's Foods); *Start of a Perfect Day* (Hunt Wesson Foods); *Tunisian Water Development* (U.S. Information Agency); *A New Focus On Opportunity* (Office of Economic Opportunity).



W C D, Inc.

1028 N. LaBrea Ave., Los Angeles, Calif. 90038

Phone: (213) HO 3-3113

(See complete listing under New York City area)

WEXLER FILM PRODUCTIONS, INC.

501 N. Seward St., Los Angeles, Calif. 90038

Phone: (213) HO 2-6671

Date of Incorporation: 1961

Sy Wexler, *Owner-Producer-Director-Camera-man*

Helen R. Wexler, *Office Manager*

SERVICES: Educational and medical-educational motion pictures. Specialized services of 16mm and 35mm production, color printing, animation and equipment design. FACILITIES: Offices, art dept., animation camera, editing, projection room, 55' x 45' stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Food & Life* (series of 7 for Dairy Council of California); *Tell Me Where To Turn* (Public Affairs Committee); *Laboratory of the Body* (American Dental Association); *The Big Chance* (Philco/Ford Corporation); *Smoking: Past and Present* (American Cancer Society); *Evaluation of the Neuro-Otologic Patient* (Los Angeles Foundation of Otolgic); *Spirometry* (Oregon Thoracic Society).

Wolper Productions, Inc.

(A Division of Metromedia)

8544 Sunset Boulevard, Los Angeles, Calif. 90069

Phone: (213) OL 2-7075

(See complete listing in New York City area)



this symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.



PACIFIC NORTHWEST

WONDERLAND PRODUCTIONS

760 Caluenga Blvd., Hollywood, Calif. 90038

Phone: (213) 462-7385

Branch Office: 300 W. 55th St., N.Y., N.Y. 10019, Phone: (212) 246-8450. Leslie Weiner, *Manager*

Date of Organization: 1957

Marvin Bryan, *Executive Producer*

SERVICES: Production of motion pictures for business and industry throughout U.S. 35mm and 16mm. All services, script to screen, by permanent, full-time staff. FACILITIES: Company-owned airplane to transport crews anywhere in U.S. or Canada. Company-owned Hollywood studio, editing and production center, complete equipment including sound dubbing, music library, stock footage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Paths Of Progress* (Automation Industries); *TX* (Howmet Corp.); *Toward Cleaner Air* (Industrial Gas Cleaning Institute); *Arabian Nights* (National Date Festival); various films for Los Angeles County Fair Assn.

PACIFIC NORTHWEST

OREGON

DOT DOTSON'S, INC.

1668 Willamette, P. O. Box 952, Eugene, Oregon 97401

Phone: (503) 344-4295

Date of Organization: 1931

B. Dot Dotson, *General Manager*

John Dotson, *Sales Manager*

Jim Dotson, *Plant Supervisor*

Bruce Nidever, *Director of Advertising & Sales*

Dan Pelletier, *Audio-Visual & Film Producer/Director*

Gary Donnelly, *Film Lab Manager*

SERVICES: 35mm slide processing, 16 & 8mm commercial processing color print processing, commercial photo service, film and strip production service, scriptwriting, recording, equipment sales and repair. FACILITIES: Beaulieu, Arriflex SS and DS sound, mobile units, complete motion picture lab and strip film lab, still picture facilities both B&W and color, off premises (temporarily) recording studios, storyboard, layout, artwork, stripfilm animation, (Emby camera).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Saws for Industry* (Spears & Jackson); *Port of Sinlaw* (U.S. Plywood/Champion Papers, Inc. Sause Bros. Ocean Towing Co. Lane County Bank Central Lincoln P.U.D.); *Order-of-the Antelope* (L.L. Stewart/Nils Hult). SLIDEFILMS: *Oakway Community* (Century Homes Components Inc.). TV COMMERCIALS: Seasonal commercials.

GREEN/SMITH ADVERTISING

1176 West 7th, Eugene, Oregon 97402

Phone: (503) 343-2548

Date of Organization: 1963

Ben H. Smith, *President, General Manager*

Beverly Green, *Regional Accounts*

Russell Morgan, *Creative Director*

Bill Haugse, *Producer*

William H. Green, *Sound Director*

Rod Dewey, *Writer*

SERVICES: Advertising, public relations, industrial, educational and training motion pictures; TV commercials and programs; motion slidefilms,

PACIFIC NORTHWEST:

scripting, artwork, titling, cleared music. Facilities also for 8mm sales-aid films for use with any recognized rear-screen or projection equipment. Animation production. FACILITIES: On-location mobile film unit for 16mm b&w and color films and 35mm slide originals. Complete cutting room, track mixing and recording on double-system interlocked recording projector, with 9 recording combinations. Westrex-recorded density tracks. Facilities also for 8mm sales-aid films for use with Technicolor or Fairchild sound equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Not Alone* (Lane County Association for Retarded Children); *We Have News For You* (1968 Eugene Register Guard). SLIDEFILMS: *Lane Life Line* (Lane Company Memorial Blood Bank); *Extra Holidays* (Extra Holidays); *Sub Components* (Wood Components-1968). TV COMMERCIALS: For Darigold, Lane Memorial Blood Bank; Murphy Motors, Holiday Dodge; West Coast Motors; Economy Chevrolet; Town and Country Day School; Midstate Tire Company; Eastland Dodge.

NORTHWESTERN INCORPORATED

MOTION PICTURES & RECORDINGS

011 S.W. Hooker St., Portland, Ore. 97201
Phone: (503) 224-3456

Date of Organization: 1953

Robert M. Lindahl, *President*
Sheldon Goldstein, *Vice-President*
MacDonald MacPherson, Fred German,
Scripts

Fred Miller, *Director*
Douglas Sterrett, *Camera Dept.*
Michael Carter, *Recording Supervisor*
Bud Trammill, *Director*
Phyllis Long, *Office Manager*
Anker Rasmussen, *Editing Supervisor*
Ed Potts, *Sales Manager*

SERVICES: Public relations; sales industrial and training motion pictures; medical films. TV commercials and programs; sound slidefilms; scripting, and storyboards; artwork, animation, titling, scoring. Complete production service from script to screen. Can provide a complete film service or any part thereof for independent producers.

FACILITIES: 16mm and 35mm b&w and color photography; remote trucks; lighting and generators; Westrex and Moviola editors; cutting rooms; animation camera and stand; music and sound effects library; 5-channel interlock projection; hot press titles; 16 and 35mm theater; sound recording in 1/4", 1/2" and 16mm also disc recording, multiple track Ampex.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Difference Is You* (United Good Neighbors); *Operation Skyhook* (Columbia Helicopters); *Wellingtons Last Parade* (Thomas Vaughn); *Marketing 1968* (Pacific Power and Light Co.); *Team Up* (Ford Industries); *Going Places in '69* (Georgia Pacific Corp.). SLIDEFILMS: *A Visit To Lomac* (Lomac Motors Inc.); *Gerber-Indoor Version*; *Gerber-Outdoor Version* (Gerber Legendary Blades); *Panelling Theatre*; *Mobile Homes*; *Sales Presentation* (Georgia Pacific Corp.). TV COMMERCIALS: Westway Chrysler; Tomex Radio & Tape Recorders; Pontiac Plaza (Madison/West Advertising); First National Bank of Oregon; Fred Meyer Inc.; (Cole & Weber Advertising); Frank Chevrolet (Bachman Ferris Advertising); Blitz Weinhard Brewery (Honig-Cooter & Harrington Advertising); Oregon Mutual Savings Bank; Fred Bauer Chevrolet; Diamond Fruit Growers (Pacific Natl. Advertising); Blue Cross of Oregon; Pacific Power and Light Co.; (McCann-Erickson Inc.); Northwest Schools (Soma Advertising Agency); Equitable Savings and Loan (Gerber Advertising Agency).

SUNSET FILMS, INC.

915 NW 19th St., Portland, Ore. 97209
Phone: (503) 224-6200

Date of Organization: 1965

William H. Sturdevant, *President*
Scott L. Smith III, *Sales Manager*
Jack Kerpan, *Production Manager*
Richard Blakeslee, *Cameraman/Editor*
Freda Vinikow, *Office Manager*

SERVICES: Industrial films, documentaries, educational films and TV commercials. FACILITIES: Complete production studio, animation department, dubbing stage, shooting stage, complete motion picture sound department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Clipped By A Computer* (Morvue Electronics); 1969 *Line Introductions* (3) (Jantzen, Inc.); *Difficulties in Womens Gymnastics* (Sunset Films, Inc./ Pacific University); *Linda* (Rehabilitation Institute of Oregon); *Tune In, Turn On & Smile* (Jantzen, Inc., Eastman Kodak United Air Lines/Coca Cola Co.). SLIDEFILMS: *Live With Lustra Life* (Dorfile, Inc.).

WASHINGTON

Metropolitan Seattle Area

CAMERON FILM PRODUCTIONS COMPANY

Phone: (206) 623-4103

Phone: (206) MAin 3-4103

Date of Organization: 1955; Inc.: 1967

Richard W. Cameron, *President-Producer*
L. H. Zwilmeyer, *Vice President, Director-Chief Editor*

Donald Egerstrom, *Chief Cameraman*
Buela Armstrong, *Film Librarian*

SERVICES: 16mm and 35mm sales, advertising, public relations and training motion pictures; shorts. All services from initial research to final utilization. FACILITIES: 16mm and 35mm cameras for normal, wide-screen and anamorphic photography; 16mm and 35mm animation and stop-motion camera, wide-angle through telephoto lenses, also 16mm zoom lens; Magnasync and 1/4" pulse sync sound systems for studio or location. 2500 sq. ft. shooting stage; Studio; screening room; 16mm and 35mm editing equipment; dubbing equipment with optical and mag. playback; 16mm sync magnetic interlock equipment. Music library; studio; location lighting; grip; transportation equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *It's A Matter of Time* (Northwest Management Training Center); *Keeping America First in the Air* (The Boeing Co.); *Growing Opportunities* (The Simpson Timber Co.); *Pacific 8 Highlights* (Humble Oil Co.); *Survive to Fight* (USAF).



COFFIN/CHRISTENSEN FILM PRODUCTIONS

619 E. Pine St., Seattle, Washington 98122
Phone: (206) 325-5920

Date of Organization: 1966

James L. Coffin, *Partner*
David G. Christensen, *Partner*
Larry G. Nelson, *Production Manager*
Bente Woodruff, *Animator*
Nicolas Van Gelder, *Writer*
Judy Lantz, *Designer*
Bethel Grittman, *Xerox production*
Candy Close, *Office Manager*

SERVICES: Animated and live action motion pictures and filmstrips; underwater photography and ski footage. FACILITIES: Complete animation capability, including 16mm Acme system animation stand with Acme camera. Computer calculated camera moves. Live action capabilities including 46 ft. location yacht. Complete editing facilities including 16/16 Moviola. Xerox produced animation cels.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Acute Coronary Attack*; *Total Care of the Coronary Patient*; *Elementary Electrocardiography* (Regional Medical Program of Washington & Alaska); *The Investment Annuity* (First Investment Annuity Company of America); *The Play* (Pacific Northwest Bell); *V/Stol Wind Tunnel Test* (University of Washington). TV COMMERCIALS: *White-front Stores* (David Evans & Associates); *Beep'n Bird Restaurant*; *John O'Connell for Governor* (Summers Frost); *Nordy II* (Nordstrom/Best). VIDEOTAPE: *John O'Connell for Governor* (Summers/Frost); *CCTV* (Pacific Northwest Bell). MULTI-MEDIA: *Next Year* (Seattle Chamber of Commerce); *The Salishan Conference* (Pacific Northwest Bell).

COMMERCIAL PRODUCTIONS, INC.

1200 Stewart St., Seattle, Wash. 98101
Phone: (206) MU 2-5480

Date of Organization: 1954

Lew J. Lathrop, *President*
Lyle C. Thompson, *Vice President*
Richard G. Larson, *Secretary-Treasurer*
Robert Johnson, *Sound Engineer*
Laughlin McMillan, *Engineer*
Gary Crymes, *Cameraman*

SERVICES: Motion picture and sound recording studios; sales promotion, industrial and training films; TV programs and spot commercials. Writing, directing, editing and recording. FACILITIES: 3000 square foot sound stage with 40 x 70 foot cyc wall and full lighting and camera dolly. Arriflex and Mitchell 16mm camera equipment. 400 square foot theatre and mixing studio with custom 8 input mixer. Ampex, Rangertone Sync and 16mm mag. film equipment. 16mm & 35mm sync projection. Complete setup for sync interlock up to 6 channels.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *County Government* (Association of County Commissioners); *Voting Machine* (King County Election Officials); *Distributors* (Kenworth Motor Truck); *Advertising* (Pacific Northwest Bell). SLIDEFILMS: *Insurance* (Grange Insurance Agency); *KOMO Country* (KOMO Radio); *Fashion* (Bor Marche). TV COMMERCIALS: *Keg Quart* (Heidelberg Beer/Aver-Baker); *Navico* (Navico Wine Richard R. Harris); *Blue Cross* (Burke & Thomas).

CINECREST, INC.

330 15th Avenue, East, Seattle, Washington 98102

Phone: (206) EAst 4-6826

Date of Organization: 1964

Robert E. Brown, *President*
James C. Grebe, *Vice President*
Ruth G. Davis, *Secretary-Treasurer*
Robert Hinz, *Research and Writing*

SERVICES: All services for motion picture production - from the idea to the audience. FACILITIES: Creative and all production facilities available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Bing Crosby's Washington State* (Return to Washington Committee and the Tourist Div. of the Dept. of Commerce); *A Brighter Land* (Washington Public Utility Districts' Assoc.); *At The Seattle Center* (Greater Seattle, Inc.); *The Faces of Washington* (Governor Evans' Trade and promotion Tour Group); *A Land Called Yakima* (Greater Yakima Chamber of Commerce.)

Client References to Guide the Buyer

Client references provided in these listing pages are for the guidance of our buyer-readers. Check titles and sponsors listed; preview work of your prospective producer who is listed in these pages.

FILMS WEST, INC.

1428 Tenth Ave., Seattle, Wash. 98122
Phone: (206) EA 9-1950

Date of Organization: October, 1966
Arthur H. Bleich, *Pres. & Exec. Producer*
Wilson Gaw, *Sales Representative*
Roberta Peterson, *Overscas Sales*
Eli Bleich, *Director and Film Editor*
Erik Seth, *Production Mgr.*
Leslie Bleich, *Treasurer*

SERVICES: Producers of 16mm and 35mm motion pictures and film strips for industry, education, public relations, sales promotion, television commercials and theater release. Scripting, photography, editing, narration, music and distribution. Picture sound transfer and full productions for all cartridge film and film strip systems. **FACILITIES:** New 3600 sq. ft. studios with complete production facilities for location and sound stage shooting. Arriflex, Eclair, Bolex, Angenieux, Nagra, Ampex, Colortran, Moviola, and Siemens equipment available for all assignments. Music and sound effects library, interlock projections, sound recording and still photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Where Its Happening* (Seattle Community College); *Boring 747 Rollout* (NBC News); *METER 3* films (Wash. State Dept. of Motor Vehicles); *It's A Special Car* (Allstate Ins. Co.); *Black Summer* (Seattle-King Co. OEO).

LOUIS R. HUBER PRODUCTIONS (Affiliate: Northern Films)

Box 9S — Main Office Station, Seattle, Wash.
98111

Phone: (206) 282-6362

Date of Organization: 1952

Louis R. Huber, *President*
Helen Bertram, *Secretary*

SERVICES: Educational, promotional and public relations motion pictures, 16mm color and B&W. Film researching, planning, script, narration editing. **FACILITIES:** Bell & Howell, Cine Special II motion-picture cameras; Hasselblad, Rolleiflex and Contax still cameras; wide assortment of lenses for all cameras; camera and equipment truck for extended field work. Magnasync recorder; multi-channel sound editing; high-fidelity tape recorders; music and sound-effects libraries; stock-film library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Snake River*; *Southeastern Alaska*; *Ice-Age Geography*; *Oldest Inhabitant*; *Ancient Dwelling Place* (Northern Films).

KING SCREEN PRODUCTIONS

320 Aurora Ave. N., Seattle, Wash. 98109
Phone: (206) 652-3555

Date of Organization: 1966

Bernard Roederer, *General Manager*
Fred de Armond, *Manager, Educational Film Dept.*

Jeff DeLon, *Production Manager*
Victoria Livingston, *Research Director,*
Ed. Film Department

Gordon Fountain, *Sales Representative*
Joe Nelson, *Estimator*

Frank Yamasaki, *Art Director*
Ken Hansen, *Chief Sound Engineer*
Pete D'Amelio, *Manager, Industrial &*
Commercial Film Department

Laszlo Pal, Richard Gilbert, *Directors*

Ron Rolla, *Post Production Supervisor*

Burleigh Wartes, *Chief Cameraman*
Mark Harris, *Writer/Producer*

SERVICES: 16 35mm color, b&w, studio or location production of commercial, industrial, educational, entertainment and documentary programs for television, promotion and theater release. Titles, art and animation. Multi-channel sound mixing, complete creative and technical pre- and post-production services. Talent cast-

ing. Producer services and co-production available to professional clients. **FACILITIES:** Fully equipped line of 16 35mm cameras and accessories (Eclair, Arriflex, Mitchell and Bell & Howell), studio, sound stage, lighting, Magna-Tech and Westrex dubbing and mixing sound equipment, Nagra recorders and portable mixers, dollies, boom mounted camera car, helicopter mount, portable DC generators, nine editing rooms, projection and review room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *There's More To It Than That* (Seagram's Distillers 100 Pipers Scotch Plansboard, Inc.); *A Simple Piece of Paper* (Pacific Northwest Life Ins. Co./Bachman, Ferris Assoc.); *The Foreigners* (U.S. Peace Corps.); Series of films for (Renton School District 403, Renton, Washington). **TV COMMERCIALS:** *Traffic*; *Scenic Beauty*; *Kids*; *Stadium* (Forward Thrust Frederick E. Baker); *The Protector*; *Lil Ole Lady*; *Loggers* (Homelite Chainsaws Soderberg & Cleveland); *Education*; *Bernie*; *Smiles*; *Counselor* (Equitable Savings & Loan Dawson, Turner & Jenkins); *Diamonds* (Weisfield Jewelers Seattle Ad.); *Arizona Sugar* (Spreckles Sugar Dailey & Assoc.); *Louis*; *Millie*; *Your Dandruff Is Back*; *Worrying About Dandruff* (Beecham, Inc. Kenyon & Eckhardt); *Autograph*; *Extras*; *Wash., D.C. Party* (Senator Wayne Morse Hallock-Merrill); *Uncommon Market*; *Surprise Package* (South Center Shopping Center Stimpson Adv.); *Clearer Than Clear*; *Demonstration* (Alberto-Culver Knox-Reeves); *Here Come de Judge*; *Super Thin* (Milwaukee Meats/West Pacific Advertising); series of spots for (Governor Dan Evans Cole & Weber); *Jungle*; *Lady Doctor*; *Ice Cream*; *Big Foot*; *Cash Register* (King County Medical Ricks-Elrig); *Flood*; *Lion Tamer*; *Knife Thrower*; *Balloon* (Minn. Federal Savings & Loan Kerker-Peterson); *Kids*; *Customers*; *Families Do.* (1st Natl. Bank of Oregon Cole & Weber); *Pool Side* (Fashion Craft Ties Thomas Hart Agency); *Pollution Control*; *Intensive Forestry*; *Resource Renewal*; *Opening & Closing* (McMillan Bloedel, Ltd. Cockfield Brown & Co. Ltd.); *Why Are You On The Beach*, *Leif Erickson* (Northwest Marine Industries Pasco & Starling, Inc.).

RARIG'S INC.

Film Production Division

5510 University Way, Seattle, Wash. 98105

Phone: (206) LAKEVIEW 2-0707

Date of Incorporation: 1946

Max H. Rarig, *President*

Edith A. Rarig, *Vice-President*

Robert J. Paulive, *Production Mgr.*

Charles Fey, *Associate Producer*

Dale Switzer, *Comptroller*

SERVICES: Public relations, sales promotion, industrial and training films, TV programs and commercials. Complete productions from idea to prints. Special services include: writing, directing, editing, recording, studio facilities, animation, mixing and original music. Complete underwater photography including 46-foot boat. **FACILITIES:** 16mm and 35mm Arriflex and Bell & Howell cameras, blimp, Westrex 16mm magnetic recording, sound stage, lighting equipment. Underwater housings, marine exposure meters, underwater lighting equipment. Full permanent staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Lung Cancer: Early Diagnosis and Management* (American Cancer Society); *Surgical Podiatry* (Dr. H. Lawson); *Landing Team* (Northwest Forest Film Committee); *High Expansion Foam in Firefighting* (U.S. Forest Service). **TV COMMERCIALS:** for Quality Tax Service (Unique Advertising.)

All the Facts You Need to Know

Concise, accurate data on film production sources who have supplied minimum reference data required for reader guidance makes this Annual Production Review the most authoritative producer reference guide in the world.

ALASKA

PIONEER PRODUCTIONS, INC.

P. B. Box 303, Anchorage, Alaska
Phone: 344-1256

Victor Rovier, *President*

SERVICES: Production of 16mm color motion pictures, wildlife, fishing, hunting, travel, educational, scientific, industrial. **FACILITIES:** Arriflex BL, Nagra, Bolex and other cameras. Magnasync dubbing equipment, 1300 sq. ft. studio, colortran lighting equipment, concrete vault with controlled humidity and temperature for film library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Whale Hunters of Tanager*; *Scal Of Two Empires*; *Giants At The Falls*; *Garden Of The Gods*; *Fishing For Fun*; *Eskimo Wild Egg Hunt*; *Monster Of The Deep*.

HAWAII

CINE-PIC HAWAII

1847 Pacific Heights Road, Honolulu, Hawaii
96813

Phone: 5332677

Date of Organization: 1947

George Tahara, *Owner-Producer*

Lloyd Stone, *Writer*

Larry Grant, *Narrator*

Teri Tai, *Camcraman, Editor*

Tiki George, *Music Editor*

Don Detzer, *Director, Writer*

SERVICES: Complete 16mm production for motion pictures and TV. **FACILITIES:** Arriflex S. M. & BL, Auricon 600, Nagra Neopilotone, Westrex, and Magna-sync magnetic recorders; Maurer Optical; Magna-sync dubbers and mixers. Stock shots; music library; animation. Producer Service.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The East West Center* (East West Center); *Iolani Palace* (Jr. League of Hawaii, Inc.); *President Park of Korea* (USIA); *Paradise Park* (Paradise Park, Inc.); Series for TV: (Hawaiian Tele.; American Factors, Inc.; NW Ayer & Son).

SECTION TWO:

Sources for Production in CANADA

Begins on
next page...

SECTION TWO:

Sources for Production in CANADA

Specializing Producers
of Audio-Visual Media
from Coast-to-Coast

ALBERTA

CANAWEST/MASTER FILMS LTD.

515-17 Avenue S.W., Calgary 6, Alberta
Phone: (403) 245-2266

Date of Organization: 1955

David Mintz, *President*

William Marsden, *Vice-Pres., Operations Mgr.*

Robert Willis, *Vice-Pres., Film Director*

R. Ron Borwn, *Director, Supervising Editor*

M. LePoole, *Cinematography*

SERVICES: Motion picture and sound film strips for industry, education and tourism, Television commercials, live-action and animated. Services to independent producers. FACILITIES: Auricon Super 1200, Arriflex, Beaulieu, Bolex, Cine Special cameras; art and animation department; editing and cutting rooms, full lighting; recording and dubbing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Right to Burn* (Alberta Government Forestry Dept.); *Operation Underground* (Alberta Gov't Telephones); *Saskatchewan - The New Harvest* (Gov't of Saskatchewan); *Centennial - Calgary Style* (City of Calgary); *This Is The Need* (Calgary United Fund).

BRITISH COLUMBIA

Chetwynd Films, Ltd.

1115 Melville St., Vancouver 5, British Columbia

Phone: MU 5-0027

A. P. Gardner, *Manager*

(See complete listing under Toronto, Ontario)

LEW PARRY FILM PRODUCTIONS LTD.

1759 Capilano Road, North Vancouver, B.C.

Phone: (604) 958-2755

Date of Organization: 1947

L. M. Parry, *President-Producer*

E. H. Parry, *Secretary-Treasurer*

R. J. G. Richards, *Solicitor*

SERVICES: Motion picture production, industrial, films, feature films, television programming, packaging. FACILITIES: Offices and studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *British Columbia's Natural Heritage* (B.C. Govt.); *Rail Route to Roberts Bank*; *Columbia River Project*; *Peace River Project* (B.C. Hydro).

MANITOBA

WESTERN FILMS LIMITED

757 St. Mary's Road, Winnipeg, Manitoba

Phones: (204) 253-0064 4853

Date of Organization: 1964

G. T. Henning, *President*

W. Franz, *Vice President*

G. T. Brazzell, *Secretary*

A. M. Rosenberg, *Production Co-ordinator*

N. K. Kurita, *Director of Photography*

R. Sanders, *Editor*

SERVICES: Motion Pictures, TV films, commercials, live and animated. FACILITIES: Creative dept., studio, titles, animation; sound recording in studio or on location.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Riding The Waves* (Manitoba Dept. of Tourism & Recreation); *Under Control* (Manitoba Dept. of Mines & Natural Resources); *The Meat of the Matter* (Manitoba Dept. of Agriculture); *Nelson River Phase II* (Manitoba Hydro); *Atomic Energy* (Atomic Energy of Canada Limited). TV COMMERCIALS: For Saskatchewan Wheat Pool; *Cascade 40* (Manitoba Hydro); *Sewing Machine*; *Miracle Brush* (Syndicate Products); *Manitoba Telephone System*; *Manitoba Government*. OTHERS: *Atomic Energy*; *Manitoba Government*; *Saskatchewan Wheat Pool*; *Cockfield & Brown*.

ONTARIO

JACK CHISHOLM FILM PRODUCTIONS LTD.

4 New St., Toronto 5, Ontario

Phone: (416) 925-2281

Date of Organization: 1956

J. J. Chisholm, *President*

M. di Tursi, *Secretary, Treasurer*

John Holbrook, *Cameraman*

Betty Brown, *Librarian*

SERVICES: Industrial, educational motion pictures, extensive stock shot library - One million feet of 16mm original color - Five million feet features. FACILITIES: Complete editing facilities - location camera-sound equip.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Bobby Hull* (Salvation Army); *Pot Luck In Ireland* (Intl. Mogul Mines, Ltd.); *Griffith Mine* (Stelco); *Canadian Highlights* (Can. Broadcasting Corp.); *High, Wild, Free* (Astral Films Ltd.).

CHETWYND FILMS, LTD.

10 Branigan Drive, Toronto 17, Ontario

Phone: 421-5820

Date of Incorporation: Ontario-1950

British Columbia-1960

Branch: 1115 Melville St., Vancouver 5, B.C.

Phone: MU 5-0027. A. P. Gardner, *Mgr.*

Arthur Chetwynd, *President & Gen. Mgr.*

Gerald S. Kedey, *Vice Pres. Production &*

Finance

Marjory Chetwynd, *Vice-President &*

Secretary-Treasurer

Robin Chetwynd, *Sales & Production Rep.*

Ross McConnell, *Producer/Director*

William Street, *Producer/Director*

Karl Komry, *Director/Editor*

Robert Brooks, C.S.C., *Dir. of Photography*

James Robinson, *Supervisor, Sound*

Robert Millard, *Supervising Editor*

Lillian Gauci, *Administrative Secretary*

SERVICES: 35 16 8mm motion picture production, color and b&w, for education, sport, travel, industry, advertising, public relations, television, including research, writing, photography, editing, titling, printing, set design and artwork. Slidefilms and filmstrips; motion picture equipment rentals; producer's services department; distribution and production consultation. FACILITIES: Cameras: 16mm Arriflex, BL Arriflex, Auricon, Kodak Cine-Specials; K-100. Lenses: Full range. Lighting: Full range of lighting & grip equipment. Sound: Nagra & Mini-tape 1/4" sync pulse double-system location recording equipment; Magna-Tech 16/35mm recorder-producer for transfer to I6, 35mm magnetic; Magna-Sync dubbers; facilities for 6 channel mixing; full

complement microphones; voice recording studio; small sound stage; sound cutting; music & effects library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Entry Into Confined Spaces*; *Basic Fire Hazards*; *Static Electricity - Nuisance and Danger*; *Flame Travel and Explosion - Proof Equipment* (Industrial Accident Prevention Associations of Ontario); *No-Fines, Houses* (George Wimpey Canada Ltd.); *Something Concrete* (Construction Safety Assoc. of Ontario); *Guess What Happened At School Today* (Ontario Teachers Federation); *Half Century of The NILL* (Molson's Brewery Ltd.); *Stampede Fever* (Calgary Exhibition & Stampede Assoc.); Series of Seven Hockey Instructional Films: *The Final Gun-1968 Grey Cup* (Labatt Breweries of Canada Ltd.); *Red, White and Blues - 1968 Stanley Cup* (Molson's Breweries Ltd.); *Nancy Greene - World Champion* (General Motors Products of Canada Limited); *Life Is Worth The Living* (All Canada Insurance Federation); *Canada's Waterways West* (Outboard Marine Corp.); A Series of Half-Hour Sports Specials on Golf, Canadian Football, Hockey, Calgary Stampede, Skiing, Curling (CTV Television Network Ltd. - Wide World of Sport Programme); *duMaurier International 1968* (Imperial Tobacco Sales Ltd.); 6 x 6 Circle Check; *Truck Rodeo* (Transportation Safety Assoc. of Ontario).



CRAWLEY FILMS LIMITED

19 Fairmont Avenue, Ottawa 3, Ontario

Phone: (613) 728-3513

Date of Organization: 1939

Branch Office: 93 Yorkville Avenue, Toronto.

Phone: (416) 929-3337. Mrs. O. J. Reynolds, *Mgr.*, 1260 University Avenue, Montreal 2, Quebec. Phone: (514) 861-9449. Henry Strub, *Mgr.*

Associated Laboratory Company: Graphic Films Limited, 19 Fairmont Ave., Ottawa 3, Ont., Phone: 728-3513.

OFFICERS AND DEPARTMENT HEADS

F. R. Crawley, C. A., *President*

Graeme Fraser, *Vice-President*

Charles Everett, *Vice-President*

Thomas Gynn, *Vice-Pres., Special Projects*

Mrs. O. J. Reynolds, *Manager, Toronto Office*

Henry Strub, *Manager, Montreal Office*

Paul Harris, *Production Manager*

Margaret Marshall, *Production Manager*

William O'Farrell, *Laboratory Manager*

and *Quality Control*

Glenn Robb, *Laboratory Mgr.*

James Turpie, Seaton Findlay, *Senior*

Producer-Directors

Robert Black, *Broadcast/Films*

Sally MacDonald, *Producer's Service Mgr.*

Alex Murray, *Comptroller*

Mary Whalen, *Purchasing Agent*

Rod Sparks, *Chief Engineer*

Dave Cochrane, *Sound Department Head*

Larry Crosley, *Director of Music*

Stan Brede, *Camera Department Head*

Gary DesLauriers, *Lighting Department Head*

Vic Atkinson, *Animation Department Head*

Gordon Gale, *Script Dept. Head*

SERVICES: Motion pictures and slidefilms for Canadian and United States industry, government, education and television; plus recording, editing, animation and extensive laboratory services for producers, independent cameramen, ten provincial government and other organizations from coast to coast. FACILITIES: 42,000 sq. ft. studio buildings, 40-acre studio lot, two sound stages and two recording studios. 17 cameras: Mitchells, Maurers, Bell & Howells, Arriflexes, Cine-Specials and Newman-Sinclair; blimps, dollies, 375,000 watts of lighting equipment with two generators and transformer station; RCA 35mm and Maurer 16mm Optical recordings; 1 12-channel and 1 6-channel re-recording



DREGE-AUDIO PRODUCTIONS, INC.

12 Shuter St., Toronto, Ontario, Canada

Phone: (416) 362-5931

Contact: Heinz Drege
(See complete listing under New York, Audio Productions).

GRAPHIC FILMS LIMITED

(Associated With Crawley Films Limited)

19 Fairmont Avenue, Ottawa 3, Ontario

Phone: (613) 728-3513

F. R. Crawley, C. A., *President*
Graeme Fraser, *Vice-President*
W. O'Farrell, *Manager*
Glenn Robb, *Lab Manager*
Sally MacDonald, *Producers Services Mgr.*
Ron Kennedy, *Office Manager & Scheduling*
Frank Egan, *Walter Thie, Timing*
Marion Chretien, *Negative Cutting*
Josie Schoenberger, *Printing*
James Hudson, *Processing*
Daniel Chan, *Chemical Control*

SERVICES: Laboratory and producers' services company associated with Crawley Films Ltd. Undertakes the printing & processing of 16/35 mm b&w films, 16mm Ektachrome processing, 16mm b&w reversal processing; also 16mm additive color printing, internegs color positive prints, Ektachrome masters & reversal color prints. Scene-to-scene color corrections. FACILITIES: Include cutting & inspection rooms; printing department includes both step & continuous printer. Control & processing departments. Production services (titles, animation, editing & recording).

ROBERT J. MEYER PRODUCTIONS

32 Tweedsmuir Ave., Dundas, Ontario

Phone: 628-8314

Date of Organization: 1956

Robert J. Meyer, *Producer, Writer, Editor*

SERVICES: Motion pictures. FACILITIES: Creative department; studio, titles; 16mm production equipment; sound recording.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Years of Heritage* (Lincoln County, Ontario); *The Man and the Boy* (Halton County, Ontario); *Grape and Wine Festival 1967* (Niagara Grape & Wine Festival); *Chemical Valley* (Samia Chamber of Commerce).

MORELAND LATCHFORD LTD.

43 Dundas Street West, Toronto 12, Ontario

Phone: 362-2011

Date of Organization: 1958; Inc. 1964

Hugh Moreland, *President*
Frank Latchford, *Vice President*
James McCormick, *Executive Producer*
Joe Hayward, *Production Head*
John Moroney, *I/C of Sales*
Ron Ross, *Film Procurement*
Bert Freeman, *Head/Art Department*
David Tair, *Head/Distribution*
Tayce De Wit, *Chief Editor*
Paul Hogan, *Director of Information*

SERVICES: Producers of films for industry, government, and education. FACILITIES: Production services and facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Family Living and Sex Education* (series of 39); *Basic Concepts for Purposeful Living* (22 films); *V.D. Name Your Contacts*; *Christmas A Time for Happiness for City Children*; *Data Processing* (7 films); *Machine Operations Metalwork*; *Sewing and Cooking*.

MOTION PICTURE CENTRE LIMITED

10 Banigan Drive, Toronto, Ontario

Phone: (416) 421-8820

Date of Incorporation: 1953

G. S. Kedey, *President*
Norah Kedey, *Secretary/Treasurer*

SERVICES: Motion pictures and slidefilms for TV, industry, sales promotion, staff training, religious, travelogues and public relations use. FACILITIES: Auricon, Arriflex cameras, Magnasync and Ampex recording equipment, editing, writing, screening facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *On Camera '68* (Imperial Oil Ltd.); *Litterbug*; *Tail Gunner* (French version) (Department of Highways, Ontario); *Fifty Years of Service* (Canadian National Institute of the Blind); *The Nida Story* (Canadian Bible Society).

TEACHER MADE FILMS LTD.

4 New Street, Toronto 5, Ontario

Phone: 925-2281

Date of Organization: 1950

John J. Chisholm, *President*
M. di Tursi, M.A., *Secretary-Treasurer*
John Holbrook, *Camcman*
Betty Brown, *Film Librarian*

SERVICES: Educational motion pictures and slidefilms; stock shot library—over 500,000 ft. 16mm Ektachrome Canadian scenic, industrial, wildlife, etc. FACILITIES: Stockshot Library—1,000,000 feet 16mm original color. 5,000,000 feet feature films B W and color. Supplying stockshots to educational TV, film producers and advertising agencies.

(See complete listing under J. Chisholm Film Productions, Ltd. Toronto)

TRANSWORLD PRODUCTIONS

Suite 907, 433 Jarvis St., Toronto, Ontario

Phone: (416) 924-6659

Patricia Silk, *Manager*

(See complete listing under Hollywood, Calif.)

WESTMINSTER FILMS LTD.

259 Gerrard St. East, Toronto 2, Ontario

Phone: (416) 929-3166

Date of Organization: 1959

Branch: 1414 Crescent Street, Montreal, Quebec. Phone: 849-3006. Stuart Richardson, *Vice-President*

Don Haldane, *President*
Lee Gordon, *Executive Producer*

Keith Harley, *Art Director*
Margaret Beadle, *Production Co-ordinator*

SERVICES: 16mm and 35mm films for business, industry, public relations and training. TV spots and sound slidefilms: TV and theatrical productions. FACILITIES: All facilities including fully equipped editing rooms, theater, camera equipment, Moviola, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Rye On The Rocks* (International Nickel Co. Ltd.); *Ottawa Valley* (Ontario Hydro); *Communications Seminar*, series of 3 (Bell Telephone). SLIDEFILMS: *For Such A Time As This* (Salvation Army); Also for (Bell Telephone). TV COMMERCIALS: Public service spot (Nova Scotia Fisheries).

QUEBEC



Crawley Films Limited

Suite 41, 1260 University Ave., Montreal 2,

Quebec

Phone: (514) 861-9449

(Henry Strub, *Manager*)

(For complete listing see Ottawa, Ontario area)



This symbol over a producer's listing in these pages refers to display advertisement in this 19th Production Review issue.

neatres; Stancil-Hoffman 35 16mm magnetic recording; Magna Tech 3 track pick-up, and Stancil-Hoffman 35/16/17.5 mm mag. recording; Nagra/Ampex/Rangertone and Stellavox 4/7 recorders; all Zenon 16/35 projection facilities; animation department with Saltzman stands; engineering development facilities; 5/16mm laboratory; casting files; music library; fleet of 10 trucks and trailers. Electronic service dept., and stock shot library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Office of Prime Minister* (The Manufacturers Life Insurance Co.); *Atomic Energy In Canada*, *L'Energie Atomique Au Canada* (Atomic Energy of Canada Ltd.); *Canada Produced*, *Produit Au Canada* (Canada Packers Ltd.); *Invisible Force of Direction* (Silva Industries); *Douglas Point Nuclear Power Station* (Atomic Energy of Canada); *New Dimensions* (Acres Ltd.); *Menu* (Dept. of National Health & Welfare); *I Am A Country, Canada-Technologie* (Dept. of Trade & Commerce); *Notre Monde Polymere* (Polymer Corporation Ltd.); *Ferieninsel* (National Film Board); *Ile De Vacances* (Prince Edward Island Travel Bureau); *Carstairs, Tell The People!*, *Jean Paul - Je Te Cede La Parole* (Kimberly-Clark of Canada Ltd.); *Molecules For Burning and A Million Other Things* (Imperial Oil Ltd.); *Eight Day Year*, *Les Huit Jours* (Massey-Ferguson Ltd.); *Merchants In A Changing World* (The Hudson Bay Co.); *Life and Breath*, *Une Question De Souffle Et De Vie* (Canadian Tuberculosis & Respiratory Disease Assoc.); *You and Me*, (Toi Et Moi), (The Federated Appeal of Greater Montreal); *Light Is For People*, *L'Homme Et La Lumiere* (Canadian Electrical Manufacturers Association); *Une Force Inepuisable* (Churchill Falls Labrador Corporation Ltd.); *Kid & Cookies* (Christie Brown and Co. Ltd.); *Orienteering* (Silva Industries); *Tomorrow's Waterfront Today*, *Harbour City - Ville Du Grande Large* (The Toronto Harbour Commission); *Scouts '68* (The Boy Scouts of Canada, National Council); *Canada En Marche*, *Oltre Le Frontiere Technologiche*, *Kanada-Heute*, *Ik Ben Een Land*, (Dept. of Trade & Commerce); *Montreal Ville Marie* (National Film Board); *Searching* (British Newfoundland Corp. Ltd.); *St. George's And The Dragons*, *St. - Georges Et Les Dragons* (The House of Seagram); *One Of 264*, *Un Parmi 264* (Roger Regimbal); *The Want Of A Suitable Playhouse* (Shaw Festival Building Fund). ADDITIONAL PRODUCTIONS: TV promos, etc. for Nova Scotia Government; Ontario Government; Canadian Broadcasting Corporation, Brown & Bovari. Department of National Defence; Ottawa Public School Board; Canadian Dental Association; H.G. Acres & Co. Ltd.; Department of Indian Affairs and Northern Development; BP Canada Ltd.; Tandy Advertising; Volkswagen of Canada Ltd.; Bell Telephone Co.; Canadian Welfare Council; Carleton University; ETV of Ontario; A.I. Freeman Ltd.; Victorian Order of Nurses; Department of Fisheries; Nat'l Film Board; Synchro Quebec; Queen's University; R.I. Meyer; University of Saskatchewan; Alexbow Ltd.; Ottawa Civic Hospital; Fred Gorman Ltd.; Thunderbird Productions; National Research Council; George Eland Studios.

ROBERT LAWRENCE PRODUCTIONS (CANADA) LTD.

38 Yorkville Avenue, Toronto 5, Ontario

Phone: (416) 925-5561

Date of Organization: 1955

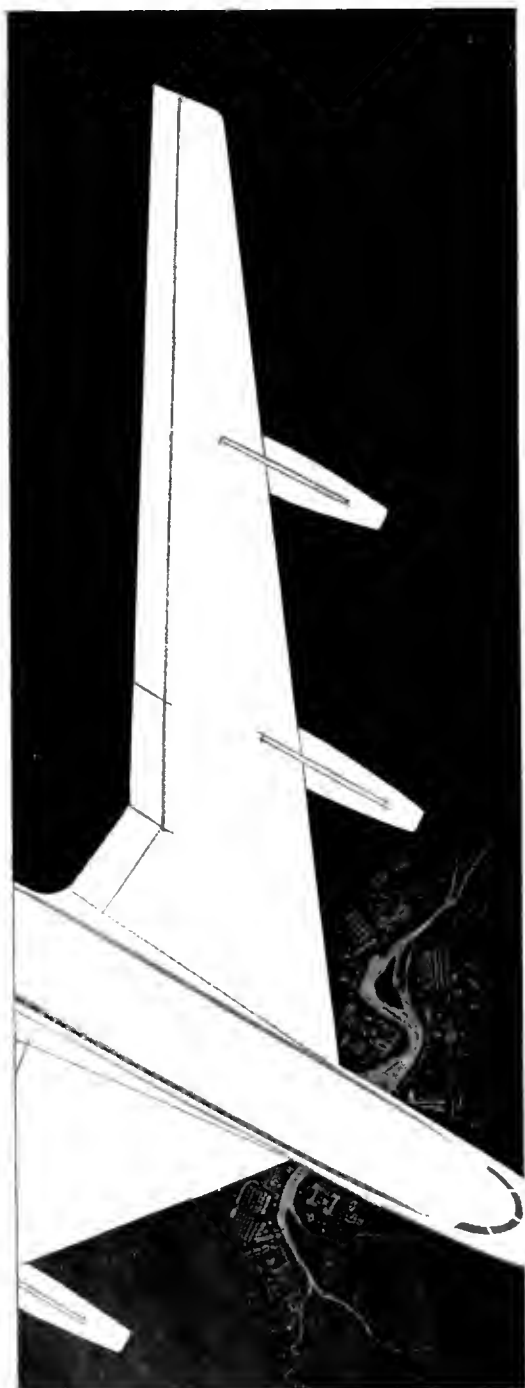
John T. Ross, *President*
Marilyn Stonehouse, *Producer*
Clifford G. Preston, *Treasurer*

SERVICES: Motion picture production services. FACILITIES: 2 stages; 110'x70', 35'x45'; complete 35/16mm equipment—(Mitchells, Arriflex cameras.)

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

BUSINESS SCREEN INTERNATIONAL

Worldwide Production
Facilities: Latin-America,
Europe, the Middle East,
Africa, Australia, India,
Japan and Malaysia



CANADA

GILBERT FILM PRODUCTIONS LTD.

1117 St. Catherine St. W., Suite 317,
Montreal 110, Quebec
Phone: (514) 288-1616

Date of Organization: 1966

Richard Gilbert, *President and Producer*
A. E. Newman, *Vice-President*
C. M. Gilbert, *Secretary-Treasurer*

SERVICES: Production of educational, industrial, government, aviation and travel films in 16mm/35mm. Also sound slide films and filmstrips for information and training. Foreign versions, editing services, sound recording, etc. FACILITIES: Complete 16 35mm editing equipment and cutting rooms. Moviola 16mm projection. Nagra recorder. Extensive effects library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Now Destination*; *Kanada, das Jetzt Ziel*; *Canada, le pays dans le vent*; *Canada, il paese dallo stile oggidi*; *Canada, het land met de 'nu stijl*; *Canada, el pais con el aspecto del momento*; *Canada at Play* (Canadian Government Travel Bureau). SLIDEFILMS: *Airports for Export*; *Aeroports pour Exportation*; *Aeropuertos para la Exportacion* (Cdn. Gov. Trade & Commerce); *Moscow 876* (Air Canada); *This is BP* (British Petroleum Co. of Canada); *Charisma* "English & French" (Avon Products of Canada).

STELLART, DREGE-AUDIO

1103 Rue St. Matthew, Montreal 25, Canada
Phone: (514) 937-3525

Contact: Bob Carwood
(See complete listing under AUDIO PRODUCTIONS, New York).

Westminster Films Ltd.

1414 Crescent St., Montreal 25, Quebec
Phone: 849-3006

Stuart Richardson, *Vice President*
(See complete listing under Ontario)

LATIN-AMERICA

MEXICO

AUDIOVICENTRO

Heriberto Frias 723, Mexico 12, D.F., Mexico
Phone: (25) 43-84-95

Cable: AUDIOVICENTRO

Date of Organization: 1956

Dr. David Grajeda, *General Director*
W. Douglas Garrett, *General Manager*

SERVICES: Spanish version of foreign films. Dubbing into Spanish for TV shows. Filmstrip production. Optical and magnetic sound recording. Animation. Production of scientific, technical and educational films. FACILITIES: Sound studios; Arriflex, Bolex, Cine-Kodak Special cameras; Ampex, Magnasync, RCA sound; Moviola equipment; Vi-Mex title system.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Antropos* (Museo Nacional de Antropologia); *Ventana al Futuro* (La Republica Insurance Co.); *Plaza de las Tres Culturas*; *Convento de Culhuacan* (Mommentos Coloniales); *Olympia Mexico* (International Cultural Productions.).

All the Facts You Need to Know

Concise, accurate data on film production sources who have supplied minimum reference data required for reader guidance makes this Annual Production Review the most authoritative producer reference guide in the world.

PUERTO RICO

VIGUIE FILM PRODUCTIONS, INC.

Lamar Corner to Salaman, Hato Rey, Puerto Rico

Phones: 766-0235; 766-0236

Date of Organization: 1950

Juan E. Viguie, *President*
Manuel R. Navas, *Vice President*
Salvador Tio, *Vice President*
Liana Rosa Toledo, *Administrador*

SERVICES: 16 and 35mm b&w and color commercial spots; documentary films for government and private organizations; TV and theater newsreels; editing; single and double system photography; animated commercials. FACILITIES: Two sound studios (50' x 50' and 34' x 20'); cutting rooms 16 and 35mm laboratory; kinescope facilities; processing; printing; music library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: documentary for (State Insurance Fund). TV COMMERCIALS: Casera; Metrecal (Pub. Siboney); Cold Power (Norman, Craig); Quaker Oats; Lifebouy (National Export Advtg.); *World of Freshness*; *Signs* (Quality Bakers of America); *Leche Fresca*; *Texaco* (West Indies Advtg.); *Malta Corona*; *Fab* (Young & Rubicam Advtg.); *Miller High Life* (Mercados, Surveys); *Carnation* (Erwin Wasey, Ind.); *Westinghouse*; *Black & Decker* (McCann Erickson Corp.); *Grande* (United Promoters).

PRODUCTION: EUROPE

BELGIUM

SOFEDI-FILMS

147, Avenue de l'Hippodrome, Brussels 5
Belgium

Phones: 47-10-03; 47-28-77

Date of Incorporation: 1948

G. A. Magnel, *President*
J. Botermans, *Production Manager*
D. Roelofs, *Director of Photography*

SERVICES: Production of live and animated 16/35mm sponsored films. Non-theatrical distributed of sponsored, educational, sales training films. Member of INFORFILM for Belgium. FACILITIES: Arriflex 16 and 35mm cameras; Colortran 20KW location lighting; mobile power generator; four editing rooms; Atlas & Cinnette viewers, two editing rooms with 35 and 16mm Steenbeck tables; 35 and 16mm viewing theatre; animated stand with Debie camera; two electronic inspection machine in the distribution department. Volkswagen and Daf vans.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Verses pour Pare-Brise a l'Epreuve*; *Essais sur le Pare-Brise Feuillote Ameliore* (Monstato); *Eternit Canalise Mieux*; *La Tour du Midi* (Eternit); *Vu Du Seuil* (Caisse Generale d'Epargne et de Retraite).

Our Credo for Reference Quality

There will always be more "names" of so-called "producers" in phone books or other directories because these Production Review listing pages are restricted to those companies who meet our stringent requirements for reference data needed by film buyers. With no charge made for any listing in this Review, we reserve the right to maintain a high standard of reference quality. Because we do, this book is the accepted authority used in agencies, business and government throughout the year.

PRODUCTION: ENGLAND

ANVIL FILM & RECORDING GROUP LTD.

Denham Studios, North Orbital Road,
Denham, Nr. Uxbridge, Middlesex, U.K.
Phone: DENHAM 3522

Date of Incorporation: 1952

Branch Offices: Realist Film Unit, Ltd., 9
Great Chapel St., London W1. Phone: Ger-
ard 5477. Rowland M. Wright, *Secretary*.
World Mirror Productions, Ltd. Denham
Studios, Denham, Ur. Uxbridge, Middlesex.
Phone: Denham 2625. Ken Cameron, *Di-
rector*. Anvil Films (Scotland), Ltd. Gor-
don Chambers, Mitchell St., Glasgow. Mrs.
Russell, *Scottish Representative*.

The Lord Archibald, *Chairman*
Ken Cameron, O.B.E., B. Sc.

R.K.T. Scrivener
Rowland W. M., Wright, C. A., *Directors*

SERVICES: Film production and sound recording.
FACILITIES: Full 35mm music recording and re-
cording. 35mm and 16mm cameras and cut-
ting rooms. Location facilities and lights.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Nobel Laureate Series* (Edu-
cational Foundation for Visual Aids); *Motor-
ing Practice* (Shell Mex and B. P. Ltd./Insti-
tute of Advanced Motorists); *Safety at Sea*
(Royal Society for the Prevention of Accidents);
Work Study Films (British Productivity Coun-
cil); *We Make Music* series.

ARMADA PRODUCTIONS

86 Wardour Street, London W. 1.
Phone: GERrard 5738

Date of Organization: 1947

John Dooley, *Producer*
H. G. Hurrell, *Chairman*
J. Martin, *Finance Director*

SERVICES: Producers of documentary, theatrical,
industrial, and educational films. FACILITIES:
All location facilities for 16 and 35mm film pro-
duction.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Assistant* (British Lion);
The Solar System (Educational Foundation);
Golden Heritage; *Deux A Cognac* (Hennessy
et Cie).

MARTIN BENSON FILMS, LTD.

53, Theobald Street, Boreham Wood, Hert-
fordshire, England,
Phone: 01-953-1592

Date of Organization: 1961

Martin Benson, *Executive Producer*
Paul Gane, *Sales & Liason*

SERVICES: 35mm and 16mm production, includ-
ing research, script and completion. Anywhere
in the world. Projection theatre (16mm optical
and magnetic). Cutting rooms (35mm and
16mm). Recording Theatre. Art Department.
Distribution to TV internationally for suitable
subjects. Completion services. Foreign versions.
Documentary; commercials; entertainment series
for TV. FACILITIES: Units available anywhere
in Europe.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Glass Coloured Spectacle*
(Glass Manufacturers' Federation); *Cameron*
(Cameron Iron Works, Inc.); *Time & Time*
Again (Batchelors Foods).

BIRCH-HILL FILM PRODUCTIONS LTD.

6 Dean St., London, W. 1, England
Phone: 01-734-3653

Dudley Birch, *Chairman & Producer*
Douglas Hill, *Director & Head of Technical*
Services

T. A. Williams, *Director & Secretary*

SERVICES: Complete creative and production

facilities for 35mm, 16mm, wide screen and TV
motion pictures (live or animated). Commer-
cials; filmstrip; slidefilms. Specialists in public
relations films. FACILITIES: Studio: 38 ft. x 26 ft.
also stills studio and stills laboratory. Lighting;
photographic and sound equipment for studio
and location work. Research; script writing; art;
animation; titles, etc. Full production facilities
throughout the world.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Company Strategic Planning*
(Lever Bros.); *Animal Nutrition* (Unilever
Ltd.); Various productions in West Africa,
Ceylon, Malaysia and Singapore (Central Office
of Information).

MYRON L. BROUN

6B Dunrobin Ct., London, NW3, England
Phone: 01-435-6882

Date of Organization: 1968

Myron L. Broun, *Producer*
Diana M. Broun, *Partner*

SERVICES: Production and producers representa-
tive. Affiliated with Associated Film Consult-
ants Inc. of New York and with Grayville Tele-
vision Studio Ltd. FACILITIES: Studios, crews
and actors provided on "as required" basis.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Romeo & Juliet Promotion*
Clip (Paramount Pictures); *Discounted Cash*
Flow (Imperial Chemical Industries Ltd.); *Chil-
ly Chilly Bang Bang* (Gas Council). SLIDE-
FILMS: *Management Cybernetics* (International
Publishing Corporation). MULTI-MEDIA: *Tele-
vision Museum* (Independent Television Autho-
rity).

JOHN BYRD PRODUCTIONS

61 Arthur Road, Wimbledon, London S.W. 19
Phone: WIMbledon 2183

Date of Organization: 1946

John Byrd, *Producer-Director-Writer*
Bettine Braham, *Film Editor*
Marian Ludin, *Production Associate*
Henry Hall, *Lighting Cameraman*

SERVICE: Documentary, travel, TV and enter-
tainment films. Specializing in world-wide as-
signments. FACILITIES: Studio, theatre; cutting
rooms. Magnasync 16mm and EMI recording
systems. Arriflex & Beaulieu camera equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Desert Will Yield* (Davy
Ashmore Group); *Supertension Cable Engin-
eering* (B.I.C.C.); *S.G.S. Looms In Operation*
(Wilson & Longbottom); *Building In Steel &*
Plastics (Redpath Dorman Long); *Outfall* (Wil-
liam Press).

CALEDONIAN FILMS

22 Greek St., London W1
Phone: 01-437-0702/7110

Date of Incorporation: 1957

Robert R. Bucknell, *Managing Director*
Paul Seales, *Supervising Editor*
J. F. Charman, *Head of Sound*
Cedric Williams, *Chief Cameraman*

SERVICES: Editing and recording services, in
studio or on location. Supply location film units
for news and documentary productions. FACILI-
TIES: Four cutting rooms equipped with 16mm
and 35mm Moviolas, RCA sound transfers and
recording. Arriflex 35mm and 16mm cameras.
16mm Auricon camera. Perfectatone. Nagras.
Location Units.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *British Calendar* (Central
Office of Information); *Activity Sampling* (Edu-
cational Systems Ltd.); *Microfilm Systems*
(Minnesota Mining & Manufacturing Co.);
Computer Story (International Training & Ed-
ucation); *Art of the Interview*; *Sheikh Zayd*
(Thomson Newspapers); *A Very Special Child*
(London Borough of Bromley); *Merembo* (Par-



PRODUCTION: ENGLAND

adise Films Nairobi); *Cruising On A Star* (Shaw
Savill Line); *Song Festival* (Gibraltar Televi-
sion); *The Immigrant* (Scottish Tele.).

Chapman, Raper & Associates Ltd.

143 Wardour St., London, W. 1, England
(See complete listing under Scene Two
Productions, Detroit, Mich.)

FILMFAIR

16 Via S. Agnese, 20123 Milano, Italy
Theo Legeard, *Executive Producer*
(See complete listing under California)

THE FILM PRODUCERS GUILD, LTD.

Guild House, Upper St. Martin's Lane,
London W.C. 2, England
Phone: 01-836-5420
Telegrams: Filmicity; Telex: 263378

Date of Incorporation: 1944

Associate Production Companies:

Films of Today Ltd.; Greenpark Produc-
tions Ltd.; Guild Animation Ltd.; Guild
Television Service Ltd.; Interfilm (Lon-
don) Ltd.; The Larkins Studio; Talkie-
strips Ltd.; Technical and Scientific Films
Ltd.; Verity Films Ltd.

Associate Service Companies:

Coefficient Film Facilities Ltd.; Sound
Services Ltd.

Associate European Company:

Diffusion d'information par le Film, Gene-
va, Switzerland.

SERVICES: Creative advisers, producers and dis-
tributors of 35mm and 16mm documentary, in-
dustrial, education, scientific, advertising, sales
promotion and national propaganda films; TV
and cinema advertising films; sound filmstrips;
cartoon, puppets & technical diagram anima-
tion, feature films for theatrical distribution;
complete live shows for conventions and sales
meetings; displays; exhibits; printed materials
and audiovisual installations, including CCTV.
FACILITIES: Mobile location units. Rental ser-
vice for camera sound, electrical and transport
departments; cutting rooms, recording and pre-
view theatres; Westrex recording. Cartoon and
animated diagram studios. Film library and non-
theatrical distribution organization.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Common Dermatoses* (Allen
& Hanbury); *Transport Command* (Ministry of
Defence - Air); *People and Money* (National
Provincial Bank Ltd.); *Divertimento*; *The*
Taking Mood (British Petroleum Ltd.); *Time*
Out of Mind (Roche Products, Ltd.); *N.V.*
Special Services (National and Vulcan Engin-
eering Insurance); *Computer Aided Design*
(Humphries and Glasgow Ltd.); *S.S.B.* (Min-
istry of Defence - Naval); *They Think I'm*
Rich (Ministry of Overseas Development); *Im-
prove Your Driving* (Ministry of Transport);
Please To; Remember (Army Kinema Corpora-
tion); *Chilanga Cement* (Chilanga Cement
Ltd.); *A Port of Many Ports* (Manchester Ship
Canal Company); *What's The Difference*
(Jones & Shipman); *A Golden Future* (Golden
Wonder Crisp Co.); *Future for Pork* (J. Bibby
Agriculture Ltd.); *Moneywise Motoring*; *The*
Acid Truth; *Drilling Through Time* (Mobil Oil
Co., Ltd.); *Pakistan* (Sound Service Ltd.);
Partners In Development (Commonwealth De-
velopment Corp.); *Expansion Into Miniature*
(Mullard Into Ltd.); *Focus On Value* (Cater-
pillar Overseas S. A. Geneva); *A Career In The*
Police (Central Office of Information); *World*
of Automation (Central Office of Information);
Story of Money (Barclays Bank Ltd.); *Still*

PRODUCTION: ENGLAND

Better Tea At Work, Tea Up For Profit (United Kingdom Tea Council); *What Where and When; Cooking In Liquids; Frying Methods; Grill and Oven Cookery* (Gas Council); *Freezing at Sea* (Ministry of Technology); *An Impression of Alfred Herbert Ltd.* (Alfred Herbert Ltd.); *DFR - Sodium Leak* (United Kingdom Atomic Energy). SLIDEFILMS: *If it Wasn't For The Customers; Cool and Calculating* (Midland Bank Ltd.); *Right First Time* (Magmilor); *Assignment Bermuda* (B.O.A.C.); *Spaccitta* (Limelight); *Furniture Circle* (Lebus-Harris); *A Year At Wates* (Wates).

WALTER GARTON FILM PRODUCTIONS

163 Woodland Dr., Anlaby, Hull, Yorkshire
Phone: Hull 657381

Date of Organization: 1958

Walter M. Garton, *Proprietor*

SERVICES: Motion pictures, 16mm TV newsfilms (BBC). FACILITIES: Double headed projection and recording (16mm).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Moment Of Truth* (North-eastern Gas Board); *The Lightowler Story* (Lightowler & Son); *Look North* (BBC-TV); RECORDINGS: *The Flying Angel* (Missions To Seamen); *Development of Albert Dock, Hull* (British Transport Docks Board).

GATEWAY FILM PRODUCTIONS LTD.

470/472 Green Lanes, Palmers Green,
London N. 13

Phones: 01-882-0177

Date of Organization: 1946

Associate Companies: Gateway Educational Films Ltd., Gateway Television Productions Ltd., Gateway Learning Systems Ltd.

W. H. Baddeley, *Managing Director*

C. W. Bending, *Educational Director*

G. L. Smart, *Production Director*

Robert Webb, *Educational Sales Director*

SERVICES: Production of motion pictures for industry, public relations, sales, training, education, religion, TV. Distributors of educational films. FACILITIES: Sound stage 40' x 20'; sound recording; editing rooms; animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Century of Caring* (National Children's Home); *Construction of Cockenzie Power Station* (South of Scotland Electricity Board); *Computerized Mask Making* (Standard Telecommunications Laboratory Ltd.); *Life In The Far East* (Gateway Educational); *Railways Film Magazine* (East African Railways).

HALAS & BATCHELOR CARTOONS FILMS LTD.

3/7 Kean Street, Aldwych, London W. C. 2,
England

Phone: 01-240-3143-5

Date of Organization: 1941

Associate: Louis de Rochemont Associates Inc., 18 E. 48th St., N.Y., N.Y., 10017. Phone: PL 5-9710. Feuer & Martin Productions Inc., 505 Park Ave., N.Y.

Representative: Welt-Film und Fernseh GmbH & Co. KG, 6 Frankfurt M Dusseldorfer Str. 14, West Germany. Phone: 232840, 237466.

James R. Nurse, *Chief Executive*

John Halas, *Creative Director*

Joy Batchelor, D. Karr, J. P. Graham,

Directors

Bernard Gitter, *Studio Manager*

Jack King, *Head Sound Dept.*

J. A. Jelly, *Chairman*

E. A. Levine, *Deputy Chairman*

D. A. Osborne, *Company Secretary*
Harold Whitaker, *Head of Animation*

SERVICES: Staff of 50 for animated film production for advertising and entertainment for TV and cinema. Industrial, public relations and educational films. FACILITIES: Studio for both celluloid animation and 3-dimensional puppet, model animation. Five animation cameras, including an Oxberry; 3 model camera setups. Editorial and projection equipment for 35mm and 16mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Coming of Man* (McGraw Hill Book Co.); *Function of Seeing* (Macmillan & Co. Ltd.); *Flow Diagram* (Longmans Green & Co. Ltd.); *Modern Mathematics*, series of 17 (Longmans Green & Co. Ltd.). TV COMMERCIALS for advertising agencies in Great Britain, Europe and U.S.A.

KINOCRAT FILMS LIMITED

85, Chomwell Road, London S. W. 7

Phone: 01-370-2242

Date of Organization: 1937

Gerald Cookson, *Managing Director*

D. Brian Gibson, *Technical Director*

William Munn, *Production Manager*

SERVICES: Production of 16mm and 35mm technical, industrial, sales, TV and all other films for specialized purposes. Audio-visual division covers filmstrip and sound slide production; closed-circuit TV (b&w and color); Script to screen production service; service facilities and studio for outside production units. FACILITIES: Sound and silent stages; 16mm and 35mm editing; sound recording; dubbing and post-syncing; pre-view theatre; titling; scripting; animation; location services; permanent technical crews and staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Man Who Came In From The Cold* (Harford Heating Ltd.); *Take A Good Look* (Trico-Folberth); 101 (Masson-Scott Eng.); *Rabbit Control* (Central Office of Information); untitled corporate film (Honeywell Controls Ltd.).

KNIGHT FILMS

8 12 Broadwick St., London W. 1

Phone: GERrard 0761

Date of Organization: 1957

Derrick H. Knight, *Managing Director*

Brenda M. Henderson, *Director*

Bernard Houser, *Senior Executive Producer*

Charles Hodgson, *Director*

SERVICES: All types of motion picture production, with special emphasis on social documentary. Production services and United Kingdom representation. FACILITIES: Fully equipped 16mm and 35mm cutting rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Reaching Out* (Christian Aid); *Specta* (BM); *The Magic Apple Tree* (BBC-TV); *A Walk With Lore* (20th Century Fox Ltd.); *What Is It That Moves?* (Universal Edn & Visual Arts/Neyrae Films et Cie & Knight Films); *Self Portraits* (British Gypsum Ltd.).

Mercury Newfilm, Inc.

6B Dunrobin Ct., London, N.W. 3, England

Phone: 435-6882

Contact: Myron L. Brom

(See complete listing under New York City)

THE RANK ORGANIZATION

(Short Films Group)

11 Hill Street, London W1, PO Box 4NE.

Phone: 01-499 6353; Telex 263955

U.S. Office: 444 Madison Avenue, N.Y.C.

Phone: HA 1-2315

Ray Elton, *Executive Producer*

Ian Latimer, *Creative Producer*

Anthony Pelissier, *Creative Producer*

New York Office: Miss Eugenie Kaufman

SERVICES: specialized films for industry and government; TV commercials; sound slidefilms. FACILITIES: three studios; special effects, graphics and animation departments. Worldwide film production servicing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Partners in Progress* (K.L.M. Royal Dutch Airlines); *The Two-Way Benefit* (British Petroleum Co. Ltd.); *Cantagallo* (British Petroleum Co. Ltd.); *Looking at Paperwork* (British Productivity Council); *Jim's Milk* (Milk Marketing Board).

RONALD H. RILEY & ASSOC., LTD.

St. George's House, 14-17 Wells St., London,
W. 1, England

Phone: 01-636-3922

Date of Organization: 1965

Michael R. Barden, *Director, Producer*

Mary A. Harris, *Director, Producer*

George Hodding, *Production Manager*

SERVICES: Production of industrial and government sponsored motion pictures. FACILITIES: 16 and 35mm production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Mullardability* (Mullard Ltd.); *Profiles* (High Duty Alloys); *Codeword Lollipop* (Ministry of Defense); *The Royal Masonic Hospital* (Royal Masonic Hospital); *The Risk Takers* (Chartered Insurance Institute).

STEWART FILMS LIMITED

2 Orchard Road, Malvern, Worcestershire

Phone: MALvern 4975

Date of Organization: 1950

Date of Incorporation: 1956

Branch Office: Studio, Cutting Rooms and Preview Theatre: 82/84 Clifton Hill, London, N.W. S. Phone: MAIda Vale 7296; 1238.

John R. F. Stewart, *Managing Director*

Richard J. Need, *Director*

Hugh Marsh, *Director*

R. K. Hardy, *Director*

SERVICES: 35mm and 16mm motion picture production; scripting, editing. FACILITIES: Editing and sound recording; insert and model stage; Arriflex, Mitchell, Newman-Sinclair 35mm cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Fuelling Method* (U.K. Construction Co.); *Naval Gunfire Support* (Royal Navy); *FMI600B Computer* (Also slide-film) (Ferranti). SLIDEFILMS: *Barclays New Telephone System* (Barclays Bank); *Royal Navy Recruiting* (Royal Navy).

SWIFT FILM PRODUCTIONS

1 Wool Road, London S. W. 20, England

Phone: WIMbledon 2040

Date of Organization: 1952

T. Peter Hadingham, M.B.K.S., *Director*

SERVICES: 16mm b&w and color film production, specialising in documentary and industrial subjects; live dialogue, foreign versions and all stages of part-production. Sound recordings for films, filmstrips and exhibitions. FACILITIES: 16mm cameras, lighting and recording equipment, cutting room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Creating A Dance; Journey of The Reindeer; Circulation and The Heart* (Educational Foundation for Visual Aids); *Focus On The Rose* (Royal National Rose Society).

WORLD WIDE PICTURES LTD.

34 Cursitor Street, London E. C. 4

Phone: 01-405-7666

Date of Organization: 1942

Associate Companies: World Wide Pictures, S.a.e., Callemarqued de Sentmenat, 55/59,

Barcelona, Spain. Phone: Barcelona 2397509 Emilio Martos, *contact*.

James Carr, *Chairman of Group*
V. L. Price, *Joint Managing Director*
C. T. Parris, *Joint Managing Director*
Lord Willis of Chislehurst; Peter Gilpin, A. J. Harris, *Directors*

SERVICES: 35/16mm sponsored public relations, documentary, training and sales films for industry and government departments, TV programs. **FACILITIES:** Theater, cutting rooms; 85' x 45' studio with full equipment; ancillary facilities. Fully-equipped recording studio 35mm 16mm Rock & roll 8mm Comprehensive video-tape facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *North Sea Quest*; *Abu Dhabi* (The British Petroleum Co. Ltd.); *New Era In Abu Dhabi* (Govt. of Abu Dhabi); *Bankers to the World* (Banking Information Service/Chas. Barker & Sons Ltd.); *Study in Steel* (British Steel Corporation).

WORLD WIDE TELEVISION FILM SERVICES LTD.

34 Cursitor St. London E. C. 4
Phone: 01-405-7666

Date of Organization: 1957
James Carr, *Director*
V. L. Price, *Director*
C. T. Parris, *Executive Director*
J. A. Harris, *Director*

SERVICES: All types of TV and cinema advertising films. **FACILITIES:** See World Wide Pictures Ltd.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Army Recruiting* (Central Office of Information); *British Motor Corp.* (Dorland Advtg.); *Ajax* (Norman Craig & Kummel Ltd.); *British United Airways* (Dorland Advtg.).

WORLD WIDE ANIMATION LTD.

34 Cursitor St. London E. C. 4
Phone: 01-405-7666

Date of Organization: 1955
R. W. Williamson, *General Manager*
James Carr, *Director*
V. L. Price, *Director*

SERVICES: Animated cartoon films, film credits and titles. **FACILITIES:** Same as World Wide Pictures Ltd.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Genetics and Plant Breeding* (Inilever Ltd.); *Anatomy of an Explosion* (Ministry of Defence); *Magnetism Part II* (Phillips of Eindhoven).

PRODUCTION: FRANCE

COMPAGNIE LYONNAISE de CINEMA

71 rue de la Republique, Lyon 2e, France
Phone: 37-88-92 Lyon (78)

Date of Organization: 1938
Laboratory & Screening Room: 274 cours Emile Zola a Villeurbanne (Rhone)
Phone: 84-87-98
Henri Giraud, *President*
Victor Kandelaft, *Administrator, Director-General*
Andre Jalibert, *Sales Director*

SERVICES: Production of short, feature and industrial films and TV commercials. **FACILITIES:** Production equipment, laboratories and viewing theatre, double screen viewing room.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: 1897-1967 *70 ans au service de la Virolaie*; *Poliomyelite* (Institute Merieux); *Pause Clap* (Ste. Clap); *A Lyon, Le Melhor* (Ste. Ricard); *Cuisine Sur Mesure* (Ets. Decomble). **VIDEOTAPE:** *Polio n'1 et n'2* (Publicis).

LES ANALYSES CINEMATOGRAPHIQUES

15 Avenue de Segur, Paris 7, France
Phone: 705-84-20 +

Date of Organization: 1947
Georges Roze, *President*
Jean Vincent, *Edition & Equipment Mgr.*
Robert Arquer, *Production Manager*
Yvette Roze, *Office Manager*

SERVICE & FACILITIES: Department Production and Realization: Documentaries, industrial and sales promotion films, 16/35mm and filmstrips. Department Ultra-Ralenti: Studios with high speed Kodak camera. Department Film: Editing, titles, effects, synchronization, dubbing (cutting rooms, projection rooms). Department Equipment: Authorized dealer for Bell & Howell. Department Edition: Diffusion and sale of sales-training and human relations films. Agent of the Dartnell Corp., Henry Strauss, Roundtable Productions.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Lido*; *Georges Mathieu* (Several TV Networks); *Parlons Freinage* (Societe Du Ferodo); *Dominique & Dominique*; *Propos De Guichet* (B.N.P.); *Chronique D'Un Etaisieur* (Lebanon); *Institut Francais Du Petrole* (Institut Francais du Petrole). **SLIDEFILMS:** *Pompes Blanches* (Ilec).

Vavin, Inc.

72 Boulevard Raspail, Paris VI, France
Phone: 924-5080

M. Jean Pages, *Production Manager*
(See complete listing under New York City)

GERMANY

GONG-FILM BODO MENCK

Hofweg 53, 2 Hamburg 22, West Germany
Phone: 22-35-17 and 220-72-71

Date of Organization: 1956
Branch: Schauenstrasse 25, Industriegebiet Ost, 215 Buxtehude.

SERVICES: Production of sponsored films; synchronizing and distribution of sponsored films for non-commercial use in Western Germany, Austria, etc. **FACILITIES:** Studio, camera equipment, playback, etc., 35/16/8mm production and synchronizing of feature films, trailers, and TV films for commercial use.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Liniengeheimnisse* (DuPont de Nemours Deutschland); *Diolen-Spots*; *Diolen-Films* (Glanzstoff AG).

Halas & Batchelor Cartoon Films, Ltd.

Welt-Film und Fernseh GmbH & Co., KG
6 Frankfurt/M Dusseldorfer Str. 14,
West Germany. Phone: 23 28 40/237466

INDOC-INDUSTRIE- & FERNSEHFILM GMBH

Waldhornstrasse 4, 8 Munchen 50, Munich,
Federal Republic of Germany
Phone: 57 33 10

Date of Organization: 1962
Volkmar R. Kahlert, *Managing Director & Producer*

SERVICES: Production of documentary films, specializing in industrials; TV spots. **FACILITIES:** Cameras and lighting equipment (Colortran); cutting rooms; location shooting; special park of cross-country vehicles for extreme grade location operation.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Initiative* (Man/Saviem); *Tehran Refinery* (National Iranian Oil Co.); *History of the Postal Services*; *Raisting II* (Ger-



PRODUCTION: EUROPE

man Post Ministry. **TV COMMERCIALS:** *Apollinaris* (Apollinaris Table Waters)

LEONARIS FILMS

Dr. George Munck KG

703 Boehlingen-Tannenberg, Meisenweg 2,
Federal Republic of Germany
Phones: 07031 21641/42

Date of Organization: 1956
George Munck, M.D., *President, Director*
Writer
Eckehard Munck, *Director, Writer*
Bernd Scheithauer, *Writer, Director*
Peter Jacobi, *Director, Writer*
Heinz Malling, Klaus Breustedt,
Directors & Animation

SERVICES: Medical, chemical, pharmaceutical and agricultural motion pictures; TV commercials; TV entertainments on higher level; animation in the field of education and science. **FACILITIES:** Life-shots; technical animation; graphic artists; equipment for synchronization in all languages.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Diabetes, Discussion of an Etiology*; *Salt and Water, Portrait of a Diuretic* (Farbwerke Hoechst AG); *The Unknown Continent* (Med Pharm. Studiengesellschaft); *Cebion* (E. Merck AG, Darmstadt); *Percetonealldiolyse* (Fresenius, Bad Homburg); **TV COMMERCIALS:** *Raiffeisen* (Raiffeisen-Verband); *Das neue Universum* (Union-Verlag, Stuttgart).

Marathon International

Studio Hamburg, Tomndorfer Hauptstrasse 90
2 Hamburg-Wandsbek (7), Germany
Phone: 66881. Telex 021 3218

Ruediger Proske, *in charge*
(See complete listing under New York City)

HOLLAND

CARILLON FILMS N. V.

Koninginnelaan 45, Rijswijk-ZH, Holland
Phone: 070-98-67-65

Carillonfilms, The Hague
Teletype: 31227

Date of Organization: 1949
Ted de Wit; Gerard J. Raucamp, *Managing Directors/Executive Producers*
Ronny Erends, *Creative Director, Senior Producer*
Herman H. Bloeman, *Deputy Managing Director, Administrative*
Peter Konings, *Deputy Managing Director, Technical Development*
Henk de Haan, *Sales Manager*
Johan C. Vos, *Production Manager*
Anita van Reede, *Assistant Director*
Herbert Friemel, *Camera*
Hans van Toer, *Lighting*
Ernst van Wijngaarden, *Sound*
Henk Stoffers, *Editing*
John van der Steen, *Narration*
Ida Kozelka, *Art Director*
Esther Zacks, *Art Director*
Kalman Kozelka, *Animation Cameraman*
Anita Hakim, *Animation*
Jaap van Rij, *Equipment rental*

SERVICES: Script to screen production in 35 16mm live action, animation and stop motion for communication in government, business, and industry. Distribution arrangements for sponsored films. Foreign narrations in French, German, Spanish, Portuguese, Brazilian, Dutch, English, Danish, Swedish, Norwegian, Italian, Arabic. Special department for production and program-

PRODUCTION:HOLLAND

ming of multi-screen slide shows and presentations. FACILITIES: Shooting stage; Newman Sinclair, Arriflexes, 100,000 watt lighting equipment; sound with Philips 4-channel 17 $\frac{1}{2}$ mm, 4-channel 35mm and 4-channel twin or triple track 35mm stereophonic sound; Nagra sound recording system with synchropulse; fully automatic 35mm Crass animation camera & stand; rear projection & aerial image photography; 30 seat screening theater for 35, 16mm & double-head magnetic soundtracks; script dept. with research library; casting files, sound effects and music library; cutting room facilities with 35mm Steenbecks (Cinemascope) for magnetic tracks in 16mm, 17 $\frac{1}{2}$ mm and 35mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 225 (N. V. Nederlandse Gasunie); *Den Haag Holland* (Tourist Promotion Assoc.); *F.28 Fellowship* (Fokker Aircraft Factories); *Evolution* (Phillips Electronic); *Vision of a Reality* (Phillips Electronic). MULTI IMAGE AND SLIDE PRODUCTIONS: Gero sales presentation show (Gero Factories); Philips advertising show (Phillips Electronic); Fokker sales presentation show (Fokker Aircraft Factories).

M. M. CHANOWSKI PRODUCTIONS N. V.

Studios: Prinsengracht 854
Amsterdam, Holland
Phones: 62681, 223126, 222176

Date of Organization: 1962

Branch Offices: New York 122, East 42nd St., New York, N.Y. 10017 Mr. W. Rosenfeld; Brussels, Belgium: AV Motion, rue du Tabellion 28, Mr. H. Vuylsteke; Paris, France: 34, rue Dr. Blanche, Mr. J. Baral; Lausanne, Switzerland: IFES Lausanne, Valombreuse 3, Mr. J. de Villeyre. Subsidiary Company: N. V. Selectronic, Prinsengracht 854, Amsterdam. Mr. G. J. Muhlenbaumer

M. M. Chanowski, *President-Producer*
Miss C. M. Elias, *Secretary*
D. Brinkman, *Audio-visual Department*
M. de Goede, *Sound Department*
E. Jansen, *Animation Department*
T. Forsberg, F. Brinkman, G. Bossaers, *Camcramen*
G. Feigl, D. Mandersloot, *Producer-Director*
R. Hermans, *Photo Department*
K. Stein, *Treasurer*

SERVICES: Motion pictures, television series, audio-visual shows, multi-media, records. FACILITIES: Creative department, film, photo, sound and animation studios.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Champagne Rose is Dead*; *She's Like A Rainbow*; *The Daily Fable*, series. AUDIO VISUAL SHOWS: For Government; Dairy Institute; Insurance Companies; A.K.U.; Volkswagen; D.A.F. Skeelers; Gasexport. TV COMMERCIALS: Swift; Chefarine.

N. V. CINECENTRUM

's-Gravelandseweg 80, Hilversum, Holland
Phones: 02150; 13851

E. J. Verschueren, *Managing Director*
J. Dudok van Heel, *Managing Director*
P. Buis, *Asst. Managing Director*
R. Decossaux, *Asst. Managing Director*
J. C. Eekhout, *Sales Manager*
Miss C. W. v.d. Berg, *Head, Laboratory*
M. A. Ebbers, *Head Slide & Filmstrip Prod. Dept.*
G. De Clerck, *Head Production Dept.*
K. Das, *Head TV-Production Dept.*

SERVICES: 35 16mm motion picture production in b&w and color (neg pos and reversal). Live action; model animation, cartoon, news-reel. Slides and filmstrips in b&w and color, silent and sound. Sound recording, dubbing and mixing. Editing. FACILITIES: Shooting stage, 5 dub-

bing theaters with recording equipment, 60 cameras (Debrrie; Arri; Bell & Howell; Newman, Sinclair; Auricon; Mitchell) with accessories. Blimps, dollies, etc. Lighting equipment. Piloton sound recording system. Sound effects and music library. Screening theatres. Distribution.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: TV series (N.T.S. and others); *Duinel* (Nederlandse Gasunie); *T. H. Eindhoven* (Technische Hogeschool Eindhoven); *25 jaar Centraal lab.* (Roode Kruis); *Staatsminen journal* 68 (Staatsminen); *Opening DAF factory at Born*; *DAF-Crash* (DAF); *Verankeringen* (Nederhorst); *R.E.T.-test*; *Finale Metro* (Municipality of Rotterdam); *IJ-tunnel* (Municipality of Amsterdam); *Holland (People to people)* (N.T.S.); *A country for my son (een bevoonbaar land)* (Board of Folk Accommodation); *Mixummedaydream*; *Bronbeek* (CRM/Cinerope Cinecentrum); *George Mitchel Singers* (George Mitchel); *Moderne Ambacht* (Department of Economics); *Pijpleidingen* (Smits aann. bedrijf); *2x1=1* (N.D.S.M.).

OSCAR FILM

FILMPRODUCTIEMAATSCHAPPIJ N.V.

Weesperzijde 111, Amsterdam, Holland
Phone: 58304/949382

Date of Organization: 1959

Pieter W. A. de Man, *President & Producer*
Marianne Mulders, *Secretary*
L. Zoest, *Producer*
Bob Chrispijn, *Director/Producer*
F. van Herwijnen, *Camcraman*
Ton Lith, *Camcraman*
Bart v.d. Shuis, *Sound Engineer*
C. Wildschut, *Art Director*

SERVICES: TV and cinema-commercials (live-action, stop-motion and cartoon); TV and documentary films. FACILITIES: Creative and technical department; studio-crew, cartoon animation department; stop-motion department; sound studio, projection, etc. 16, 35mm production equipment.

TOPSPOT N. V. TELEVISIE REKLAME (A Subsidiary of Carillon Film N. V.)

Duivendrechtsekade 86, Amsterdam (0)
Phone: Amsterdam 020-923333; Teletype: 11260

Date of Organization: 1965

Hans B. Keizer, *Managing Director*
Hans C. Vos, *Studio Manager*
Jan Pieter Visser, *Production Manager*
Herman Lucas, *Editing*
Anthony Simmons, Leon Clore, Karel Reisz, May Zetterling, Lindsay Anderson, Freddie Francis, John Arnold, John Fletcher, Fred Moore, John Morris, *Film Directors* (in association with Film Contracts Ltd., London)

SERVICES: Script to screen production of TV & cinema-commercials (live action, stop motion and cartoon). FACILITIES: Shooting stage with rigged lighting system, 35mm cameras, Arriflex, Bell & Howell, Eclair, blimps, dollies, booms; direct vision (TV monitors) on 35mm cameras. Nagra studio sound recording system, preview theater (5 seats) installed with TV monitors and projection on normal screen-double head projection for 35mm, editing rooms, with 35mm Steenbecks.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *K.L.M.* (Vas Dias); *Philips* (Philips); *Mocon*; *Thee - Douwe Egberts*; *Pastuette* (De La Mar N. V.); *Calve*; *All* (Lintas); *Coca Cola* (Moussalt); *Ritmeeester* (Ritmeeester/Sigaren Fabrieken); *Heineken* (Smits N. V.); *Orgachemia* (Orgachemia N. V.); *Voordelig Vestigen* (Rijks Voorlichtingsdienst); *Erres* (H.V.R.).

All the Facts You Need to Know

Concise, accurate data on film production sources who have supplied minimum reference data required for reader guidance makes this Annual Production Review the most authoritative producer reference guide in the world.

DENMARK

JORGEN BAGGER FILM PRODUCTION

Grundtvigsvej 23, DK 1864 Copenhagen V, Denmark

Phone: (01) 314141

Cable: BAGGERFILM

Date of Organization: 1956

Jorgen Bagger, *Chairman & Managing Director*

Jens Henriksen, *Chief Director*

Bodil Romer, *Chief of Productions*

SERVICES: Production of 16mm and 35mm documentary, industrial, educational, advertising and TV films and sound-slides. FACILITIES: Camera and sound equipment for the same.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Good Help on the Farm* (Dansk Ecto A/S); *What Do You Know About Wood* (S. Dyrup & Co. A/S ATeflon (Depont Ltd.); *Industrialised Housing in Malaysia* (Larsen & Nielsen Constructor A/). SLIDEFILMS: *Everyman's Guide* (to the Production of Beer) (Tuborg).

MINERVA-FILM A/S

Toldbodgade 18, 1253 Copenhagen K, Denmark

Phone: 01-54 Mi. 1

Date of Organization: 1936

Torben Madsen, *President*

Ingolb Boisen, *Producer*

Niels Drechsel, *Producer*

SERVICES: Complete 35/16mm equipment and facilities; production of all films and slidefilms. FACILITIES: Complete professional cameras; cameramen; recording and cutting equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Soldier* (Danish Government); *Red & White*; *Stigen "The Ladder"* (Kortfilmradet); *The Port of Tomorrow* (Copenhagen Port Authority); *Water To The Island* (Nordisk Kabel-og Traad).

ORION FILM INC.

Middelfartvej 121, 5200 Odense V, Denmark
Phone: (09) 12-75-18

Date of Organization: 1947

Tage Larsen, *President*

Ebbe Larsen, *Director*

SERVICES: Production of 16/35mm documentary, industrial, educational and TV films, and slide-films. FACILITIES: Camera, light and sound unit, 16-35mm cinema.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Himmerland* (BP-GAS); *After 4 p.m.?* (Danish Gymnastics & Youth's Association); *Vollsmose* (City of Odense); *Hojer Sluse* (Danish Gov't Film Office); *Cargo Winches* (Thrige-Titan).

Vavin, Inc.

31 Grande Rue, Geneva, Switzerland
Phone: 26-21-27

N. Z. Moreno, *Vice President & Manager*

LATERNA FILMS

Klampenborvej, 50, 2930 Klampenborg, Denmark 50-2930

Phone: ORDRUP 10.888

Cable Laternafilms Copenhagen

Date of Organization: 1955

Mogens Skot-Hansen, *President & Producer*

Helge Larsen, *Treasurer*

Carl Rald, *Production Chief*

Helge Robbert, *Production Manager*

Arne Lintner, *Head, Technical Department*

Knud Kristensen, *Head, Sound Department*

Rolf Ronne, *Head, Camera Department*

Borge Host, Ole Roos, *Senior Director*

SERVICES: 16 35mm motion pictures; assistance to overseas producers and equipment rental. FACILITIES: 16 35mm Arriflex, Eclair cameras; Nagra sound recorder; six editing rooms; sound department with Amandus Keller sound equipment for recording, mixing and dubbing. Laterna Studio in Copenhagen also provides sound stage for feature tv. films.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Paraguay* (UNICEF); *The Royal Family* (Ministry of Foreign Affairs); *NEPAL* (Government Film Council); *World of Coffee* (International Coffee Committee, London); *Data Flowering* (DCK); *The Secret Summer* (series for Nordvision); *Selling Denmark* (Ministry of Foreign Affairs); *Summer Vacancy* (Danish Traffic Board); *Danish Architecture* (Government Film Council).

NORWAY

CENTRALFILM A/S

Akebergveien 56, Oslo 6, Norway

Phone: 67-63-93

Telex: 1926

Date of Organization: 1953

Knut-Jorgen Erichsen, *Managing Director*

SERVICES: Production of all types of sponsored films and slidefilms. FACILITIES: Studio with 200 KW; 35mm and 16mm cameras; recording and cutting equipment; theatre. Charter Member of IQ.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Royal Wedding H.R.H. Crown Prince Harald* (Sivil Defence). Trade union and Employers Organizations; Volvo Gothenburg; Educational State Department; Foreign Office; Unilever Affiliate Norway; Shell, Texaco, and several Norwegian advertisers. SLIDEFILMS: I C I, Norwegian Ship-owners, Bankers, Newspapers, Weeklies and Agriculture Organizations.

SVEKON FILM

Seiersbjerget 7, Bergen, Norway

Phone: 14688-14680

Date of Organization: 1950

Haakon Sandberg; Sverre Sandberg, *Owners/Managing Directors*

SERVICES: Production of 16 35mm documentary, public relations, advertising and educational films. FACILITIES: 16mm and 35mm cameras—Arriflex, Auricon, Pro 600, Bolex, Magnasync and Omega recorders and dubbers. Editing rooms, recording equipment; sound studio. Stock footage library Scandinavia, Europe.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *PABX* (LM Ericsson Tele-Tidende); *Tine* (Private); *Clay Comes Alive*; *Art in College* (co-production Bailey Films); *Bergen Anno 67 68* (Bergens Privatbank).

SWEDEN

AB CENTRAFILM

Kaknaes, Stockholm NO, Sweden

Phone: 63-14-30

Telex: 19068

Date of Organization: 1947

Per Olof Nuhma, *President*

SERVICES: Production of all types of sponsored films and slidefilms. FACILITIES: Studios, cameras, cameramen, recording, cutting equipment, laboratories, etc.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *PABX* (Lm Ericsson Telephone Co.); *Viggen* (SAAB); *Lux* (Sunlight AB/Lintas); *Coca-Cola* (Coca-Cola Co./AB Gunther & Back); *Vick Coughdrops* (Richardson-Merrell Scandinavia AB).

FORBERG-FILM AB

Kungsgatan 27, Stockholm, Sweden

Phone: 10-16-55

Date of Organization: 1934

Ove Forberg, *President*

Lilian Gamberale, *Production Manager*

Leif Hedenberg, *Director, Motion Picture*

Agge Lidberg, *Director, Photography*

Sten Jensing, *Director, Sound slide films*

Ola Lindahl, *Associated Art Director*

SERVICES: Motion pictures; slidefilms; TV films; adaptation of films and slidefilms for Swedish, Finnish, Danish and Norwegian markets. FACILITIES: Studio; 16mm production equipment (Arriflex, Nagra, Steenbeck, etc.) with sound recording; complete facilities for slidefilms. Own business airplane.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Simca II00*; *Avesta Jern-
verks AB*. SLIDEFILMS: *Sandvik Steels*; *Johnson
& Johnson* (Ortho); *Alfa Laval*.

SVENSKA AB NORDISK TONEFILM

Apelbergsgatan 58, Stockholm, Sweden

Phone: 23-71-60

Date of Organization: 1929

Lemart Berns, *Managing Director*

Fred Terselius, *Sales Manager*

Bert Sundberg, *Production Manager*

SERVICES: Complete production services in 35, 16mm for documentary, education, PR, advertising and training films, spots and slides. Sale of Super 8 and 16mm projectors and other A-V equipment. FACILITIES: Stage and sound studios. Editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Next Stop—Sodertalje* (City Authorities); *A Proposal* (Swed. Inter-works Sports Assoc.); *To Supervise Class-Room Teaching* (Swedish Army); *Orc in Motion* (LKAB). SLIDEFILMS: *Shares and Bonds* (Svenska Handelsbanken); *Public Health in Industry* (Swedish Trade Union Confed.); *Living As We Do* (Cooperative Building and Construction Assoc.); *Akatherm* (Swedish Metal Works); *Immigrants* (Council for Immigration).

SOUTH AFRICA

VIDEO INTERNATIONAL

P.O. Box 17300 Hillbrow, Johannesburg,

South Africa

Phone: 724-3602

Date of Organization: 1959

Geoffrey Mangin, *Executive Producer*

Ursula Rembach, *Creative Director*

SERVICES: Motion pictures, slidefilms, TV films and commercials, language translations; equipment and staff for hire. FACILITIES: Creative departments; studios; titles; animation; 16 35mm production equipment with sound recording in studio or on location; 16mm magnetic sound.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Cheney Conduit System* (Cope Allman Organization); *Fields of Study After Matriculation* (Dept. Higher Education); also topical interest items for Rhodesian and International Television.

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

INDIA

ASIA TELEFILMS

No. 1-1-230/15/1 Viveknagar, Hyderabad-20
India

Phone: 36112

Date of Organization: 1964

D. M. Sapra, MA, FRES, *Chairman*

Mrs. S. Nilimma Brenmig, VC, *Public
Relations*

S. Rashma, *Executive Director*

R. Pushpa, *Director Story Dept.*

R. Krishnan, *TV Consultant*

M. Bharati, *Art Director & Choreographer*

N. Bouneesh, *Director Newsfilm*

B. N. Sapra, *Director, Film Distribution*

K. Mira, *Director, Audience Research*

SERVICES: Production and distribution of sponsored industrial films, and TV shorts; travels and features; newsfilms and special event coverage. Member & past Board Director of International Quorum of Motion Picture Producers (IQ). Sponsored film publicity & special-audience distribution. FACILITIES: All types of production facilities including staff of English-speaking artists. Translations and narration. Creative planning from script to screen. Audience-research; promotional and publicity services. Oriental dances and music department; filmstrips, slide production for sales & publicity.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Yoga for Slimming*; *Through Happy Valley*; *The Gourmets' Paradise* (S.S.V. Institute). SLIDEFILMS: *Ship Of The Desert*; *Panchtantra Wisdom*; *A Day in the Country-side*; *The King of Fruits*; *A Marvellous Game*.

AUSTRALIA

ARTRANSA PARK TELEVISION PTY. LTD.

Warringah Road, French's Forest,
Sydney, New South Wales

Phone: 451-9311; Cahle: Artfilm Sydney

Date of Organization: 1956

Branches: 55 Ackland St., Kilda, Victoria, R.

Rowson, *in charge*; 229 W. 43rd St., New

York. R. Watkins, *International Representa-*

tative; 5th floor, A.I.A. Bldg., Robinson

Rd., Singapore. J. Coles, *Representative*;

403 Pedder Bldg., Pedder St., Hong Kong,

J. Bow, *Representative*.

J. H. M. Oswin, *General Manager*

L. Becker, *Manager*

B. Fletcher, *Sales Manager*

A. Ezard, *Senior Producer-Director*

D. Watterson, *Production Mgr.*

P. Fenton, *Chief of Sound*

SERVICES: Feature, TV program productions, TV commercials and theatrical advertising films, documentary, training and industrial films. Equipped to handle film, videotape, animation production. FACILITIES: 35 16mm film production equipment. Mitchell BNC, Arriflex cameras; Oxberry optical printer and animation camera; Westrex, Nagra, Magnasync sound equipment. Sound stages, lighting, etc. Videotape installation—3 Ampex recorders with selective editing.

AUDIO VISUAL PROMOTIONS PTY. LTD.

8 Subway Road, Rockdale, New South Wales

Phone: 599-2933

Date of Organization: 1961

James Finnegan, *President, Exec. Producer,
Art Director*

Shirley Finnegan, *President, Exec. Producer*

M. Brown, *Art Director*

Ronald Sheward, *Writer-Director*

E. Ashton, *Office Manager*

Barry McHolme, *Manager-Rentals*

C. Keleman, M. Sheward, *Artist*

Peter Kinder, *Cameraman*

PRODUCTION: INT'L

SERVICES: Sound slidefilms, motion pictures for public relations, sales promotion, dealer and sales training, education, sales meetings and technical training and selling. FACILITIES: AVP animation stand, lighting for studio and location photography; studios, dark rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Wallpaper Salesman Who Thought He Was Selling Wallpaper* (A. G. Wilson PIL); *Ringing Up Sales* (Merck, Sharp & Dohme); *No Tread In The Flour Patch* (Caltere); *Birds, Batteries & Customers*. FILMSTRIPS: *Shell Super Story* (Shell Co. of Australia).

FRASER CASTLE PRODUCTIONS

61 Kareela Road, Cremorne 2090, Sydney, New South Wales, Australia

771 Military Road, Mosman 2088, Sydney, New South Wales, Australia

Phone: (Sydney) 90-6006 & 969-3933

Date of Organization: 1961

Lilias Fraser Castle, *Director/Writer*
Norman B. Castle, *Producer/Director*
G. Donald, *Producer/Director*
B. J. Paroz, A.C.A., *Accountant*
F. Verrinder, *Production Manager*

SERVICES: Production and distribution of documentary colour films for business, government, public relations. Recruitment and educational films, and TV Commercials. FACILITIES: Creative, production and editorial departments. Arriflex 16 35mm silent and sound cameras, additional support cameras, projection facilities, lighting facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Mining Men* (Conzinc Riotino of Aust., Ltd.); *Aluminium in Australia* (Comalco Aluminium Kaiser Aluminium); *Hammersley '66 Iron* (Hammersley Iron-Kaiser Steel); *Wheat From Australia*; *Australia's Wheat*; *Weevils Mean Business* (Australian Wheat Board); *Working Together*; *A Pace Ahead*; *Dairying in Australia* (Australian Dairy Produce Board); *For Tomorrow* (Conzinc Riotino Exploration Ltd.); *Australian by Design* (General Motors Holdens General Motors Corp.); *Gallon of Goodness* (Kraft Foods Ltd. General Foods Corp.); *Looking At Australia - Sugar from Queensland* (Fraser Castle Productions Colonial Sugar Refineries); *Looking At Australia - Irrigation Farming in the Riverina* (Fraser Castle Productions); *Water Birds of the Inland*; *Robert Richard Torrens* (Australian Commonwealth Film Unit).

PERIER FILM PRODUCTIONS PTY. LTD.

C/-Hilton R. Gordon & Co. 93 Mount St. North Sydney, New South Wales, Australia 2060

Phone: 92-2983

Date of Organization: 1947

Reg Perier, *Managing Dir./Prod. Dir.*
Mildred Flynn, *Director/Exec. Producer*
Graham Gay, *Cameraman/Editor*

SERVICES: Producers of 16mm documentary, education, business and TV films; 35mm filmstrips and transparencies. FACILITIES: Sound studio and editing facilities, 16mm photographic magnetic strips and sound recording equipment; full range still cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Harnessing Horsepower*; *Ashmore Reef* (Castrol Ltd.); *Search for Uranium* (Aust. Atomic Energy Comm.); *Your Career in Electricity* (Sydney County Council); *Half A Century of Hardware* (Lane Amalgamated Hardware Co.); *It's A Long Way To Go To Catch A Plane* (The British Motor Corporation Pty. Ltd.); TV COMMERCIALS: *Amalgamated Wireless* (Asia); *Limited* (Pitt and Assoc.

Advertising Pty. Ltd.); *Three Blind Mice - Liberty Trading Co.*; *David Jones Ltd.*; *130th Birthday Series* (Weston Advertising).

MALAYSIA

CATHAY KERIS FILM PRODUCTIONS LTD.

532-D, East Coast Road, Singapore 15

Phone: 493181

Date of Organization: 1952

Tom Hodge, *Managing Director & Executive Producer*
Andrew Lam, *Producer/Director*

SERVICES: Motion pictures, TV films, commercials, industrial and public relations films. FACILITIES: Two sound stages; complete studio; 35 16mm production equipment, with sound recording in studio or location; modern processing and printing laboratory. All equipment available for hire with technicians.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Tiger Talk*; *Kitchen* (Esso-goline McCann Erickson (M) Ltd.); *Domestic Appliances* (Morphy Richards Jackson Wain & Co. (Asia) Ltd.); *Fitzpatrick Supermarket*; *Brand's Essence of Chicken* (Jackson Wain & Co. (Asia) Ltd.); *Children* (Ribena LPE Singapore Ltd.); *Titus Watch*; *Cadbury Kure*; *Chartered Bank*; *Dumex Milk Powder* (LPE Singapore Ltd.); *Breakaway* (Shell S.H. Benson (M) Ltd.); *Elephant Test* (Dunlopillo S.H. Benson (M) Ltd.); *Dunlop SP49* (S.H. Benson (S) Ltd.); *Birthday* (Citizens Watch S.H. Benson (S) Ltd.); *Limbo* (I.C.I. Paint S.H. Benson (M) Ltd.); *Heaty Man* (Enos S. H. Benson (M) Ltd.); *Iseki Tiller & Harvester*; *Milkmaid Nestle* (S. H. Benson (M) Ltd.); *Vykmim Vitamin Capsule* (S. H. Benson (S) Ltd.); *B. P. Viscomatic Motor Oil*; *Ross Frozen Food*; *Vitadeer Essence* (Advertising Associates Ltd.).

JAPAN

EDUCATIONAL FILM EXCHANGE, INC.

6-7 Ginza 6-chome, Chuo-ku, Tokyo, Japan
Phone: (571) 9355

Branch Offices: Tokyo Studio: 6-6 Higashi-goaka 1-chome, Meguro-ku, Tokyo, Phone: (411) 0131, I. Hirao, *Studio Mgr.*
Kansai: 3-3 Nakanoshima, Kita-ku, Osaka, Phone: (231) 7912, S. Hirota, *Branch Office Mgr.*
Kyushu: 18-8 Tenu-cho, Fukuoka, Phone: (28) 4329, K. Shiromizu, *Branch Office Mgr.*
Tohoku: 19-5 Kamimachi, Fukushima, Phone: (22) 5796, N. Saito, *Branch Office Mgr.*

Hokkaido: Higashi 8-chome, Kita 23-jo, Sapporo, Phone: (71) 9087, A. Hataya, *Branch Office Mgr.*

E. Kanazashi, *President*
I. Hirao, *Studio Manager*
S. Kanazashi, *Business Manager*
S. Kubota, *Mgr., Accounting Dept.*

SERVICES: Production and distribution (also renting film libraries) of instructional, training, documentary films; children's films (drama and animation). FACILITIES: 17,390 sq. ft. studio; four stages, 4,592 sq. ft.; other buildings, 3,963 sq. ft.; 600,000 watts power supply lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Friction*; *Friction & Wheels*; *Chemical Phenomena In Nature*, General science series (Iwanami Eiga K.K.); *Siberia*, Social Geography (Nichei Shinsha); *Pennmanship*; *Emperor's New Clothes*, Animation (Tokyo Shuo K.K.); *Growth of Japanese Industries*; *History of Democracy of Japan*, Japanese History series (Kiroqu Eigasha); *The Inland Sea of Seto*; *The Hokuriku Districts*, Geography (Hikari Hodo); *Food Poisoning*, Health (Yomiuri Eigasha); *Imperial Hotel*, Architecture (Group Gendai).

INTERNATIONAL MOTION PICTURE CO., INC.

Katakura Bldg., 4th Floor, Kyobashi,

Chuoku, Tokyo

Phone: AC (03) 273-9021

Date of Organization: 1952

Ian Mutsu, *President*
Shokichi Mogami, Suga Mutsu, *Directors*

SERVICES: Producers of industrial, business films; 35 16 newsreel and documentary assignments. 35 16mm. FACILITIES: Full time camera, sound and office staff; own production equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Shell In Japan* (Shell Oil); *Japan on Wheels* (Japan Trade Center); *The Great Buddha*; *Ikebana* (Kanagawa Prefecture); *Days to Remember* (Coca-Cola/Japan).

IWANAMI PRODUCTIONS, INC.

2-21-2 Misakicho, Chiyodaku, Tokyo, Japan
Tokyo (262) 3551

Date of Organization: 1950

Teizo Oguchi, *President*
Keiji Yoshino, *Executive Producer*
Takeji Takamura, *Producer, Director*
Nobuhiro Kawakami, *Treasurer*

SERVICES: Production and sales of documentary, educational, public relations, feature, TV films, slides and photographs. FACILITIES: 16 35mm cine cameras; animation stands; editing equipment; stage, sound recording room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Steel & Japan* (Japan Steel Information Center); *Toshiba 500 KV Transformer* (Tokyo Shibaura Electric Co., Ltd.); *X Sen Tenmongaku E No Michi* (The Ministry of Education); *Koyo's Challenge for 1/10,000 mm* (Koyoseiko Co., Ltd.); *Kaiun No Shinjidai O Tsukuru* (The Sanko Steam Ship Co., Ltd.).

SPAIN

WORLD WIDE PICTURES, S.a.e.

Callemarqued de Sentmenat, 55/59,

Barcelona, Spain

Phone: Barcelona 2397509

Emilio Martos, *Contact*
(See Complete listing under London)

ITALY

FILMFAIR

1-3 Jacobs Well Mews, London W.1, England
Phone: 456-5121

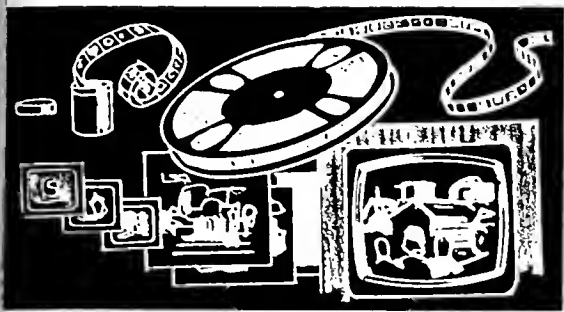
Graham Clutterbuck, *Executive Producer*
(See complete listing under California.)



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.



picture parade

Track, Highway Tire Tests Shown in Goodyear Film

The copious procedures involved in track and highway testing of tires and some of the safety techniques employed by professional test drivers are described in a new film now available on loan without charge from The Goodyear Tire & Rubber Company.

Sequences for *Test Drive for Safety*, a 16mm motion picture in color and with sound, were filmed at various auto racing events, during a formal racing tire test, at Goodyear's proving ground in Texas, and on public highways. Running time is 13 minutes.

The first half of the film is concerned with auto racing and its relationship with improved passenger tires, and with testing at the huge Texas proving ground. The final portion of the film follows a Goodyear test driver through a typical 400-mile day of tire testing on highways in Ohio.

Requests for the film, including preferred and alternate dates for showing, may be sent to: Public Relations Department, The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

"Come to Key Biscayne" Invites New Betzer Film

Florida's Key Biscayne — the nation's new "winter White House" — is the star and principal attraction of a unique new motion picture, "Welcome to Pleasure Island," produced for Western Auto Supply Company by Betzer Productions Inc., Chicago.

This Fall, Western Auto will be host to 1,000 of its dealers and their wives for an all-expense-paid Key Biscayne vacation.

The color movie, now being shown to more than 4,000 West-

ern Auto dealers throughout the nation, presents a thrilling "appetizer" to the many attractions the company's "lucky" dealers will experience at this fabled Florida luxury resort.

Unique among commercial films, this 24-min. movie spends its first 22 minutes building up the boating, fishing, golfing, sightseeing and gastronomical pleasures of the Key Biscayne area as seen through the eyes of a typical Western Auto dealer and his wife — then presents Western Auto's President A. C. Swanson in a brief closing invitation to "Join us here at Key Biscayne!"

And he issues his invitation, not from his Kansas City office, but seated comfortably on the well-known "leaning palm tree" on the Key Biscayne Hotel putting course — a favorite vacation spot for President Nixon, Jack Paar, Billy Graham and other Key Biscayne habitués.

Betzer production crews shot in the Key and Miami areas between last Fall's Republican Convention sessions, when Candidate Nixon was also headquartering at the Key Biscayne Hotel. Joe Betzer directed with Maryanne Clark and Joe Michaels in the leading roles.

Helen A. Krupka wrote the script. Joe Slattery narrated the voice-over portions, and Arthur F. Ellis edited.

The Role of Insurance Investments on Economy

Mission: U. S. A. is the title of an informative new 16-mm color film released by The Equitable Life Assurance Society of the United States and distributed for free loan by Association Films, Inc.

The film tells the story of a young foreign exchange student who visits an American family and during his travels throughout

the United States learns how an important part of our competitive enterprise system works. During his trip he captures his impressions of our country and the American economy in action with a home movie camera and tape recorder. Along with our visiting student we learn how billions of life insurance assets serve double duty by protecting policyholders and at the same time stimulating our country's economy. We see first hand how this giant pool of capital is used in urban renewal projects, business enterprises, and even in the academic community, and why insurance investment dollars are a key foundation stone of our economy.

Produced in association with Film Counselors, Inc. by RFG Associates, Inc., the 27-minute film is available to junior and senior high schools and adult organizations through many Association Films' distribution centers.

"Life and Breath" — The Pathos of Emphysema

The life story of a man who suffers from emphysema — the fastest growing lung ailment today — is told in an interesting 14½ minute color film produced by Crawley Films for the Canadian Tuberculosis & Respiratory Disease Association.

Life and Breath goes backwards in time, showing the disease in a 50-year old man, and all the things that contributed to it when he was 40, 30, 27 and 12. The seriousness of the condition, its exact nature, and the apparently small and harmless acts which bring it about are fully explained.

The 16mm film, designed for use on TV and at local community meetings, shows how em-

Continued on next page

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MUTSCHMANN FILMS, INC.

Box 398B, Paoli, Pa. 19301
Chicago: Suite 217, 2200 E. Devon Ave., Des Plaines, Ill., (312) 297-6161

picture parade...

continued

physema makes people into respiratory cripples who are always short of breath. There is at present no cure for emphysema. The disease, often coupled with bronchitis, kills more than 1,600 Canadians a year and it has crippled a million.

Among the many causes of emphysema, smoking is regarded as one of the major ones. Ninety percent of all emphysema sufferers smoke.

While the film is primarily a serious information vehicle, many of its ingredients are entertaining. Frank Perry, who plays the central character, appears as 50, 40, 30 and 27 years old. Irene Kent, one of Canada's leading makeup artists, helps Frank put across these difficult characterizations.

French and English prints can be borrowed free of charge from the Canadian Tuberculosis and Respiratory Disease Association, 343 O'Connor St., Ottawa 4.

**A Look at the Japanese
Steel Industry, Trade**

Steel and Japan graphically documents the relationship between Japan's steel industry and that nation's international trade. It depicts the substantial growth of steel consumption in Japan and the nation's two-way trade with other countries needed to sustain Japan's steel industry.

Available on free-loan through Association Films' libraries, 600 Grand Avenue, Ridgefield, N.J. and 561 Hillgrove Avenue, La Grange, Ill., and 2221 S. Olive St., Los Angeles, Calif., this 28-minute 16mm color film is being presented in the United States by the Japan Steel Information Center, 230 Park Avenue, New York, New York 10017.

**Ford Library's Latest
"Listen, Listen . . ."**

Listen, Listen . . . is the latest in a long list of Ford Motor Company produced educational aids available from the Ford Film Library. Intended primarily for high school sophomores, this 16mm 18-minute color film urges the viewer to "listen" to his own calling in life — concerning his education. Featured along with the mayor of Cleveland, a graph-

ic artist, a 25-year-old independent businessman, and a husband-and-wife team at a Job Corps Training Center, is Bill Anders, youngest of the three moon-circling Apollo 8 astronauts, describing his teenage ambitions to become an engineer.

Twenty other rent-free educational and entertainment films on travel and recreation, research, career guidance, driver instruction, auto racing, automotive history, vehicle design and manufacture, and automotive safety are offered rent-free. Designed for college students is a video color tape on Ford's pioneering work in hiring of culturally disadvantaged persons in the first of a 10-part series.

**Encouraging Vital Growth
Factors in Organizations**

A theory of management that stresses methods of encouraging the vital growth factors in organizations is outlined by psychologist Dr. Jack R. Gibb in *Emergent Management*, a 16mm film now available for sale or rental from the University of California Extension Media Center, Berkeley.

The theory, tested over the past decade in a wide variety of industrial, educational, and community organizations, is aimed at promoting mutual trust, confidence, open communication and feedback within groups. Dr. Gibbs describes experiments showing that workers respond with higher productivity and better morale when managerial controls are designed to give them more freedom and responsibility in decision-making. In contrast, "defensive management," characterized by tight controls, a low level of trust and a high fear level, impedes efficient functioning by diverting potentially creative energies into unproductive counter-strategies intended to "beat the system" or to protect the individual, rather than to help achieve the organization's goals.

The 29-minute black-and-white sound film is the eighth in the Management Development Series produced under the supervision of Dr. Charles K. Ferguson, head of the Department of Conferences and Program Consultation

University of California Extension, Los Angeles. Further details of this film and others in the series may be obtained by writing to University of California Extension Media Center, Berkeley, Cal. 94720.

Look at Job Corps Police Training School

The first police training school for ghetto and other underprivileged young men is featured in a new documentary, *The Beat Goes On . . .*. The 28-minute 16mm film is available to urban schools, youth groups, community organizations and television stations through Association Films.

Photographed at the Camp Kilmer (N.J.) Job Corps center by Target Film Productions, it shows the rigorous, demanding program that has been set up by the Corps under the supervision of The National Police Conference on PAL and Youth Activities. Young men who are admitted to the school are taught defensive skills, marksmanship and classroom courses, leading to a high school equivalency degree. As the film shows, they are trained in analyzing and coping with emergency situations such as robberies and holdups by exercising common sense and restraint.

The Beat Goes On . . . follows the first class of enrollees from initial interviews to graduation. The morale of the class is unusually high, in part attributable to the precision military drilling that is mandatory and the demanding competitive sports program. The "elan" or spirit shown by the men is apparent in the film.

The police training school has been cited as one of the most effective and successful in the entire Job Corps program. According to PAL officials every trainee has been assured of a job with a major police department if he

successfully completes the course.

Prints of *The Beat Goes On . . .* may be borrowed for group showings from Association Films' centers.

Fashion Merchandising Careers for Women

A new 16mm color film called *Careers in Fashion Merchandising* is available on free loan to women's groups and senior high schools.

The 20-minute film outlines the various career possibilities in the fashion field—third largest industry in the country—and shows how a young girl can prepare and educate herself for this work.

Prints are available from Modern Talking Picture Service film libraries throughout the country. Requests may be sent to Modern at 1212 Avenue of the Americas, New York City 10036.

Among the talented people the film shows at work are fashion editors, commentators and photographers, merchandise buyers and interior consultants.

The film is sponsored by Patricia Stevens International Career Schools and was produced by Calvin Productions.

Man's Hope to Harness Atom's Force for Peace

Government and industry joined forces to study whether nuclear explosions can be safely used to perform massive underground engineering tasks for more efficient recovery of natural gas in the 14-minute color motion picture *Project Gasbuggy: The Resourceful Atom*.

The story of how man's hope to harness the atom's explosive force for peaceful purposes moved closer to fulfillment deep beneath a plateau in northern New Mexico in December 1967 was produced by the United States Atomic Energy Commis-

Continued on next page



Scene from the film "The Beat Goes On . . ." The film follows a class of Job Corps enrollees through a police training program.

"A HAPPY ALLIANCE BETWEEN THE HUCKSTERS AND THE LONGHAIRS" TIME MAGAZINE

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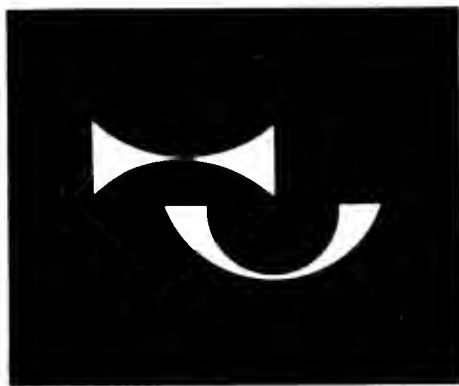
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picture parade . . .

continued

sion's San Francisco Operations Office and the El Paso Natural Gas Company.

Art and animation used in about one-third of the film illustrate the test objectives, what takes place underground when a nuclear explosive is fired, and the expected effects of the explosion on the gas reservoir.

For further information, write the Chief, Audio-Visual Branch, Division of Public Information, U.S. Atomic Energy Commission, Washington, D.C. 20545.

Bureau of Mines Shows Tennessee Resources

Tennessee and Its Natural Resources shows modern conservation practices that have spurred the economic advancement of the Volunteer State, to confirm that the growth and health of a region are advanced through the wise development and use of its natural resources.

Included in the State's history are scenes of mining and many of the State's tourist attractions made easily accessible with the building of a State-wide network of highways and secondary roads.

Prints of the film can be obtained on free, short-term loan from Motion Pictures, Bureau of Mines, 4800 Forbes Ave., Pittsburgh, Pa. 15213.

Excitement Keynotes New California Documentary

"The challenge was born when the earth could no longer hold its boiling and churning masses. So fierce were the explosions they created the largest mountains in the land. A billion years later this topography would be called California."

So begins a new documentary film currently being shown throughout California and the United States. Presented as a public service by Bank of America and entitled "California", the half hour documentary was filmed by Wolper Productions of Hollywood.

"We originated the project with an eye toward making a definitive, high quality film about California," according to Rudolph A. Peterson.

The president of Bank of America, the world's largest bank, added:

"Our object was to be informative as well as entertaining; consequently, the film examines the state's problems as well as portraying its virtues. People who have seen the film say it captures the essence of the state by focusing on elements that have made it the leading edge of American society."

Neil Morgan, noted writer and expert on matters Californiana, served as special consultant on the color documentary which was written and produced by Jerome Jacobs and directed by Donald Wrye.

The recurring theme of the documentary is excitement, of people who like to be where the action is, who still move west "seeking the special excitement of California." Individuals singled out range from Theodore B. Shank, an Imperial Valley farmer, to Joyce Hoffman, a surfer, to Dick Steverson, a civil rights worker.

In underscoring the importance of agriculture to California, the film observes, "Diversity of weather and variety of terrain were here. Californians added scientific innovation." the result: 85 per cent of all wine consumed in the United States is produced from California grapes; and the state produces more than half of the nation's canned tomatoes and almost all of the canned cling peaches, olives, apricots, and figs.

Steverson, who heads a youth training and employment project in Watts, is shown telling a group of Negroes: "We get in trouble with the law and when we get out we want somebody to give us somethin'. I ain't givin' up nothin' here, as they say. As the saying goes, nothin' being given up here. You have got to want before you can get and you got to want bad. You got to want inside, here in your heart, you know, you got to have it."

"A unique and continuous rapport between the industries and universities" is cited as a key factor in California's stature as undisputed leader in aerospace.

The documentary also claims that California is the leader in rock music and that its artists are setting trends in pop art.

Such problems as smog and ghettos are not overlooked in this offbeat look at the state.

So far the film has been shown

to such diverse groups as the Los Angeles Chamber of Commerce, North American Aviation, high schools and Cub Scout packs, as well as being shown on television stations throughout the nation, including KABC-TV in Los Angeles. The film is available to service and civic groups and to TV stations for their public service programming through Modern Talking Pictures, 1212 Avenue of the Americas, New York, N.Y. 10036.

Hands Help Demonstrate Evolutionary Process

Emphasizing the relationship between the mind of man and his hands, *The Evolution of Hands*, vividly illustrates to intermediate-junior high age scientifically gradual genetic changes in the hands and feet of animals to clarify the basic concept of evolution and to introduce the associated vocabulary. Through comparative examination of prehistoric and living specimens, students observe the slight physical changes that have occurred over thousands of generations to produce such variations as the paw of a dog, the hoof of a horse, etc.

For further information concerning this ten-minute, 16mm sound motion picture, write: Journal Films, Inc., 909 West Diversey Parkway, Chicago, Ill. 60614.

Highlights Potential for Career in Distribution

The "action field," distribution, is realistically surveyed with actual classroom scenes, field trips and stories by former distributive education students in the 28-minute, color/sound motion picture *Distributive Educa-*



In this scene from "Distributive Education . . . Tell It Like It Is," students work in an actual retail store atmosphere to learn the skills of selling, display and merchandising.

tion . . . Tell It Like It Is!

Produced to encourage the one-third of today's teenagers who are destined to go into this field, to prepare now for their future; the film is being distributed on a free-loan basis by The American Vocational Association and The Sears-Roebuck Foundation. Request for loan prints to The Sears-Roebuck Foundation, 7435 Skokie Blvd., Skokie, Illinois 60076.

Race Drivers Profiled During "Indy 500"

Following a premiere at New York's Radio City Music Hall, the new short film *Profile of a Race Driver* was released for public distribution.

The movie, filmed at the Indianapolis Motor Speedway this year, is distributed by Universal City Studios in cooperation with The Firestone Tire & Rubber Company.

The selected short subject features Parnelli Jones, veteran race driver who failed to qualify for the 1968 race; Billy Yukovich, a rookie, driving in his first Indianapolis classic; Mario Andretti, champion driver seeking his first Indy win; and Joe Leonard, who qualified for the pole position in the race.

Profile of a Race Driver will be shown in 5,000 theaters throughout the world during the next 18 months.

Prints will be available for showings after December 5 by civic groups and schools through offices of Association Films, Inc.

Prints will also be distributed extensively in airport theaters, colleges and universities throughout the country.

Corning Glass Highlights Far Eastern Cuisine

Authentic preparation of native dishes, important festivals, and appropriate music combine to become *The World in Your Kitchen—Far Eastern Cuisine*, a half-hour color movie produced for Corning by Rodney Clark of Show Associates. Recipes and cooking tips for many of the dishes shown in the film are given in accompanying brochures.

Available from Modern Talking Picture Service film libraries throughout the country. Requests for playdates may be sent to Modern at 1212 Avenue of the Americas, New York City 10036.

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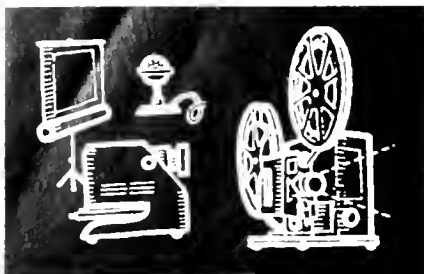
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GEORGE BURNS
JOHNNY CASH
MYRON COHEN
JOAN CRAWFORD
BING CROBBY
BOB CUMMINGS
SAMMY DAVIS, JR.
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TEL: (212) 883. 8388



new products review

DuKane Corp. Offers Sound Filmstrip Projector

The DuKane Corporation has marketed a completely automatic, battery-operated tape Cassette sound filmstrip projector that starts instantly by pressing a button and shuts itself off at the end of a presentation. The Cassette Commander is capable of projecting a number of sight and sound sales presentations without recharging, or an unlimited number when its retractable power cord is plugged into any standard AC outlet. It is energized by a nickel cadmium battery pack which can be recharged overnight and which is charging whenever the AC cord is plugged in, even when the projector is in operation. For prolonged use away from power lines this versatile projector will function efficiently through a car cigarette lighter receptacle.

The tape Cassette provides high-quality sound and inexpensive duplication. It can be loaded quickly and, when the program is over, can be turned over and replayed with no rewinding.

Utilizing standard 35mm single frame filmstrip, mounted in a continuous coil, the projector has a picture capacity of 28 to 160 frames. Tape speed of 1 7/8 ips allows up to 30 minutes of recorded sound on each side of the Cassette.

The Commander uses direct

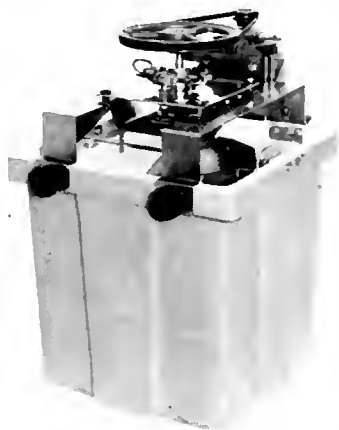


The Cassette Commander is the smallest of its kind on the market and weighs only 12 3/4 pounds.

optics to project on the rear-view screen. Further information is available from DuKane Corporation, Audio Visual Division, St. Charles, Illinois 60174.

Recover 98% Silver From Hypo Fix

An extended development program has led to the production of the new series of Lanco Silver Recovery Units. Two models are presently available, designed for maximum silver recovery in photo processing, cine processing, medical X-ray and industrial X-ray operations. Lanco equipment guarantees tight-



grain, 98% pure silver yields from hypo fix . . . with quiet, efficient operation.

Of special interest is the small amount of floor space required for either terminal or continuous recovery. For example, the Lanco "350", capable of recovering \$700.00 of silver per week, occupies only 4 sq. ft. of floor space.

The Lanco "200" (Laboratory Model) features recovery capabilities of 4 troy ozs. per hr., while the larger Lanco "350" can recover up to 10 troy ozs. per hr. As an alternate to standard Models offered, Lanco will custom design Silver Recovery Equipment to complement any print or film processing system.

For additional information,

write Graphic Associates, P.O. Box 245, Oakland, New Jersey 07436.

Integrated Videotape Reel, Box from Reeves

A newly designed video tape reel and box for spot duplicate distribution is now available from Reeves Video Division of Reeves Broadcasting Corporation.

This is the first reel and box designed by a tape duplication service specifically as an integrated videotape package for the distribution of spot commercials. The reel is of standard size (6 1/2" diameter) but is made of high-impact styrene molded to exceed SMPTE standards. It is ultrasonically welded, rather than cemented.

The rubber around the hub of the reel is of a new design to pick up the tape faster. A fine pebble finish is used.

After the videotape is placed on the reel, the reel is placed in a special double-walled, quilted plastic bag which completely seals the reel in a waterproof and dustproof environment. No outer wrapping is required.

The box was designed with triple thicknesses at the edges to resist crushing. Unlike former packages, there is no hub depression on the back; this area can now be used for application of a mailing label. When closed, there are no holes in the box, assuring dust-free shipping.

Reeves will market the package without tape in lots of 48 or more. The boxes will be available with the Reeves logo or with a standard imprint. When ordering quantities of 5000 or more, the customer may specify reel color. Multi-color boxes will be imprinted with the company design on request. Prices are competitive with reels and boxes presently available.

For further information write to Marketing Director, Reeves Video, 304 East 44th Street, New York, New York 10017.

Narrator 800 Provides Synchronized System

Montage Productions has introduced the Narrator 800, a compact, cassette operated record in machine with fast forward/reverse, one piece slide-sound audiovisual unit. Companioning with the Kodak Carousel Projector, the Narrator 800 forms



The Narrator 800 can be used for front or rear projection (when in conjunction with folding rear screen) for audiences from one to 300.

a single, portable, synchronized slide-sound system.

The unit is cassette operated with up to one hour of programmed operation. It includes an external speaker jack for house or remote speakers; built-in programming electronics to pulse the show by use of a pulse button which places an inaudible impulse on the sound track of the magnetic tape to automate the slide advance; and a microphone to narrate directly in the machine on the cassette with automatic record level control.

For additional information or details, write Montage Productions, Inc., 2 W. 45th St., New York, N.Y. 10036.

A-V Planning Check List Offered By Ralke Company

A check list for planning audiovisual presentations has just been completed by the Ralke Company, Inc. and is being made available on request at no charge.

This list acts as a reminder to architects and laymen alike in planning A-V systems, multi-me-

dia presentations, rear screen facilities and conference rooms. It covers all aspects of planning from the inception of the idea to the controls necessary to implement and install the operation, room sizes, placement and number of screens, media requirements, sound and TV requirements, response and testing systems, as well as wiring and conduit placement. If you would like to receive the check list write **Ralke Company, Inc.**, 640 North Highland Avenue, Los Angeles, California 90036.

Velcro Display Panels Hold Various Objects

New Oravisual Velcro Display Panels make it possible to display hundreds of objects no other type of vertical display surface will hold. Panels are all aluminum (size 28½" x 44½" each) covered with Velcro fabric. Objects of all shapes and sizes can be attached with a small piece of self-adhesive Velcro Hook Tape whose stiff hooks grip the invisible loops of the Velcro fabric. Objects can be attached and removed thousands of times without marring the surface.

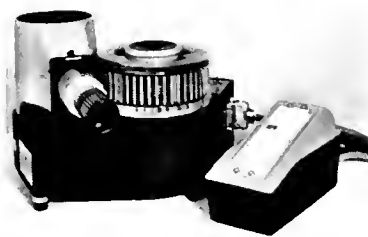
Standard set of four panels with five leg assemblies makes a display unit 10' wide and 6½' high. Height can be reduced to 4' for window or table display. Panels are reversible, covered with black Velcro on one side and either red or green Velcro on reverse. Panels can be used individually or in combinations and can be arranged in a variety of shapes to fit floor space.

Send for full color literature to **Oravisual Company, Inc.**, Box 11150, St. Petersburg, Florida 33733.

Spindler & Sauppe Offer Two New Auto Projectors

Two new Selectroslide automatic slide projectors, capable of either random access or sequential operation, have been introduced by **Spindler & Sauppe Inc.**, Glendale, California.

Both versions, the 48-slide single magazine models SLS-750-B and the 96-slide dual magazine model SLX-750-B, will function in either mode without additional accessory equipment. As a random access projector, the operator may select and project any of the available slides at will. In sequential operations, the ma-



Random access Selectroslide Model SLS-750-B shown with 800 magazine and 810 standard remote control panel.

chine will project each succeeding slide.

Sequential operation may be controlled from the panel mounted on the projector housing, remotely by a standard one-button remote control cable, or by radio (wireless) remote control. Random access may be controlled by either the standard remote control panel, or by a new optional unit that also provides remote

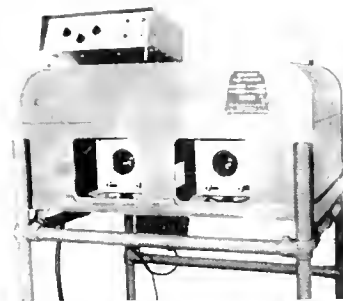
sequential operation as well as remote focus control.

Write **Spindler & Sauppe Inc.**, 1329 Grand Central Avenue, Glendale, California 91201.

Genarco Offers Dual-Head Slide Projectors

Genarco, Inc., has announced a series of "significantly upgraded" dual-head, 3¼" x 4" slide-projector systems for front or rear projections. They are designed for color or black/white TV studios, theatrical staging and as a visual aid for teachers and lecturers. Image size depends on the lens and projection distance: For example, an image 20 feet wide is possible from a distance of only 22 feet.

Unlike conventional two-projection systems, the basic dual-head Genarco projector has only



Dual head projectors have solid state controls and are available in a choice of lamps.

one housing and operates from a single slide tray. The magazine holds sixty 3¼" x 4" slides in glass mounts or 70 in Polaroid plastic mounts. There are special adapters for smaller slides.

The dual-head system is completely remote-controlled up to 150 feet. Each channel has independent motorized focusing, but one is also equipped with a manual iris and wipe mechanism.

The two optical trains have their own lamps, condensers, heat filters and color-corrected lenses. There is a choice of 11 focal lengths.

For additional information, write **Genarco, Inc.**, 15-58 127th St., College Point (Flushing), New York 11356.

Buhl Markets Superwide Overhead Projector

The Buhl Projector Company of Farmingdale, New York recently developed a new overhead projector especially designed to provide an extra large picture in classrooms and training rooms with limited space.

The new Model 80-Superwide 10" focal length overhead projector, will, at any given distance from the screen, provide the biggest picture of any overhead projector available today. Only 5 feet from the screen, it will project a 5 foot square picture, nearly three times the projection area provided by a 14" focal length model. At a four foot distance, it will project a 4 foot square image, and at 8 feet from the screen, an 8 foot square image. To determine the image size from a given distance, the user merely takes the square of the distance.

The Buhl Model 80-Superwide features a 2-element lens and a compact head that won't obstruct the view of either the speaker or the audience.

The Model 80 Superwide is
Continued on next page

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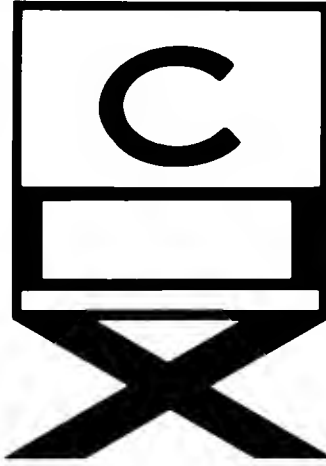
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available through Buhl distributors and dealers throughout the United States, Europe and in many areas of the mid and far East.

For information, write Buhl Projector Company, 1776 New Highway, Farmingdale, N.Y. 11735.

Write, Paint or Draw on This Projection Screen

A new projection screen can be marked with pen, pencil, crayon, magic marker, paint—or almost anything else. This new screen helps slide films compete favorably with overhead projection.

Developed by Theodore J. Wilson, Jr., President of Imperial Products Co., Racine, Wisconsin, this teaching device offers color resolution and clarity comparable to "daylight" type projection screens. It is not necessary to completely darken the classroom under normal daylight conditions.

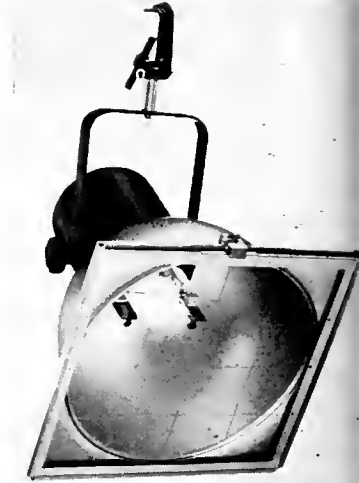
Called the "Mark 'em Screens," this screen can be used in the home or office, but it is of particular value in the school or industrial classroom for visualized instruction. It is no longer necessary to merely show a 35mm or 16mm slide. Now, to emphasize an important point or add a dimension or idea, this desirable teaching tool can be marked on, then discarded, leaving a fresh, undisturbed image. It is ideal for developing dealer salesmen, high school dropouts, executives, or shop employees.

For additional information, write T. J. Wilson, Jr., President, Imperial Products Co., Visual Aid Division, 2304 Carlisle Avenue, Racine, Wisconsin 53404.

High Intensity, Wide Angle Scoops Fit Varied Uses

Berkey-ColorTran, Inc. has introduced the "1000" and "2000" Tungsten-Halogen "Quartz" focusing and non-focusing scoops which provide high-intensity, wide-angle illumination for many applications in television and still photographic studios.

The scoops are ideal for use as a "base" or "fill" light. They are also suitable for clustering



Scoops may be used for either a base or fill light.

when lighting large surfaces such as cycloramas and "drops".

The focusing models "1000" (LQCS-15F) and "2000" (LQCS-18F) feature a specially designed diffusion lens which produces a smoother, softer and more even beam pattern. When higher intensities are required, the diffusion lens may be easily removed. Full-focusing control is accomplished by a pole operated steel ring at the bottom of the housing. During focusing, the diffusion lens moves with the lamp and maintains a fixed relationship to the lamp at all times. For additional information, write Berkey-ColorTran, Inc., 1015 Chesnut Street, Burbank, California 91502.

Programmer for Complex Multi-Media Programs

A new concept in automated show programming has entered the audiovisual field. Conceived and marketed by RSVP, Inc., of Indianapolis, this uniquely designed programmer makes possible elaborate multi-media presentations with a minimum of expense, but with the assurance of positive program control.

The "Program Director" is capable of automatic control of



The 10-channel unit is mounted in its own carrying case and weighs less than 20 lbs.

16mm and slide projectors, house lights, spot lights, stage curtains and mechanized displays in any combination. In either 10 or 20 channel units, the unit works off any magnetic tape player, and by utilizing a stereo tape player, control functions can be locked into the recorded audio portion of programming. The programming concept utilizes electronic impulses of varying frequencies to activate the several control devices.

For additional details, write Recorded Sales Visual Presentations, 1815 N. Meridian St., Indianapolis, Ind. 46202.

Projector Desk Doubles As Teaching Station

Smith System Manufacturing Company has introduced an overhead projector desk, which serves as a portable teaching station.

The unit can be used for either standing or seated use, with upper and lower levels on which to place any overhead projector. The desk is on casters for easy moving, has an overall size of 38" by 18" and is 30" high. The entire unit weighs 52 pounds. A 4" drawer is included for transparencies. For additional information, write Smith System Manufacturing Company, 56 S.E. Emerald, Minneapolis, Minnesota 55414.

Gordon Has Angenieux Auto Lens for Arri, Eclair

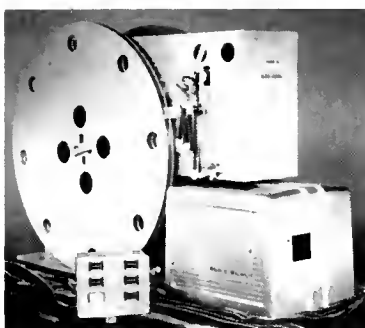
Alan Gordon Enterprises Inc. has available for immediate delivery the new Angenieux 12-120 Zoom Lens with automatic iris mounted for both Arriflex and Eclair cameras.

The lens, which normally comes with a "C" mount, is the newest in the Angenieux line and automatically adjusts exposure by means of a battery-operated motor which is an integral part of the lens system.

Further details on the Angenieux may be obtained from AGE Inc., 5362 N. Cahuenga Blvd., North Hollywood, Calif. 91601.

Bell & Howell Projector Serves Small Theaters

An automatic 16mm projection system for use in small theaters has been introduced by the Bell & Howell Company. Designed specifically to meet the needs of small automated thea-



This 16mm projection system can be operated from a remote control panel.

aters, the new system will accommodate all reel sizes up to 30 inch diameter which allows two full length features or any four-hour variable programming to be shown from a single reel. The 30 inch reels are of lightweight aluminum and contain in excess

of 9,000 feet of 16mm film. Automatic shut off can be programmed wherever desired on the film.

A high intensity light source projects either a flat or anamorphic format picture of professional quality in a semi-darkened theater. A stand by light source assures continuous performance and greater reliability.

The system is totally integrated and weighs less than 175 pounds with fully loaded 30 inch reels. It may be installed on ceiling or shelf mount or used on a floor stand. It was designed for ease of loading and servicing and operates on standard 60 cycle, 115 volt power.

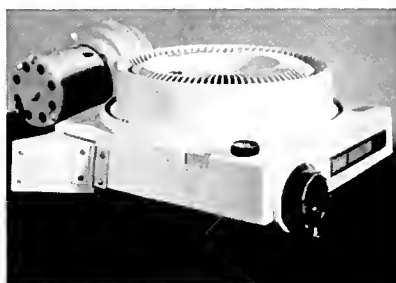
For further information write to Bell & Howell Company, 360 Sierra Madre Villa, Pasadena, California 91109.

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Brush-Ejector in New Film Cement Container

A long-needed improvement in film splicing (one of the necessary operations in all film handling) is offered by FilMagic/Distributor's Group, Inc. in the development of the Brush-Ejector Applicator, together with a new fast-setting film cement for B & W or Color Film.

The device consists of a patented valve which, when tilted, delivers a controlled amount of fresh film splicing cement from a refillable bottle onto a



The valve and brush in the new dispenser automatically retract.

brush which is protected against fraying by the valve tip. The ethyloid-based cement is capable of setting a firm splice within 5 seconds.

When the bottle and valve are returned to an upright position, the valve and brush retract automatically, sealing the bottle-neck against evaporation and gumming of the contents. Between uses, the bottle does not have to be re-capped, thus cutting considerable time from the film splicing operation.

FilMagic Film Splicing Cement is also packaged in pint cans and is available from Dealers or direct from — FilMagic/Distributor's Group, Inc. 204 — 14th Street, N. W. Atlanta, Georgia 30318 U.S.A.

Shure Offers Three Unidyne IV Microphones

Shure Brothers, Inc., has expanded its line of Unidyne dynamic microphones to include the new Unidyne IV, which has been especially designed to be the most durable microphone in the Unidyne family.

Among its new features is an attractive, all-metal case and a reinforced, cushioned cartridge that provides outstanding ruggedness and low susceptibility to

Continued on next page

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continued

breath-blast ("pop"). Like all Shure Unidyne Microphones, the new Unidyne IV has an unusually effective unidirectional cardioid pickup pattern, which eliminates feedback and permits the microphones to be used closer to loudspeakers than usual, without creating feedback problems.

For additional information, write, Shure Brothers, Inc., 222 Hartrey Avenue, Evanston, Ill. 60204.

Automatic Timer for Rolleiscop Projector

An automatic timer for the Rolleiscop slide projector is now available from Honeywell Photographic Products.

The interval timer, described as "a key accessory," is built into a remote control cable that is connected to the projector in place of the normal remote control unit. A rotating knob at the side sets projection times for individual slides in a range from approximately 4 to 30 seconds. With the knob set at zero, the interval timer is turned off.

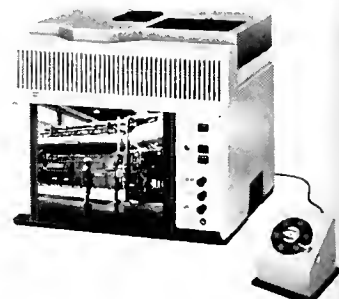
Manual focusing and slide changing is still possible when using the interval timer, by pressing the appropriate keys on the remote control unit. The timer will automatically send the tray contents of from 5 to 72 slides through the projector. For complete information, write Honeywell Photographic Products, 4800 East Dry Creek Road, Denver, Colorado 80217.

Dial Access Offered on Panacolor Projector

A dial-access model of the Panacolor Magazine Motion Picture Projector has been designed for continuous, automatic selection of any one of six sound film subjects at such locations as permanent and temporary exhibitions, conventions, trade shows and displays.

The projector, a table-top rear screen model, is part of the unique Panacolor system which utilizes magazines with a capacity of 120 minutes of motion pictures with optical sound. Any one of six separate films, each up to 20 minutes in length, can be viewed just by dialing the desired selection. The telephone-

type dial permits the viewer to choose and view the subject with extreme convenience. Before the dial has returned to its starting



Dial access device for the Panacolor projector is at right.

position, the selected color feature with sound is on the screen.

For additional information, write Panacolor, Inc., 100 E. 42nd St., New York, N.Y. 10017.

Versatile Control Serves Two Purposes

A detachable control unit which may be used as an integral part of the projector or as a handheld remote control box has been incorporated as a standard feature in all L-W 16mm motion picture projectors. Because it eliminates the need for a separate remote control unit, the device saves space and simplifies handling.

When not used for remote control, the control plugs directly into the projector. For remote control use, the unit can be detached



Solid state design makes the control compact enough to fit conveniently in the palm of the hand.

instantly and reconnected by means of a six-foot cable. Additional cable lengths are available to extend the control to any distance desired.

L-W projectors are Eastman Kodak models which have been re-engineered to provide flickerless operation for a wide range of

applications in industry, science, sports, engineering, medicine and other special fields. Further information is available from L-W Photo, Inc., 15451 Cabrito Road, Van Nuys, California 91406

High Brightness Ektalite Screen Offered by Kodak

A new high-brightness screen that will spectacularly enhance the display of any projected photographic image under normal daylight or room-light conditions has been announced by Eastman Kodak Company.

Providing images at least six times brighter than screens currently available, The Kodak Ektalite Projection Screen is constructed of specially treated aluminum foil and mounted in a 40 by 40-inch spherically curved Styrofoam case.

Because the new screen can be used without darkening the room in any manner, it is expected to receive wide acceptance in education, business, and industry, as well as among amateur and professional photographers.

The screen's specially grained aluminum-foil surface enables it to reflect back uniformly the majority of the light from the projector into the audience space within very distinct spread angles of about 60 degrees horizontally and 30 degrees vertically.

Equally important is the fact that when the screen is properly positioned, its specially grained surface causes any light originating outside these spread angles to be reflected away from the audience.

For more information, contact a regional office of the Motion Picture and Education Markets Division of Eastman Kodak Company: New York City at 200 Park Avenue, New York, New York 10017; Midwestern, 1901 West 22nd Street, Oak Brook, Illinois 60521; Pacific Southern, 6706 Santa Monica Boulevard, Hollywood, California 90038; Southeastern, 1775 Commercial Drive, N.W., Atlanta, Georgia 30318; or Southwestern, 6300 Cedar Springs Road, Dallas, Texas 75235.

Rechargeable Batteries Give Greater Power

Yardney Electric advanced rechargeable battery modules for professional television and motion picture cameras, recorders, and lighting equipment are offering cameramen greater power,

lighter weight and more freedom. The two types of battery modules are the Yardney Electric Silvercel silver-zinc battery and the Yardney Silcad silver-cadmium battery.

The Yardney Silvercel battery is the power source for CBS Laboratories' new Minicam Mark VI portable color television camera. The Silcad battery is used in the Ampex Corporation's new VR-3000 high band color videotape recorder. The Silvercel batteries will give up to 45 watt hours per pound, and the Silcad batteries provide from 22 to 44 watt hours per pound.

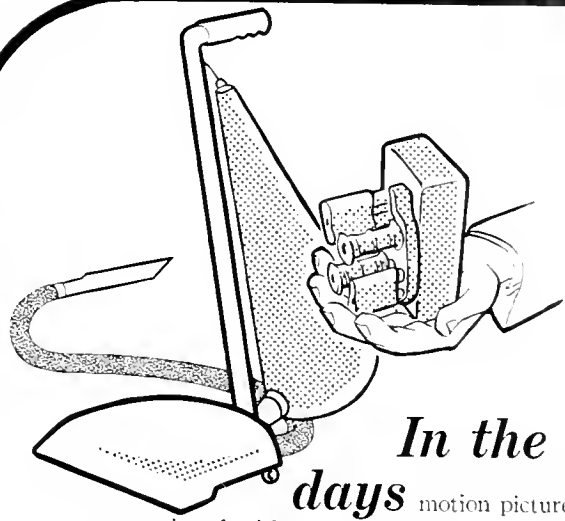
Further information is available from Yardney Electric Corporation, 40 Leonard Street, New York, New York 10013.

Ampex Offers Videotape Timer for Recording

A new electronic videotape timer that permits precise timing of recordings on Ampex VR-2000 and VR-1200 Series high band color videotape recorders and makes possible remote control of other studio television the market by Ampex Corporation equipment has been placed on tion.

The electronic timer digitally displays the time the video tape has been recording or playing back, either as "elapsed time" or as "time remaining." It displays

Continued on next page



In the old days motion picture printers were equipped with vacuum cleaners that pulled off surface dirt during the printing operation.

Recently, some ingenious engineer invented the Air-Vacuum squeegee to do this. It works on the principle of having slightly more vacuum than air pressure, so that as dust is blown from the film surface, it is whisked away by vacuum before it reaches the printing gate.

These little gadgets don't cost very much, so instead of one for the negative, we also have one for the raw stock.

What does cost money is the special Air-Vacuum pump that supplies laboratory-clean air for the squeegees' proper operation.

How about you—screened any dirty prints lately? Next time you need laboratory services for your color prints, 35, 16 or Super 8mm, give the clean print people a call; we have lots of other little gadgets that work for us and can for you, to make better quality prints.

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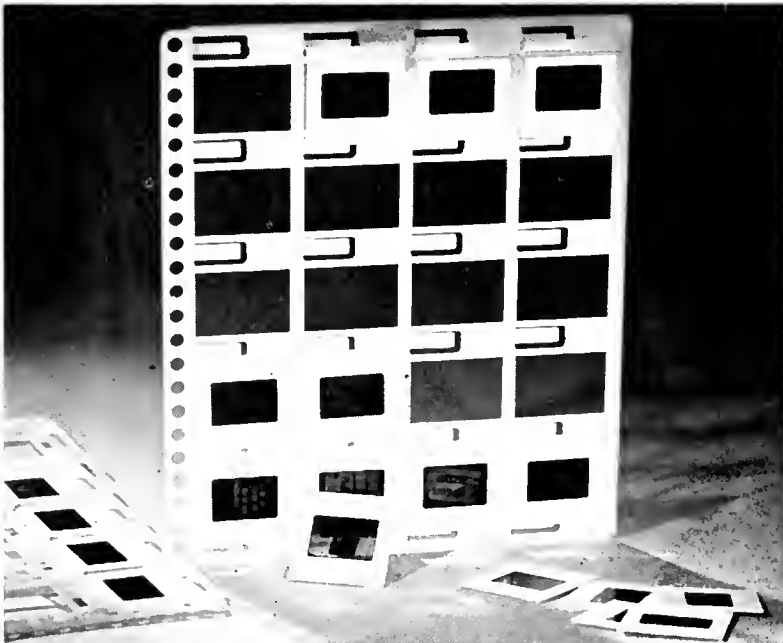
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continued

correct time for all television standards and at tape speeds of both 7½ and 15 inches per second. The timer also can automatically turn on or turn off other recorders, film chains and cue lights at any predetermined time within a program. This permits the timer to activate sequentially any number of events throughout the studio.

Up to four remote readout units may be used with each master electronic timer. The remote readouts allow station wide time monitoring of the videotape recorder. The master electronic timer is mounted in the recorder monitor housing. For additional information, write Ampex Corporation, 401 Broadway, Redwood City, California 94063.



One-inch EV-310 videotape recorder with remote control unit.

a rotary, two-head scan system. Recording time is 60 minutes on a 2,460-foot reel of tape. Tapes are interchangeable between all Sony EV-310, EV-210 and EV-200 Series Videocorders.

Standard features of the EV-310 are two-channel audio, editing and slow motion and stop action in the playback mode. The playback picture is continuously variable from still frame to one-fifth of normal speed. Audio may be dubbed on Channel 2 after video has been recorded. Automatic shutoff occurs when the tape reaches the end of the reel. Prices and specifications on the Model EV-310 are available from Sony Corporation of America, VTR Division, 47-47 Van Dam Street, Long Island City, New York 11101.

Richard Offers Idealite For 16x20 Transparencies

Richard Manufacturing Company has made available the Idealite for 16x20" transparencies. This model, the R-1620, is a companion to the popular model 010 and has the same even, color-balanced and heatless light. The walnut frame is attached to a special molded plastic back engineered in double parabola for two 18 watt fluorescent lamps. The vinyl coated easel permits the unit to stand on a table or be hung on a wall in either vertical or horizontal position. It is ideal for black and white and color transparencies and other back-lighted graphics as display and sales presentation illuminator.

For additional information write Richard Manufacturing Company, P. O. Box 2041, Van Nuys, California 91404.

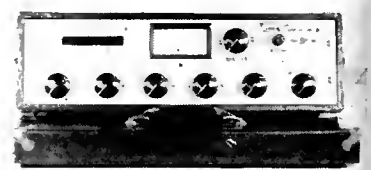
Sony Offers One-Inch Videotape Recorder

A compact, portable one-inch format video tape recorder particularly suited to applications in education, training and CATV distribution is now available from the Sony Corporation of America.

The Model EV-310 Videocorder video tape recorder uses one-inch video tape and records any composite TV signal with a 60-field frequency, including random-interlace signals. Video recording is accomplished through

Audio Mixer Offers Wide Range of Applications

The Sonomix, a six-channel audio mixer intended for recording, motion picture, television and live applications, has been designed to accommodate the audio engineer who must work in exterior locations as well as in the studio. Features such as convertability between AC and Nickel-Cadium battery power supplies, inputs switchable between line and mike sources in any combination and exceptionally rugged construction are factors



Major components of this audio mixer are of modular construction making inspection and maintenance simple and service inexpensive.

which contribute to its unusually wide range of capabilities.

Designed especially for location work, the solid-state Sonomix can be powered for more than 30 hours through its rechargeable battery pack. Despite its rugged construction, the Sonomix weighs only 19 pounds.

To accommodate the audio engineer who requires a double duty mixer, plug-in components may be disconnected, providing a rack-mounted unit. For further information write Martin Audio Corporation, 56 West 45th Street, New York, New York 10036.

Christie Electric Offers New Illuminator Systems

The Christie Xenolite Model BF10-10M5 is one of several new series of Xenon and Mercury Arc Lamp Illuminator Systems. These consist of lamphouse with optics, rectifier power supply, igniter and bulbs up to 6500 watts.



The 450 watt lamphouse is particularly suitable for 8 and 16mm movie and 35mm slide projection, TV projections, display systems, trainers, studio and stage lighting.

The 450 watt lamphouse has a light output of several times that of an equivalent incandescent unit, daylight characteristics, and 1500-2000 hours average bulb life. Pictures are also sharper and colors brighter. Other Xenolite systems are available for lamps up to 6500 watts.

For additional information write Christie Electric Corporation, 3410 West 67th Street, Los Angeles, California 90043.

Craig Introduces New Color Video Recorder

Craig Corporation has introduced the Model 6403 Helical-Scan Video Tape Recorder, a color recording rotary two-head

system utilizing 1-inch wide longitudinally oriented tape. The unit with a tape speed of 7.5 inches per second, uses 9.5 inch diameter (standard NAB Hub) reels, delivering up to 96 minutes recording or playback time on 3600 feet of tape. Craig's 6403 records NTSC direct, plays back color with use of an accessory adapter.

Operational features include a double capstan drive for improvement of picture stability by eliminating horizontal "jitter", and skew control for correcting differences in tape tension and improvement of interchange of tapes from machine to machine. As an added convenience, all functional controls (start, stop, fast forward, play, record and rewind) can be operated with the cover of the unit in place.

Other features include recording of audio and video portions



All functional controls on the Model 6403 are located at right foreground of cabinet top and can be operated with the cover (not shown) in place.

independently of each other; built-in remote control capability; slow motion and still picture playback. Recording of a second track is optional with the unit.

For further information, write Craig Corporation, Products Division, 2302 East 15th Street, Los Angeles, California 90021.

Sylvania Offers Line of Tungsten-Halogen Lamps

Sylvania Electric Products, Inc. has expanded its line of tungsten-halogen lamps for television and motion picture studios with the introduction of 14 lamps, which have nearly three times the effective useful life of conventional incandescent studio lamps. The lamps are interchangeable with standard studio lamps and maintain uniform light output throughout their life. The average rated life of the tungsten-halogen lamps is more than double the average rated life of standard incandescent studio lamps.

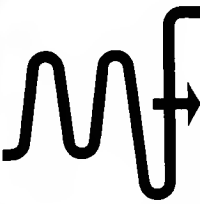
The development of the 14 lamps is divided into three series with wattage ranges of 500 to 1,000 and 1,000 to 2,000 was preceded by Sylvania's introduction of other new types, including the 2,000 and 5,000-watt tungsten-halogen lamps. The color temperatures of all these lamps remain stable while standard incandescent lamp color temperatures fall off due to bulb-blackening. Color temperature efficiency is maintained because the tungsten evaporated from the filament is not deposited on the lamp wall but is redeposited on the filament itself.

Other features include a greatly reduced bulb size and low-noise operation. Technical bulletins are available from Sylvania Electric Products, Inc., 1100 Main Street, Buffalo, New York 14209.

IVC Offers Videotape Editing in Color

Electronic editing in color is now available from International Video Corporation. The IVC-860 is a self-contained, portable videotape recorder which offers editing in color and is versatile as a master recorder in a wide range of closed circuit applications. It permits electronic soliciting or assembling from two separate program sources such as live cameras or other recorders without tearing, rolling or picture distortion.

The editing feature requires only one additional control and permits the operator to edit by switching from playback to record. For more information contact International Video Corporation, 67 East Evelyn Avenue, Mountain View, California 94040.



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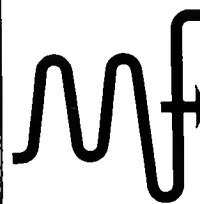
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industry news

Communications Group West Formed in Hollywood

Communications Group West, Inc., Hollywood-based total communications company servicing corporate, government, labor, and educational organizations has been formed by Sidney Galanty and John Orloff.

Under Galanty and Orloff Communications Group West, Inc. has brought together a nucleus of leading writers, directors, production personnel to develop cameramen, editors and other and produce a full range of communications programs utilizing the media of motion pictures, video and audio tape, film strips, live presentations and graphics.

Galanty was formerly a television producer for Dancer, Fitzgerald, Sample, Inc.

John Orloff, one of the leading directors of television commercials in the country, has worked with most of the major national advertising agencies and with more than fifty leading American corporations.

Offices of Communications Group West, Inc. are located at 6532 Sunset Boulevard, Hollywood, California 90028.

Hal Marc Arden Completes Vision Week Package

Hal Marc Arden and Company, multi-media specialists, have recently produced a campaign package for National Vision Week, sponsored by the American Optometric Association. Film spots for TV, recorded spots and programs for radio, and posters for local display were distributed by AOA to its affiliates and to broadcasting stations throughout the United States. The professional society, numbering 16,000 optometrists, stresses the importance of vision care through periodic vision examinations. The Arden-originated slogan for the 1969 educa-

tional campaign was "Life Is Worth Seeing."

Specializing in medical and general education, Arden and his associates have completed a series of informational TV film spots and theatre trailer to be released in May by the National Association for Mental Health.

WRS Labs Offering Same Day ECO Processing

Ektachrome commercial (ECO) film processing, with same day service, is now available from WRS Motion Picture Labs, according to F. Jack Napor, WRS president. ECO is used in about 95 per cent of all professional 16mm color film production.

Inauguration of the new service makes Pittsburgh one of only six cities with facilities to process ECO on an independent basis. The specially-designed processing installed at the Sample Street laboratory will process 7255 Ektachrome commercial, plus EF, EFB and MS film, according to Napor.

Ektachrome prints with optical or magnetic sound are also available. Original film received at the lab by 10:00 a.m. is processed, work printed, edge numbered and shipped the same evening.

Eastman Kodak Reports Record Earnings, Sales

Eastman Kodak Company sales and earnings moved to new highs in 1968, William S. Vaughn, chairman, and Louis K. Eilers, president, reported recently.

Consolidated sales worldwide for 1968 (52 weeks) were \$2,644,064,000, or 11 percent above the \$2,391,542,000 of 1967 (53 weeks).

Worldwide net earnings were \$375,370,000, up \$23,113,000

or 7 percent from the 1967 total of \$352,257,000. The earnings were equal to \$2.33 a share based on the average number of shares outstanding. For 1967 the comparable figure was \$2.19 after adjustment for the two-for-one stock split declared in the spring of 1968. The 10 percent surcharge on U.S. income tax reduced 1968 earnings by approximately 20 cents a share.

Earnings from operations for the year 1968 were \$757,601,000, up 10 percent over the \$691,416,000 of a year ago. Earnings before income tax were \$789,370,000, against the 1967 total of \$700,757,000. The provision for income taxes was \$414 million in 1968 and \$348,500,000 in 1967.

Total cash dividends increased for the 20th consecutive year. Dividends declared came to \$188 million, an increase of 9 percent or \$15 million. Dividends per share were \$1.14, including an extra dividend of 28 cents.

At the close of the year, there were 198,850 Kodak share owners, compared with 176,650 at the end of 1967.

Elektra Films Moves to Larger New York Quarters

Elektra Film's latest expansion is a literal move to larger facilities on Madison Avenue.

"After 14 years on the West Side," said Sam Magdoff, president of the New York film firm "we've decided to see how the other half lives."

Most of the firm's live and animation facilities moved onto the entire fourteenth floor at 501 Madison Avenue in March.

Magdoff's move represents an increase in space of about three times the two smaller floors Elektra had occupied on 46th Street. Included in the floor plans of the new offices at 51st Street are screening and meeting rooms, a lounge, a sales department, ship-

ing, mailing and storage space and an environmental area in which Magdoff intends to maintain a rotating series of graphic displays.

BDO, Young & Rubicam Tops in 9th IBA Awards

Batten, Barton, Durstine & Osborn and Young & Rubicam carried off top honors in the 9th annual International Broadcasting Awards.

BBDO, New York, won the television sweepstakes with a series of three commercials for the Pepsi Cola Bottling Co.'s Diet Pepsi, produced by PGL Productions, also of New York.

Y. & R., New York, won the radio sweepstakes with a series of three public service announcements for the Mayor's Committee for Urban Coalition, produced by Six West Recording, New York.

Both sweepstakes winners previously had won trophies in the series categories. In all, trophies were presented in 12 television and eight radio categories.

More than 1000 advertising and broadcasting executives and their guests attended the awards dinner March 10 in the Century Plaza Hotel, which also was marked by presentations of the "Man of the Year" award in broadcasting to Dan Rowan and Dick Martin, stars of the NBC television "Laugh-In" show.

Ben Hoberman, president of the Hollywood Radio and Television Society, which sponsors the awards, presented the traditional IBA "Spike" to the two comedy stars.

He said the organization's board of directors had chosen Rowan and Martin largely because their "courage and determination has opened up wide new vistas of television entertainment and restored great vitality and spontaneity to the medium."

Rowan and Martin, after accepting the award, asked to present the sweepstakes trophies to BDO and Young & Rubicam.

Y. & R. and N. W. Ayer each had three trophy winners to top the evening in total category victories.

In addition to the radio series, Y. & R. had the best humorous radio commercial with "First Ski Lesson" for Bristol-Myers' Exedrin, produced by RKO Sound, New York. The Y. & R. television trophy winner was for *Slumlord*, for the New York Urban

Coalition, produced by Horn-Griner, New York, which topped the public service category.

N. W. Ayer had two television winners and one radio titlist. In TV, they won the animation trophy with *Flea-proof Dog* for Sergeant's Sentry Collar, produced by Electra, New York, and the humorous category for *Subway* for Sealtest Foods, produced by EUE/Screen Gems, New York. The radio winner was "This Is Saturday" for American Telephone & Telegraph, produced by Chuck Blore Creative Services, of Hollywood, in the open category.

A Japanese commercial won the coveted honors in the special television category for non-English language entries. The spot, titled *Close Up*, was produced for the Canon Camera Co., of Tokyo, by the Japan Color Movie Co., also of Tokyo.

The "Spike" trophy in this category was presented by Martin Landau and Barbara Bain, stars of the CBS Television-Paramount series "Mission: Impossible."

Douglas S. Cramer, executive vice president in charge of production for Paramount Television, was general chairman of this year's International Broadcasting Awards which drew a record 3315 entries from 39 countries.

A galaxy of other television stars, including many of the "Laugh-In" regulars, presented other IBA trophies.

Trophy winners in other categories were:

Television

Live action, 60 seconds, *Driving School*, American Motors, agency Wells, Rich, Greene, Inc., New York; production, Howard Zieff Productions, New York.

Live action, over 60 seconds, *Anticipating*, Eastman Kodak Co., agency J. Walter Thompson, New York; production, EUE/Screen Gems, New York.

Live action, under 60 seconds, *Athletes*, Standard Milling Co.'s Maypo, agency Lois Holland Callaway, Inc., New York; production, Galfas Productions, New York.

Combination, *Straw Problem Drinker*, Kimberly-Clark Corp.'s Kleenex Towels, agency Foote, Cone & Belding, Chicago; production, Cascade Pictures of California, Hollywood.

Local (one market), *Ronka Ronka*, Chevrolet Dealers Advertising Assoc., agency Harold

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industry news . . .

continued

Cabot & Co., Boston; production. Professional Films, Inc., Boston.

Station promotion, *Takes A Thief*, ABC Television, production, Spungbuggy Works, Inc., Hollywood.

Logos-East/West Films Offer Total Services

Logos Teleproductions, Inc., and East-West Films, Inc., have joined forces to offer sponsors a complete production service with full film and video tape capabilities. East/West will do all film production and Logos Teleproductions will do all video tape production for the two companies, according to an announcement made by Rod Erickson, President of East-West, and Ed Griswold, President of Logos.

East-West Films is a film producer whose recent commercial credits include Colgate, Sunoco, Chevrolet, Clairol, Volkswagen. It is a division of Trans National Communications, Inc.

Logos Teleproductions, recently formed by a group of key creative and executive staffers of the former Videotape Center, is New York's newest video tape production company. It is affiliated with Software Systems, Inc.

MCI Video/Film NY Rep For Nat'l Teleproductions

MCI Video/Film Productions Inc., New York, has been appointed exclusive sales representatives in the Greater New York Metropolitan area for National

Teleproductions, Inc., of Indianapolis, Indiana. MCI Video/Film offers production services for videotaping television commercials and industrial productions—and, where desired, "kine" transfers to 16mm and 8mm motion picture film. The company will now also make the two-inch color taping facilities available to advertising agencies and independent industrial and show producers.

Although much television commercial work is anticipated, the company hopes to have considerable bookings for the production of training, selling, introductory, educational, motivational and sales meeting presentations. According to Jack Moss, president of MCI Video/Film Productions, "The quality, speed, economy and multiplicity of visual effects obtainable in videotape—and the ease of transfer to motion picture film—have opened a whole new area for audio-visual communications."

Kodak Adds New Prize to Teen-Age Movie Awards

With the announcement of its seventh annual Teen-Age Movie Awards, Kodak invites young film-makers to start writing scripts, making shooting schedules, recruiting friendly helpers for their entries in the 1969 competition which opens April 15. Entries must be postmarked not later than September, 15.

In addition to the traditional age categories — junior (ages 12 through 15) and senior (ages

16 through 19) — Kodak this year has added a new category called the "One-Reeler," for super 8 and 8mm film-makers only. Both age groups are eligible. July 1, 1969, is the deciding age date for all categories.

The new "One-Reeler" category will test the entrant's ability to edit as he shoots. It must consist of one 50-foot reel of silent super 8 or 8mm film with scenes exposed in their finally intended order, without splicing or post-camera editing. The winning "One-Reeler" films will receive a \$50 award and will be entered automatically in the junior or senior category, according to the age of the film-maker.

Judging of the films will be directed by the University Film Association, which, with the Council on International Nontheatrical Events (CINE), is associated with Kodak in sponsoring the Awards. Prize-winning films from past competitions have been shown in festivals abroad under auspices of CINE.

Rules folders and entry blanks may be obtained by writing Kodak Teen-Age Movie Awards, Eastman Kodak Company, Department 840, 343 State Street, Rochester, New York 14650.

Alabama Textile Group Sees Safety Slidefilm

Atlanta Movie Producer Frank Willard's *Weaving the Fabric of Safety*, an industrial motion picture slide film sponsored by the West Point Pepperell Company, was shown at the recent Alabama Textile Manufacturers' Association meeting in Montgomery. The 18-minute color production illustrates the textile firm's highly successful plant safety pro-

gram by showing an in-plant view of employees at work in two mills. The company's Langdale, Alabama mill was featured because of its impressive safety record. Its employees have worked over two years and five million man hours without suffering a lost-time accident. The company's huge new Lanier Mill is spotlighted in the film's introduction, which includes statements by top management on the importance of safety in every mill in the company.

Dramatic pictures and candid employee/management testimonials graphically illustrate the safety-conscious attitude of the firm's employees, and the wealth of safety equipment in its mills.

Willard, a veteran Atlanta film producer, used high-speed still photography and tape editing techniques to produce the film in just three weeks in order to meet the deadline for showing at the Alabama Textile Manufacturers Association Meeting.

F&B Ceco Gave Light to Politician Conventions

More than 1,300,000 watts of light out of 1600 individual units of flood lights, spot and arc lights, carried by over 160 miles of copper cables — or enough lighting equipment to completely illuminate a small city, were supplied by F&B/Ceco, Incorporated for the TV coverage of the Miami Republican Convention. Being telecast in color for the first time, this huge amount of equipment was trucked from F&B/Ceco's New York lighting rental department in several forty foot trailers.

The F&B/Ceco gear headed for the Democratic National Convention in Chicago immediately after the Miami completion, followed by the lighting of Atlantic City's Convention Hall for the annual color network telecast of the Miss America Pageant.

Rose-Magwood Whodunnit Has Pubs, Props, Cops

Talk about production realism and you'll find Rose-Magwood propmen blushing!

Seems the stage money used in the London production center wouldn't fool anyone . . . least of all a Magistrates' Court prosecutor who dubbed it "a remarkably bad forgery of a £1 note" . . . nor even a London cabbie who recognized it for a dud in

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ne dimly lit recesses of his cab.

The story of RMP's fraudulent currency falling into the hands of the bobbies and courts began with the besotted doings of one British bloke, George Robert Lynch. The chap got tanked in London pub one night and while in his cups, went looking for a place to break into. He happened upon Rose-Magwood Productions, Ltd., and hit paydirt . . . a desk drawer full of £1 notes.

With his sizable nest egg stuffed in his pockets, Lynch used himself out of the entry window . . . and hit the first snag in his plans. "I got stuck," he lamented later to the court.

A few wriggling minutes later, he freed himself, shinned down drainpipe and hailed a cab, secretly revelling in his good fortune. The cab driver thought himself less fortunate upon receiving an obvious forgery in payment of the fare and yelled for the bobbies.

Enter the police who uncovered 680 more notes in their search of the now sober Lynch and dragged him off to the cool. His story of finding the notes in an office was not believed until the following day when Fred Fair, managing director of the alleged RMP offices, reported the loss.

Last word on Lynch was that he was still in custody awaiting further proceedings . . . now sadly aware that a mix of pubs and props adds up to cops and locks.

Marilyn Friedel Opens Own Communications Firm

Marilyn L. Friedel, in addition to her services as an audiovisual consultant to many leading companies in the United States, has formed her own communications organization specializing in public relations, sales promotion and marketing. She will operate the company under her own name. Offices are located at 162 East Superior Street, Chicago, Ill.

Miss Friedel has been active over 22 years as a public relations, marketing and sales promotion specialist in the communications field having held top management positions in the broadcast-television-recording-motion picture industry with many years experience in the direct mail and advertising field.

As a Communications Consultant, her services will include marketing, research and development, public relations and sales promotion in the fields of business, industry, education and government in addition to her writing, production/direction assignments in the audiovisual field.



The motion picture industry has discovered a new learning tool — the Panacolor Projector. The unit, a sound magazine motion picture projector, makes its debut in the Selmur Pictures production of "Charly" starring Cliff Robertson (with the projector at the right) in the title role. The picture from Panarama Releasing Corp., premiered in New York.

In the film, Charly — a 30-year-old man with the mind of a 6-year-old — undergoes surgery to correct his retardation. This permits him to absorb learning like a sponge. It is in this context that the Panacolor Projector plays its featured role. It is one of the learning tools Charly uses in making up elementary school in five weeks, high school in three, and the college years in rapid succession. A magazine containing up to two hours of film color can be placed quickly and easily into the unit, and can be run forward, reverse, slow, stop and frame-by-frame motion. Subject selection is made possible because of Panacolor's unique film format, an industry first, which consists of 12 rows of pictures and 12 rows of optical sound horizontally on a 70mm strip of film.

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Industry May Need to Modify Traditional Forms of Communication— Cahaney

A WARNING THAT INDUSTRY in the years ahead may need to modify its traditional forms of communication to reach the general public effectively was sounded by G. R. Cahaney, president of Sterling Movies, in a recent speech at the Calvin Workshop in Kansas City, Missouri.

Cahaney's remarks analyzed the effect of the current social unrest in America and were directed particularly at the industrial film field. Sterling Movies is a leading distributor of industry films.

He pointed out that significant changes are occurring constantly in the attitudes of educators, youth and government people at all levels who are caught up in social movements. Many of the negative attitudes are aimed toward the "establishment" in which industry is a foremost target.

"The motives of business are being questioned more than at any time since the early years of this century," he said, "when vast inequities in the distribution of income brought an end to the old social order of Europe and flowed over into this country on the wave of a militant workers' movement which lasted for years."

Cahaney described industry's obvious concern about these matters as "welcome evidence that industry is developing a new awareness of its ability to help resolve" many of our social problems. He added that industry's participation in them is no more important than the need to report them effectively to the public.

"The long-standing practice of communicating with the public through the industry film is therefore," he said, "a more important function and more vital to industry good will than ever before."

To an audience of over 800 industry film sponsors, producers and technicians, he expressed the opinion that the industry film, "in its traditional form, may not be up to the task of communicating effectively with the public in view of the skeptical — if not

hostile — attitudes these people are forming."

He suggested that film sponsors look to television as a source of new ideas and possible formats. Reasoning that the demand on business will be to report rather than to inform — as the industry film has traditionally been geared to do — he affirmed that "television's news and special reports have been the pace-setter in audio-visual reporting, in creating new ways to involve the audience personally, intimately, even compellingly in what it has to say." By contrast, the industrial film has been impersonal, and he traced this to its being, too often, a product of "modest or indifferent public relations objectives." In carrying them out, the industry film over the years has become an "exceptionally fine visual PR vehicle." He questioned whether this was enough.

In noting the need for a "new approach and an idiom more compatible with our time," he suggested that *cinema verite* be further explored for the credibility and audience involvement it offers industry films. The special demands of communications to-



CAHANEY

day require that people "be seen and heard in a real rather than artificial environment spontaneously rather than rehearsed, in confrontation rather than in agreement," he said.

He referred to the recent trend to appoint public affairs officers at the corporate level as a "prudent judgment which may well be influential" in changing the industrial film to a reporting format.

Community Film Workshop Council Receives Special Grant from Elektra Films

A contribution to the Community Film Workshop Council made by Sam Magdoff, president of Elektra Film Productions, initiated a response from other advertising executives attending a screening of films made by these workshops, which were established by the American Film Institute. Hosted by Marvin Rothenberg at MPO, the film execs were addressed by Jack Valenti, president of the Motion Pictures Producers Association; Steve Frankfurt, president of Young & Rubicam; and Cliff Frazier, executive director of the Community Film Workshop Council.

Magdoff's pledge of \$500 worth of equipment, services or cash was meant to serve a twofold purpose. First, he says, it will provide the CFW with film production needs ranging from the nitty-gritty tools like light meters and lenses to post production facilities that include optical work and lab processing. The on-the-spot donation was also intended to evidence Magdoff's support of the program and to establish a precedent for his colleagues. As president of the Film Pro-

ducers Association he has previously been verbal about the danger of "over-insulated business" and has encouraged more involvement in out-of-the-marketplace affairs for his FPA membership.

The Community Film Workshop Council was established not only to support the existing film workshops and to encourage their growth and development, but also to give them the use of a medium in which they can articulate *their* impressions of *their* world.

"Whitey's picture of a black ghetto, no matter how well-intentioned or well-informed Whitey is," commented Magdoff, "can never be as accurate as the black man's point of view. And I also think the American Indian knows more about the American Indian than all the Buffy Sainte-Marie fans put together. Each minority has its own unique cultural characteristics and it takes a lot of so-called soul searching to single them out. These Community Film Workshops are doing it and feel it is not only important, but essential, to be part of the program."



Radiant Corp. Creates Two New Divisions

Cary Wang, president of Radiant Corporation has announced the creation of two new divisions, introduction of a new product line and promotion of several executives.

Effective January 1, 1969, Seymour Jacob, vice president, sales, of Radiant Corporation became president of a newly created division, Radiant Screen and Sales Company. The new company will be responsible for the sale and distribution of projection screens, pre-recorded music cassettes, and related products to camera stores and A/V markets.

Edward T. Klett has been appointed vice president and general manager of Radiant Films and Tapes, Inc., a new subsidiary of Radiant Corporation. Radiant Films and Tapes will develop and distribute educational films and tapes of various configurations, along with related hardware systems, to the A/V market. The primary source of distribution will be through a national network

of franchised A/V dealers.

The addition of Radiant Films and Tapes to the Radiant Corporation group brings the total number of divisions to four — the remaining two being Knowledge Aid and Radiant International.

At staff level, Ed Mielief, Advertising, Sales Promotion and Public Relations Manager, becomes vice president, marketing services of Radiant Corporation.

In making the announcement Cary Wang stated, "Continued growth and progress, the result of the rapid development and acquisition of new products for the photographic industry and audio-visual markets have made these changes necessary."

"With the addition of audio-visual software products and hardware systems to our line of A/V products we expect to attain the same status in this product area as we have in projection screens."

Servis Demonstrates with Film

SERVIS EQUIPMENT COMPANY, a Dallas based firm manufacturing agricultural and industrial implements, knows how to sell. They are entering their 5th year using a successful product film program.

Realizing that the best selling tool in the farm and industrial equipment field is a demonstration, Servis adopted economical 8mm films shown in low-cost Technicolor instant movie projectors. Servis chose the projectors because they are cartridge loading and easy to use. With no reels, threading or rewinding, nearly any Servis employee can set up a demonstration in seconds virtually anywhere.

For their 1,700 dealers across the nation (and others around the world), Servis needed a simple yet effective sales promotion package. Consulting with Bauer Audio Video, Inc., in Dallas, Texas, Servis chose the Technicolor standard 8mm Model 500 projector and a Technicolor C-106 portable carrying case

with a rear projection screen for daylight viewing. Prints of a dozen excellent demonstration films of the Servis equipment in action were prepared and placed in Technicolor Magi-Cartridges. They were ready to sell. And sell they did — one dealer said, without a doubt, the instant movie projector was the most productive and least expensive salesman in his organization! It accounted for thousands of sales dollars with less time spent in cultivating a sale. Saving expensive travel time, pick-up expense, and the use of a demonstrator also increased profit. The dealer never has to worry about what the weather is like outside or even what season it is.

Not only are the projectors ideal for dealer demonstrations, but Servis uses them at company exhibits in farm and industrial shows across the country. As many as four units have been used simultaneously to generate interest and to attract large audiences. •



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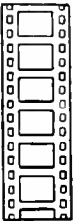
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'69 NAVA Equipment Directory

The 1969 Audio-Visual Equipment Directory has been published by the National Audio-Visual Association (NAVA).

Revised and expanded over earlier versions, the 15th Edition of the Equipment Directory contains new illustrated sections covering TV cameras, magnetic tape duplicators and storage cabinets. Some 1,100 items are listed under 25 general categories of equipment, each with detailed photographs, specifications and prices.

Among the categories featured in the Directory are current models of motion picture, filmstrip, slide, opaque and overhead projection equipment; record players, audio and video tape recorders and playbacks; and learning laboratory equipment. The Directory also lists sources for hundreds of special accessories and devices; useful charts for projection lamps and screen sizes; and manufacturers' trade names.

Price of the Equipment Directory to audio-visual users not commercially engaged in the A-V industry is \$7.00 per copy, or \$6.50 when payment accompanies the order. It is available from the National Audio-Visual Association, Inc., 3150 Spring St., Fairfax, Va. 22030.

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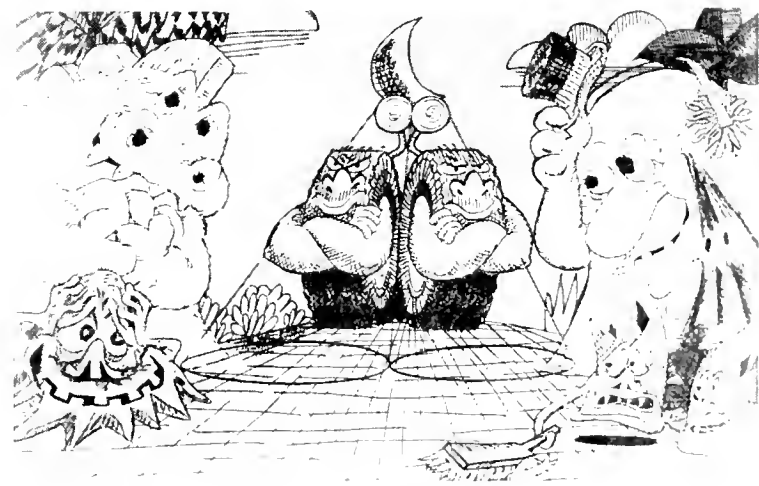
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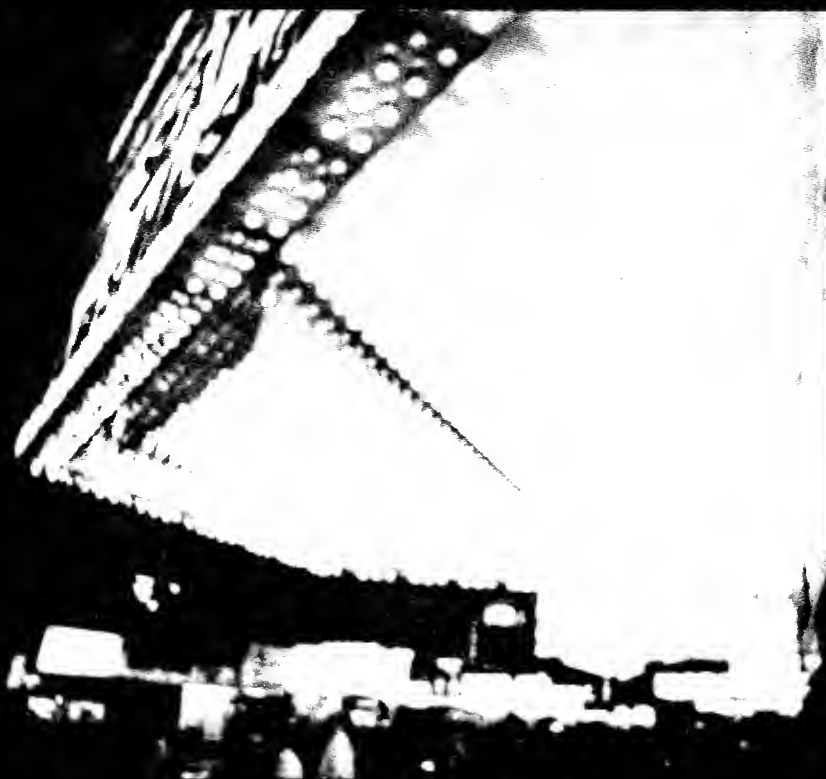
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If it's professionally produced, with an appealing subject matter (sports, travel, entertainment, public service or documentary) and no offensive commercial message, there's a good chance it can be booked into top theatres.

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Dick Rogers, Vice-President of our Theatre Division, (or your local Modern account executive) will give it his personal attention if you contact him at Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N.Y. 10036.

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BUSINESS SCREEN

MAY, 1969 • VOLUME 30 • NUMBER 5

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On Our Cover

The growing use of animation in films and TV commercials is illustrated on our cover with a number of varied current examples in the art. Turn to pages 16 & 19 for special features on trends and uses of animation today.



A Harbrace Publication

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studies students for University of Wisconsin

Just as the importance of a solid education has magnified immeasurably in recent years, so have the difficulties in providing ever-increasing amounts of information to ever-increasing numbers of students. Educational television in the classroom has been one solution—but whether it provides a clear, lasting understanding for elementary-school subjects is a question that, for the sake of these young students' future, must be answered without room for doubt.

What better way to explore this question than to film the student's reactions to the educational telecasts themselves. The films could provide any number of experts an intimate, close-up look at the situation, without intruding and interfering in the actual learning process.

But this, in turn, demanded that the cameraman himself make no intrusion . . . the first challenge facing Jim Santulli, cinematographer for WHA-TV, educational station for the University of Wisconsin. As Jim puts it, "kids have an incredible interest in anything new—and present them with the excitement of a movie production in their own classroom and, well, you can guess where they'll focus their attention."

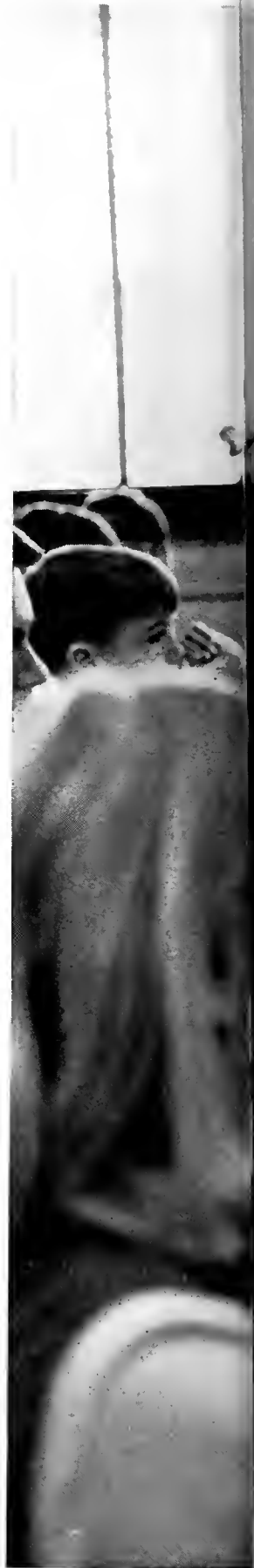
Armed with an Arriflex 16BL equipped for single-system sound recording, Jim added his skills as cameraman to those of psychologist, tutor and diplomat. "We started with a question-and-answer session about the camera. I felt that once the kids were familiar with it, they would accept its presence and pay it no attention." Having implanted this casual attitude, Jim was ready to attempt his next hurdle—to actually shoot the students without distracting them from the lesson.

"I simply began to move around the class during the program, and was able to film individual reactions as I saw them without disturbing the television lesson or the classroom teacher."

Jim credits the camera for much of his success. "The 16BL is completely inaudible just a foot or two away, so I was able to get in really close. Its easy maneuverability and one-man operation really paid off, since I had to be cinematographer, assistant, tripod and dolly all in one. But its convertibility to single-system sound recording is what made the day—I don't know what might have happened if I'd been dragging sync cables all over the place, or if we'd needed another man following me with a sound recorder around his neck. I honestly believe I could not have gotten the sound and picture quality I did with any other camera."

Jim concludes by describing the 16BL as the workhorse of WHA-TV's photo department. Little wonder for, all over the world, cameramen on industrials, commercials and features, as well as educational films, acknowledge Arriflex as being at the head of its class.

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CORPORATION OF AMERICA





Jim Santulli, Chief Cinematographer WHA-TV University Extension, The University of Wisconsin

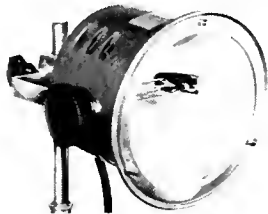


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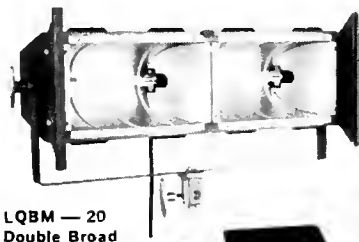
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A 1K lensless "Quartz" light that approaches the performance of a 2k fresnel-type unit. Uses a single-ended, 1000 watt (3200° K) Tungsten-Halogen "Quartz" frosted lamp, 120V, AC DC. Beam is well-defined with minimum "spill." Variable full focusing control-spot to flood. \$125.00



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Tungsten-Halogen "1000" and "2000" scoops for television and motion picture studios. Available in 1000 and 2000 watt fixed and variable focus models. Provides high-intensity, soft illumination with high efficiency. Ideal for use as "base" or "fill" light. Specially designed diffusion lens provides smoother, softer and more even pattern without use of frosted lamp. Smooth, easy and accurate full-focusing control. fr. \$75.00



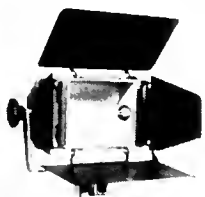
LQBM - 20 Double Broad

LQBM - 1000-W Single Broad with Four Way Barndoors



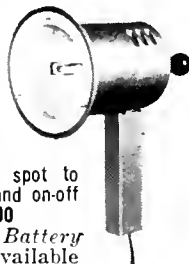
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right off the newsreel

Novo Industrial Acquires Comprehensive Filmtreat

Novo Industrial Corporation, parent company of Bonded Services and Audio Productions, has acquired the assets and business of Comprehensive Filmtreat, Inc., New York.

Comprehensive Filmtreat, with facilities in New York and Los Angeles, is the major factor in the field of motion picture film rejuvenation. Through its proprietary processes, the company restores scratched and marred motion picture films to a "like new" condition, thus extending the useful life of prints and negatives.

Modern to Offer Sponsored Films in EVR Format

Business sponsored motion pictures will be among the first programs available in the new CBS Electronic Video Recording System.

Modern Talking Picture Service will transfer selected films to the EVR cartridge format. The company will also adapt educational films, which it markets through its Modern Learning Aids division.

"We see in EVR a new and promising technique for making our products more widely available than ever before," said Carl H. Lenz, president of Modern. He made the announcement at a public demonstration of the EVR system (March 25) presided over by Robert E. Brockway, president of the CBS Electronic Video Recording Division.

Association Films Opens St. Louis TravelCinema

Association Films has opened its fourth TravelCinema sponsored-film theater at Lambert-St. Louis Municipal Airport. Located on the main floor, in the only seating area in the terminal, the showplace is providing air travelers with informational and entertainment films on a continuous basis.

Lambert was selected by Association Films as part of its

TravelCinema expansion program because it is one of the fastest-growing air terminals in the country. The rate of passenger increase is outpacing the nation as a whole, with more than 1.4 million passengers boarding and deplaning each month.

The wood-paneled late-screen TravelCinema is situated in the main passenger concourse where traffic is heaviest. Surveys taken at cinemas in other airports show that free movies are a popular diversion with travelers who have time before or between flights. Many non-passengers—airport sightseers and persons seeing others off—patronize the cinemas as well.

Sponsored films are shown continuously during a 12-hour schedule encompassing peak traffic periods.

Association operates TravelCinemas in Memphis, New Orleans and Tucson air terminals with a fifth showplace scheduled to open in a major terminal this month.

IFPA Revises Competition

The Information Film Producers of America has revised its annual "Cindy" film award competition. See the IFPA Journal section in this issue for complete details.

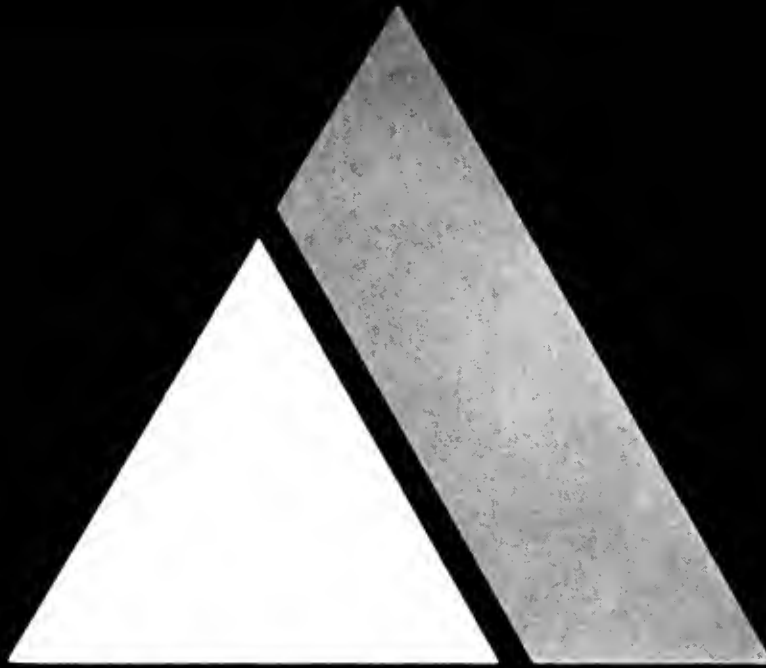
American Commercials Festival Adds Features for 10th

More than 2,000 advertising and production specialists are expected to be in attendance at the 10th annual American TV Radio Commercials Festival at New York's Lincoln Center March 8, 9 & 12.

The Festival's traditional highlights are the presentations of the Clio awards to the winners of three simultaneous competitions in Television, Radio and International. The winners are selected by jury panels totalling more than 300 advertising executives.

According to Festival Director

Continued on page



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ACTRON offers every non-broadcast video service or facility that you need—under one roof.

It's the country's *only* one-stop, full service for production, post-production, equipment sales and rentals, consultation and related services.

No matter what the job, ACTRON can do it. Just look at these capabilities.

Production: 3 studio configurations, top quality cameras, lenses, recorders, telecine chain, front projection system, special effects generators, experienced crews. Full location shooting capability.

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and equipment for special jobs. Tape sales, library and forwarding service.

A member of Reeves Broadcasting's Video Division, ACTRON is backed by the resources of the world's largest independent video services facility... ACTRON offers the same quality that makes the name Reeves synonymous with excellence in broadcast television.

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New FR-10 will still be "new" when other makes are obsolete.

Only this system gives you every one of the latest operational features. And packs 'em all into a low-profile, space-saving cabinet that fits flat against the wall — in fewer square feet of floor space than any previous system. And, FR-10 alone is ready now for tomorrow's automated accessories.

FR-10 combines everything you've ever wanted in a magnetic film recording system.

Like dual design, for example. Lets you switch from 16 to 35mm — and back again — in seconds, thanks to RCA's unique plug-in sprocket and head assemblies. Speed and equalization changeover are automatic, with only one interlock system needed.

Like silent, selective head switching — so you can update any section of any track without re-recording the whole reel. And exclusive "Unilogic" motor control system lets you choose between using either manual or automatic control.

Like automatic loop setter. It lets you thread up much faster and more easily. FR-10 rewinds — through the sprocket — at 1000 feet per minute, while handling up to 3000-foot reels. And you get complete metering for each channel, too, with up to six tracks available.

On top of all that, FR-10 delivers reliability even beyond what you've come to take for granted from RCA. Along with matchless sound quality, of course.

For complete information, write: RCA Film Recording, 2700 West Olive Avenue, Burbank, California 91505, or 1133 Avenue of Americas, New York, NY 10036. Cable RADIOFILM. Great Britain: RCA Ltd., Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex.

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we expose it
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right off the newsreel . . .

continued

Wallace A. Ross, a record high total of 3,314 entries were received for this year's competitions, including 1,974 in U.S. and Canadian Television, 938 in American Radio and 402 in the International categories.

Among the new features in the three-day program are a radio workshop and tours of sound, film, animation and special effects studios and a video tape production stage.

Greater Miami Film & TV Council Established

The Greater Miami Film and Television Council is being formed as a first step in unifying Florida's film industry.

The Greater Miami Film and Television Council intends to set forth unified goals for the area's film industry. Their stated objective is to encourage a good financial climate offering every inducement to film producers in establishing permanent operations in Florida.

A unified film industry package of proposals will be presented to the State Legislature; the package will include specific goals such as tax reform.

The Council is currently composed of four committees: Steering Committee, Charles Courshon, Miami Beach attorney, chairman; Membership Committee, Harry Walsh, Walsh Enterprises, chairman; Finance Committee, Harry Foster, F & B Ceco Studios, Inc., chairman; and Publicity Committee, Ted Sack, Reela Film Laboratories, Inc., chairman.

The new Council will speak as a single voice in responding to a challenge issued to the State's film executives by Governor Claude R. Kirk in a speech delivered March 28, to the Governor's Industry-wide Motion Picture and Television Conference in Miami. The Governor said, "We want Florida to become a permanent home for the film industry. You can be assured that my office will continue to provide every assistance." But the Governor also said it was the industry's own responsibility to unify so that the State would not waste either time or money on meeting self-serving individual demands.

To assist the film industry, Governor Kirk has established a

special Film Industry Coordinator's position within the Florida Development Commission.

post is held by N. David Flag. "Now, the industry itself must do its part", Kirk said. "Give a package to sell".

In response to that challenge the Greater Miami Film and Television Council will assist the formation of similar councils in every county throughout the State, and lead eventually to formation of a coordinated representative Florida Film Council.

Cahners Publishing Forms A-V Production Division

Cahners Publishing Company has formed a Visual Presentations Division as part of its continuing diversification program with Guy B. Willetts joining the firm as vice president and general manager of the new unit. Cahners, is thus extending its industry information activities into the field of audio-visual services.

Willetts, a veteran filmmaker, will direct the production of motion pictures, sound slidefilms and graphics, plus sales and management meetings and industry shows. He comes to Cahners from the managership of the audio-visual department of Korbaw Associates, Detroit producer of industrial films. He worked previously with the Wilding Division of Bell & Howell as manager of TV productions in Michigan.

Camera Mart Lighting to Expanded New York Site

The Camera Mart, Inc., has opened new headquarters for its Lighting and Grip Division at 887 Ninth Ave. in New York City.

The opening is another step in the expansion of The Camera Mart and related companies and offers clients faster service in the handling and delivery of equipment, according to Samuel H. Egan, president.

Available for sale, rental or lease at the new location is a complete line of lighting and grip equipment as well as dollies and fog and wind machines.

Richard Ordway has been named manager of the new facility.

Arkansas Power & Light Co. sees the power and the light of Da-Lite® Senior Electrol® slide & movie screen.

When the Little Rock based Arkansas Power & Light Co. need a big, powerful and brilliant automatic screen for their new Conway Office-Service Center, they selected Da-Lite's famous Senior Electrol.

Electrically operated Da-Lite screens (there are 4 models in all) are all designed for easy installation on wall, ceiling or within ceiling. Sizes

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Write Dept. BS for full information and the name of a Da-Lite Audio-Visual specialist near you.

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HFC proudly announces the latest addition to the HFC line of professional plastic film handling equipment. The Push-Button Shipping Case for 16mm Technicolor 1,000 and Fairchild 400 Film Cartridges.

As with our other Push-Button Shipping Cases, these open and close in a matter of seconds. Telephone your nearest HFC office or write to the main Hollywood office for further details.

16mm Reels, Cans	Video Tape Reels, 1in x 6½in 1in x 8in 1in x 10½in	Cores, 8mm: 2in 16mm: 1in 2in 3in 4in	35mm: 1in 2in 3in 70mm: 2in 3in	Shipping Cases Reel Paks, 8mm Super 8 16mm
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The Cartridge & Push-Button Case



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211 E. GRAND AVE., CHICAGO, ILLINOIS 60611 ■ AREA CODE (312) 644-1940



the screen executive

Westermann to Visualscope Vice President-Marketing

Ted Westerman has joined Visualscope, Inc. as vice president marketing continuing his career in the field of communications for business. Formerly vice president of Jam Handy Productions, Westermann is considered a pioneer in the industry.

Geismar New President of Reeves, Others Named

J. Drayton Hastie has resigned as president and director of Reeves Broadcasting Corporation and will continue to be associated with the corporation in specialized areas.

Newly elected president and a director of Reeves is Richard L. Geismar, with full operating responsibility for Reeves and its subsidiary companies.

Geismar was most recently a vice president and director of Metromedia, Inc., being associated with them and their predecessors in the broadcasting and communications industry for 21 years.

Bruce Lang has been named to assist Geismar in all phases of the corporation's activities.

The newly formed Broadcasting/CATV Division of Reeves Broadcasting will be headed by Fred E. Walker.

Walker comes to Reeves from Avco Broadcasting Corporation where he served as general manager and vice president.

Alan L. Emlen has been named vice president-corporate relations of Reeves and will continue to serve as vice chairman of Previews, Inc., the international real-estate marketing subsidiary of the service company.

Four Named in B&H Executive Changes

Frank J. Hobaek, director of marketing for the Audio-Visual Products Division of Bell & Howell Company, has been promoted

to general manager for the division.

William R. Montgomery, manager of Language Master educational systems, assumes additional responsibility as assistant to the general manager in charge of product and business planning.

Roger W. Coomer, former director of sales, succeeds Hobaek as director of marketing.

Richard L. Allen, regional manager in the eastern U.S., is being brought into the home office as director of sales to succeed Coomer.

Harwald Names Short to Head National Sales

In his new position as National Sales Manager, Ray L. Short, Jr. will be responsible for marketing and for directing all sales programs. Short has most recently served as Western Division Manager and has been with the Harwald Company for ten years.

Roederer, Hagan Named in King Screen Promotions

King Screen Productions, Seattle based film firm, has appointed Bernard Roederer general manager, succeeding Roger Hagan, now corporation creative director for the King Broadcasting Company.

Lalley Resigns at Modern, Forms Production Firm

John B. (Jack) Lalley has resigned from his position as Washington, D.C. vice president of Modern Talking Picture Service, Inc., to form a film counseling and production firm to serve trade associations, business and agencies.

In addition to his consulting service, Lalley will produce and market strip film series in the field of education, using much of the material currently available through Federal Government research, with headquarters remaining in Washington.

Duncan Names O'Malley Executive Vice President

Martin O'Malley, formerly eastern manager for Audiscan, Bellevue, Washington, manufacturer of audiovisual presentation equipment, has been named executive vice president of James E. Duncan, Inc., Rochester, N.Y. audiovisual and publishing firm. He will make his headquarters in New York City.

Newly Created Berkey Position to Lofquist

Berkey Photo, Inc. has named A. P. Lofquist, Jr. to the new post of Director of Technical and Quality Control to be responsible for all technical and quality aspects of the photographic organization. These include Berkey Pathe in Hollywood and New York and Amateur Film Processing facilities in seven major cities.

Well-known for contributions to the motion picture industry, Lofquist was associated with Technicolor for 23 years.

R. I. Brown to VP for Menell Associates, Inc.

Menell Associates, Inc., designers of audio/visual communications systems for industry, education and the military, has appointed Raymond I. Brown vice president. His responsibilities will include marketing, project control and administration.

Brown was previously a production sales manager with FMC Corporation after serving two years in the U.S. Army.

Around the Industry . . .

Robert E. Dressler, former director of the Ampex Video Institute, has been named director of communications for the educational and industrial productions division of Ampex Corporation, including responsibility

for Ampex Video Institute, Ampex Tape Exchange, advertising and sales promotion and industry relations . . . Reela Film Lab. in Miami has Richard Blum as assistant general manager . . . Centron appointed J. E. Baster assistant director of sales, after 18 years with Calvin Productions . . . Ralph Wilms Chubb has joined Patterson & Hall as a photographer and assistant producer at The Im Works, a division of Patterson & Hall . . . Kalart appointed James C. Tohill to the position of mid-western regional sales manager . . . Eric Camiel and Dino Ptopoulis, directors, have joined Pelican Films, Inc. . . . Dr. Arthur K. Engelmann has been appointed dean of Rochester Institute of Technology's College of Graphic Arts and Photography, which will also include director of the Graphic Arts Research Center . . . Grafex's new field sales manager, audiovisual products in the New York State and New England area is Elmer Manspeaker . . . John L. Poe has joined Grafex as business manager for the audiovisual systems and product services department . . . James R. Young has been named treasurer of Ingelics . . . Jerrold T. Sundt and Alfredo T. Martinez have been named in changes at Bell & Howell; Sundt has been named director of B&H's School of Institutional Technology and Martinez goes to a newly-created district manager position for audio products . . . Sony has appointed Harry B. Proudman eastern regional video recording product sales manager . . . John P. Catin brings 30 years' experience to his new position as sales manager for Guffanti Film Laboratories in New York City . . . Kalvar Corporation's new sales position — director of planning — goes to Thomas G. Doty, who will also serve as secretary of the corporation's newly-formed Growth Committee.

GOOF-PROOF SOUND FOR SLIDES

Here's one sound-slide system that *doesn't* require a training program of its own. Pro-Gramo®. The original single-system, tape-actuated sound programmer for Kodak Carousel Projectors. Totally goof-proof synchronization of slides with music, narration, and sound effects — anywhere, anytime.

No training director ever had a better assistant. Pro-Gramo delivers professional presentations, leaving you free to answer questions, etc. Operation so simple that trainees can re-play the show themselves.

Here's how it works: You record the sound, using almost any tape recorder, and load the tape — up to a one hour show — into a standard cartridge. Record the slide-advancing pulses, and your show is ready. You can run it again and again, or you can reprogram it for individual audiences.

The Pro-Gramo attaches to the Kodak Carousel to form one handy, portable single unit — detach it in seconds to use the projector alone. Models available for other slide and filmstrip projectors, too.

Pro-Gramo is the *original* unit of its kind. The only one with instant-repair plug-in electronic modules. They're sealed against dirt, shock and vibration; and the space-age hi-fi poly-planar speaker is another Pro-Gramo exclusive.

Other components of the Pro-Gramo total A-V system include: ROBOT-Automatic rear-screen projection theater; a two-projector dissolve unit; extension speakers; remote control sound; built-in cueing system for at-will slide signal change, and a built-in PA system.

Pro-Gramo can add an exciting new dimension to your next training presentation. Suggested retail price is less than \$255 without projector. Write for our brochure "Make Slides Speak for Themselves," and for the name of the Pro-Gramo dealer nearest to you.

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THE MEETING of this year to date has to be that dramatic, live closed-circuit television conference "Challenge from the Nixon Administration" which was seen and heard (in color) by more than 20,000 business and civic leaders in 26 cities all over the U.S. on Wednesday morning, March 26th.

Management Television Systems, Inc., the organization which handled this historic teleconference, cites a cost of "less than \$9.00 per person" for carrying big-screen video from the White House and its studios, plus a simultaneous two-way audio hookup between Washington, D.C. and the 26 participating cities.

The MTS 360 System used on this program is literally a "control room within a cabinet" and delivers a full color TV picture (live or tape) up to 30-foot screen width. The System also contains all equipment necessary for multi-media presentation of slides, film, etc. There are presently 40 cities in the MTS Network.

Overseas Film Festivals & Conferences

Highlight the Calendar for May and June

Mark your overseas events calendar for several important dates. The Triennial International Labour & Industrial Film meeting, the first following the event in which we participated at Montreal during EXPO, will be held in Antwerp, Belgium from May 23 to June 3. If you're interested in attending, write the Secretariat at Lamoriniestraat 236 in that Belgian metropolis.

And on June 17-19th, the British Industrial Film Festival, hosted by the British Industrial & Scientific Film Association in cooperation with the Confederation of British Industry, will take place in Brighton, England. Extra events will include seminars, specialized discussion sessions and non-competitive screenings of applied films and an equipment exhibition. Tony Durant, Director of BISFA, tells us that a symposium on film and industrial relations is an important program event. Its purpose is to show the use of film in putting over new productivity agreements, management problems, policy changes and the development of improved corporate attitudes. We're helping arrange for U.S. films to be shown at that event and hope to attend.

Tying in to your possible visit to the British Industrial Film Festival, you can stay over for The International Technology Conference & Exhibition, hosted by the British Kinematograph Sound & Television Society, at the Royal Lancaster Hotel in London on June 23-27. Members of the SMPTE in the U.S. are arranging to take part in special group rate flights.

Finally, there's word that the 10th Inter-

By O. H. COELLN

national Industrial Film Festival, the world's No. 1 exhibition of business and industrial motion pictures, will be held again this time in West Germany. We'll keep you informed as the program develops. The Confederation of European Industrial Federations, headed by M. Rene Arnaud, its Secretary-General in Paris, is the sponsor of this important competition. U.S. entries are cleared through our own National Association of Manufacturers via a special screening activity set up by the Council on International Nontheatrical Events (CINE) in New York and Washington.

Another Harbrace Publication Promotes Audiovisuals With a Three-Page Feature

Evidence of the great power inherent in our 55-publication family of Harbrace magazines, of which BUSINESS SCREEN is part, the first feature article on "Audio-Visuals for You" (addressed to hosiery manufacturers) appeared in HOSIERY AND UNDERWEAR in April, 1969. We're at work on a "Sight/Sound in Your Business" column for a sizeable number of Harbrace Publications. The total readership goal, benefiting the entire audiovisual industry, is 550,000 executive readers of specializing vertical industry publications.

Jack Lieb Film for Chicago Mercantile Exchange Featured in "Journal" Article

Speaking of publications, did you see the WALL STREET JOURNAL story on the Chicago Mercantile Exchange. A significant paragraph credits a fast-paced 22-minute motion picture produced by Jack Lieb Productions (Chicago) with an important contribution toward creating interest of potential traders. The film has already won two awards and is being widely shown to brokerage firms and to business and civic groups. Good stuff!

American Science Film Association Hosts Washington, D.C. Conference Sept. 17-19

Interested in science films? Such subjects as "New Applications of Film for Scientific Research" and "Film and Television for Public Information on the Sciences" will be on the agenda for the Fall 1969 Conference & Science Film Exposition of the American Science Film Association. It will be held September 17-19 at The Shoreham Hotel in Washington, D.C. Contact the ASFA office at 7720 Wisconsin Avenue, Bethesda, Maryland 20014 if you are interested in submitting new science films for showing.

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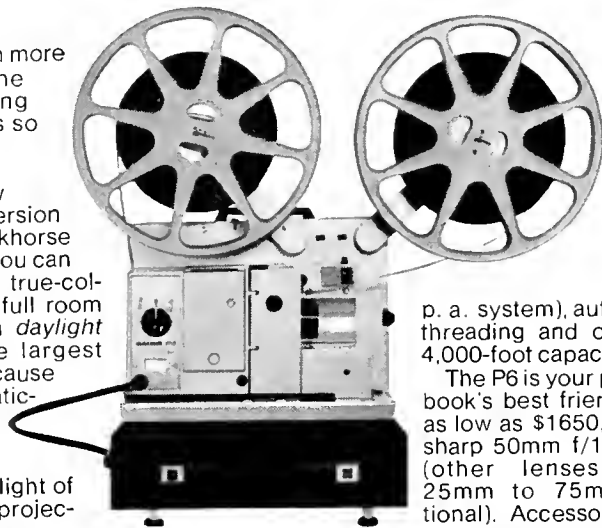
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Growing Use of Animation

"THE TOTAL NUMBER of animated commercials produced in the past year is so is more than double the number produced in the preceding years," stated Joseph Dunford, president of Pelican Films, Inc., in an address to the Advertising Club of New York on March 14th, 1969.

Entitled, "How In the World Do you Animate the Mona Lisa?", the speech discussed both animation and live action,



DUNFORD

particular emphasis on the relationship between the advertising agency and the animation production house. He stated that agencies creative teams not familiar with animation will have to master the schedule and mechanical problems peculiar to animation, significantly different from live action production.

Dunford showed a series of new, award-winning TV commercials to illustrate the present surge of animation. He observed: "Animation's future will be moving in a number of directions at once. Back to Bambi and Jerry the mouse and Jerry the mouse and Jerry. That would be a kooky thing for a generation that knows them well from the screen runs on TV. Other directions have been influenced by motion pictures, such as 'The Yellow Submarine' and 'The Charge of the Light Brigade.' The more directions, the better..."

"The studios reaction to these new creations are mostly happy", he surveyed, "the only problems are in introducing and explaining the role of the animator."

Industry types are now using animation that never or seldom did before—automobiles, Rent-a-Cars, airlines, banks, insurance companies. And, of course, there is the animated corporate logo, a natural development of the increasing role of the TV commercial in the total context of advertising.

Dunford ended his speech by observing: "The only guide is the creative depth of the medium, and animation has a limitless creative horizon. We'll be seeing animation in an infinite variety of styles and forms as long as the TV commercial exists."

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and RF susceptibility (noise level -126dbv); female Cannon connectors, two-level headphone monitor jack and many other features.

Its distortion level is UNDER 1% from 20 to 20k Hz at +10 dbm out! Clipping level is +18 dbm. It also features a unique *noiseless* automatic switchover to battery if the AC line fails. (Battery pack optional.)

It is not much larger than two cartons of cigarettes (11 $\frac{3}{8}$ " x 7 $\frac{1}{2}$ " x 2 $\frac{1}{2}$ ") and weighs just 4 lbs. 4 oz.

Incredibly, this truly professional, compact, complete mixer/remote amplifier has a professional net price of only \$147.00!

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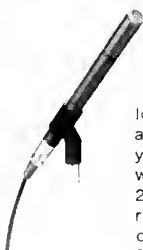
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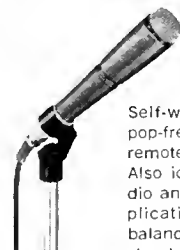
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Get a Graflex 16.

Before you put your money on one of those automatic loading projectors, consider!

You may spend a few more seconds loading our Graflex 16, but it won't cut, chop, or tear your film to ribbons . . . the way those "lightning" loaders are all too apt to do.

You want to show films in a bright room one day, a dark room another? With an automatic loading projector, you'd need to change bulbs. With the Graflex 16, you push a button. Our two-stage brightness control gives you the light intensity of your choice . . . equivalent to 750 to 1000 watts.

How about that old print? The one that's worn and ragged and has lots of splices in it? The competitive projectors run roughshod over it. Our Graflex

16 goes easy . . . adjusting automatically to the film's thickness so as not to hurt the film or interrupt your showing.

More? You want quiet operation? We offer a silencer. Hate over-heating? We have a special cooling mechanism. Wonder about lens quality? Remember, we're Graflex, now part of the Singer Company, and have been making the world's finest optical systems for still cameras since before you were born.

Don't succumb to the easy lure of automatic loading until you compare all the features of the Graflex 16. Ask your Graflex dealer for a demonstration.

A Graflex 16 projector didn't just happen. We made it that way.



Show the uncut version



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"The New Adventures of Huckleberry Finn," seen on NBC-TV, Sunday evenings, is an example of the advanced technology of combining animation with live action.



Animation is assisting in communicating the new learning with films such as 'A' IS FOR ASTRO-NAUT, which the company recently produced for the publishing firm of Harper & Row.

THE CASE FOR ANIMATION



William Hanna (left) discusses storyboard (displayed behind on wall) with Ross Sutherland, director of industrial film division, and Joseph Barbera.

SEVERAL YEARS AGO following the success of "The Flintstones," audio-visual executives from many major corporations often visited Hanna-Barbera Studios to explore how animation might effectively be used to communicate with their employees and potential clients.

These conferences and discussions always turned my thoughts to World War II when we produced training films for the armed forces. We had demonstrated that animation as an effective communication tool in addition to its obvious entertainment values.

After a particularly lengthy meeting one warm August afternoon with a group of audio-visual executives, we decided our organization could possibly make a meaningful contribution to the rapidly-developing field of management communications.

To be effective in this competitive area, six years ago we established an industrial film division. This division devotes its efforts wholly to the creation and development of industrial and educational visual aids.

As we began to establish relationships with major corporations, it soon became evident that many executives were reluctant to consider animated audio-visual films for a variety of reasons. Most of these reasons, in our opinion, were not valid.

The most difficult obstacle which we encountered was the general assumption that animation was too expensive.

This is not true.

For example, TV commercials represent the most expensive minutes airing on the TV networks. Our cost for producing a 60-second TV commercial may range from \$14,000 to \$16,000. A 60-second live-action commercial will cost at least 25 percent more to produce. Certain live commercials may cost in excess of \$100,000 for a single minute.

Also, a message can often be communicated with animation in half the time it would take with live action.

There was once a cost factor associated with animation. That factor has disappeared.

New techniques, among other production considerations, are contributing to cost reduction for animation. An example would be the Xerox system to transfer the image of animation's drawings onto celluloid. (This phase is known as "inking" and is the slowest and most tedious step in cartoon production. Trained technicians called inkers cover each animator's drawing with a clear sheet of celluloid (termed a cel), then trace the drawing onto the cel.

The standard cel Xerox system is practical for small animation studios, but for a large-volume operation such as Hanna-Barbera, where TV series, commercials and industrial films are part of the daily product, the existing Xerox device is too slow.

Therefore, we constructed a more practical working system. Realized were a 50 percent production savings for the inking phase and an output increase for TV series amounting to four times what it had been in past seasons. We are able to pass this savings along to our clients.

With animation, there are no variable factors that could slow production or increase

Continued on page 22





How long will the action wait while you change magazines?

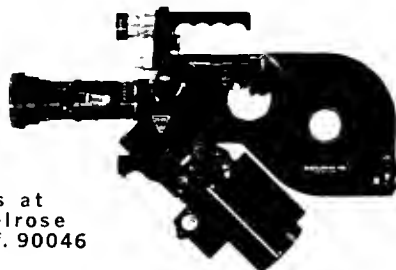
A minute? Ten seconds? It depends, of course; but ten seconds is all you'll lose while changing the NPR's magazine. That's including five seconds for checking the gate. And that's two or three *minutes* less than you lose with every other silent running camera on the market.

Snap off the old magazine, inspect the aperture, snap on the new magazine. That's all. You don't need to touch the film. The film is threaded and the loop is formed inside the magazine when you load it, before shooting starts. The rear pressure-plate is on the magazine; the aperture is on the camera body. When you snap off the magazine, there's the aperture, right before your eyes. Couldn't be easier to clean.

With unscripted action that won't wait, you can leave the tape recorder running when you run out of film, and cover the lost five seconds with a cutaway later. The NPR's built-in clapper and sync pulse will automatically re-establish sync. In the studio with a script, the five-second magazine change can prevent everyone on set going off to make a phone call when they hear the dread cry: "Reload." With the NPR, it's just another take. Immediately.

The NPR's rotating two-lens turret, its precise reflex viewing, light weight, registration-pin movement, balanced shoulder-resting, and, of course, its blimp-free silence — they all make life easier, too. May we send you our NPR brochure?

eclair



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L. A. Calif. 90046

case for animation . . .

continued

cost such as actors, props, sets, locations or weather.

Moreover, the sets, backgrounds, appearances of actors and many other visual considerations are not dated. In the majority of cases, the effective lifetime of an animated film is substantially longer than a live-action film.

A study of films some years ago showed that of the 20 most-used industrial films, only eight were live action; the other 12 were animated.

Advertising agency art directors and copy writers are realizing the limitless potential of animated commercials. There is a definite creative boom existing today within the agencies for animation.

Commercials represent the most advanced use of animation as a tool of mass communication. One point to make and minute to achieve it.

Sponsors who use the animated commercial are selling their product as well as giving the viewing public some of the most enjoyable minutes on TV.

The message does not necessarily have to be funny to call for animation. Indeed, many industrial films are illustrative in nature.

The box office popularity of "The Yellow Submarine," has shown there is even room for animated surrealism.

Within the next five years, 50 percent of the filmed product of Hanna-Barbera will be intended for release to industry, business and education.

We base this prediction on the impending knowledge explosion which will burst on us during the 1970s.

We understand that Marshall McLuhan already is saying that the entire textbook industry is a "branch of hardware" desperately in need of redesigning since the advent of television. He feels that TV has developed new learning difficulties in the classroom. And that the TV child now has visual habits utterly unsuited to reading the conventional printed page.

Of course, we realize that the printed page is not a disappearing medium, but it is going

to have to be supplemented, especially where the new learning is concerned.

Animation, or industrial graphics as it may someday be termed, is one of the most formidable educational tools available to instructors or supervisors who must effectively communicate large amounts of facts to mass audiences in the shortest possible time.

Subjects as abstract as mathematics, as difficult to photograph in live action as surgical methods or nuclear experiments, cry for illustration with animation.

The communication of emerging technology in fields of science, industry and education can be most effectively achieved with animation. Animation has been assisting in these areas for years, but its role will soon increase.

Colleges and universities are already introducing courses and symposiums in animation within their cinema arts departments to instruct and prepare students for careers in the industry.

Recently, Dr. Roy Madsen, executive director of film, San Diego State College, interviewed me during the research of his soon-to-be published "Animated Film: Concepts, Methods & Uses." He told me "animation's greatest potential rests within the frame of the future information explosion."

Dr. Madsen observes that "many, if not most, of the new concepts being developed today transcend the capacity of live action cinematography and require animation."

He predicts within 20 years, educational technology will have developed libraries of visualized concepts that will be checked out like books for study by students. Many of these concepts will be stated only in animated film form.

Dr. Madsen adds there will also be a very large role for a new breed of animator-scientist. This technician will work in the fields of medicine, chemistry, oceanography, meteorology and in every area in which ideas in motion must be stated.

What is the magic of animation which allows it such limitless potential?

Possibly the answer is that animation creates a unique situation where an audience can focus on a specific subject without the distraction of conflicting elements.

For example, if we were asked to demonstrate for non-medical personnel in "live action" what happens when a bone fractures, we would have to make an incision in a leg or an arm before reaching the fracture.

We would not even be near the chips of bone and splinted edges before most of the audience would be so distracted by the sight of the exposed tissue and blood that many would tune out or maybe become ill.

But with animation, we could effectively focus on the fracture, explaining exactly what occurs when a bone of the body is broken. We could even continue to explain what happens as the bone begins to mend. In minutes, we could trace the knitting of the fracture through a six-month period.

Similarly, an animated sales film can present an exact idea without concern for distractions created by actors or surrounding

The use of color (we currently have 40 hues to color productions) is also a focus for consideration. An element can be highlighted with color for greater attention, while other elements can be completely subdued.

An animated film suggests unique personality. The word "animate" defined means to bring to life.

Animation is total creativity because everything about it comes directly from the imagination.

Because of this, animation simplifies the complex. It uncovers the actions of the minute by enlarging them to recognizable picture proportions. It reduces the mammoth to easily-viewed proportions.

Using these devices, our industrial film division assisted many of our clients to communicate complex information which would otherwise be impossible to create with live action.

A good illustration of the educational and message impact of animation was recently demonstrated with *The Incredible Voyage of Mark O'Gulliver*, a 25-minute film we produced for the United States Chamber of Commerce.

The USCC sought to educate the public on the dangers of overzealous government regulation. To gain any recognition, the Chamber realized the film would have to be presented in a good-humored way.

Hanna-Barbera production executive Art Scott, a 31-year veteran of the industry and a graduate of the Walt Disney school of animation where he worked on many of the wartime animated instruction films, wrote script about a U.S. Congressman shipwrecked on an island inhabited by animals who think and talk.

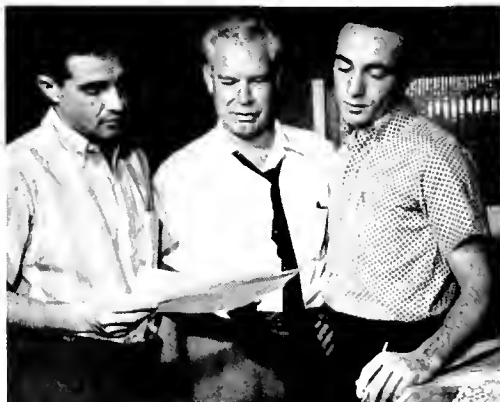
The film was greeted with a high-degree of enthusiasm wherever it was screened. After the premiere, Carl H. Madden, chief economist of the Chamber of Commerce, speaking before the Industrial Audio-Visual Association in Kansas City on the need for economic education, said in part:

"Hanna-Barbera has the swift grasp of the creatively talented. It combines this with great facility for tasteful high-jinks and light touches that, though unobtrusive for adults, probably furnish the major interest along with narrative itself, for the less sophisticated."

The film also received the Freedoms Foundation Award.

Last year, we held meetings with several local educators who, similarly to audio-visual executives of six years ago, wanted to explore animation as a classroom technique. We soon consulted with several top publishing firms and were delighted with their interest in our product.

This past March we produced a series of training films for the publishing firm of Harper & Row. The State of California has adopted the Harper & Row Basic Reading Program for elementary grades one through six, beginning in September of this year. Our task was to produce the audio-visual film



William Hanna (center) discusses background arrangements with two background painters during production of an industrial film.

at would train the elementary school teach-
the reading program's applications.
Working closely with the Harper & Row
executives, such as Jack Witmer, marketing
ce president, and Robert Jachino, market-
g services coordinator, we produced 'A' Is
r Astronaut.

This 25-minute, fully animated film, out-
ted the reading program, emphasizing that
esterday 'A' was for apple . . . but today,
' is for astronaut. The film explained that
day's children are exposed to more facts
rough books, magazines, radio and televi-
on. Because of this situation, modern read-
g programs must be instituted in elemen-
ry schools.

After the introduction, the film continued
explain the entire reading program, using
the devices of animation.

Following premieres in Los Angeles and
n Francisco, Witmer stated that reaction
om his clients (Board of Education and key
alifornia educators) was that 'A' IS FOR
STRONAUT was the greatest training film
at they had ever seen.

An example of animation functioning with-
the theoretical, or within a situation where
e-action is totally impossible, was demon-
trated with a film we produced for The
eing Company.

The film was to be incorporated into Boe-
g's Super Sonic Transport (SST) overall
oposal for U.S. Government. Our task was
create on the film, through animation, the
alism of an 1,800 mph flight of the SST.

Titled *Wings of Tomorrow*, the cartoon
eatment enabled Boeing to demonstrate an
ronautical situation that will occur in the
rly 1970s when the SST hopefully will be
ady for flight.

These are a few of the examples of what
imation can accomplish as a communica-
on tool.

For those who would enjoy viewing the
any new vistas of animation, we would
commend a visit to the International Tour-
ce of Animation, supervised by Herb Ko-
wer, director of animation department,
niversity of Southern California.

The Tournee of Animation is a traveling
hibition of outstanding shorts from nations
ound the world. It allows the public a
chance to view the latest in animation.

The International Tournee debuts each
ear at the Los Angeles County Museum of
rt under the title of International Animated
ilm Exhibit. Following the show, the films
e sent on tour throughout the U.S.A. for
ne year.

The program has drawn sellout crowds in
ities and on campus. It is demonstrating that
imation does sell.

People are learning through commercials,
aining films and exhibits that animation is
ore than a world of little cartoon characters
unning around on Saturday morning TV or
gotypes coming to life.

Animation is a big, wide world of oppor-
nity. It is fantasy of moving graphics tell-
g a story, communicating a message or
aking the cinematic impossible a colorful
nd lively filmed reality.

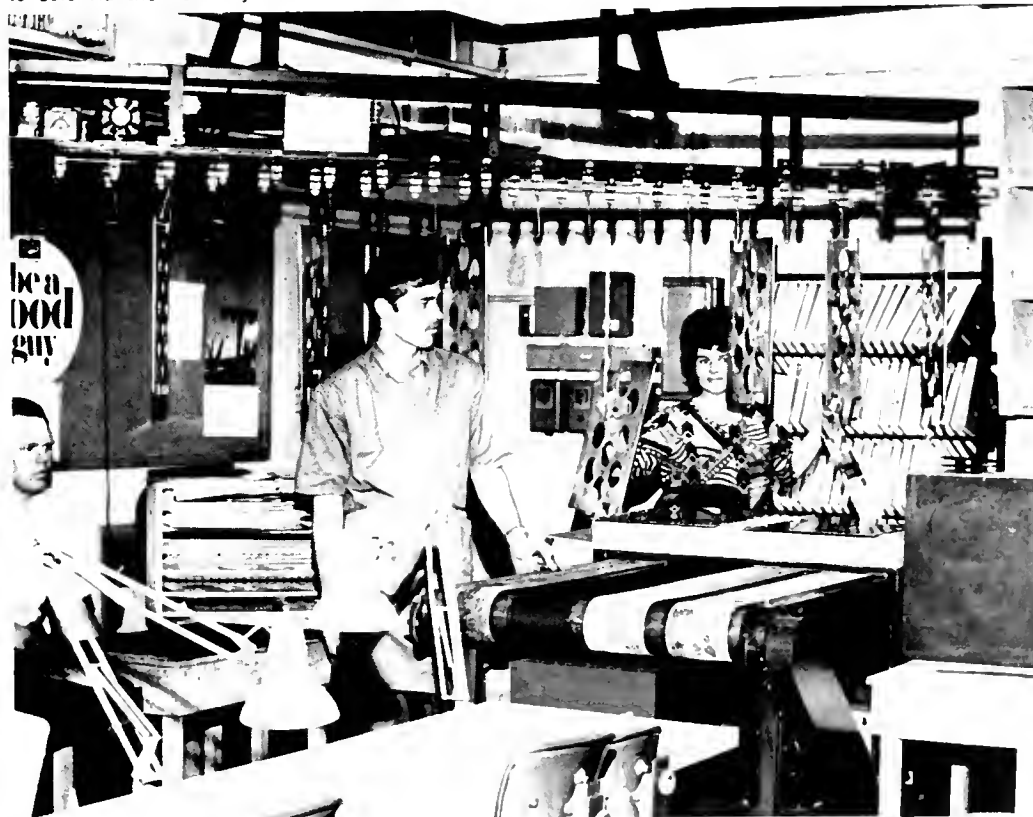
For fresh, effective, visual communications,
his year consider animation. •

Joseph Barbera (right) reviews storyboard with Alex Lovy, animation director, during production of an animated film.



Xerox technician examines cel after transfer from animator's drawing.

Xerography is assisting in the production of animation films. This scene shows working technicians and a portion of the custom-designed, assembly-line operation for transferring animator's drawings to cels via the Xerox system.



Building Better Anti-Submarine Warfare Crews

Series of Navy training films has greatly improved the confidence and comprehension of Helicopter squadrons charged with the responsibility of anti-submarine warfare.

THE BENDIX CORPORATION and the United States Navy have recently cooperated in the development of an educational package designed to instruct the officers and crew of ASW helicopter squadrons. Motion pictures play an integral part of the program which consists of four training films totalling over one hundred minutes of screen time. The films are now being shown around the world to the airborne sonar crews who operate the submarine finding dipping sonar from Sikorsky helicopters while hovering about fifty feet above the ocean surface. The airborne sonar equipment known as AN/AQS-13, is manufactured by the Electrodynamics Division of the Bendix Corporation, North Hollywood, California.

Helicopter squadron doctrine dictates the operational and maintenance procedures required to keep the electronics device in an "up" or "go" status. Unfortunately, each of the squadrons had expected different performance values. The Navy, concerned over the inconsistency, contracted with the manufacturer for the development of an educational package which standardized procedures and performance levels.

Under the guiding hands of Jim Dear and Al Messenie of the Bendix Performance Improvement Program group, a training program was conceived that would set the true guidelines for all of the squadrons to follow.

In addition to engineering studies and procedural manuals, Bendix suggested the production of four 16mm motion pictures, each covering a specific area. The films are titled *Preflight Procedures*, *Search and Tracking Procedures*, *Operational Dip Check Procedures* and *Organizational Maintenance Procedures*. Each film covers the correct procedures to follow for maximum performance under that particular mode of operation.

The Navy, realizing the critical importance of the program, permitted Bendix to create and execute the films, as well as all collateral printed materials, in order to expedite the plan. The Performance Improvement Program (PIP) group from Bendix are also carrying the program to the fleet. Bendix representatives are in Europe, aboard ASW carriers, and at the Naval Helicopter Air Stations at Key West, Quonset Point and Imperial Beach, California.

To produce the films, Bendix selected the

firm of Richard J. Soltys Productions, Burbank, California. The assignment: produce four, half-hour film shows and a quantity of release prints to be delivered in ninety days, an almost insurmountable task.

NAS Imperial Beach, the Naval Helicopter Capitol of the World, was the site of the principal photography under the direction of cameraman Jack Johnston and gaffer Lee Thomas. The majority of the photography took place inside the confined space of the Sikorsky helicopter with very little extra space for crew and virtually none for lighting. To accomplish the job, Mole-Richardson quartz lights were selected with emphasis on the Nooklite fastened with alligator grips. This permitted the lights to be suspended from every conceivable corner or metal bracing.

One of the more fascinating aspects to the photography was acquiring the underwater images displayed on the cathode ray tube. The main photography was shot on EK 7255 but a much higher speed was required to film the CRT scenes. Due to the extremely low CRT intensity level required for normal interpretation, Eastman Kodak EF 7241, high speed ektachrome was exposed wide open (f1.9) and then force processed to an EI of 320. "With normal photography, grain would have been a problem with the emulsion being forced," commented Johnston, "but due to the monochromatic image displayed on the CRT, it was not even noticeable."

A Navy spokesman said that the CRT photography was some of the best ever provided to the Navy in that it faithfully reproduced the extremely subtle light values of the underwater noise and underwater objects that only the trained observer can differentiate.

Lt. Commander Gil McConnell of Helicopter Squadron Ten (HS10) at Imperial Beach, commented that the training program has been the most successful of any program yet devised for airborne sonar operations and that the crews' response has been enthusiastic in its praise. "Knowledge in the system and confidence in their comprehension of the device, has raised the level of performance of all of the airborne sonar crews," noted McConnell. "The films, specifically, are one of the best aids yet created to communicate the entire concept of ASW airborne sonar to the men who will operate the equipment. They will be useful tools for many years to come."



Sikorsky ASW training helicopter (above) enroute to dipping area, and training submarine (below) being deployed in conjunction with filming of AN AQS-13 training films.



Working in the confining quarters of the Sikorsky helicopter, cameraman Jack Johnston lines up scene.



Producer Dick Soltys served as second cameraman for air to air photography off the California coast. A Tyler camera mount was used with Mitchell camera for the majority of the air scene.

How would prestriped film from Kodak sound to you?



Terrific!

In fact, everything about Kodak's prestriped film is terrific. Take the sound quality. The high sensitivity of the magnetic stripe lets you record clean, undistorted signals—even under adverse conditions. And its high signal-to-noise ratio means there will be very little unwanted systems noise. Then there's the precision positioning of the stripe for optimum head contact. The result? High-quality sound to match that high-quality image.

If you want to show magnetic sound films to your—and their—best advantage, try the KODAK PAGEANT Sound Projector, Model AV-105-M. It's half projector, half tape recorder. With it you can add or erase

sound, update older films, or insert new commentary. Of course, the AV-105-M can instantly play back the sounds you've recorded. (It also plays back optical sound.) It's a handy tool for any in-plant or news department.

If you like the sound of this prestriped film story, contact your Kodak representative, or write the nearest Kodak office listed below for more information. You'll like the sound of the film even better.

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ATLANTA: 5315 Peachtree Industrial Blvd., Chamblee, 30005, 404-GL 7-5211; CHICAGO: 1901 West 22nd St., Oak Brook, 60523, 312-654-0200; DALLAS: 6300 Cedar Springs Rd., 75235, 214-FL 1-3221; HOLLYWOOD: 6706 Santa Monica Blvd., 90038, 213-464-6131; NEW YORK: 200 Park Ave., 10017, 212-MU 7-7080; SAN FRANCISCO: 3250 Van Ness Ave., 94119, 415-776-6055

Kodak



Awaiting introduction as festival chairman J. W. Anderson opens ceremonies is Jerry Curto (seated), president of the Chicago Film Council which participated in the festival as a regular meeting.



The special Business Screen award was presented to United Air Lines' John Grember by Lon Gregory (right).



Receiving the "Gold Camera" for the Republic of South Africa is Ambassador H.L.T. Taswell (right) from festival chairman J. W. (Wil) Anderson.

U.S. Industrial Film Festival Names Gold Camera Winners

MORE THAN 200 persons from throughout the nation were on hand at Chicago's Palmer House Hotel April 24 as the U.S. Industrial Film Festival took on an international flavor at the second annual "Gold Camera" awards presentation ceremonies.

Among the winning industrial films were entries from Australia, the Republic of South Africa, Holland, England and the United States. Festival Chairman J. W. (Wil) Anderson said that the festival received 250 entries from 12 nations.

Anderson attributes the success of the festival to the fact that it limits competition to industrial films; not accepting theatrical, experimental or avant garde films. This assures producers, sponsors and distributors that the focal point is on industrial films, not more glamorous

entertainment productions.

The festival has been a leader in sponsored film competition in several respects. It was the first to judge commercially produced, government, and in-plant films separately, assuring that in-plant produced films compete only against other in-plant produced films, and commercially produced films compete only against others. This year, the festival added the innovation of offering winning producers and sponsors a film leader saying that the film was a "Gold Camera" award winner in the 1969 competition. Winners may use the leader on distribution prints of the film so long as the film is unchanged and shown in the same form as entered in the festival.

The Chicago Film Council combined with the festival this year to attend the ceremonies as a special evening meeting.

Dignitaries attending the festival included the ambassador to the United States from the Republic of South Africa, H.L.T. Taswell, who was on hand to accept the first place award in the art and culture category for his government for *Radio Bantu*. The film describes the country's efforts to effectively communicate with its people through their seven separate languages.

Willard C. Wichers, Netherlands Information Service, accepted the first award in the public relations category on behalf of Carillon Films, N.V., Holland, producers of *Vision of A Reality*. The film just managed to nudge out Oscar winner *Why Man Creates* as the winning public relations film.

In addition to the winning films in each category listed below, special awards were pre-

sented by Ira Eaker of Backstage Magazine to Saul Bass for the Kaiser film *Why Man Create*, as the outstanding U.S. produced public relations film; and by BUSINESS SCREEN to Unitec Airlines for *Honolulu*, produced by Cal Berstein as the outstanding sports, recreation and travel entry. The Chairman's Special Award went to Pyramid Film Productions for *An American Time Capsule*, tracing the entire history of the United States through quick-cut slide motion techniques in a fascinating three minute documentary. All three producers were cited for outstanding originality and creativity.

The U.S. Industrial Film Festival concludes its 1969 season with a public screening of selected award winning films on June 2 at the Chicago Advertising Club. The 1970 awards presentation for industrial motion pictures and filmstrips will be held in Chicago April 20, 1970.

The 1969 "Gold Camera" award winning films in each category included:

COMMERCIALY PRODUCED

Advertising-Sales Promotion

A tie between *Subject: Packaging* produced by Goldsholl & Associates for Owens-Illinois and *Astroturf* produced by Jerry Gold & Peter Kalison for Monsanto Corporation. **FILMSTRIP WINNER:** *Her Infinite Variety* produced by Pilot Productions, Inc. for Luzier, Inc.

Art and Culture

Radio Bantu produced by Kilarney Film Studios (S. Africa) for South African Information Service. **FILMSTRIP:** *Part of the Pride*

roduced by American City Bureau/Beaver Association for National Music Camp & Interlochen Arts Academy.

Documentary

Tomorrow Is A Day produced by Guggenheim Productions, Inc. or Illinois Sesquicentennial Commission. FILMSTRIP: *Voting Is People Power* produced by Potomac Films for League of Women Voters.

Fund Raising

The Power of Mercy produced by Fred A. Niles Communications Centers, Inc. for Community Fund of Chicago.

Health, Welfare, Safety, Medicine

A tie between *The Transplants* produced by Medical Communications, Inc. for Johnson & Johnson and *Lifeline To Tomorrow* produced by Educational Media, Inc. for Baxter Laboratories. FILMSTRIP: A tie between *The Marvelous Mechanism* produced by Allied Concepts, Inc. for Continental Can Company and *What's It Going To Cost You?* produced by Portafilms for Consumers Power Company.

Industrial and Technical Processes

A tie between *No Greater Challenge* produced by Starbecker, Inc. for Atomic Energy Commission and *Garehey System of Refuse Disposal* produced by Basic Films Limited (England) for Mechanical Services Ltd. FILMSTRIP: *More Than Meets the Eye* produced by Allerton Berman & Dean for Tile Contractors Association.

Public Relations

Vision Of A Reality produced by Gerard J. Raucamp (Holland) or Philips N.V. FILMSTRIP: *The Where's and Why's of Tile* produced by Allerton Berman & Dean for Tile Contractors Association.

Recreation, Sports, Hobbies, Travel

Honolulu produced by Cal Bernstein Productions for United Air Lines. FILMSTRIP: *Ski The Outer Limits* produced by Summit Films, Inc. for Hart Ski Manufacturing Co.

Religion and Ethics

A tie between *Tour Fourteen* produced by Bill Stokes Associates for Baptist General Convention of Texas and *Birtright* produced by Fred A. Niles Communications Centers, Inc. for American Bible Society. FILMSTRIP: *His Too* produced by American City Bureau/Beaver Association for Bethesda Lutheran Home.

Sales

Race For The Wire produced by John J. Sughrue & F. X. Maguire for Anaconda Wire & Cable Co.

Training

World Championship Washer and Dryer Installation produced by Pilot Productions for Whirlpool Corporation.

Miscellaneous

Urban Sprawl vs. Planned Growth produced by Stuart Finley, Inc., for University of Pennsylvania.

GOVERNMENT PRODUCED

Art and Culture

Sydney Opera House produced by The Australian Commonwealth Film Unit (Australia).

Documentary

Alone, Unarmed and Unafraid produced by George Pratt for United States Air Force.

Health, Welfare, Safety, Medicine

On Guard produced by Don Hoster for District Attorney (Los Angeles).

Industrial and Technical Processes

Forest Without Spears produced by The Australian Commonwealth Film Unit (Australia).

Public Relations

USAF Combat Photography produced by Major Howard B. Landau for United States Air Force.

Recreation, Sports, Hobbies, Travel

Eighteen Footers produced by The Australian Commonwealth Film Unit (Australia)

Training

ADC Life Support Training School produced by Charles T O'Bork for United States Air Force.

IN-PLANT PRODUCED

Documentary

Campaign Culture produced by IBM Poughkeepsie for IBM Manufacturing Plant.

Fund Raising

One Out of Three (Filmstrip) produced by United Way, Inc.

Health, Welfare, Safety, Medicine

Toward Cancer Control For Women (Filmstrip) produced by Michigan Cancer Foundation for United Cancer Council.

UNIVERSITY PRODUCED

Documentary

Lisa's World produced by Barbara Roos.

Health, Welfare, Safety, Medicine

Kevin produced by Malcolm Tarlovsky for Syracuse University & Central N.Y. Eye Bank Assn.

Sciences and Research

Trigger Films produced by Alfred Slot.



W. C. Wichers (left) of the Netherlands Information Service accepts award from festival jury chairman Bill Terrell (center) as G. A. Garnes of Norelco looks on. Norelco sponsored the winning public relations film "Vision of A Reality" which was produced by Carillon Films in Holland.



Award winning entries received mounted plaques like this representing the "Gold Camera" award in a category.

Stuart Finley accepts "Gold Camera" award for winning entry in miscellaneous category, "Urban Sprawl vs. Planned Growth."



Conversing prior to presentation ceremonies are (l. to r.): Jack Lusk, Modern Talking Picture Service; John Grember, United Air Lines; Lon Gregory, editor of Business Screen; Mrs. Gregory; and Norm Lindquist, vice president Fred A. Niles Communications Centers.



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your script

calls for the

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visual effect...

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IFPA JOURNAL

INFORMATION FILM PRODUCERS OF AMERICA, INC

IFPA Revises Film Competition

Information Film Producers of America (IFPA) announces the opening of its Cindy film competition for 1969. The Cindy competition, designed to honor creativity and technical excellence in the production of the information film, is open to all persons, member and non-member alike.

For the first time, three divisions of competition have been created, which basically correspond to the types of films being produced in the information film field today: the sponsored film, the institutionally produced film and the governmentally produced film. In each division, there are eight categories: public relations, training, employee relations, technical, sales and advertising, enrichment, academic instruction and special productions. Thus 24 gold Cindys will be awarded to the winners, and 24 silver Cindys to the finalists.

Presentation of the coveted Cindy statuettes of excellence will take place at the awards banquet of IFPA's Tenth Annual Conference, at the Sheraton-Palace Hotel, San Francisco, October 16, 17 and 18.

Interested persons who wish to enter a film in the 1969 competition, may contact Ira Thatcher, IFPA 1969 Film Competition Chairman, United Airlines, Inc. San Francisco International Airport, San Francisco, Calif., 94129, for further details, and entry forms. There is no limit to the number of entries per organization, but they must be postmarked no later than August 1. Entry fees are \$15 for IFPA members, and \$25 for non-members.

Blume 1969 Conference Chairman

Mitchell Rose, national president of IFPA, has appointed Wilbur T. Blume Program Chairman for the Tenth Annual National Conference. "Bill" has been charged with the task of arranging for the various presentations which are scheduled for the three day conference period.

Blume's professional experience and background in the major facets of the information film field: Government, Education, Commercial and In-Plant production, made him a logical choice to pull together the various elements of a program to interest IFPA's wide-variety of audio-visual communicators.

Bill Blume is presently Chief of the Motion Picture Production Division, Headquarters, Aerospace Audio-Visual Service, USAF. He moved to Norton Air Force Base last July from Lookout Mountain Air Force Station, where he had been a civilian producer-director for the past 10 years. Six of his produc-

tions have been Cindy award winners. In addition, he has, as a free-lance writer, scripted many films for various commercial producers. A Blume-scripted film for F Productions, "The Magic Knife", received silver Cindy in the 1967 film competition.

In 1956, Bill attained world-renown with his film, "The Face of Lincoln", produced while on the staff of USC, was awarded Oscar as the Best Short Subject of the year. He was on the USC staff for a total of years, prior to a year in commercial production, and then to the Air Force.

Other arrangements for the 1969 Conference are also coming into focus. Dick Foster, W. A. Palmer Films, San Francisco, 1969 Conference Chairman stated, "Our physical arrangements at the Sheraton-Palace are excellent. We will have the best available projection equipment for our speakers. The Cindy finalist screenings will be handled through three concurrent sessions to accommodate the 48 films to be shown."

According to Ralph Hall, executive director, "Booth reservations for the Trade Show are coming in rapidly. Our 1969 show will be the largest in the history of IFPA. We expect to be able to provide our conference attendees with displays of all the latest advancements in the audio-visual equipment field."



BLUME... heading 1969 annual conference.



JACKIE STILWELL... recording new members.

West Membership Contest On

"The drive is on! — West Coast Membership, that is," so says Bob Montagu, chapters & membership V.P., West.

A unique contest was approved by the Board of Directors, and now each West Coast Chapter member, or member-at-large, can do his part to sustain IFPA's growth pattern.

Each member earns an IFPA lapel pin for the first new applicant he signs up, and for a little more effort — valuable merchandise prizes are being awarded to the top five recruiters.

Special contest kits and applications have been sent to all members, and additional copies are available from the National Office.

Continued on next page

The survival of the fittest:

Darwin put it into words. Evolution. Elimination of the less suitable. Improvement of the breed. What's good survives; the rest fade out.

We put it into action. For as it is true with man, so it is true of machines. Those that function better, more efficiently, make it. Those that don't, don't.

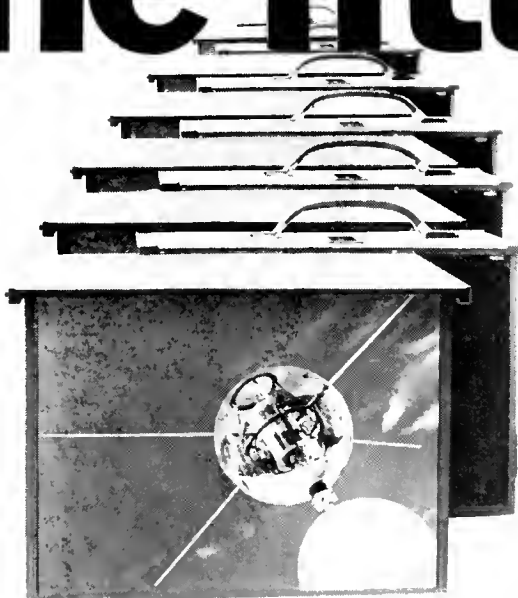
At MPO we've been having a technological evolution ever since we brought out our first repeater projector. And our evolution is still going on.

We felt our Videotronic Super 8 projector would function better with permanent lubrication. So we did it. Put permanent lubrication at all major points of friction.

Then we put our minds to coping with today's increasingly rugged shipping conditions. To improve our projector to better withstand them. So we strengthened the metal bed plate and all inside components. Strengthened the outside case and added metal shields to all corners. Reinforced the mountings of the solid state amplifier and the amplifier itself.

Next, we focused on the actual functioning of the projector. Because some of our customers used the projector in the tropics, they wanted an oversized cooling system. So we improved the blowers and air flow to enable our projector to keep its cool under the most extreme heat conditions.

Our attention then turned to overload problems. Other projectors were having them. We didn't ever want such a



possibility. So we increased our motor capacity. And redesigned our motor drive system to cope with frequent overloading.

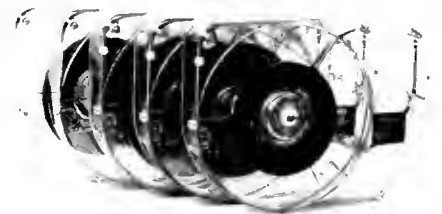
The film itself can occasionally cause problems. And we were out to anticipate those. We altered the film gate and the sound head so they can better withstand the abrasive conditions imposed by the occasional poorly slit and excessively dirty film. But with all our improvements over the years, we—and all the other projector manufacturers—have still been plagued by occasional film breakage...

Now. The most important technological advancement in the history of loop projection.

In the process of working on these film problems, we developed an improved Super 8 film cartridge.

Our latest cartridge has a metal film guide that positions the film as it's drawn

from the center of the coil. We've also added metal strips in the plastic platters. Now only metal touches the film's edges. We further strengthened the cartridge's long wearing capabilities with rollers of new wear-resistant plastics. Result? Virtually the end of film breakage. Our new cartridge does away with center film breakage due to surface dirt. It also prevents any damage from a pronounced "set" in the film from inactivity.



And so our evolution goes. And so it will go on. Because thousands of customers are using our projector. In the field, where it really counts. Because we're constantly in touch with them. Making modifications to their needs. And doing our own extensive tests in the lab as well.

And because we're continually refining and improving our projector, our Super 8 projector always is new, refined and bettered.

The simple yet complex process of evolution.

The survival of the fittest: MPO Videotronic Super 8

MPO Repeater Projector Sales Division

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Arrange to see
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No matter whether you have been using Arriflex cameras for years or contemplating buying your first, this 32 minute color and sound 16MM film provides “inside story” information that will heighten your appreciation or resolve your interest in these sophisticated filming tools.

HOW ARE ARRIFLEX CAMERAS MADE?

“The Arri Story” takes you to West Germany on a guided tour through the ultra modern Arriflex plant. Here you witness first-hand, design and detailed manufacturing steps of these world renowned cameras from drawing board to finished product.

WHY ARE ARRIFLEX CAMERAS SO RELIABLE? It's all in the meticulous unrelenting testing procedure before a single camera is ever checked out of the plant. “The Arriflex Story” shows you how and why more time is devoted to testing and inspection than actual fabrication. When finally you reach the final check-out test you'll understand why Arriflex cameras consistently produce ultra-sharp, rock-steady footage to the highest professional standards.

WHAT'S THE RANGE OF ARRIFLEX ASSIGNMENTS? “The Arriflex Story” takes you literally around the world and to many of the more than 100 countries where Arriflex is the preferred camera among professional cinematographers. From Alaska to Zanzibar, on assignments as diverse as missile tracking to microbe hunting, from cinema art to newsreel, you will witness the facts that have earned Arriflex its reputation as the most versatile, most reliable professional motion picture camera in the world.

“THE ARRIFLEX STORY” is offered on loan without charge for screening anywhere in the continental U.S.A. to the following groups: Professional producers and cameramen, professional associations and affiliated chapters, institutions teaching motion picture production, Government Agencies and services concerned with motion picture production. Please request on letterhead.

ARRIFLEX
CORPORATION OF AMERICA

P.O. Box 1050, Woodside, N. Y. 11377

IFPA journal . . .

continued

Non-members who want to get in on the action — can. Just contact the National Office for membership information, join up, and start recruiting. And remember, just 5 members in an area is all it takes to petition for a chapter charter.

The contest will run through June, with winners to be announced shortly thereafter.

Naval Photo Center Hosts DC Chapter

Lt. Commander Sims Howell, one of the founders of the Washington D.C. Chapter, hosted the group at the Naval Photo Center for their April meeting.

The 16 new chapter members from the Navy were introduced to the rest of the group, the newest Navy productions were screened, and members toured the NPC facilities.

At the business portion of the meeting, the May and June meetings were firmed up. May will see the group at the Applied Physics Laboratory, Johns Hopkins University, hosted by Jay Brubaker; while in June, the Chapter will journey to Hi Point, No. Carolina, as guests of Art Salkin, of Alderman Studios.

Nor-Cal, SMPTE Host Joint Meeting

Northern California Chapter's March meeting was a cooperative IFPA-SMPTE venture hosted by SMPTE at Kodak's Van Ness Avenue Main Offices.

With approximately 90 attendees from industry, labs, and schools (including students), the program featured multi-media presentation techniques by Kodak.

A surprise feature was a multi-media presentation by the Harry McCune Company of a self-contained, three carousel, four speaker system which provides via programmed tape a completely automatic production.

Harry McCune has been in the sound equipment rental business for years, and his progress from frog-voiced bull horns for ball games to high quality deluxe sound projection equipment is noteworthy.

The McCune system is housed in a lectern-type cabinet about 4½ feet high so well sound-proofed that the blower system was completely inaudible.

Joint 8, Super 8 Seminar Planned

The Northern California Chapter in association with the Bay Area Chapter of SMPTE, is presenting an all day seminar on 8 and Super 8.

Ray Grant, seminar chairman, assisted by Dick Foster, along with other members of both groups, have put together an exciting program for the day.

The seminar will be held Saturday, May 24th, from 9 a.m. to 5 p.m. at the Imperial Room, Miyako Hotel, Japanese Trade Center, San Francisco. A nominal registration fee will be charged.

The keynote speaker will be Dr. Erwin

Moon of the Moody Institute. The morning session will be devoted to individual presentations by producers of 8mm and Super 8 formats. Among those are Richard Lewis San Jose State College discussing “Educational Uses of Super 8”, and Bill Wagner Wells Fargo Bank, Training Dept., speaking on the “Industrial Applications of 8mm and Super 8”.

Also on tap for the morning are demonstrations by manufacturers and distributors projection systems for these formats.

IFPA Names in the News . . .



Robert S. Scott was recently transferred Washington D.C. to become Manager of the firm's Washington Operations. Scott, who is Chairman of IFPA Board of Governors, and a former National President, has been long active in the organization's affairs. His advice and guidance will be most valuable to the neophyte chapters in the East.

Lutz Winkler, secretary-treasurer of the San Diego Chapter was recently promoted to Photographic Manager of the Naval Electronic Laboratory Center, San Diego.

Something EXTRA!



You can expect the best
from Palmer Film Services.

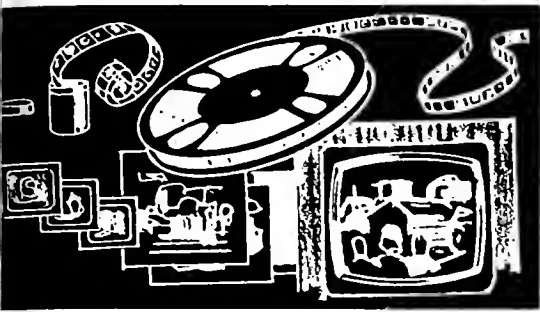
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San Francisco's complete 16 mm film service



picture parade

"They" Explored in Newest Urban Focus Series Film

Urban Focus, a series of films aimed at giving city youngsters a feeling of excitement about their environment — and the confidence to reap its riches, called upon the services of curriculum specialists, psychologists, sociologists, city planners, urban architects, historians and teachers from public, private and parochial schools in its preliminary studies.

An Imaginary They is the newest release in the series and explores the mythical "they" to whom much is ascribed in today's large, complex and seemingly unresponsive cities. Included in the series is *Generations*, *Work My Name* and *My City*.

Sponsored by Pepsi-Cola Education Service, further information may be obtained from Modern Learning Aids, New York, New York.

Continental Can Shows Litter Costs Money

Continental Can Company has recently completed production of an employee-oriented film showing the vast costliness of littering. Cooperating with the Keep America Beautiful campaign, Continental Can had Applied Concepts (New York) create the film as part of its continuing employee Communications Program.

Released originally as a soundtrack, the sound track and cartoon art were re-worked so that the film could be released to the general public in 16mm or 8mm film and sound. The title, *The Upper Place*, indicates the how-to of litter disposal. The film, done as an animated cartoon, shows containers and their disposal problems throughout history in a light, but meaningful way.

The movie has been cleared for TV and is also available for civic, fraternal and industrial groups.

Training Personnel in Improved Attitudes

International Salespower Institute has produced a new sound-filmstrip series training program designed to improve the attitudes and performance of office, plant, store and outside service personnel.

All in color, the strips are entitled *Meet Yourself*, *Meet Your Attitudes* and *Meet Your Future*; and demonstrate the effects of employee attitudes on customers, the business and themselves; and show why the productive employee is sure to get ahead. Good and bad ways to handle typical situations are demonstrated by live models.

Inquiries should be directed to Modern Learning Aids (Business and Professional Programs), New York.

Six New Technical Motion Pictures Available

Six technical motion pictures are available from the Atomic Energy Commission through its motion picture film libraries or by contacting Chief, Audio-Visual Branch, Division of Public Information, U.S. Atomic Energy Commission, Washington, D.C. 20545.

The films are: *Molten Salt Reactor Experiment*, 20 minutes, color; *Fire Loss Management, Part II: Computer Installations*, 20 minutes, b/w; *TRIP Steel*, 11 minutes, color; *Response to Mechanical Shock*, 18 minutes, color; *Terradynamics*, 21 minutes, color; *ACCEL Revisited: Automated Circuit Card Etching Layout*, 20 minutes, color.

Arnold Palmer Triumphs In New Kemper Open Film

The 1968 *Kemper Open* shows how Arnold Palmer's winning form overtook the leader to win the last round of the first Kemper Open Golf Tournament,

sponsored by Kemper Insurance.

Produced by Transworld International, the 28-minute color film is available from Modern Talking Picture Service film libraries throughout the country.

Continued on next page

Tandberg's Love Child

"Pilotone"
Model 11-1-P



PORTABLE/SOLID STATE/BATTERY OPERATED/TAPE RECORDER

for Professional Sound/Film Synchronization

At first, it was almost a "labor of love" to meet all the rigorous dictates for Tandberg excellence. Then, after exhaustive development, a fine product was born—the fully transistorized, 9½ lb., Model 11-1-P. To achieve lip "synch", this newest Tandberg instrument records a pilot signal from the camera, and accommodates a Tandberg synchronizer. It features 5 heads, 3 speeds, 7" reel capacity (cover off), electronic tape speed governor, automatic overload limiter, rugged, climatized (+15°F to +115°F) construction, built-in speaker; accepts ten 1.5V D cell batteries or nickel cadmium batteries.

SPECIFICATIONS

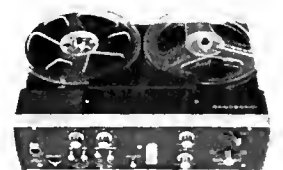
Heads: full track — erase, record, playback; neopilot; tachometer for speed control; Frequency Response: 7½ ips — 30-20,000Hz (±2db 40-16,000Hz); 3¾ ips — 30-13,000Hz (±2db 50-9,000Hz); 1½ ips — 30-7,000Hz (±2db 60-4,500 Hz). Signal-to-noise Ratio: @ 7½ ips 61db. Wow: 7½ ips better than .1%; 3¾ ips better than .15%; 1½ ips better than .35%. Erase & Bias Frequency: 85.5KHz ±2KHz; below 5% distortion. Absolute Speed Tolerance: ±0.5%; Transistor Complement: 41 transistors, 8 diodes, 2 zener diodes. \$699.00

Optional Accessories:

Synchronizer \$350, Carry Bag \$29.95 AC Power Supply \$44.95

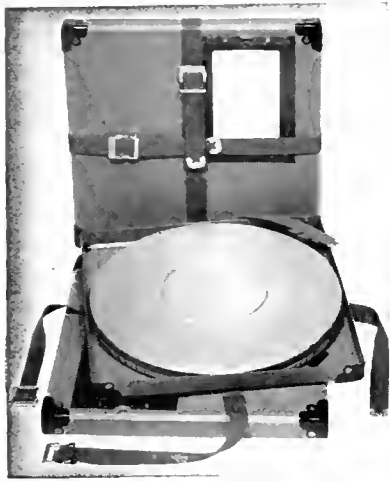
for better, clearer, more natural sound

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picture parade . . .

continued

"A Medal of Gold" Ice Skating "As It Is"

Where one man's ice is a drink-cooler, and another's is a highway hazard, to the skater ice is a challenge and a delight — a surface over which lithe bodies on steel blades can move with speed, rhythm and grace. To demonstrate the enjoyment skating provides both spectator and participant, and to promote skating generally, the Essex County (New Jersey) Park Commission has produced a 36-minute, 16mm black and white sound film entitled *A Medal of Gold*, which presents vignettes of many of ice skating's "greats" in dramatic motion, shows "ordinary" people having fun on ice, and sketches a child's dream of skating-skill and her success in achieving it.

Appropriate sidelights are woven into the film: The contrast between antique and modern skates, and how the changes came; the origin of speed-skating in Scotland, and ice hockey in Canada; the fact that an American ballet master introduced showmanship to ice skating, but found Europe a more receptive audience, with the American public, unknowingly, waiting for Sonja Henie to popularize skating throughout the world. . . . But there's no point in telling all that takes place: the film is for seeing and hearing, and this is fun for athlete and non-athlete alike.

Etienne Noir, who manages the South Mountain Arena, an ice rink in West Orange, was the in-plant producer and made skillful use of camera and cutting room. Financial support for what had to be a very low-budget production, and which overcame the limitation nicely, was subscribed by the Essex County Park Commission.

A limited number of prints circulate for audience showings at a modest handling charge plus postage. For information, write Essex County Park Commission, 566 Northfield Avenue, West Orange, N.J. 07052.

New Approach in Safe Driving, Effects of Drugs

Drivin' and Drugs tells it like it is to teen-agers, presenting the facts about two major driving hazards. The 14½ minute color

safe-driving film released by Chevrolet follows *Drivin' and Drinkin'*, released just two months earlier.

The subject matter was selected on the basis of a survey of representative driver education instructors throughout the country. It signals an important breakthrough in the automobile industry's approach to driver education. Heretofore, such subjects have usually been soft-pedaled as "too hot to handle".

Both films are available to school and community groups from the film libraries of Modern Talking Picture Service.

Conservation from A New Viewpoint by Cinemakers

Film Director Ed Schultz and Cameraman William Doherty of Cinemakers, along with nine Senior Girl Scouts and their leader, recently went roughing it in the knee-deep snows of the Great Smokies.

The scenes of the teen-agers hiking, pitching tents, cooking and making themselves at home in the outdoors will be the opening sequence of a new film designed to encourage greater use and appreciation of natural resources. During the year, the film crew will travel more than 5,000 miles under the sponsorship of the national Girl Scout organization to document young people living in the outdoors in a variety of locales and climates.

"Conservation is usually thought of as a solemn duty," said Carol Hale, Cinemakers' writer producer, "but we're trying to show conservation also means enjoying our natural resources. As the crush of urban living grows," Mrs. Hale added, "the more young people will need to get out in the open, and not just as passive observers, but as active participants."

"Even more basic than that," Schultz commented, "we hope that seeing how these 9 to 17 year old girls live in and enjoy the out-of-doors will show others that there are ways of enjoying our natural resources without littering them up or running the risk of burning them down."

The 16mm color and sound film is slated for release in the fall of 1969.

Express Abstraction in Unique Approach

A new film expressing abstraction in a unique manner is now being used for public relations sales and recruiting purposes by Raybestos-Manhattan, Inc.

Raybestos-Manhattan searches and produces composite materials. This is the science strengthening the weaknesses natural and existing materials combining them with other natural materials, with treated alloys and with specialized plastics. Composite materials, now and the future, must meet the demands of modern technology.

In the film, Director Paul Harvey of Pelican Films, Inc., visually communicates the turmoil of a creative mind in search of an answer to a modern industrial problem. Through images, the film reflects the progressive approaches and attitudes of the company, rather than concretely focusing on its existing products.



Portrayal of the abstraction of the turmoil of a creative mind in search of an answer to a modern industrial problem in the film "The Future Is Our History."

To portray this abstraction, Harvey constructed a maze, a large rectangular box measuring 40 feet long, 4 feet wide and 4 feet high. Louvers, like those of a venetian blind, were cut in both sides of the wooden box and flood lights with colored gels produced the great variation of light inside the maze. The camera inside the container moved through the slanted light toward a door which opened and closed. Shots, both in and out of focus, were deliberately over-exposed parts.

The film, which combines original and stock footage, maintains a non-literal, impressionistic feeling throughout. An original score by Harold Seletsky reinforces the total mood.

The Future Is Our History concentrates on today and tomorrow — in all facets of man's

earth and in space. Products distributed to seventy-five nations in the free world for governmental, industrial and consumer uses.

Credited for the film are: director, producer, designer — Harvey; editor — Bengt Merschfeld; writer — Stan Sobel; musical composition — Harold Seletsky; camera — Garfinkel; agency — Gray Rogers, Inc., Philadelphia, Pennsylvania.

Blue Berets Shown in Peacekeeping Functions

A new visual presentation on the basic issue of our time, the United Nations peace-keeping function, is now available for distribution from the United Nations Association of the United States of America.

Peace-keeping: UN Business is behind the scenes with the men in the blue berets doing the day to day job of trying to bring the peace. Scenes include activities in Panmunjom, Jerusalem, Cyprus and the Congo.

The presentation is available in 100-slide and script form for \$7.50, or as a 23-minute filmstrip/record for \$6.50. Write to UNA-USA, 833 United Nations Plaza, New York 10017.

Atom in Peacetime, Atom in Medicine

Two popular-level color motion pictures, produced by CBS-TV, for its series "The 21st Century" are now available for free showings through the Atomic Energy Commission's free-film libraries.

The Mighty Atom, host-narrated by Walter Cronkite, is a summary of the peacetime applications of the atom. *Atomic Medicine* outlines the expanding applications of atomic energy for diagnosis and treatment of diseases.

Wild Fisheries' Films on Estuaries, Conservation

Two films on estuarine resources and conservation have been made by The Department of the Interior's Bureau of Commercial Fisheries in cooperation with the Gulf States Marine Fisheries Service.

Estuarine Heritage, which is 28 minutes, covers the role of estuaries as "nurseries" for economically important species;

as the habitat of waterfowl and furbearing animals; and as a recreational and esthetic resource.

The Boy and the Biologist, a 14-minute film, is based on an encounter between a youngster, intent only on fishing and fun, and the older outdoorsman who shares with the boy his more knowledgeable perspective and sense of responsibility.

A catalog of films may be obtained by writing the Bureau's Branch of Audio-Visual Services, 1815 North Fort Myer Drive, Arlington, Va. 22209.

How Air Freight Works, Advantages to Industry

The Air Freight Marketing Group, composed of 33 airlines operating in the U.S., is currently using a combined motion picture and slide presentation to interest various industries, such as pharmaceuticals, textiles, etc. in the advantages of air freight.

The motion picture, titled *Right Now* is a marketing story with well-conceived graphics illustrating how air freight works. It points out that the flexibility or rapidity of regular air freight shipment eliminates the need for regional warehouses and the problems of out-of-stock items; as well as reducing obsolescence

and providing released capital for other uses through the lessening of warehoused stock requirements.

The Air Freight Marketing Group arranged for presentations of the industry story at industrial conventions and other suitable gatherings. Following the opening 14-minute motion picture, a "skid" moves on stage composed of modular blocks upon which a slide presentation keyed specifically to the audience is projected. Four Carousels are used in this part of the show, along with live speakers detailing how air freight can particularly serve the industry. A panel discussion with a moderator and four key people from the airlines participating winds up the hour-long session.

The entire presentation — motion picture, modular stage display, slide show, walk-out music, convention display with continuous "side-winder" film-strip and a hand-out booklet — was designed, staged and produced by Terry Colasacco, of Filmex, Inc.

Plans have been made for the Air Freight Marketing Group to present its story to 12 different industries at conventions during the year. The presentation fits into crates for easy transportability by air cargo.

At a recent preview showing before the Civil Aeronautics Board in Washington, George Zettler, of the Flying Tiger Line, who is president of the Air Freight Marketing Group, was key speaker.

Lunar Landing Craft Film Showing on Campuses

With interest running high in lunar landing craft at NASA, a short film called *Alcoa Lunar Landing Craft* is being shown daily on College campuses across the country.

The four-minute color movie is devoted to the winning project in a student design contest sponsored by Alcoa. It shows exactly how the 25-foot student model would operate.

Public Service Series Released by Harvest Films

A new series of 10 public service TV spots on the subject of Health Careers has been completed and released by Harvest Films, Inc.

Produced for the State of New York Department of Health, each spot deals with a specific health career and outlines the opportunities in the field.

Would you want to Pyramid your sales — with salesmen who call on prospects and customers with ideas that create need and desire for your products and services?

And would you prefer salesmen — who by selling creatively — bring prestige to your company, your product and to themselves as salesmen?

If so — won't you want to show them

"CREATIVE SELLING"

... the fourteen meeting audio-visual salesmanpower development program on the attitudes and techniques of helping people buy benefits?

Complete with — Sound Color Filmstrips, Programmed Leader's Manual, Salesmen's Manuals, Workshops, Diplomas, Quizzes, Evaluation Reports, Graduation Hats and Pins.

CREATIVE SALESMEN SELL 16 TIMES MORE!

Records show that Creative Salesmen average 16 times more business than the average of ordinary salesmen. With such men, wouldn't you be taking a giant step toward solid company growth with increased profits? "Creative Selling" is designed to do this for you.

RESULTS YOU MIGHT WANT!

If your salesmen had as much knowledge of people — as they have of your product — wouldn't they be better salesmen? Wouldn't the result be that your customers and prospects would think of them as warm, friendly, responsive and interested men — and the kind they're always glad to see and do business with?

Wouldn't you want a salesmanpower development program that does this — by showing men ...

... a method of selling that creates need and causes prospects to want your offering?

... a method of selling that creates trust and confidence and minimizes sales resistance?

... a method of selling that creates more closes, easier closes and minimizes lost sales?

... a method of selling that creates more new business, more repeat business and more referral business?

These are the results you might expect from showing "Creative Selling" to your men.

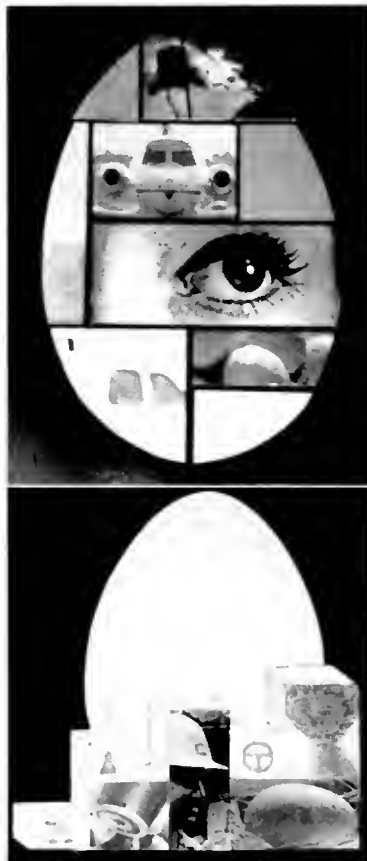
YOU BE THE JUDGE!

Should this advertisement indicate some of the objectives you want for your salesmen — wouldn't you wish to know all about this program — and our offer for you to see it and judge it, before you buy?

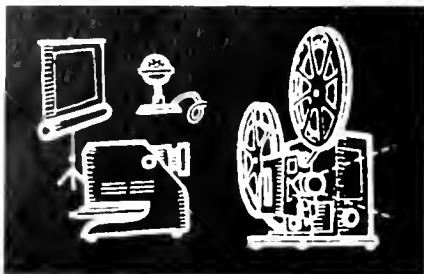
IF SO — MAIL THE COUPON BELOW!

BETTER SELLING BUREAU Dept. X5-9
1150 W. Olive Ave., Burbank, Calif. 91506
Please send complete information regarding "CREATIVE SELLING" and your Preview Offer.

Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____



Scenes from the "Right Now" presentation for the Air Freight Marketing Group by Filmex, Inc.



Bohn Benton Announces Compact Sound Projector

The Institutor, a Super 8 cartridge sound projector, offers a number of advances, beginning with its remarkably small size. Closed, the model is an attache case only 4 inches thick, 13 inches wide and 16 inches long and weighs only 17 pounds. The 9 x 12 inch picture screen folds neatly inside, ready to snap into position as soon as the cover is opened.

For larger audiences, the Institutor projects pictures up to 6 feet wide on a wall screen. It also stops the picture on any frame for prolonged examination. The Institutor incorporates a solid state audio system, a built-in speaker, and a jack to connect an external speaker for auditorium sized audiences, or an ear-phone for private listening.

The cartridges, which can be changed in two seconds, hold 18 minutes of color film and include a broken film detector and an



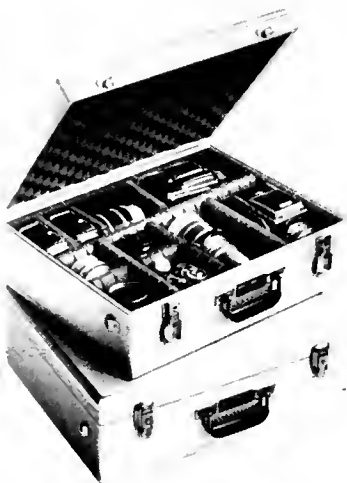
This portable cartridge loaded, Super 8 sound projector folds into a convenient attache case.

automatic loop setter to prevent film damage.

For further information write Bohn Benton, Inc., 110 Roosevelt Avenue, Mineola, New York 11501.

Equipment Cases Feature Added Protection

Fiberbilt Photo Products has introduced a line of aluminum clad cases designated the P-20. Like other Adapt-A-Cases in their line, it features a system of moveable, interlocking partitions and padded interior of super-cushioning foam. The P-20 is



The Adapt-A-Case P-20 provides protection for equipment.

available in 8 sizes, each of which is lightweight and of rugged, rivetless construction. Tongue and groove closure with rubber gasket insert provides dust and weather protection.

For complete information write Fiberbilt Photo Products, 601 West 26th Street, New York, New York 10001.

Electric Zoom Lens for CCTV, Videotaping

Concord Electronics Corporation has introduced an electrically-controlled zoom lens and remote control panel for closed circuit television, security and video tape recording applications.

The lens is a 20-55mm zoom with a standard C mount and is interchangeable with all Concord television cameras. The built-in electrical motors connect to the control panel which allows all functions of the lens including zoom distance, focus and zoom speed to be controlled electronically with push-button ease.

In security installations, the panel serves as a remote control device for instant zoom and focus on specific subject areas from a separate location. It may be used in single or multiple camera arrangements with a central console system.

More video tapes can be made for business, education and train-

ing since the motorized zoom provides a smoother transition. The control panel may also be mounted on the Concord viewfinder camera for convenient fingertip control by the camera operator. For additional information, write Concord Electronics Corporation, 1935 Armacost Avenue, Los Angeles, California 90025.

Fortune Audio-Visual Introduces Mor-Lite

Fortune Audio-Visual has announced the development of a 1000 watt lamp system using the autofocus Carousel type slide projector. The Mor-Lite projection system provides more light than the standard 500 watt machine lamp and is compatible with all Carousel lenses and may be used with super-slides. To assure adequate cooling, the fan continues to run after the projector has been turned off and automatically shuts off when the projector has cooled. Lamp brilliance is variable from "Off" to "High".

The additional light is particularly desirable in conference rooms where dimming of lights



1000 watt lamp system provides more light than standard 500 watt machine lamp.

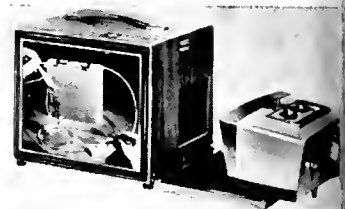
often impedes good rapport between participants. The autofocus feature, in addition to the added light, provides a good tool for use in auditoriums.

Additional information is available from Fortune Audio-Visual, 30-24 Broadway, Fair Lawn, New Jersey 07410.

Radiant Offers Projector For 8mm Film Loops

A table top rear projector viewer specifically designed for Technicolor Super 8mm projectors has just been introduced by Radiant Educational Company.

The unit features an exclusive Uni-Glo screen surface, improved optical diffusion process reported to produce high light gain, even edge-to-edge sharpness, exceptional color fidelity and picture brilliance over the entire square inch viewing area with minimum fall-off under normal room lighting conditions. The unit requires only 2 square feet of desk space, folds up for storage to a compact 12" x 10" x 9 1/2", features a shock mount



Though light weight and easy to handle, the viewer is ruggedly constructed for years of trouble-free service.

mirror, heavy gauge steel housing in wood-grain vinyl finish, hand-fitting handle for carrying ease and non-slip rubber base feet.

For further information write or call Radiant Educational Company, Morton Grove, Illinois 60053.

Birns & Sawyer Offers Improved Tripod

Birns & Sawyer has placed on the market an improved and sturdier medium weight VGM-20 tripod. The tripod, designed for such cameras as the Arri 16, Eclair 35, Mitchell, Eclair and other medium weight cameras often using long lenses, has thicker flanges of polished stainless steel and single-knob leg lock with heavier thread. For less leg weight and more solidity, die-cast tripod shoes are an inch wider at

case with stainless steel shoe joints. Legs are straight grained Mountain Ash, mahogany stained and oil treated. They are also available in flat-top casting for Friction Heads, O'Connor and Miller Fluid Heads and in all Collars for use with Leveling Heads. Babies in Flat-Top and Ball Collar are also available.

For more information write Harris & Sawyer, Inc., 1026 N. Highland Avenue, Hollywood, California 90038.

Anamorphic Lenses for Bauer P6 Auto Projector

Two anamorphic lenses introduced for the Bauer P6 Automatic Optical/Magnetic Sound Projector bring a new dimension to 16mm films. The two lenses are available from Allied Impex Corp., exclusive United States importer of Bauer products.

The lenses are:

- 1) The Moeller anamorphic lens (32/2X) for use with 35mm and 50mm projection lenses.
- 2) The Moeller anamorphic lens (46/2X) for use with 65mm and 75mm P6 Automatic Projection lenses.

Both of these anamorphic lenses have an unsqueezing factor of 2 times, and focus adjustment in both meters and feet.

For additional information, contact Allied Impex Corp., a division of AIC Photo, Inc., 168 Green Cove Road, Carle Place, N.Y. 11514.

Programmer Synchronizes Slides and Narration

The Cue-Slide Programmer, produced by the Klitten Company is a sound slide synchronizer which will work with any remote controlled slide or filmstrip projector and any stereo tape recorder. It is designed to provide flexible and automatic slide projector operation for synchronizing tape recorded commentary, background music or sound effects with specific slide sequences for instant playback. Completely automatic, the Cue-Slide Programmer generates an electronic signal that is recorded on the second track of a stereo tape. On playback the silent signal advances the slide projector to the next slide. Trip signal is automatically timed—duration adjustable from 0.1 to 1.0 seconds.

Completely flexible, Cue-Slide does not limit the user to the original program arrangement



The Cue-Slide Programmer is ruggedly constructed and weighs less than four pounds.

but one can adapt and change slides at will to fit varying requirements and either track can be edited or updated at any time. It can also be used to trigger or signal impulses to separate remote animated mechanisms with or without sound or narration.

Further information is available from The Klitten Company, Inc., 1213 North Amalfi Drive, Pacific Palisades, California 90272.

Low Cost CCTV Cameras Introduced

The first low-cost broadcast and closed circuit color television cameras designed to operate on both PAL and SECAM systems have been introduced by International Video Corporation. The cameras are fifty cycle versions of the IVC-100 NTSC color cameras now used extensively in broadcast and closed circuit applications. The cameras, the IVC-101, for use in closed circuit applications, and the IVC-121, the broadcast model were first exhibited at the International Broadcasting Convention in London.

The IVC-100 series cameras make live color television practical for educational, industrial and medical applications for the first time and permit broadcasters

to use professional quality color at unprecedented low cost. The camera and the IVC-800 series color videotape recorder combine to make an unusually attractive, high quality color television recording system. The viewfinder has a switcher that enables viewing of red, green, blue or luminance signal.

External features include gain, pedestal, iris, zoom and focus controls as well as intercom jack and tally light. The IVC-100 has



Extremely portable camera weighs only 67 pounds.

a maximum of 28 internal set-up adjustments, far fewer than any professional quality color television camera. Further details from International Video Corporation, 67 East Evelyn Avenue, Mountain View, California.

The new Norelco FP-16 16mm Projector that...

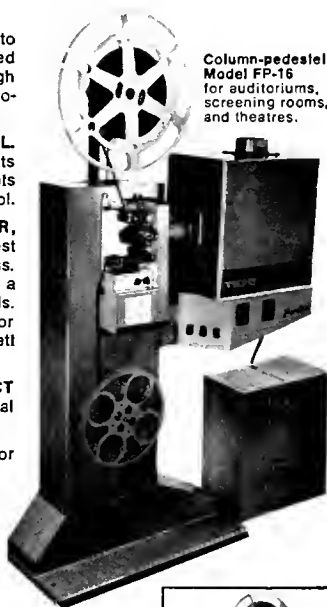
BRINGS BIG-THEATRE PERFORMANCE to your auditorium. This remarkably rugged projector is engineered to the same high standards demanded by professional motion picture theatres.

PACKS A 2½ HOUR FILM ON ONE REEL. No rewinding or reel changing interrupts the show. Runs forward or reverse. Adapts to automatic operation and remote control.

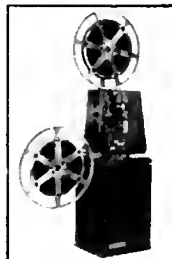
THROWS A BRIGHTER, CLEARER, STEADIER PICTURE across the largest auditorium. Doesn't require total darkness. Nine different Norelco lenses, including a new 200m lens, available to fit your needs. Uses Xenon or carbon arc light source—or can be purchased with built-in 500 watt ozone-free Xenon lamp house.

BRINGS FILM SOUND INTO PERFECT BALANCE with room acoustics. Optical and magnetic sound.

REMARKABLE VALUE! Send coupon for prices and facts.



Column-pedestal Model FP-16 for auditoriums, screening rooms, and theatres.



Portable self-contained Model EL 5100 for outdoor showings, exhibits, social halls, etc. Uses incandescent or GE's Marc 300 light source.

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Motion Picture Equipment Division
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(201) 391-1000

Please send facts and prices on the new Norelco 16mm Professional Projectors.

FP-16 with column-pedestal EL-5100 Portable model

Name/Title _____

School/Company _____

Address _____

City _____ State _____ Zip _____

Dynamic Dissolve System Offered Carousel Users

Spindler & Sauppe, Inc. has announced that its Dynamic Dissolve Slide Projection System is now available with a Model 772 master control unit specifically designed to function with a pair of Kodak Carousel or Ektagraphic projectors (except for the random access projector). The system's control plugs directly into the standard remote control receptacle of the Carousels and requires no modification whatever to the projectors.

All of the special effects, including multi-speed dissolves, animation, fades, zooms and supers, which were formerly possible only with the firm's own Selectoslide professional slide projectors, are now available to Carousel users. The solid state system includes a hand-held remote control for focus, three advance dissolve speeds (one of which is a variable speed dissolve), a reverse dissolve and a standby mode, plus a button to illuminate the top of a snap-in, three-foot pointer. The system may be controlled by a projectionist or an electronic programmer or both, and is capable of

Continued on next page



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Spindler & Sauppe's Dynamic Dissolve System now functions with Kodak Carousel or Ektagraphic projectors.

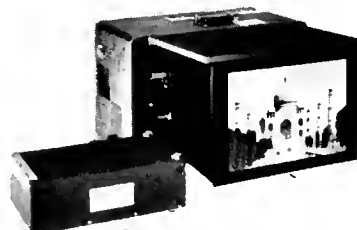
handling two 1200-watt projectors.

For more information contact Spindler & Sauppe, Inc., 1329 Grand Central Avenue, Glendale, California 91201.

Kalart Projector Offers High Intensity Light

The Kalart Company has introduced a combination 16mm suitcase-type, self-contained rear screen repeater/standard projector. The Kalart/Victor Model STM-18MC3 projector features the MARC 300 high intensity light system and special power pack producing four times more light output than projectors using standard incandescent lamps. Films can be projected repetitively to the built-in TV type screen by means of a repeater magazine which eliminates threading and rewinding.

The Kalart/Victor Model STM-18MC3 is easily converted



Kalart/Victor Model STM-18MC3 can be used as repeater rear screen or standard projector.

to a conventional projector for projection to a remote screen in an auditorium by simply attaching reel arms with up to 2,000 ft. film capacity and folding away TV-type screen. More information is available from The Kalart Company, Inc., Plainville, Connecticut 06062.

"Brand 7" Mag Type At Top of Robin's Line

A magnetic recording tape with a smoother oxide surface resulting in increased output, reduced distortion, better frequency response and improved uniformity, has been introduced by Robins Industries under the label, "Brand 7".

Each "Brand 7" reel has a leader tape at the beginning and a red at the end. With pre-spliced aluminum-foil sensing and timing strips, the tape is ready for use with automatic stop and reverse-control recorders and other electronic sensing devices. The tape is packaged in coded library boxes and is available in 3 1/4", 5", and 7" reels of 1 and 1.5-mil acetate and .5 and 1-mil polyester. There are ten varieties, double play and triple play varieties. For more information contact Robins Industries Corporation, 15-58 127th Street, College Point, Flushing, New York 11356.

Adjustable Hanger Holds A Variety of Luminaires

Berkey-ColorTran, Inc. introduced the Anti-G Adjustable Hanger which supports luminaires weighing from ounces to pounds. A fingertip knob control permits the dialing of appropriate weight settings. Height adjustment is possible at foot level or through pole operation. The unique suspension device prevents the Anti-G Hanger (HAG) from twisting and holds the luminaire securely in any position.

HAG is constructed of rugged aluminum and is available in three models. The HAG-10 weighs 14 lbs., extends to a maximum of 6 feet and telescopes to a minimum of 22 3/4 inches. The HAG-10 extends to a maximum of 10 feet, telescopes to a minimum of 32 1/2 inches and weighs 15 lbs. The HAG-15 weighs 15 lbs., extends to a maximum of 15 feet and telescopes to a minimum of 44 1/2 inches.

Additional data is available by writing to Berkey-ColorTran, Inc., 1015 Chestnut Street, Inglewood, California 91502.

Full Line of Star Filters Available at Gordon

Alan Gordon Enterprises has available on a sales or rental basis a complete line of Star Filters, popular special effect filters designed to accent highlights with starlike patterns. The hand-etched filters are offered in Series 5 through Series 9, and a special Series 9.

For further information contact Alan Gordon Enterprises, 5000 North Cahuenga Boulevard, North Hollywood, California 91605.

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 PHONE 312-584-2300



The Revolving Door . . .

A Shattering Look at Our Jails and Lower Courts

The impact over the past three years of The American Foundation film program dealing with our entire system of corrections has been most impressive. *The Odds Against*, a 1967 Academy Award nomination, and *The Price of a Life* have both made a tremendous impression on the professional and lay public alike.

The third film in the series, *The Revolving Door*, goes beyond even this high standard. Nominated this year for an Oscar, this film takes a long, hard look at what the President's Commission on Crime called "the single most important area in the problem of crime and violence." The image reflected is not pretty — and based on initial audience response, *The Revolving Door* seems destined to play a major role in the current reappraisal taking place in this vital area.

Lee R. Bobker, who wrote and directed the film for Vision Associates, and Frank Loveland, then director of the Foundation's Institute of Corrections, spent almost a full year touring the nation's jails and courts. From these trips a working script evolved that dealt with three main areas:

- (1) The incredible flow of humanity that passes through our lower courts,
- (2) the conditions inside our jails,
- (3) the lack of any programs designed to radically change the entire approach to the problem.

The working crew consisted of Ann Eisner, Bobker's associate producer, Arthur Fillmore, St. Louis cinematographer, Bob Baur, his assistant, Don Matthews, sound man, Bob Rogow, boom operator from New York, and Tom Cestare, New York electrician.

Shooting took place in Connecticut, Pennsylvania, Colorado and New York. Everything was revealed on film. The incredibly crowded courts where 30 to 50 people were sentenced as a group, where 600 persons passed through the court in a single day, where a single judge handles 25,000 cases in a year. As the script eloquently states:

"Each year in the United States there are five million arrests for minor crimes.

"Over 90% of all the nation's criminal cases are heard here . . . in the "lower" courts in an atmosphere scarcely consistent with the effective administration of justice.

"Most lower court judges are provided with no meaningful information about the offender . . . they have no pre-sentence reports upon which to base their sentence.

"Most of our lower courts offer *no* probation service. The more serious offender . . . the felon, can be placed on probation. For the minor offender it is a choice of fine . . . or jail . . . or both.

"The judge . . . facing an increasingly crowded calendar, has little choice but to dispose of the cases before him as rapidly as possible.

"In some cities, over 25,000 misdemeanor cases a year are handled by a single judge.

"This is production line justice . . . and it accomplishes nothing.

"Arrest . . . detention . . . trial . . . jail . . . release . . . arrest . . . and so on — a *revolving door* of futility and despair."

The film probes inside jails where idleness breeds despair and degeneration. Again, from the narrative of *The Revolving Door*:

"Today, the jail is the most overlooked, forgotten and ignored of our correctional institutions.

"And yet the jail must handle 35 times as many persons as do all our state and federal prisons.

"Many cities spend more money on their municipal cemeteries than they do on their jails.

"There are over 3100 county and city
Continued on page 39

in atmosphere of idleness there is only time deterioration . . . time to become more de- . . . and to lose what remaining self- . . . a person may have."



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Graflex Service Center Moved to New Location

The Graflex Division of The Singer Company, announces the opening of their authorized service department in new enlarged quarters at the main plant, 3750 Monroe Avenue in Rochester, New York.

According to John King, manager product services and systems, the factory service department, formerly located at Boxart Street, will now be located at the factory facility in new, modern quarters.

Alpha Cine Supply Co. Opens in Seattle

Alpha Cine Supply Company, headed by Les Davis, long-identified with Alpha Cine Laboratory, Seattle, Wash., has been established at 4405 Leary Way, N.W., Seattle, Wash. 98107 for the manufacture of film processing equipment. The firm has an international outlet in Vancouver, B.C., in Alpha Cine Service, Limited, 1195 Richards Street.

Alan Gordon Succumbs

Alan Gordon, 53-year-old president of Alan Gordon Enterprises Inc. and a prominent behind-the-scenes film industry figure for three decades, died suddenly on March 6 of an apparent

heart seizure in Escondido, California.

Since suffering a coronary mid-1967 Gordon had assigned



the activities of the company had formed in 1946 to its management staff.

Gordon attracted national attention during the post-war years by developing his small, one-man motion picture equipment company into a multi-million dollar colossus which numbered among its clients the U. S. Navy, Force and major motion picture studios throughout the world.

MCI Video/Film Productions Formed in New York

Jack Moss, President of MCI Communications Inc., has formed MCI Video/Film Productions Inc., a company specializing in

Continued on page

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shattering look . . .

from page 37



"The judge . . . facing an increasingly crowded calendar, has little choice but to dispose of cases before him as rapidly as possible."

jails . . . and through their gates pass each year over three and one-half million men, women and children.

"The jail has two traditional functions — to confine those whom the courts have sentenced to a short term of imprisonment . . . usually less than a year . . . and . . . to hold those awaiting trial.

"More than half of all our jails are over fifty years old.

"In an atmosphere of idleness there is time only for deterioration . . . for talking and learning more about crime . . . time to become more degraded . . . and to lose what remaining self-respect a person may have.

"The jail offers *nothing* of value and much that is destructive . . . it is a fertile breeding ground for the criminal."

In one powerful sequence, an eighteen-year old prostitute moves through the Denver court's 24-hour diagnostic clinic as an example of some new solutions to the situation.

The Revolving Door is exceptional not only for the impact and honesty of the naked truth it reveals, but the cinematic artistry with which it presents its horrifying and urgent message.

Nothing was staged or rehearsed. The endless line of humanity flows past the judge's bench and on to countless barren jail cells — and the futility and failure of the system is layed bare.

The film begins and ends with the booking and jailing of old vagrant alcoholics who lie untouched in their dirty cells, are released in a few days, only to be arrested and jailed again. Thus, the *revolving door*.

The film is receiving the widest possible release through Sterling Films and the Foundation.

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the production of videotapes for training, promotion and selling, and their transfer to motion picture film.

Marc Wyler, with twelve years experience as producer-director has joined the staff as producer. Roslyn Branms, formerly with the audio-visual department of Time, Inc., is production manager. Chris Laney is executive assistant.

Dallas Production Grows, Two New Firms Open

The burgeoning film industry in Dallas, Texas is reflected with the recent opening of two new production firms there.

Century Studios has begun production at 4519 Maple Ave., headed by executive producers Johnny Beasley and S. F. (Brownie) Brownrigg, both vet-



BROWNRIGG **BEASLEY**

erans in the Dallas film industry. The firm plans specialization in the creation of business and industrial films, TV shows and commercials, filmstrip and slide production, and consultation services.

Century is the latest division of Lane Industries, Inc., and has

shown impressive starting strength with initial productions for LTV, Pennyrich, Frito-Lay, Munsingwear, Shawnee Mills and



The Film Shop principals: William Rogers, Jim Ferguson and Bill Bracken.

the Texas Department of Public Safety.

Boasting a fresh approach to the concept of business communications, The Film Shop has opened its doors at 3104 Fairmount. Principals of the new organization are William Rogers, Bill Bracken and Jim Ferguson, also all veterans of the Dallas scene.

Rogers, The Film Shop president, says the firm has been organized into a small service-oriented group that believes in the exploitation of ideas and that it intends to remain a personalized organization, offering flexibility and person-to-person contact with commercial concerns, industrial companies and advertising agencies.

Alpha Cine Services Opens Vancouver Lab

Alpha Cine Services Ltd., a new motion picture film processing laboratory, has been opened at 1195 Richards Street, Vancouver 2, B.C., Canada, by George Harvey and Les Davis, owners of Alpha Cine Supply, Seattle, and Alpha Cine Laboratories, Seattle and Spokane, Wash. Ralph Umarger, a veteran of 25 years in the motion picture business in the Pacific Northwest, is manager and part owner of the new facility; until recently he was production manager for King Screen Productions, Seattle.

The plant's 5,000 square feet of floor area provide for growth, and already house \$150,000 worth of new processing and printing equipment. Capability includes 16mm black and white negative, positive and reversal, using a special developer for negative/positive sound tracks. 16mm Ektachrome Commercial and the high-speed Ektachrome films are processed, with printing done on a new Bell & Howell Model C color-additive printer.

Color and black and white processing and printing of 35mm w added early in May.

More than 150 producer cameramen, and users of audiovisual materials toured the plant at a preview open house.

Color Center Hosts New York NVCA Group

Members of the National Visual Communications Association meeting for the regular month convocation in New York, visited the new facilities of The Color Center, Inc. on March 19th.

The tour, which was hosted by Color Center's President, Bernie Barnett, took about 40 NVCA members and guests through the company's new computerized and automated facilities for servicing visual communications producers.

Six production areas were visited in the two-hour tour among the Color Center's 89-room complex: Animation, Optical Effects, Filmstrip and Slidefilm, Photography, Color and Quality Control, Laboratory Services and Release Print Services.



NVCA members listen to Color Center President Bernie Barnett explain new methods of release print preparation.

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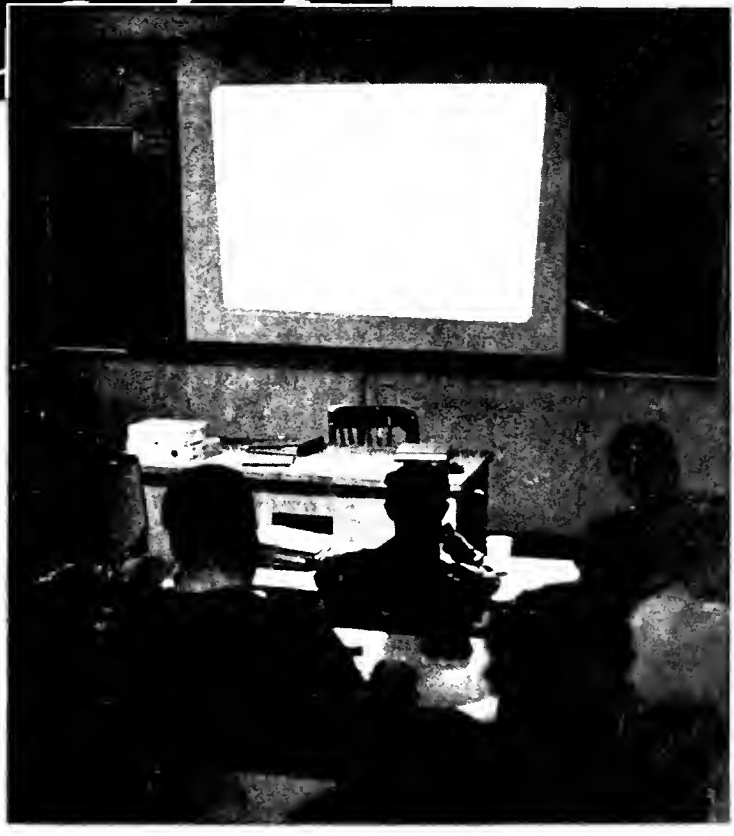
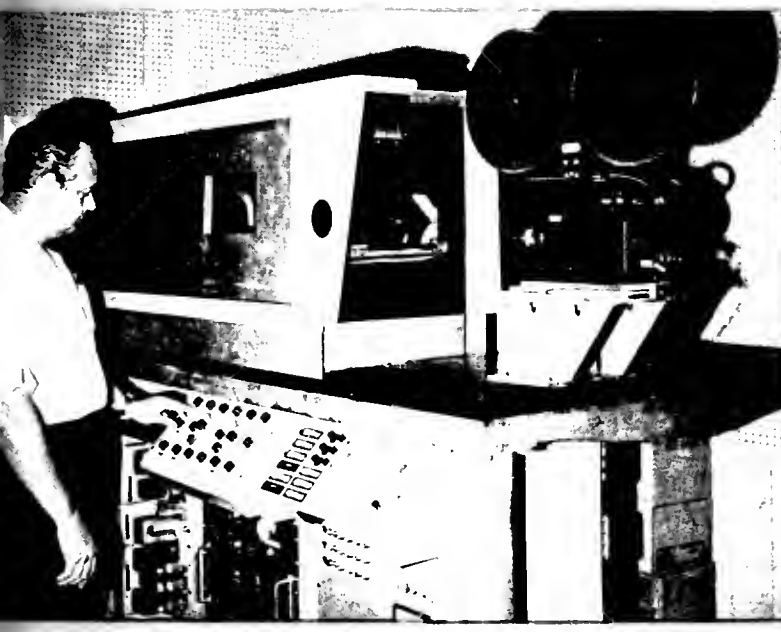
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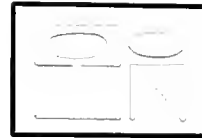
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BUSINESS SCREEN

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*The Magazine of Facts and Views
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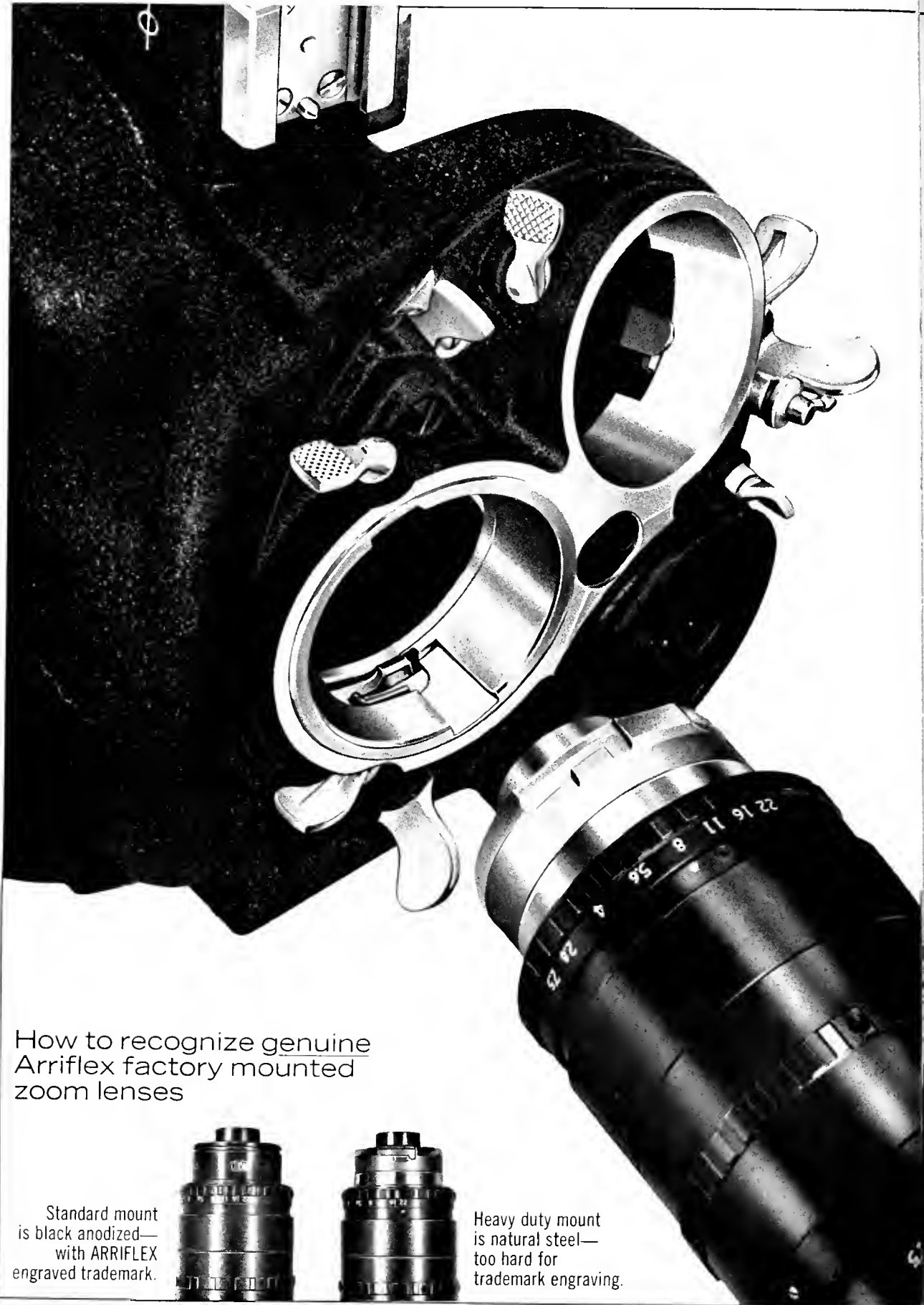
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NAVA Selling Institute Slated July 13-17

The National Audio-Visual Association will hold its 21st annual National Institute for Audio-Visual Selling July 13-17 at the campus at Indiana University.

Participants this year have a choice of seven regularly scheduled courses, and may participate in a special Religious Market course. Stronger emphasis also has been placed on "A-V Design Engineering" by adding an extra day to the course.

Additional details and reservation information may be obtained from A. L. LaCom, National Audio-Visual Association, 3150 Spring St., Fairfax, Va. 22030.

Audio Adds Montreal to Canadian Production Net

Audio Productions of New York and California, which last year extended operations into

English-speaking Canada through formation of Drege-Audio, Ltd., in Toronto, has moved into the French-speaking area by combining two Montreal production companies, Omega Productions, Inc., and Stellart, Ltd., into one, Stellart-Drege-Audio.

Drege-Audio, Ltd., headed up by Heinz Drege, and Stellart-Drege-Audio, chiefed by Bob Harwood, reportedly completes Audio's northward expansion program.

International Industrial Festival November 12-16

This year's International Industrial Film Festival will take place in Berlin from 12th to 16th November, 1969. This date has just been set by the Council of European Industrial Federations which is the organizing body for this Festival.

Hosts in Berlin will be the

Bundesvereinigung der Deutschen Arbeitgeberverbände and the Bundesverband der Deutschen Industrie.

Additional information about the festival is available from CINE, 1201 Sixteenth St. N.W., Washington, D.C. 20036.

Guild Plans Training Program for Directors

A training program for motion picture assistant directors will begin this Fall according to Ernest Ricca, Directors Guild of America executive secretary.

The program will be administered by a Board of Trustees representing the Directors Guild and the employers in the film industry.

Applicants accepted after testing will be placed with industrial film producers, TV commercial production companies and possibly in live television production.

Announcement of the program

marks the first instance of an organized plan toward the impartial selection of apprentices eventually resulting in union or guild membership.

Each trainee in the program will work in several production areas by the end of his two-year program and will be paid by the hiring employer at each place of employment. At the end of training each participant will be accepted into the DGA as a First 2nd Assistant Director.

Filmmaker Harry Olesker Killed in Accident

Harry Olesker, president of Harry Olesker Productions, Inc., New York, died on April 12 when his motorcycle and an automobile collided in Roslyn, N.Y. He was 46 years old and lived at 118 Riverside Drive, New York.

Mr. Olesker graduated from *Continued on page*

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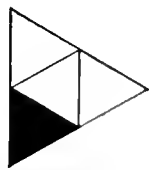
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continued

City College of New York and received a master's degree from Columbia University. In World War II he served in Army Intelligence.

He began his career as a radio script writer for station WOR, and later was a television producer for the National Broadcasting Company and the Columbia Broadcasting System. From 1963 to 1968 he directed radio and film production for the American Cancer Society.

Mr. Olesker started his own production firm in 1968, and had recently completed two major films for the American Cancer Society: *Crusade*, and *The Odyssey of Dr. Pap*.

Surviving are his widow, the former Elaine Breslof; two daughters, Jill and Elizabeth; and a brother, Max.

Novo Industrial Acquiring Strauss Productions

Novo Industrial Corporation has reached an agreement to acquire Henry Strauss Productions,

Inc., it was announced today by Chester M. Ross, president of Novo.

The transaction calls for the exchange of an undisclosed number of shares.

Chicago's Hilton Site of Largest NAVA Convention

The 30th Annual Convention and Exhibit of the National Audio-Visual Association at the Conrad Hilton Hotel, Chicago, July 19-22, will be the biggest in NAVA's history. According to NAVA President John C. Ellingson, Inland Audio Visual Co., Spokane, "All available space in the Conrad Hilton's three exhibit halls — the largest such hotel facility in the nation — has been assigned to more than 200 suppliers to the industry who will display products ranging from the latest in A-V materials and film and slide projection equipment to the newest in student response, and remote access retrieval systems."

"30 Years of Service" is the theme being observed this year by the Association, which serves a membership of about 1,000.

The Convention program features a full schedule of business events including a meeting of the NAVA Board of Directors and meetings of each of the seven councils within the Association which serve the varied needs of its members. Suppliers will also hold sales meetings for their dealers throughout the four days.

Affiliated groups and others with interests linked to those of NAVA have scheduled sessions during the Convention. They include the National Audio-Visual Association of Canada, the A-V Conference of Medical and Allied Sciences, the A-V Education Forum, and the Industrial Audio-Visual Association.

Graphic Consultants for Metro/Kalvar in Canada

Graphic Consultants, Ltd., has been named exclusive distributor of Metro/Kalvar photographic products in Canada.

Greg Hoy, president of Graphic Consultants, described how his company planned to use Metro/

Kalvar motion picture film a equipment in the reproduction a 2500-reel library of silent film originally made between 18 and 1930. The library is reported to be the largest collection filmed Canadiana in existence. Hoy said that Graphic Consultants would move into new office at 181 Belsize Drive, Toronto on July 1 and that a Metro/Kalvar printing-processing service would be established thereafter.

On-Site Services Offered During Japan Exposition

William Szabo, president of Will Szabo Associates Ltd., reports his firm will be offering on-site engineering and supervisory services relating to audio-visual systems design, installation and operation.

Currently engaged as AV consultant for the United States Pavilion, Expo 70, "Will" is well known for his extensive work at Expo 67 in Montreal, at HemisFair 68 and will visit Japan during 1969 and personally direct operations in Osaka during February-March 1970.

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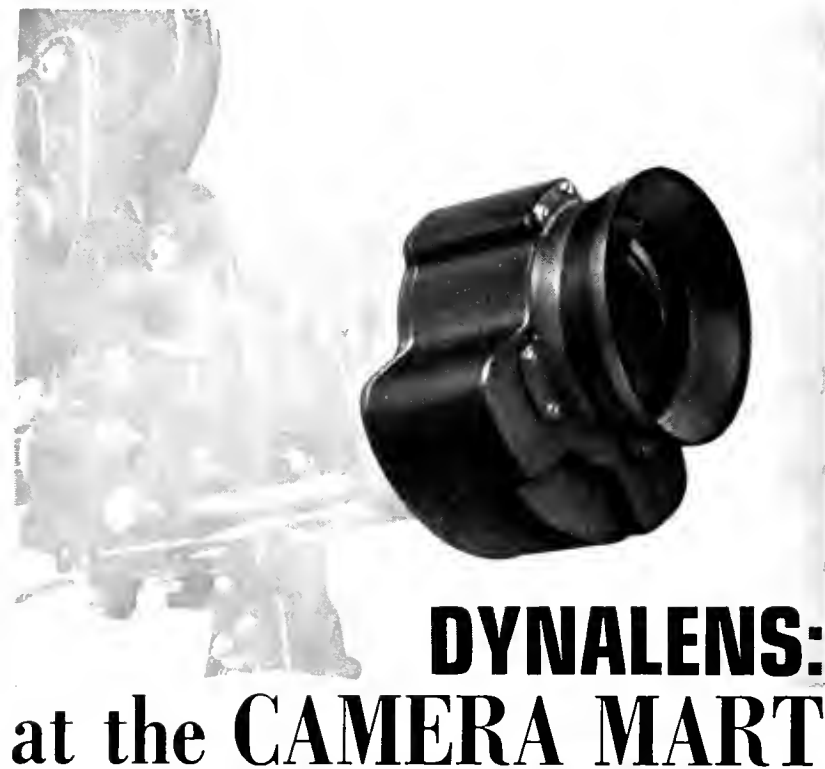
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the screen executive

Camera Mart Names Wohl to Sales Post

Jeffrey A. Wohl's recent appointment as an assistant to the director of government and industrial sales for The Camera Mart and related companies was necessitated as a result of the company's expanding role as supplier to both governmental agencies and private industry.

Weston Heads Commercial Production Marketing

Commercial Productions Inc., Seattle based audio-visual production firm, has announced the appointment of Greg L. Weston as marketing director. Weston brings to Commercial a diversified executive management background in the advertising and public relations field, and plans to shortly introduce a new concept in audio-visual marketing.

A-V Post for Taylor at Bozell & Jacobs

Thomas T. Taylor has joined the Tacoma, Washington office of Bozell & Jacobs, Inc. as director of communications services with responsibility for the creation and production of films, slide presentations and other audio/visual services.

Multi-Media Specialist Joins Cine Communicators

Herbert Nettleton has been appointed coordinator of the multi-media division of Cine Communicators. Well known in the audio-visual field for his introduction of show business techniques in education and business as well as his work in planning multi-media installations for The White House, The Pentagon, and others around the world, Nettleton successfully pioneered new concepts in multi-media and divided screen techniques so that slides, film-

strips, movies, live and tape closed circuit television could be shown to audiences simultaneously on one or more screens.

Gillette Heads Graflex A-V Product Sales

Graflex, Inc. has promoted Patrick V. Gillette to national sales manager of audiovisual products.

Prior to his recent promotion Gillette served as a Graflex district sales manager and has been with the company since 1953 in sales and administrative positions.

Gamerman Named VP A-V International

Kenneth Gamerman, newly appointed vice president of Audio Visual International, has had a most impressive career as executive editor of the Social studies division Encyclopedia Britannica, and is the author of widely published articles on audio-visual education and social studies appearing in the New York Times and National Geographic.

Gunn, Baigelman to New Technicolor Posts

Technicolor, Inc. has appointed F. George Gunn as the president's personal representative for customer liaison in Europe. Gunn, who recently retired as sales director of Technicolor Limited, joined the firm in 1936 and established the London camera department introducing color photography in the studios.

Jack Baigelman has been promoted to the newly created post of national audio visual sales manager for the Commercial and Educational Division of Technicolor, with home offices in Costa Mesa, Calif.

Continued on page 12

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screen executive . . .

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Duncan Audio/Visual Names O'Malley Vice Pres.

Martin J. O'Malley, eastern manager of Audiscan, Inc., Bellevue, Washington, has been named director and executive vice president of Duncan Audio/Visual Inc. of Rochester, New York. A veteran of 28 years in the photographic field, O'Malley will operate from the firm's New York City office and will be in charge of marketing filmstrip series on patient education for the medical profession in addition to his management duties.

O'Brion Now Sony's National Sales Manager

Responsibility for the marketing of Sony Corporation of America's video equipment has been assigned to Richard F. O'Brion, recently named national sales manager. Previously, O'Brion served as eastern sales manager of Sony's VTR Division and as national sales manager of the company's consumer VTR department.

Kuechenmeister to Kalart Manager of Marketing

Karl M. Kuchenmeister has been appointed to the position of manager of marketing for The Kalart Company, Inc., with responsibility for the coordination of all marketing activities of the company with emphasis on product planning and new production introductions.

Calvin Communications Promotes Three

Three key Calvin Communications, Inc. executives have been promoted to new vice-president positions within the company.

Larry A. Kauffman has been given responsibility for all corporate sales, marketing and client contact activities. Kauffman, with Calvin since 1956, has worked as assistant operations manager, writer, director, producer, and most recently, as director of marketing.

Named vice-president in charge of all creative production functions was James E. Moore who formerly held the post of production manager. Moore, with 12 years of Calvin service, formerly worked at Raphael G. Wolff Productions in Hollywood.

Promoted also was Donald S. Phillips who, as a new Calvin vice-president, will head the coordination of all administrative activities at Calvin locations in Kansas City, Independence, Mo., Louisville, Kentucky and Philadelphia, Pa. Formerly Calvin's assistant general manager, Phillips advanced from producer-director to manager of the contract division to manager of administrative services and has 8 years of Calvin service.

Around the Industry . . .

Robert S. Fisher has joined the staff of Fred A. Niles Communi-

cations Centers, Inc. as an account executive and will spend his time between Detroit and the Niles headquarters in Chicago. Peter J. Rabow will be assuming the position of producer of the Reela Films educational film series originally established by Milton Kley, who, after an extended leave, will return to Reela as associate producer. . . . William Macdonnell has been named manager of Birns & Sawyer in England and will represent the Oceanographic and Motion Picture division. . . . Five newly created marketing divisions of Birns & Sawyer are headed by Maurice Perault, Paris; Dr. Ernest Hunger, Germany; Max Vlioger, Holland; John V. Brown, Australia and F.W.L. Meade, Hong Kong. . . . Frank J. Kiehl is newly named manager, in charge of development for the Education and Training Group of The Singer Company. . . . Du Art has appointed Paul Jaeger general manager of their new sound department. . . . Lloyd C. Nickerson has joined Muller Jordan Healy as a producer in the audio-visual department. . . . Craig Corporation has expanded its marketing staff, appointing Arden (Art) Batchelder, Jr., and Robert Howe as product managers. The Graflex Division of The Singer Company has William Williams as Manager, International Marketing responsible for international sales and coordinating marketing activities with overseas dealer-distributors. . . . Audiovisual Systems Manager of Graflex is Charles F. Dailey. James P. Smith has joined the head office of Wells Fargo Bank Training Department as a motion picture producer. . . . B. Oyen is now with Teletronics International, Inc. as a sales representative. . . . The new Creative Director of Animation at Ele Film Productions is Karl Fisher. . . . Kenneth N. McClure has been appointed as advertising and promotion manager of Cylon Films of Arizona, Inc. Sony has appointed Richard Lucius senior field engineer special projects, video production. . . . Howard S. Perrill has been elected vice president-treasurer of Novo Industrial Corporation, a multi-market service company with major concentrations in freight. . . . Novo has appointed Charles E. Glanzer to the newly created post of assistant general counsel. . . . American Oil has named Jack Peterson general manager public relations.

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Camera Eye

By O. H. COELLN

PUT YOUR FILMS TO WORK

THE BATTLE FOR MEN'S MINDS will not be won by ignoring the shouts of the protesters, whether on our city streets or on college campus grounds. While those who find fertile ground among the young for anarchy and violence *are being heard*, the voices of reason and logic too often remain muted or silent. It may not be too late to consider alternatives but it's much later than those endorsed in the executive suites might like to think.

Viet Nam, poverty, decaying cities, pollution and the myriad of other problems aren't going to disappear. And business, at home and abroad, should listen carefully to such concepts as the one recently advanced by sociologist Arthur I. Waskow, a fellow at the Institute for Policy Studies in Washington, D.C., who recently told a Northern Illinois University conference on "charting the corporate course into the 21st century."

"Today's college protesters soon may join the labor force and demand a voice in running their employers' businesses . . . the 'new employee' may read the writings of business critic Ralph Nader and decide that we don't want to make cars that kill people."

Or the businessman might well take a careful look at a disturbing new documentary motion picture, *American Revolution: 2*, which presents, for all its disjointed and incoherent images, a frightening view of an American city as the breeding ground for violence. Police are "pigs", guns are the only answer to the "system" and Black Panther agents encourage the lost sons of white Southern "rednecks" to take up their revolutionary cause.

If all this sounds far-fetched, with an "Alice in Wonderland" aspect, take an evening stroll out on the ghetto pavements or in your city park. But understand this: that "other side" has *dedicated leadership*. It counts *idealists*, misguided or not, within its ranks. And how many campus rebels are finding inspiration in the conglomeration of unrelated businesses, "bigness" for its own sake?

Must the cause of truth and understanding go unserved? Consider carefully *all* the tools now at our command and *still unused* to a very great extent. In these months of the crises of ignorance, "the greatest tool for putting ideas into men's heads" as a wise business man once called the informational, factual motion picture, *must be put to work*.

This medium has some very real asset worth recounting. First and foremost are the skills possessed by hundreds of specializing producers of factual films throughout the land and abroad. Ideas abound and people capable of bringing them into vivid reality are at hand.

And when these films are created, the means of reaching youth are dependable, accountable and far-reaching. Hundreds of commercial and educational television stations await genuinely interesting, factual motion pictures for countless hours of available "public service" time. Theaters, a favorite gathering place for young people, are accepting and running sponsored short subjects. Hundreds of thousands of 16mm sound motion picture projectors in the schools, churches, union halls, lodges, clubs and throughout the American community look to sponsored film distributors for daily and nightly film fare of this kind.

Films are ideally suited to "discussion" meetings, become "thought starters" that generate ideas talked about in open forums.

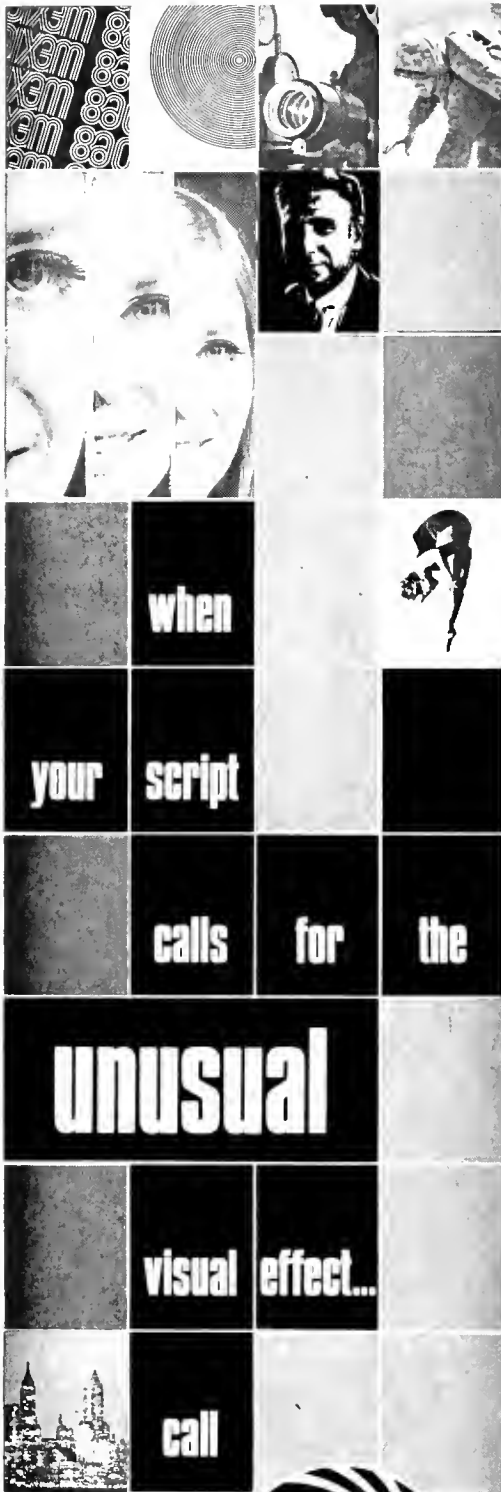
What you can do about all this is also stimulated by some recent examples from within the American business community films which get to the heart of "problems" and opportunities, produced with consummate skill by professionals who knew what they were doing. Let's briefly comment on a thought-provoking group of just three recent sponsored motion pictures:

1. *How do you recruit those vitally important young leaders of the future on the college campus?* Boise-Cascade Corporation is meeting that challenge with a very different 28-minute 16mm color film. *The Significance of You*, produced by deMartin-Marona & Associates. This film uses a "free-form" concept to make contact with very sophisticated campus audiences; it portrays Boise-Cascade as a creative, youthful, vigorous and dynamic company worthy of career consideration.

2. *You're putting a new steel plant in the heart of a previously undeveloped part of rural America, looking for labor to man the production lines, conscious of your role in an entirely new community.*

Jones & Laughlin has a new motion picture, titled *Symbiosis: the Land, Its People and Industry*. This film let the people who live in its Hennepin, Illinois plant area tell the story through honest, factual appraisal.

Continued on page 16



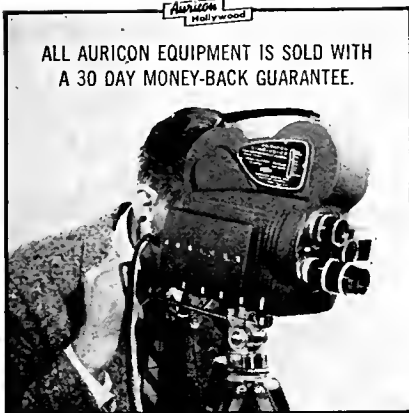
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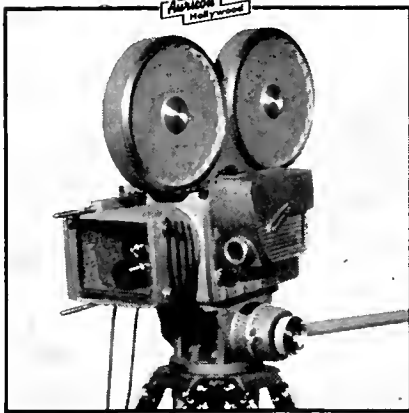
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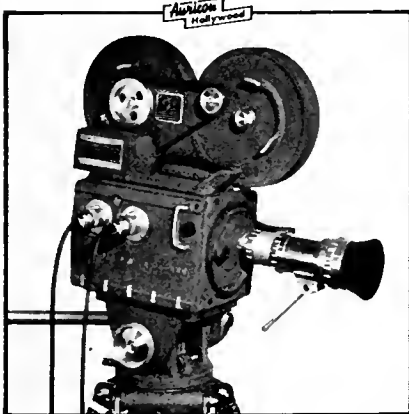
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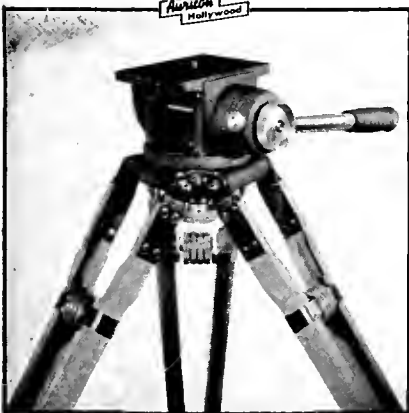
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camera eye . . .

continued

of their declining economic future on small farms, in the towns.

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makers, Jack Lieb Productions.

3. *How well do Americans and people abroad understand the importance of international cooperation, especially as it relates to world trade?*

The most recent and one of the best films to take on this important subject is *A Gathering of One*, sponsored and distributed by IBM World Trade Corporation. Its theme: that in today's technical age, mankind has at its command tremendous capabilities as well as the ageless power of human ingenuity. This film then explores man's constant quest for progress and the importance of international cooperation in meeting these challenges.

Producer Henry Strauss has the kind "feeling" and the experience to make *Gathering of One* an exciting venture in the hope of tomorrow's world. World Trade manager of audio-visual services, Jim D mon has the courage and understanding essential to getting this kind of message on the screen, in the U.S. and abroad.

The key word remains "hope" and the future of American business depends on believing it, telling its story "like it really is" and using this tremendous sight/sound medium to encourage and inspire the youth of America and of all lands wherever we can get the story told.

IAVA Spring Meeting "Prepares for Tomorrow"

MORE THAN 80 communications specialists from corporations throughout the country met at the University of Chicago in April to study industry's future communications needs. The Industrial Audio-Visual Association spring meeting examined some of the solutions offered by the audio-visual media.

Keynote of the meeting was Morton Goldsholl of Goldsholl Design Associates in Chicago. Goldsholl who had won an eminent place in the field of design in the audio-visual media emphasized that the quality of the

ideas generated by a-v communications specialists was more important than hardware and sophisticated techniques of presentation. Said Goldsholl: "Form and content are one. They are inseparable. But audio-visual men tend to substitute thirteen screens and a multi-media extravaganza for sound ideas. I beg of you to think clearly and remember that what you say is of the utmost importance in our world today. Do not sacrifice content to form."

IAVA's president, Frank Stedronsky (A. B. Dick Company) told the conferees: "I see the day when every classroom in America will be equipped with a television set and a dial retrieval system that will permit the instant replay of a virtually unlimited library of educational materials in an audio-visual form. The consequent impact of this material is certain to revolutionize teaching methodology. As a result, millions of young people will grow up in an environment in which diverse audio-visual tools will be as common-

place as blackboards and chalk."

Hubert Wilkie of Hubert Wilkie, Inc., Communications Facilities Consultants of New York City said that the need for rapid and effective communication of facts and ideas in industry was recognized.

Wilkie offered a series of case histories of successful solutions to communications problems by taking advantage of the latest technological advances in meeting room design. But, said Wilkie, too many new buildings and meeting rooms were not designed for the convenient and effective use of audio-visual aids to communication. This hinders executive efficiency in industry. Unfortunately, it was unusual for architectural design to be influenced by the people who were to use the facilities. The only answer was to bring about a closer understanding between the communicators, the administrators who control decisions and their advisers.

Robinson P. Rigg, of Robinson P. Rigg Associates, Communications Consultants of London, England reminded the meeting that of the U.S. companies represented, nearly 50 were engaged in direct trade with customers in Europe, through subsidiaries or agencies. He explained the need to tailor the message and its form to the particular requirements of each buying group, in each area of operations. The films currently being made to communicate industrial messages in Britain differed from those on the continent of Europe, in that they were designed more to present specific messages to designated audiences than to entertain mass audiences. In cer-

tain communications areas British management applied market research principles to audio-visual media similar to those used to evaluate press and TV. The term 'cost per visual impression' was becoming significant in planning A-V media.

Program Chairman Mike Ritt (Combined Insurance Company of America), ably assisted by Marshall Wayne and John Hawkinson also presented an impressive array of new technical developments for the meeting.

Among those examined during the meeting was the CBS-Motorola Electronic Video Recording system; the 3M Company's electron beam recording system for transferring programs onto 16mm film; Triangle Publications' new Educating program; the 3M Sound-on-Slide system; and a number of new Eastman Kodak products including the Visualmaker; a filmstrip adapter for the Carousel and a Super 8 stop-action projector.

A feature of the convention was a series of seminar workshops at which there was an interchange of problem-solving ideas among the audio-visual specialists.

The following officers were elected at the meeting: President: William Walton, I.B.M.; First vice president: Lee Coyle, Ohio Bell Telephone Company; Second vice president: Gerry Hall, National Cash Register; vice president Illinois: Robert McCaslin, Caterpillar Tractor; Secretary: Hal Read, Liberty Mutual Insurance Company. Executive Secretary is Fred Woldt of Waukegan, Illinois. The next meeting of the Association would be in Philadelphia, Pennsylvania, 14-17 October 1969.

I.A.V.A. "HERE COMES TOMORROW"



Keynote speaker Mort Goldsholl kicked off the spring meeting themed "Here comes tomorrow . . . get ready today."



NEW IAVA OFFICERS: (l. to r.) Hal Read, secretary; Bob McCaslin, vice president-Illinois; Lee Coyle, first vice president; Bill Walton, president; Fred Woldt, executive secretary; Frank Stedronsky, past president; and Gerry Hall, second vice president.

HFC proudly announces the latest addition to the HFC line of professional plastic film handling equipment. The Push-Button Shipping Case for 16mm Technicolor 1,000 and Fairchild 400 Film Cartridges.

As with our other Push-Button Shipping Cases, these open and close in a matter of seconds. Telephone your nearest HFC office or write to the main Hollywood office for further details.

16mm Reels, Cans	Vidco Tape Reels, 1in x 6½in 1in x 8in 1in x 10½in	Cores, 8mm: 2in 16mm: 1in 2in 3in 4in	35mm: 1in 2in 3in 70mm: 2in 3in	Shipping Cases Reel Paks, 8mm Super 8 16mm
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The Cartridge & Push-Button Case



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Training, Selling with Single Concept Loops

ONCE UPON a time, when you said your battery was dead, you meant your automobile — not your toothbrush!

But times are changing and it's difficult to keep up on new products and techniques available in the marketplace. Once, paint was paint and you applied it with a brush. Today's paint products are legion and varied application techniques compound the confusion.

George Adsitt, marketing vice president of Bestt Rollr, Inc., of Fond du Lac, Wisconsin, realized his company faced this problem. Many salesmen couldn't keep pace with new techniques.

"The rapid development of paint technology," said Adsitt, "places a heavy burden on the salesman to keep up with paint application knowledge."

Some form of indoctrination was needed. Allied International Films of Crystal Lake, Ill., suggested that Bestt Rollr use 8mm single concept films. This type of

film, which has been immensely successful in education, is a short film loop, usually under four minutes in length, that deals with only one specialized topic. Instead of developing one long film to cover all topics, a handful of short single concept loops are produced, allowing the salesman to select the one that is appropriate in any given situation without screening a half-hour of irrelevant film and wasting customers' time! The films were produced for use in the Technicolor 810Z Instant Movie Projector, a minute, 9-lb. desk top projector. A still-picture clutch freezes the action on any frame and, because the film is in a cartridge, no threading is required.

Allied International has been very active in this new approach to training and sales indoctrination. Specializing in a packaged approach, Allied International motion picture programs include market research, market development, sales management consult-

ing, public relations and film production. The firm has complete production facilities at Crystal Lake, Ill., including sound stages, recording studios and edition rooms. For more than ten years, Allied International has specialized in low budget, single concept marketing motion pictures and has been one of the leaders in the utilization of motion pictures in integrated selling and point of purchase merchandising programs.

"With the Allied International concept," said Adsitt, "it is like taking all of our accounts in the United States into our factory and giving them an indoctrination on how to do a painting job with the right tools and the right products. Through motion pictures we are able to accomplish this educational job at a far lower investment than through any other means.

"With our film program, we can show in action and in color what our products are capable of doing and our message is presented quickly and to the point at the buyer's desk. The films will be available for painter contractor and dealer meetings, and will be available for dealers for use in training the personnel.

"In today's selling, it is a major problem to provide sales clerks with proper knowledge needed to keep abreast with the



Elinor DeMunn, director of production, Allied International Films, demonstrates the simplicity of cartridge film and the Technicolor 810X super 8 Instant Movie Projector to George Adsitt, Vice President, Marketing of Bestt Rollr, Inc. of Fond du Lac, Wisconsin.

new developments within our industry. Motion pictures utilizing the power of sight and sound are able to quickly and effectively train personnel in selling the right tool as recommended for a particular painting condition. This simplifies the selling problem and is assurance that products will be sold to do the job they were manufactured to perform."

Reid Ray CINE President; Three New Board Members

CINE, the Council on International Nontheatrical Events, re-elected Reid H. Ray, well known Midwest film producer, to his second term as president.

Other newly elected officers were Willis H. Pratt, Jr., vice president for information, and O. S. Knudsen, secretary. Pratt, who is film and closed-circuit TV director for American Telephone & Telegraph Co., New York City, served two terms as CINE presi-

dent from 1964 to 1966. Knudsen heads the Motion Picture Department at Iowa State University in Ames.

Three men were added to the board of directors: David Shefrin, manager of television activities of IBM, Armonk, New York. Shefrin recently left the television production field to join IBM.

Second board member is Henry Herx, executive secretary Na-

tional Center for Film Study, affiliated with the National Catholic office for Motion Pictures in New York City.

Third board member is James Damon who heads IBM World Trade Corporation's film operations. Damon, a well-known industrial film executive, is based in New York City.

Officers re-elected included Peter Cott, TV Academy executive, as first vice president; other

vice presidents—Charles A. Belmont, president of Filmscope, New York; Charles Dana Bennett, Farm Film Foundation, Washington; O. H. Coelln, founder of BUSINESS SCREEN magazine, Chicago; Ralph Creer, American Medical Association, Chicago; Dr. Anna L. Hyer, executive secretary Dept. of Educational Technology, National Education Association, Washington; Emily S. Jones, executive secretary of the Educational Film Library Association, New York City; and the Rev. David O. Poindexter, National Council of Churches, New York City.

Re-elected as treasurer was Alfred E. Bruch, president of Capital Film Laboratories, Washington.

Dr. Harold E. Wigren, National Education Association television consultant, was again chosen as CINE's coordinating director. Managing director is James H. Culver, who heads CINE's Washington-based staff.



PRATT



RAY



SHEFRIN



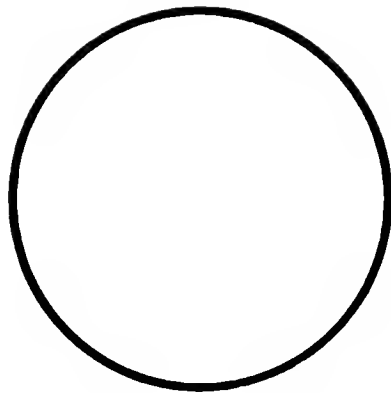
DAMON



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NEW YORK 850 Tenth Avenue, New York, New York 10019 (212) 247-3220

video tape: past, present & future ...

continued

larged and devices such as aperture correction and highlight equalizers were designed to enhance the picture being displayed. Improved film emulsions came on the market.

In those days, tape-to-film transfer requests came mainly from foreign markets and smaller TV outlets. Different technical television standards in the foreign markets necessitated the transfer to film; in the domestic market, smaller film-oriented television stations, with minimal or no tape handling gear, also required film.

Today, even though the black and white video tape to film transfer process is basically the same as the kinescope process, the results cannot be compared with the early days. "Saying a kine is still a kine is like saying

a pre-WWII radial-engine airplane is the same as a modern 707 jet because they both depend on wings to stay in the air," Sawelson is fond of saying.

Competition brought improvement

He feels competition caused the vast improvement in black and white tape to film transfers between 1959-1964. "Everyone in the industry was working within the same perimeter and dealing with the same elements, but using different approaches. Each firm had to continually improve its equipment and methods to compete."

Everything seemed to be coming up roses for the industry, for its firms and their clients.

Roses, that is, in glorious black and white.

It wasn't that the industry hadn't prepared for color. Even so, it was a shock when it came. Suddenly the nation turned around and overnight, found color on its doorstep.

Most of the original problems encountered in the early experiences with black and white transfers returned, giving engineers and producers nightmares and haunting them in their efforts to achieve good color film transfers. Again, they found they needed corrective playback devices like color drop out compensators, head velocity compensators, auto chroma, and so on.

But there were none. Not for color videotape.

Add to these equipment problems the attempts to achieve good color balance and suitable color emulsions for recording televised pictures, and the black and white film transfer process seemed like kindergarten in comparison.

Sawelson says that his firm approached the problem of color registration and balance with the Triniscope process. After two and one half years ("of learning what not to do"),

it was abandoned, eventually to be replaced with a method of electronic separation that led to the Acme-Chroma process of color film transfers.

Ten years ago, when Acme installed videotape machines to generate film work, the entire industry hardly fathomed the idea that tape transfers would gain a wide following. But since then, the industry has adopted tape, especially in post production, where it can be more workable and less expensive than film.

Today, film to tape transfers are proving successful in the TV program syndication field. Film prints are often replaced with videotape dub made from a 35mm color composite print. Tape insures each station with the kind of quality expected on a network because tape equipment and set up procedure is nearly the same, playback does not vary.

This is in direct contrast to 16mm color prints that, in fact, still circulate among television stations. Playback quality often varies dependent on the physical condition of each individual print, quality of the station's color film chain, and skill of the video engineer riding the controls.

Transferring a new 35mm color composite print to video tape and syndicating the series with tape dubs rather than with film print actually costs less than making 16mm color prints. "A videotape dub will give approximately 40 plays. The life expectancy of 16mm color film print is between 10 and 15 plays," Sawelson said.

The volume of film to tape transfers that pass through videotape laboratories each week testifies to the truth in his words. Approximately 50 per cent of all television station programming operations involve the use of videotape recordings and playback.

While all videotape laboratories are capable of transferring film to tape, houses offering tape to film transfers can be counted on one hand and are located almost exclusively in Los Angeles and New York City. Yet, some film personnel feel that the writing is on the wall (perhaps we should say screen) for the motion picture industry, just as it was for the television industry. Current use of electronic viewfinders on motion picture cameras for instant playback is just the first step towards an eventual tape takeover, they say.

Impossible to forecast

Sawelson, however, feels it is impossible to forecast what can happen in the coming 10 years. "We've already seen a 180 degree turn around, starting with tape to film transfers and reversing to film to tape transfers. Now both are in practice as accepted procedures. Perhaps the methods which we consider 'magic' today will be non-existent in the future, replaced by laser beam recording and other 'science fiction' predictions. Nothing's impossible.

"When something works, it works in many ways," Sawelson said, referring to the film-videotape combination. "Future uses of film and videotape are as limitless as the ascending arc of the state of the art."



Modern master control console for black & white tape to film transfers. (Acme Film & Videotape Laboratories photo).



Up-to-date kinescope operation, with recording unit in center, at CBS-TV studios in Hollywood. The network used this TV recording set-up in the early 1950's. (Reprinted by permission of the Regents of the University of California.)

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We are specialists in the area of supplying motion picture and sound equipment to the professional. Whether it be Rental, Sale, or Service, give us a call. We carry all the leading names in professional equipment.

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Two Pixies, FEAR and DESIRE, present New Creative Selling concept in an original sales training program

New concept reduces all the factors which prevail in a selling situation to just two basic emotions — FEAR and DESIRE. Salesmen who know how to control these two emotions on the part of a buyer, usually make the sale.



"No, I wouldn't be interested", "Too busy", "Make it brief. I can only spare a few minutes." "Your price is too high. I can buy it cheaper." These are expressions buyers often use to get rid of salesmen they don't like to do business with. What is it these salesmen do or say which cause "FEAR" to influence what the buyer says? Is it a natural reaction to salesmen — or is it rather caused by the selling methods these salesmen use?

Everybody likes to buy

In spite of the resistance most salesmen meet from buyers, the truth is that basically people like to buy. If you ever doubted this — watch the look of joy on a woman's face when she buys a new hat or dress. And did you ever see a family who just bought a new home, who literally can't wait to move in and enjoy their new home? Just watch the new joy a family experiences with their new color T.V. or a new car.

Creative salesmen turn "desire" on

Creative salesmen know that people like to buy. When the same prospect or buyer who has just turned one salesman away is approached by a salesman who has learned how to sell creatively — he *will* buy. That's because the creative salesman has learned a method of selling that automatically *controls* FEAR and *stimulates* DESIRE.

For example, when a creative salesman

says to a buyer: "... and every \$1000 saved in maintenance is equivalent to \$20,000 in sales" — DESIRE would cause that buyer to think "Say, that's a darn good saving."

Or when a creative salesman says: "This line should create immediate sales, allow a faster turnover and bring more repeat business" — DESIRE is going to say: "Repeat business, eh. That sounds good."

The multiplier

This new course with modern audio-visual methods and detailed programming makes it possible to develop salesmen in branch offices as effectively as in home offices. It is designed to simultaneously *multiply* sales development wherever one wishes. It can even be self-administered as a home study course — and re-training becomes so easy.

Results sales managers dream about

With "FEAR" and "DESIRE" dramatizing key points so that they are memorable — the program shows salesmen how to call on customers with ideas that create need and desire for their products and services. It need no longer be just blue sky for those salesmen who have always wanted salesmen that brought prestige to the company they represented, the product or service they sold and to themselves as salesmen.

Any salesman can learn

Can this method of selling be learned? Better Selling Bureau, Burbank, California says "YES" — and has produced a sparkling, fresh and original sales training course co-starring "FEAR" and "DESIRE" appropriately titled The "Creative Selling" Program.

For the leader or trainer there is a completely programmed manual which details everything he is to do and say in conducting the fourteen one to two-hour sales seminars and workshop sessions. To communicate, innovate and motivate the trainees there are sound color filmstrips to show the attitudes and persuasive techniques of creative selling. The trainees also have kits which consist of the salesman's manual complete with a pictorial review of each subject plus quizzes, summaries, evaluations, graduation hats, pins and diplomas.

Subjects covered

The subjects explored in depth are: Creative Selling — The Attitude that Creates Business — What Do You Sell? — Are Prospects Different? — By-Passing Sales Resistance — Pride in Price — Close Isn't Closed.

Audio-visuals help understanding Rocket Pictures, Inc. with 29 years of experience in the audio-visual medium handle the film production. Their knowledgeable approach communicates this new selling concept clearly and simply, making it easy to understand, absorb and retain.

For complete information on "Creative Selling" contact Better Selling Bureau, 111 W. Olive Ave., Burbank, California 91506

Creative Selling
Defines Creative Selling
and why the creative
salesman is successful.



The attitude that creates business
The attitude the creative salesman takes.

What do you sell?
What all creative salesmen sell whether they deal with a product, a service or an idea.



Are prospects different?
How customers are alike — how they're different



By-passing sales resistance
How creative salesmen minimize it and eliminate it when it occurs.



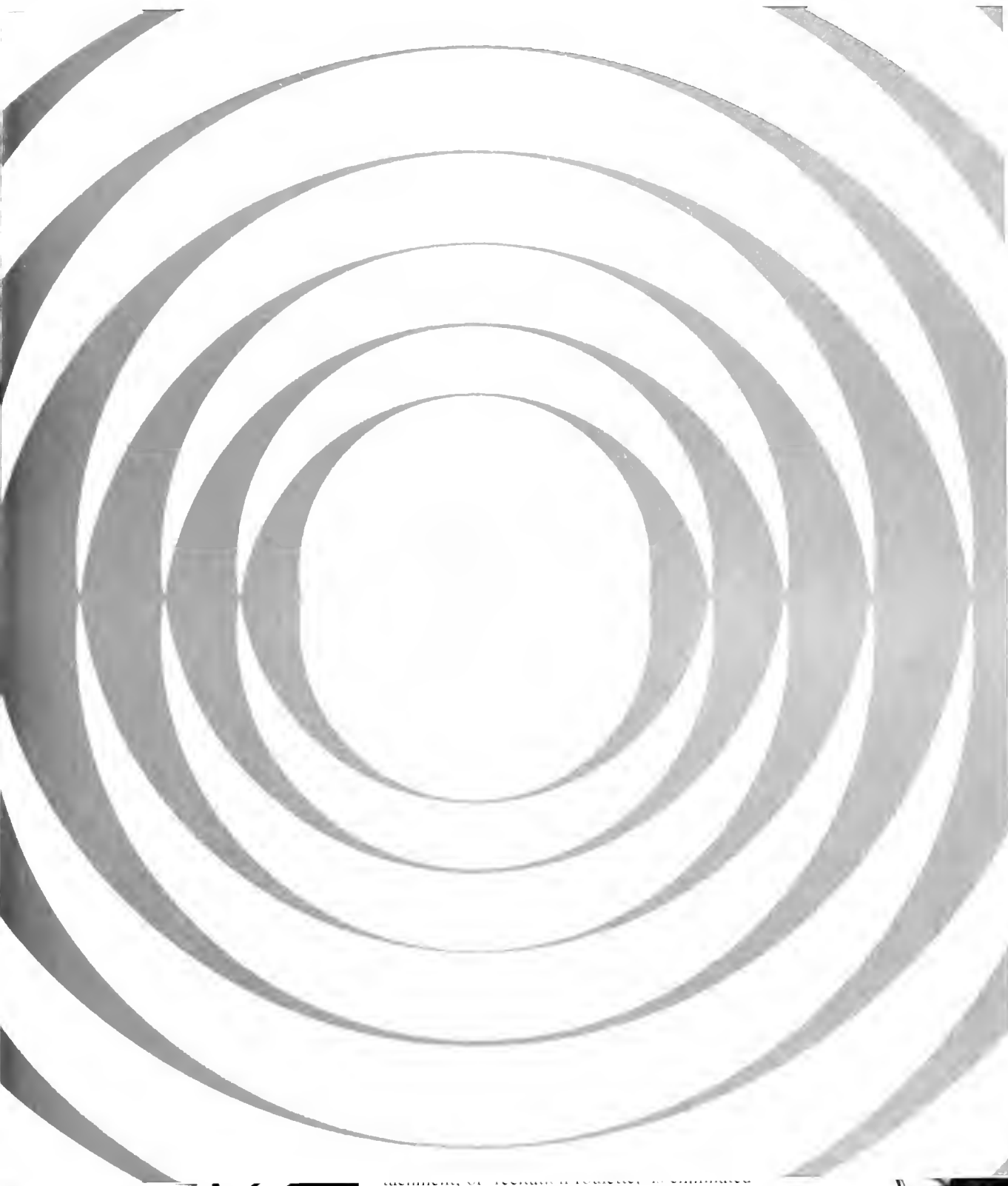
Pride in price
The price bugaboo minimized by the creative salesman's attitude toward the value of what he sells.

Close isn't closed
How creative salesmen make "closing" the easiest part of the sale.



makes history happen

JBL transducers and amplifiers re-create the sounds of American history in audio spectaculars produced by Philip Stuart for Knott's Berry Farm



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Each student is required to answer every question through the responder system, giving the instructor a quantitative picture of understanding.

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Answering questions posed on slide during training class, students press button at their desks to record their answers.

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For example

87 JBL loudspeaker systems create 4-dimensional sound environment in Knott American Heritage Theater

History is brought to life on cue... ghosts of the Second Continental Congress convene in a reconstruction of Philadelphia's Independence Hall... cattle stampepe down a wild western street... the pageant of America unfolds in a theater that is virtually a total sound system. Visitors to famed Knott's Berry Farm forty miles southeast of Los Angeles are treated to banquet helpings of American history through one of the most sophisti-

cated, extensive, and complex audio installations yet assembled.

These sonic spectacles are the work of Philip Stuart, Hollywood producer of documentary films and exhibits. Stuart chose sound as his primary medium because it most readily fulfills the objectives of showman Walter Knott. A broad-band audio environment is created in a period architectural setting. The imagination is stimulated; the individual's own mind becomes the temporal instrument through which he rediscovers America.

Sound will completely surround and immerse spectators in the new American Heritage Theater. There are loudspeakers in the side walls, back wall ceiling, and even in the floor. Principal speaker systems behind three multi-projection screens were designed specifically for this application by Paul Veneklasen. Each system includes fifteen-inch JBL 140 low-frequency high-power transducers, two JBL 375 high-



ive Selling — The Attitude that Creates Bus
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Different? — By-Passing Sales Resistance —
Pride in Price — Close Isn't Closed.

How Creative Salesmen
make "closing" the
easiest part of the sale.



JBL Studio monitors and T-circuit amplifiers declare America's independence eleven hours a day

...ency drivers modified as direct
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...tional to the fidelity and dynamic range
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...rear of the assembly room, face empty
...tables and chairs. Overhead lights dim;
...table candles glow. Speakers in the door
...frame re-create footsteps and a door
...slam. Under tables are ten modified JBL
...S8 speaker systems to provide unlimited
...stereo with real depth. Members speak
...from various locations. John Adams'
...voice and footsteps move around the
...four sides of the room. Thirty-eight JBL

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Energized by more than 100 JBL two-channel amplifiers, the Wild West works, sings and rides again

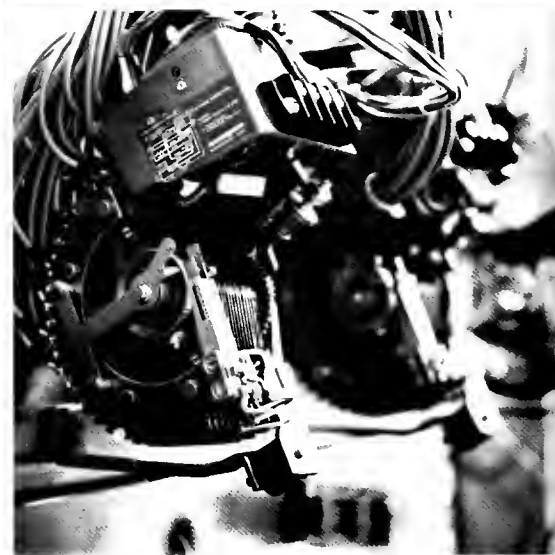
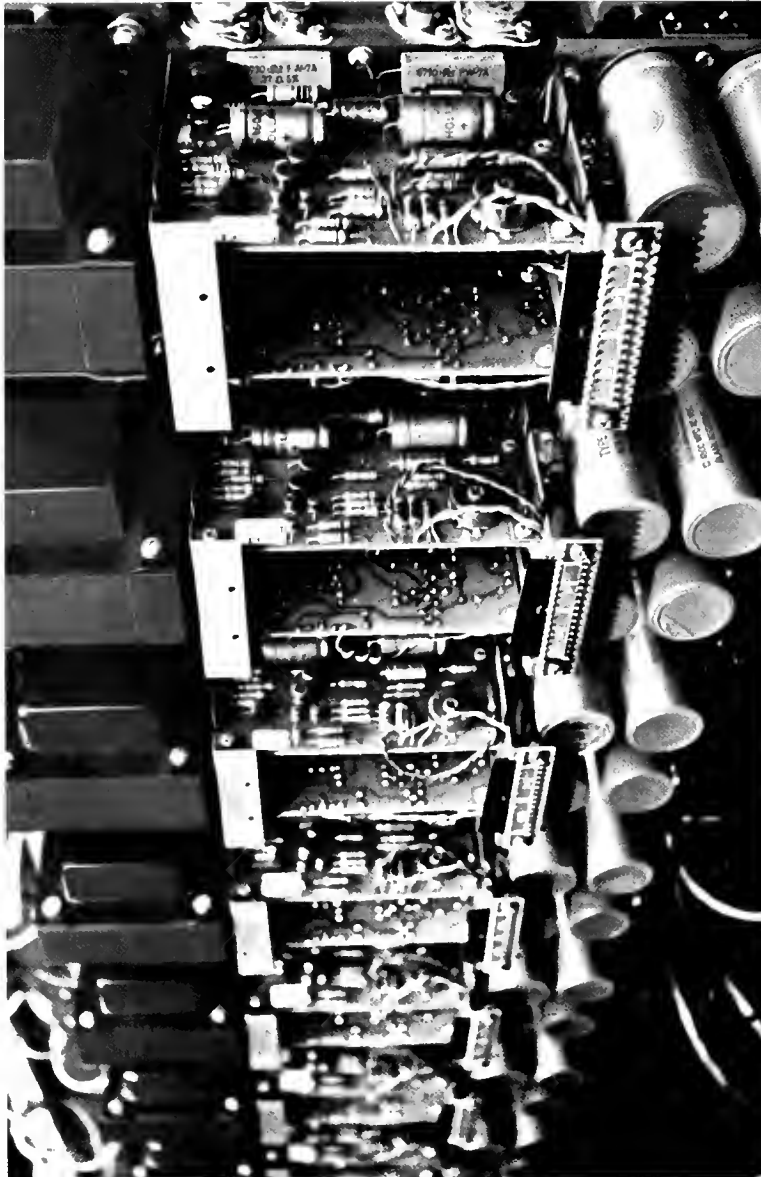
selected for their exceptionally clean response, reliability and negligible degradation due to aging.

One leaves Independence Hall awed and solemn, but fun and excitement balance the American picture in the streets of Knott's Ghost Town. Here more than a hundred JBL SE408S two-channel amplifiers supply an endless series of effects to concealed loudspeakers.

Horses neigh in the livery stable while the anvil clangs in the smithy. Picks are heard in the mine. Cattle stampede down the street. A parade passes. And while funeral music wheezes from the undertaker's hearse at boot hill, bird calls twitter from the trees.

Yet the total effect is not one of carnival; the visitor feels uniquely privileged to re-live historical moments. The sincerity of the presentations is due to the taste and dedication of Walter Knott, a

firm believer in the worth of the American heritage, to the imagination and vision of producer Phil Stuart, and C. F. Lynne, Knott's Sound Department Engineer, and his preoccupation with the excellence of the installation. Through their efforts, a great dream has been transformed into a living reality.



JBL Professional Products Division 3249 Casitas Avenue, Los Angeles, California 90039

Are Selling — The Attitude that Created Business — What Do You Sell? — Are Prospects Different? — By-Passing Sales Resistance — Pride in Price — Close Isn't Closed.

How creative salesmen make "closing" the easiest part of the sale.



Refinery Men Learn in Multi-Media Classrooms



Standard Oil's Richmond refinery uses four modern classrooms for continuous training to keep employees abreast of the ever changing operations and processes.

Accelerated learning program at the refinery uses several modern learning techniques. Students use responder system at their desks to answer questions like the one shown here.

IT TAKES a tanker a day to keep the giant Richmond, California refinery of Standard Oil Company of California on schedule producing more than 1,200 different products from 190,000 barrels of crude oil.

To operate the refinery, one of the world's largest and most complex, takes many skills—old skills that a new job applicant seldom possesses and new techniques that an old man may not yet have encountered.

"With the many automated processes and controls each man in the refinery has a more important role and controls more functions. There are fewer opportunities for a man to learn on the job," observes training director Philip Brubaker. "The safety of each of our 3,000 employees and our community neighbors depends upon every man understanding every element of his job and performing it exactly as prescribed."

To insure this, the Richmond refinery has its own school with four modern classrooms where 325 employees are always undergoing training. There are classes for new employees,



Each student is required to answer every question through the responder system, giving the instructor a quantitative picture of understanding.

apprentices, mechanics, maintenance men, process operators, head operators, and foremen.

Brubaker and his three training officers present the various course materials with the aid of an array of audio visual aids, including a Raytheon multi-media student response system.

The instructor has a master console that automatically synchronizes a specially prepared strip film and an accompanying tape recorded narration. Each student has a terminal with four push buttons at his desk.

After a key training point has been introduced on the screen the film and recorded track ask the students a pertinent question based on this information. The question is in multiple choice form presenting four possible answers: A, B, C, or D.

Each student presses the appropriate button to record his answer.

A counter in the instructor's console tallies the responses and four meters provide him with a quantitative report. For example, if the correct answer to a particular question was "C" and 17 out of the 22 men in the class indicated this answer, the instructor's "C" meter would read 75 per cent. The balance of incorrect choices would show as percentages of the total on the other meters.

If an unusually low percentage of the class selected the correct answer, the instructor could interrupt the automated lesson presentation and reinforce the point with personalized instruction.

Training specialist A. M. "Pat" Tibbetts said the system eliminates the immunity to questions common in the ordinary classroom. "An instructor can't call on every student and it is human nature to lose interest in a question as soon as you have determined that it's not directed at you. This traditional detachment, or 'recitation roulette,' is eliminated with the feed-back response system," said Tibbetts. "Every question is directed to every student and every student must answer. It

really keeps them alert and responsive."

Typical of the various subjects that have been programmed for 100 per cent student response are courses in pressure, controls, temperature, fluid levels and flow rates.

Instruction is divided into various segments to keep it moving and at a varied pace for added interest. A day in class usually alternates among live demonstrations, films and slides, lessons presented on the Raytheon responders, and printed programmed instruction material prepared by the American Petroleum Institute.

"It is difficult to measure the effectiveness of the new multi-media training program," explains Brubaker, "but the students like it and their foremen report that they're more valuable on the job after a week at the training center."



Answering questions posed on slide during training class, students press button at their desks to record their answers.



The videotape recording training gear is contained in small mobile van (right). Standard production system shown inside includes power supplies, editing equipment and videotape recorder.

Videotape Keystone of Training, Public Education

The Michigan Credit Union League is getting maximum use in both training and public information from its education and training programs. The League utilizes a variety of presentations to train employees and educate the public.

FULLY REALIZING that success depends largely on the effectiveness of communications, the Michigan Credit Union League is building an impressive institutional communications network centered around a mobile videotaping technique.

The Michigan Credit Union League is an association of credit unions established to assist individual credit unions with their operational problems, primarily in the field of savings and loans. It serves as a training organization of credit union staff, creates and protects enabling legislation, develops promotional materials for credit unions, sponsors a statewide advertising program through its public relations department, distributes a monthly publication and assists in improving the impoverished areas of primarily urban centers.

Future Michigan Credit Union League counselors receive instruction in counseling techniques. A wide range of audiovisual tools are used in MCUL's information program for employees and the public.



The League also supplies informational materials on credit unions to various school systems in the state and distributes consumer information on a wide range of subjects through community groups, universities, boards of education and credit union memberships.

Subjects ranging from individual training programs to a series of talk sessions featuring a popular Michigan television personality have been recorded on closed circuit videotape recorders at the League's education and training center in Southfield, Michigan.

"The videotape recording technique is proving to be an effective tool for industry in behavioral science studies which provide the understanding and appreciation of the individual so necessary in business today," according to Diedrich Reimer, edu-

cation specialist, who has headed the League's closed circuit television program since June, 1968. The closed circuit television program is sponsored by the Education and Training Section, directed by Robert Rodreick.

Reimer, together with a technician, travels throughout Michigan visiting many of the state's nearly 1200 credit unions with the League's portable "workshop": a van packed with an Ampex videotape recorder, television cameras, TV monitors, video tapes, slides, films and projectors. Reimer conducts what he calls "three-dimensional training clinics" which emphasize self-confrontation, self-analysis and self-improvement.

A typical training session lasts one or two days. Classes are kept small — between 10 and 15 people. Reimer begins with a slide presentation that deals solely with learning theory and behavior. It describes the learning process and traces the history of learning, according to Reimer, "back to the first time a barbarian discovered his own image in a pond."

"We recount this event every time a student, learning to perform a new task, practices his job for the closed circuit television camera and then views the replay. Since this is the beginning of a learning experience, the self-confrontation phase, the student, like the barbarian, may be quite surprised at what he sees."

Whether a student is taped individually performing a single

task, or in groups acting out simulated inter-personal situations, he is allowed to view the tape of himself in private. This is to avoid the public embarrassment that often comes with self-confrontation.

Slide or film presentations are then given to review preferred methods of carrying out the job being studied. Class discussion often follows.

The program is designed for all levels of office employees, as well as for high level executives with important responsibilities. All presentations follow a similar format. A receptionist being trained to answer the phone is presented with a variety of different situations, such as a hostile caller, during the initial taping. After being exposed to new ideas for handling these situations, her performance in similar situations is again taped and replayed for evaluation.

A management subject also assumes a role playing position in a situation he is likely to be confronted with on the job. Most often the situation deals with a complex personnel problem. After trying to mediate a conflict between two employees, for instance, the executive gains insight and ideas about the problem via the slide or film presentation, and at times a critique session. He then is confronted with a related problem in a second role playing session.

"We've learned through this program that too many of us in the credit unions and in American industry as a whole are pretty poor at dealing with other people," Reimer said. "But we do not realize how ineffective we are until we see ourselves. That's why recording the role playing session is so valuable. When our subjects view the replay, nearly

of them recognize the need for improvement."

Information presentations are another service provided by the League's education and training section. Aimed at the consumer public as well as credit union employees, the presentations are video taped dramatizations of such topics with the pitfalls of car buying, how to buy a home, what one should do in case of hold-up, and the significance of auto-in-lending legislation.

A 38-minute talk show moderated by Don Haney of Detroit's on Haney's People Show was recently taped at League training headquarters. Program participants were: R. C. Roberson, president of CUNA (Credit Union National Association) International, Inc., which represents credit unions throughout the world; Irett Ferris, retired general manager of the Detroit Teachers Credit Union, once the largest credit union in the world; Donald MacKinnon, president of the International Credit Union Services Corporate, an affiliate of CUNA International; and Richard Brown, manager of H.P.C. Credit Union in Alpena.

"The tape proved that we do not effectively explain our duties and advantages," Reimer said. "It was educational for all involved, and stimulated much interest for improved and more realistic programs of advertising and communication through all possible media."

The League's future plans include establishing a library of training tapes and informational presentations. The tapes will be in the main office and at three regional offices in the state, and shown to individual credit unions or groups of credit unions known as chapters. The League also plans to convert the central Ampex VR-7500 videotape recorder for color use. The VR-7500 is currently used to do all recording on one-inch-wide tape which can be replayed through recorders at outlying offices.

Additional plans call for more mobile videotape recording units to eventually make a variety of training and informational tapes available to all credit union employees in the state on a more frequent basis.

"The initial value of the video recording capability," Reimer said, "is that we have been able to take a realistic look at ourselves. And this is the first step toward improving relations with the people we serve." •

FINESSE IN FUN D RAISING

Each year for over a quarter century, the United Fund of Greater New York has relied on a fund-raising motion picture to be the most important key to its annual campaign efforts.

While a great variety of media are used to carry the Fund's message, United Fund officials are convinced that it is the film which is responsible for reaching New Yorkers with the greatest impact.

The Fund relies on appeals directly to the business community and on solicitation of all employees for the bulk of its income. Comparing two equal-sized companies — one in which the film is shown to all employees, and one in which the film is not shown, but only posters, brochures, etc., are used, employees of the company where the film is shown will give very much more generously — four to five times more, according to Fund records.

Knowing this, United Fund management considers the annual film to be an extremely important project. In fact, it might be said that on the success of the film in reaching the hearts and pursestrings of its audience lies the degree of success of the annual appeal.

In charge of the production of Fund films for a number of years has been Hal Golden, director of public relations for the United Fund. During this time Golden has had the opportunity to test the ingredients of each film to determine which have caused the greatest impact, and to discover which parts of past films were not up to par for one reason or another.

One of the major discoveries Golden has made is that for United Fund purposes it is better not to use "name" personalities on screen. He has found that with only 11 to 14 minutes available in which to make the entire appeal, it is necessary to "grab" the audience as quickly as possible. Yet the visual impact of a well-known actor or newscaster can last for three or four minutes into the film — the mind's eye can't easily bump him off, and his personality often remains stronger than the message of the film. And if he is used on screen at the beginning of the

Hal Golden, who has directed the production of a series of successful New York United Fund films, notes some startling facts and offers suggestions toward more successful fund raising films.

film, it must return to him for the wrap-up with at least another minute lost. And again, the personality effect would often drown out much of the preceding ten minutes of Fund message, no matter what the personality had to say.

The United Fund shifted from on-screen narrators (such well-known personalities as Ronald Reagan and Dick Powell had been used in the past) to off-screen voices five years ago. But not just any trained narrator will do for a Fund film, it must be a "deep and dark" very masculine but warm voice. Outstanding amongst recent narrators for Fund films have been Paul Newman, Ben Gazzara, Efram Zimbalist, Jr., Henry Fonda and Robert Taylor. Hal Golden believes that generally actors, rather than film narrators or newscasters, are most suitable for Fund film narrations. They are more able to project emotion to the widest cross section of the audience without the danger of seeming maudlin. It is a difficult narration to do, for a fine line must be drawn between being too emotional and seeming indifferent.

Other types of voices the Fund avoids are those which might be called "visual voices" — those which are so completely identified with faces that the personality effect might easily over-ride the message, even when made with an off-screen voice.

This year's film, *The Partners*, is narrated by Herschel Bernardi, who does a magnificent job of explaining the film's theme of people helping other people in trouble. The film, which began distribution throughout Greater New York May 1, was written by Kitty Hanson, of the New York Daily News, and was produced by Golden with the production firm of Potter, Orchard and Petrie, Inc.

The Partners, as with other Fund films, will play before a live audience — principally in stores, factories and offices —



HAL GOLDEN

of over a million people. In addition, it will play on every TV station in the city.

This year, background music was donated by the New York Philharmonic Orchestra with Leonard Bernstein conducting music from *West Side Story* at a live concert. Miss Hanson's narration was written to the beat of this music. It is very powerful — very moving.

Hal Golden has other special requisites of Fund films. He points out that with the films often playing under very bad conditions — in rooms not designed for audio-visual use, prints must be clear and never murky. Arty photography you can get away with on a big theatre screen is no good in the recreation room of a factory.

While the Fund does not believe it has a "color film" story to tell, and would really rather use b/w film, exposure on the all-color TV networks require that the film, and the TV spots, which are shot concurrently, be in color.

United Fund films have won every sort of award — enough to almost completely "paper a wall" in the Fund P.R. office. But more important, they are the vital audio-visual documents which enable the United Fund of Greater New York to successfully perform the important job of providing the opportunity for all kinds of New Yorkers to help their neighbors in need. •



Dartnell sales training films have been translated into 12 languages; are widely popular abroad.

These Sales Training Films Have Brought Inspiration to Millions

"Second Effort" featuring Vince Lombardi has become a "best seller" as Dartnell Corporation expands its library of sales training films — now translated in 12 languages.



Geraldine Brooks and Monte Wooley show salesmen how to manage their time in "Solid Gold Hours."



Sales training experts Alvin Busse (left) and Dick Borden are featured in 10 Dartnell films.



"The Selling Secrets of Ben Franklin" told in today's perspective, are just as applicable as they were for this master salesman of 200 years ago.

FOR OVER A HALF CENTURY, The Dartnell Corporation has served business and industry in the U.S. and abroad through an ever-widening range of management research services and media . . . providing tested plans and ideas to help solve problems. Founded in 1917 by J. C. Aspley, this company's roster of clients includes not only the best-known names in American and overseas business, but thousands of companies in more than two hundred industries.

Sharing the viewpoint that "print alone is not enough" for today's *complete* communications, Dartnell began carefully developing its present unexcelled library of sound motion pictures and sound slidefilms on salesmanship and motivational themes* some years ago. Familiar to countless thousands of sales managers and trainers and to millions of their men and women are such time-tested films as those featuring Richard Borden and Alvin Busse, 10 of these "Borden and Busse" subjects, each of 30 minutes duration and using both color and monochrome film, have been (and continue to be) shown throughout the Americas and abroad. Evidence of their popularity overseas is emphasized by the translation of these and other films into 12 languages, ranging from Danish, Dutch, Finnish, Flemish, French, German, Italian, Norwegian, Swedish, Portugese and Spanish to Japanese.

But the Dartnell story of success in sight/sound sales training media opened on a bright new chapter this past year with the introduction of what may easily be the factual film medium's most successful single sales motion picture! The ingredients for that success: the vivid, forceful, believable personality of professional football's most effective leader: Vincent Lombardi, formerly of the Green Bay Packers and, more recently, top man for the Washington Redskins. Add to this current 28-minute color motion picture Lombardi's philosophy of dedication and his ability to inspire men to unusual personal labor. And, finally, add the interplay of professional football action by members of the five-time world champion Packers and the "mix" for a great *Second Effort* is just about complete!

The reception to this latest Dartnell film has been phenomenal. Well over 8,500 color prints have been sold or rented — and the peak is still nowhere in sight. Like most other films in the company's library, its showings in the field are fortified and — their

images further extended — by excellent supplementary materials such as reminder cards, incentive buttons, reminder key chains, motivator cards. There's also a *Second Effort* trophy to be awarded to achievers and an Official NFL Football, autographed by the entire Green Bay team, rounding out collateral material.

That's a multi million dollar plus "gro" for what may add up to be the most successful factual motion picture of all time! Kudos for the production of this inspirational film go to Take Ten Productions, of Chicago. This comparative newcomer to business filmmaking is currently at work on what promises to be another Dartnell sight/sound success story: *The Professionals*, featuring Van Johnson and Forest Tucker.

But *Second Effort*, complete as it would be if its value rested on the leadership tale of Lombardi, is much more than that. Its story line takes an inept salesman from the bottom of the ladder "up" with Coach Lombardi as learns firsthand the philosophy and "sales" principles which transformed a place football squad into world champions.

Listen, with salesman Ron Masak, as Lombardi uses his fire and enthusiasm to build confidence:

"Unless a man believes in himself and makes a total commitment to his career and puts everything he has into it — his mind, heart and body — nothing else in life is worthwhile."

It's worth nothing that *Second Effort* prints are going to far more than sales group, churches, schools and a myriad of other uses have obtained prints.

The range of wisdom and inspiration provided by this Dartnell film library goes well beyond the titles mentioned thus far. Among six other widely-show motion pictures are titles featuring personalities such as Dr. Norman Vincent Peale, Frank Bettger, Port Henry, Dr. Joyce Brothers, and Dr. Robert N. McMurry, all well-known for their inspirational and experienced understanding of leadership qualities.

The Selling Secrets of Ben Franklin have been recounted in an effective 30-minute film created by The Jam Handy Organization for

*All Dartnell sales training films are available on outright print purchase or for executive preview rent at various rates. For complete data on the entire library of motion pictures and sound slidefilms (as well as new releases) write: Raymond A. Liozer, vice-president The Dartnell Corporation, 4660 Ravenswood Avenue Chicago, Illinois 60640. Phone: (312) 561-4000.

Dartnell; this producer also supplied top-notch story, content and film production in *The Solid Gold Hours* featuring the late Mate Wooley and Geraldine Brooks.

And Dartnell's founder, J. C. Aspley, presents *How to Sell Quality* in another very popular motion picture.

Within the Dartnell film library are two other non-training films, created as "breather" and larded with humorous treatment of Herman as this character *Holds a Sales Meeting* and shares *Herman's Secrets of Sales Success*. Both of these 10-minute titles are in color.

To round out one of the world's most complete libraries of sales and all-around human development films are three series of sound picture-films, with five titles in each. These are *Keys to Human Relations in Selling; How to Be Clear, Concise, Effective Business Letter* (presented expertly by Robert Gunning) and *Customer Contacts*, developed by Cleveland Chase.

The Dartnell story is unfinished. While records are being made in terms of print quantity and showings, these only reflect the genuinely useful role being played by this Chicago organization. Selling is the life-blood of business, at home and abroad. The infusion of inspiration, guidance and the "role-playing" review of the basic principles of the selling art as re-created by Dartnell in sight and sound, continues to play a very important role in moving both products and ideas.



Master salesman Frank Bettger (right) tells his own success story and how to apply "13 habit-formers".



Leadership talents of professional football coach Vince Lombardi are inspiration for "Second Effort" one of factual films' "best sellers" of all time.

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IFPA JOURNAL

INFORMATION FILM PRODUCERS OF AMERICA, INC.

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IFPA Programs: A Banner Year

WHAT GOES INTO the IFPA chapter program, along with "who, when, where and why"? Since the Information Film Producers of America are saturated with both old and experienced, and young and eager film-makers, it would seem a fairly simple task to assemble the year's schedule of events.

Highlight of IFPA's year is the National Convention each October, but the monthly meetings held by each chapter are what generate continuing interest and attract new members. 1969 is the banner year for the Los Angeles Chapter, reports Chairman Michael Rye, but it didn't come easy.

"When the new slate of officers assembled last summer, we took stock of the film-making talent among us, to see what our potential was in programming. It was a little startling to discover that only one, Ray Jewell, our Membership Chairman, was a practicing film producer. And at that, we couldn't put it all on Ray's back as he's producing for the Air Force. And where did he shoot this year? That's right . . . Alaska.

"The rest of us were a pretty motley crew. Pat Shorthill is a film publicist for United Air Lines, with a heavy travel schedule. We started out like IFPA's version of the Strategic Air Command: at least one of our officers was in the air at all times.

"This left Ray Engel, our Treasurer, who

is a freelance script supervisor, and myself, a narrator, to work on programs with Jack Meakin, who's a sound-and-music man. The best we had to offer was that we couldn't take the attitude of 'ahh, we already know all about that' on ANY aspect of film production."

The L.A. Chapter started up with a family affair, "The Giant Cook-Out and Love-In" staged in Griffith Park. At last, wives got to see what really kept Dad away from home the third Thursday every month. Chef-Hosts were Dean and Winnie Coffin (MPO Videotronics), Wiz and Marian Wisdom (Metric Films) and Byron Schmidt (TWA) with Gerry Oliver (TRW) as athletic hike director.

Evenview Television Systems/Memorex Corporation staged a technical session in September covering miniaturized lightweight hardware. Bob Pace, Jet Propulsion Laboratory was lucky winner of the portable Sony television set awarded by Evenview. Miss Barbara Ekholm spoke to the members on the master-apprentice program conducted by Studio Watts Workshop.

While October was pre-empted by IFPA's National Convention in Palm Springs, November offered the Eastman Kodak Super 8mm session at Cinesound Company. Fred Godfrey, Roy King and Don Adams previewed new film emulsion tests and the latest

in hardware. Rose and Austin Green host for Cinesound.

December Joseph Bluth, Vice President General Manager of Technicolor Vitro Division demonstrated videotape transfer with IFPA members taking a hand with mixers and equipment.

Following election of national officers in December, Jack Meakin organized the 1969 inaugural dinner to launch the new office and thank the old. Held at Dublin's Restaurant, and again including wives, the festivities were capped by Alan Stensvold, A.S.C. presenting films, clips and slides and "inside straight" on Bob Hope's annual t



TV screen provides sharp evidence of how train conducts herself when answering the phone. The experience of seeing herself is a valuable part of the Michigan Credit Union League training program.

to servicemen overseas. The Vietnam trip proved the ultimate in location filming.

At one time or another in his career, Meakin had composed, arranged or conducted for all the major studios. This was the year he felt the giants of Hollywood should open their doors to IFPA. When once this organization was 16mm oriented, its new name, Information Film Producers (rather than Industrial) reflects its growth in size and scope. Meakin set to work to capitalize on this fact.

Paramount Studios hosted the February meeting, with a technical session on front screen projection first used in their feature "Catch 22". Fouad Said, developer of the Cinemobile, "the studio in a truck", brought one of the rolling location units onto the Paramount stage, disassembling and assembling each component and demonstrating its production capability.

In March, Irwin Rosten and Nick Noxe, co-producers of the MGM Documentary Department headlined the program in Metropolitan Goldwyn Mayer's Studio Theatre. Examples of their documentary segments, coupled with a rapid-fire Q and A session uncovered the answers to "How does a 16mm Documentary Department co-exist with the wide-screen group?" Answer: "ver-r-r-y successfully." MGM further screened their product reel for IFPA, this being, in effect, their stockholder report, an area in which many IFPA members now have corporate responsibility within their own organizations.

April IFPA staged a three-part session

Continued on page 3



Headlining the L. A. Chapter's April meeting at Parthenon Pictures, (L. to R.) (top) Chairman Michael Rye, Charles A. "Cap" Palmer, speaker on "How to be Creative (and not get Caught)", Jack Meakin, presenting "Music and Sound Effects — Source, Application and Economy". Climbing out from under is Bob Montague, Convair Pomona, who showed his IFPA convention film, "Palm Springs Revisited".



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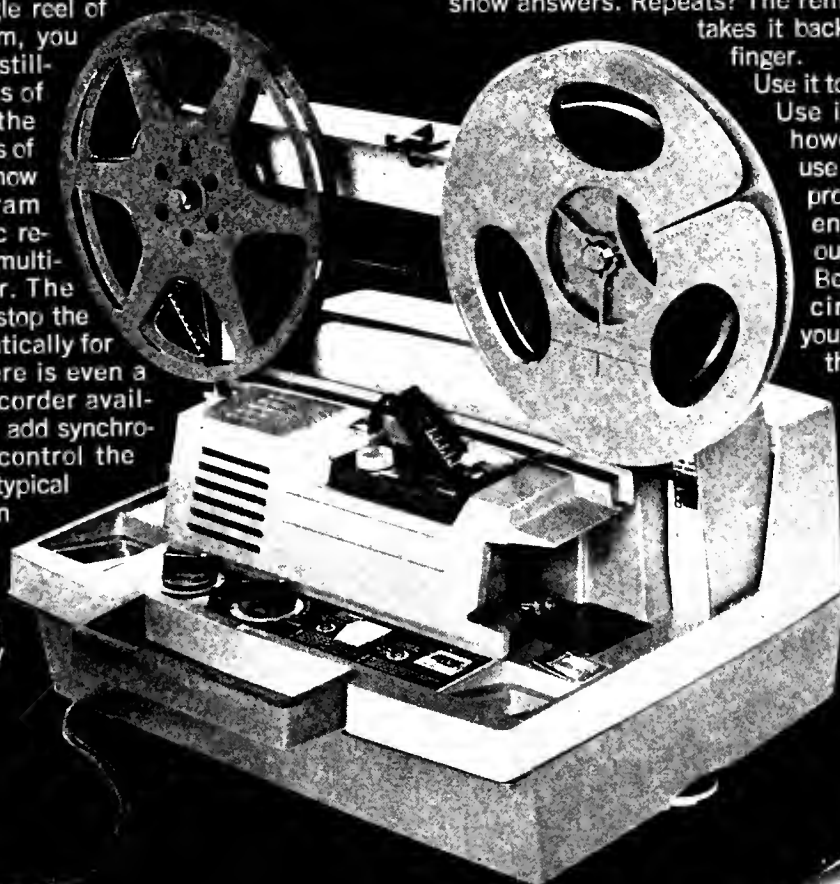
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motion picture projector until it senses a cue. Then it stops—for a title frame or whatever—and it holds until the start button is pushed again. Still frames may ask questions of learners, and then motion sequences may show answers. Repeats? The remote reverse control takes it back with a flick of the finger.

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Cap Palmer on "How To Be Creative (And Not Get Caught At It)", Bob Montague (Convair) with a film recap of the Palm Springs convention, and Jack Meakin (himself) with "Music and Sound Effects — Source, Application, Economy". Cap Palmer, President of Parthenon Pictures hosted this meeting, held on the Parthenon Stage.

For May, IFPA corralled Academy Award winner Eustace Lycett, Walt Disney Studios Department Head for Special Photographic Techniques, with an in-depth presentation covering Disney's developments in special effects. Illustrations from "Mary Poppins", "Gnomobile" and "The Love Bug" complimented the session, hosted by Disney in the studio theatre.

Future plans cover a technical and hardware session by Arriflex in June, followed by the mid-summer family outing, the "IFPA Fiesta".

Some Thursday you may see a preoccupied fellow, heading toward a Hollywood stage with a fifty-foot extension cord, two coffee urns, and a general air of preoccupation. Likely it's that unsung hero, the IFPA program Chairman Jack Meakin. Follow him.

Impressive Membership Expansion

"Progress in member service," states IFPA President Mitchell Rose, "under the chairmanship of Bob Montague (Chapters Vice President and Membership — West) promises great growth in the current year."

Recently welcomed to the official IFPA family was the Boston chapter. Under consideration now for charter application is the Inland-Empire Chapter, which will cover the San Bernardino, Riverside and Redlands area of Southern California. Additionally says President Rose, we believe we may look forward to an extension of member services to Seattle, Houston and Chicago.

In addition to chapter growth, Bob Montague hopes his contest for individual membership recruitment, conducted only by western chapters, will double our membership. To members who recruit one member, VP Montague promises a handsome IFPA lapel pin and to the five members who recruit the largest number of new members, very special merchandise prizes will be awarded.

NorCal, SMPTE Host Super 8 Meet

IFPA's Northern California Chapter, in cooperation with the Society of Motion Picture and Television Engineers held its full-day Seminar, Saturday May 24, 1969 at the Japanese Trade Center — Miyako Hotel in San Francisco. Subject of the seminar was Super 8 production and projection systems.

Dr. Irwin Moon, director of Moody Institute of Science was the keynote speaker. With him were Dr. Jerrold Kemp of San Jose State College and William Wagner, creative

director at Wells Fargo Bank. Two panel discussions covered laboratory practices and production techniques. Manufacturers demonstrated a wide variety of Super 8 project equipment.

Details on "Cindy" Competition

Ira Thatcher, Chairman of the IFPA 1969 Film Competition today released official rules for the association's twelfth annual film competition, held in conjunction with IFPA conference on October 16, 17, 18, 1969 at the Sheraton Palace Hotel in San Francisco.

The competition, said Thatcher, "is open to all non-entertainment filmmakers in the United States and abroad, and films submitted, must have been released between July 1, 1968 and August 1, 1969. "Film continued Thatcher," must be 16 mm print with optical sound tracks and there is a limit to the number of entries anyone wishes to enter."

"Cindy entries," Thatcher continued, "are divided into three main groups — the institutionally produced film, the commercially produced film and films produced by city, state or federal government. Within the three major groups are 8 categories — public relations, training, employee relations, technical, sales and advertising, enrichment, academic instruction and special films."

Thatcher, a training film specialist for United Airlines, urged that entrants be aware that in addition to evaluating the creative and technical excellence, judges will place major emphasis on the achievement of the film's objectives. Therefore Thatcher cautioned, "it is important that care be taken to place each film in the proper category."

For complete contest information and official entry forms, entrants may write directly to Ira Thatcher, Chairman IFPA 1969 Film Competition, United Air Lines, San Francisco International Airport, San Francisco, California 94128. Entries must be received by August 1, 1969 and cost of single entry is \$15.00 to IFPA members and \$25.00 to non-members.

San Diego Visits Camp Pendleton

"Close proximity to military installations," says San Diego Chapter Chairman Gene Lefebvre, "serves as a great source of stimulating program material."

Recent meetings took IFPA members to the photo department at Camp Pendleton where members of the Marine Corps West Coast Motion Picture Unit discussed the work of their photographers and cameramen and how the USMC produces its films. Additionally, members enjoyed a tour of the facilities and a screening of a Marine Corps training film.

A special visit to the Naval Undersea Warfare Center
Continued on page 3



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We all know what some hand-held shots look like. But a lightweight, silent camera that needs no AC power, no clapstick and no blimp can obviously go places where a tripod would slow things down or be impossible to set up.

It's not how much the camera weighs but how the weight is distributed that determines steadiness. Every camera on the market, except ours, requires the cameraman to support its weight in front of him with both arms. There's no hand free to follow focus, change the aperture or zoom. Muscle fatigue causes camera shake. And because they are too complex to

dismantle between shots, braces cause backache.

Most of the NPR's weight is over your shoulder. The feed and take-up rolls are side by side at the back of the magazine. Balance doesn't change as the film goes through. The motor nestles into your shoulder like a rifle butt, only higher. While your elbow rests against your side, you keep the camera in position with one hand. The secret is to relax your arm and let gravity do most of the work.

Many NPR users are getting steady shoulder-rested shots of still subjects at such focal lengths as 70mm. They're also getting five-

second magazine changes, registration-pin movement, precise reflex viewing, a rotating two-lens turret, a constant-speed motor with a sync-pulse generator and an automatic clapper, and, of course, blimp-free silence.

We have a brochure on the NPR that we'd like to send you. Just let us know your address. Ours is Eclair Corporation of America, 7262 Melrose Avenue, Los Angeles.

eclair

continued

fare Center was hosted by Tom Garcia of the Technical Film Branch of NUWC. Garcia and Bob White discussed NUWC motion picture activities and IFPA members enjoyed an excursion to the docks to view underwater research craft used by NUWC scientists. One of the highlights of the evening was Bob White's informal talk on his activities with SEALAB III.

Current activities in San Diego bring an election of officers to the May meeting and a promise to VP Bob Montague, that by a

poll of its members, the San Diego IFPA Chapter expects to welcome twenty new members during the membership recruitment program conducted by IFPA chapters on the west coast.

Washington Plans Future Programs

IFPA's Washington Chapter had a stimulating May meeting when J. W. Brubaker, an organizing member of the Washington Chapter, hosted the meeting at the Applied Physics Laboratory of the Johns Hopkins University located in the new model city in Columbia, Maryland.

Key members of the Washington Chapter, at a meeting presided over by Bruce Herschensohn, director of motion pictures and television, USIA, met recently to consider chapter programming for the next six months. Requests and suggestions made by members, plus success patterns found in related activities were discussed. The decision reached

points to a series of guest experts in the film and audio-visual industry who will demonstrate methods they have used or established who, with the members, will relate problem solving techniques and how they can be successfully adapted in like or similar situations. As quickly as confirmation of invitations are established, the Chapter will release information on the total six month programming.

Disney Hosts LA May Meeting

The Los Angeles Chapter's May meeting was hosted by Walt Disney Productions at Disney Studios in Burbank. Guest speaker was Eustace Lycett head of Disney's special photographic effects department.

Lycett, an Academy Award winner for his special effects in the film *Mary Poppins*, discussed sodium screen processes and traveling matte systems by which two or more separately photographed scenes are combined into one picture.

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Put 10 outstanding audio-visual dealers into a room, develop an agenda that is solid in content, yet flexible in scheduling, assemble your top marketing people to meet with them, and you have the formula for an effective exchange of information and ideas.

That, essentially, is the format which Bell & Howell's Audio-Visual Products Division utilized in its first meeting of the Blue Chip Club, a newly formed organization made up of ten of the company's leading A-V dealers.

In forming the organization, Bell & Howell wanted to:

Provide special recognition for those dealers whose total performance has established them as leading dealers in the A-V industry.

Develop a vehicle for effective discussion on a variety of product, marketing and management topics.

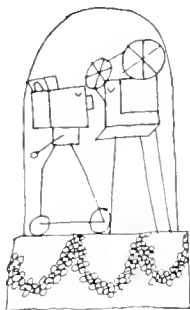
An opportunity for the Blue Chip Club members to participate in and enact new marketing strategies and programs.

This year, sessions were held April 14, 15 and 16 in Palm Springs, Calif. Dealers selected to attend represented a cross section of the audio-visual industry not only in size, but also in market share. During those two

and a half days their attention was focused on topics of mutual interest to Bell & Howell and their own organizations. Included were discussions of franchise agreements, products, inventory, advertising and conditions, special promotions, industry sales meeting and competition.

Members of the 1969 Blue Chip Club: Robert R. Hiller, vice president, Midwest Visual Equipment Co., Chicago, Ill.; A. F. Northorn, president, A-V Communications, Inc., Farmingdale, N.Y.; Buddy Tomlinson, president, Audio-Visual Aids, Inc., San Antonio, Texas; Kenneth Cromar, a partner, Cromar's, Denver, Colo.; Robert J. Potter, sales manager — audio-visual division, Photoart Visual Service, Milwaukee, Wis.

Other members attending were: Robert Franklin, a partner, Gordon S. Cook, Inc., Ft. Lauderdale, Fla.; William G. Kirtley, president, Central School Supply, Inc., Louisville, Ky.; Robert P. Abrams, president, Williams, Brown & Earle, Philadelphia, Pa.; Charles F. Appel, Sr., president, Appel Visual Service, Inc., Pittsburgh, Pa.; and Jerome Kintner, president, Photo & Sound Co., San Francisco, Calif.



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(212) 889-5233



Blue Chip Club members include (clockwise from top left): Robert J. Potter, Ed Hochhauser, Robert P. Abrams, William Montgomery, A. F. Northorn, C. F. Appel, Robert R. Hiller, Robert Cohen, R. N. Tomlinson, and (backs to camera) Roger W. Coomer and William G. Kirtley.

South Africa's Film Program Success Through Honesty

FOR THE PAST several years, films from the government of the Union of South Africa have established an impressive record in winning top awards at film festivals throughout the world. With one reason, because these films, through their content, technical quality and audience effect have been representing the country well wherever they are seen, which is most of the world.

To get the complete story of the South African Information Service film program, BUSINESS SCREEN interviewed the country's Ambassador to the U.S., H.L.T. Taswell, while he was in Chicago receiving a "Gold Camera" award at the U.S. Industrial Film Festival for *Radio Bantu*, a film that shows the character and enthusiasm of the people of the country through a radio program broadcast in the seven Bantu languages.

According to Ambassador Taswell, the basic objective of his government's Information Service film program is to "project the total life of the country" by presenting as broad a picture of the country as possible in each film. Although the country has been criticized for not making harder "propaganda" films, Ambassador Taswell related that the basic approach of honesty has proven far more successful; at home and abroad.

All of the films are produced and made by commercial producers in South Africa "to encourage private enterprise" though the Infor-



Scenes from some of the 12 films currently in distribution by the South African Information Service. Opening scene from "Radio Bantu" (top) features unusual camera techniques in the film on the country's cultural diversity. "Climate of Change" (below, left) deals with adjustment problems of animals in the rapidly changing modern society of South Africa. The stretchy sequence (below, right) is from "South Africa's Scientists."



Ambassador H.L.T. Taswell with Editor L.B. Gregory. (Photo by Judy Gold.)

on Service office has a handful of film projects which closely follow the final editing processes. This giving the producers almost a hand encourages better work and higher activity as reflected in the number of awards films have won.

worldwide distribution program, with exhibition in several languages by local narrators completes the program. The films are distributed through regular commercial channels in each country (Sterling Movies in the U.S.) for general audiences, plus through the South African government's 20 foreign missions.

For the Union of South Africa, the winning formula for a successful government film program appears to be an honest approach with wide audience appeal, mixed with generous portions of creative visualization and a strong international distribution program. This includes TV, commercial theaters as well as general audiences.

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In addition to this new catalog you will also receive the complete 300-page catalog when it becomes available.

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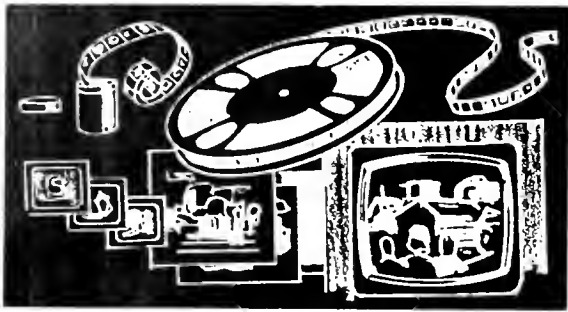
EDITING, FILM HANDLING EQUIPMENT AND ACCESSORIES

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picture parade

"Just Sign Here" — A Lesson In Credit

The first film produced from a foundation grant is a clear and direct example of the effect of well-aimed corporate concern.

The Fairchild Foundation, Cine Communicators and The Better Business Bureau of Harlem are all part of a team whose goals are to build better relations between business and the community. By visually giving the consumer a better understanding of some of the problems confronting them when buying on credit, a particularly difficult problem for residents of the Harlem Community — whose people are performing in the 14½ minute film entitled *Just Sign Here*, vital education to low-income families about intelligent buying practices is made easier.



Harlem resident pondering credit buying in "Just Sign Here," the first in a proposed series of eleven films outlining the major problems resulting from unwise buying decisions.

Training Package Now Available in Spanish

200 on *Alfred* is a complete, ready-to-use, sales training program that shows Spanish-speaking salesmen how to sell. The program is based on a series of six 15-minute color filmstrips accompanied by six records. It is written to incorporate all the basic sales knowledge and selling techniques needed to increase sales production.

The great demand for *Alfred* in English brought about the Spanish translation to fulfill the needs of the increasingly sophisticated industrial and commercial complexes of Spanish speaking countries. In addition, it is used to train salesmen selling to the 30 million Spanish speaking people in the U.S.

Produced by Close/Plenum Productions, available from 114 N. Wayne Ave., Wayne, Pa. or other Close-Plenum Production offices.

Attitudes and Performance Improve with Training

Successful Service, an International Salespower Institute sound-filmstrip training program for employees, has been released by Modern Learning Aids. The color series of three are *Meet Yourself*, *Meet Your Attitudes* and *Meet Your Future*. They teach the importance of being interested in the work you do, and show why the productive employee is sure to get ahead.

Inquiries should be directed to the Business and Professional Program Department of Modern Learning Aids in New York City.

FTD Film Features California Locations

The Subject is Flowers, a new public relations film produced for the Florists' Transworld Delivery Association, shows how flowers are grown, distributed, sold, and enjoyed by people everywhere.

300 different camera setups were required because of the multiple species and colors of flowers shown in the 27½ minute movie filmed at a number of California locations.

Prints may be obtained through Association Films, Inc. of New York.

Medicine Maker Plays Lifesaving Role Today

Man's concern for man is dramatized in Eli Lilly and Company's new movie *But More Than This* showing the lifesaving role of a medicine maker in the world today. John Gary (RCA Victor recording star) and Richard Simmons (Sergeant Preston of the Yukon) star in the 28-minute Jerry Fairbanks Production along with Lilly employees in a number of scenes that illustrate the Lilly philosophy that people are the company's most important asset.

Available through Modern Talking Picture offices throughout the United States.



An Ecuadorian family waves to a physician who has administered an emergency dose of antibiotic to the father in a scene from Eli Lilly and Company's new film, "But More Than This."

Reconciliation Problems Discussed in Unique Film

The National Council of Churches has recently released a new half-hour color film titled *Szygy*, produced by Steeg Productions of New York.

A group representing a cross-section of contemporary North American society meets to discuss the problems of reconciliation. They watch a film dealing symbolically with war, cities and people. They see themselves in the film, literally, in a play within the film. Then the film within the film ends, the people express

their reactions and then ask the chairman to tell about his feelings. As the chairman gropes for words, the film ends with the implicit understanding that the audience now has the responsibility to react, to inter-relate, speak out on how they feel.

It's a different kind of film and totally unconventional for its sponsor, in that it seeming has nothing to do with religion. Its purpose is to spark discussion — and in every audience it has played to so far, it has more than achieved that goal.

Role Junior College Plays in Today's Education

The American Association of Junior Colleges and The Sears-Roebuck Foundation produce *The Now Colleges* in an effort to create better understanding of the role of the fast-developing two-year community and junior college in education. These colleges are being established at the rate of about one per week, and now enroll about two million students.

Film crews which documented faculty, administration, and students in public and private junior colleges around the country brought back scenes of new citizens of Mexican background learning English and machine tool operation; a warm, incisive interview with a mother of five children who had "finally" gone back to school; a science classroom in which the instructor is more concerned with the ability to reason than with the ability to repeat by rote; and countless other confrontations with social and educational realities.

The 28-minute color sound motion picture is available from The Sears-Roebuck Foundation, 7435 Skokie Blvd., Skokie, Illinois 60076 on a free-loan basis.

Continued on next page

Clothing Construction in 4 Single Concept Loops

Clothing Construction, 24 single concept super 8 filmloops, adds a new dimension to the use of filmloops in education. They are designed to be used by the teacher as an instructional device and individually by the student as an information source or reinforcement tool. Each student is able to progress at his own rate as each filmloop can be pulled and run repeatedly or held for close examination.

The Webster Division, McGraw-Hill in Manchester, Missouri has full information on this instructional film intended to free home economics teachers for a more active role.

Productivity Increased, Work Made Meaningful

A dynamic new management technology that applies behavioral science principles to the task of evaluating and changing the complex social structures found in large organizations, whether in business, industry, government or other fields, is the subject of *Organizational Development*, a filmed lecture by Sheldon Davis, vice-president and director of industrial relations for the Systems Group at TRW, Inc.

The primary aim of the new technology is to increase the productivity of groups within the organization while making the work experience more meaningful to the people involved. Davis, who is responsible for TRW's pace-setting activity in organizational development, describes in detail three techniques: "team building," in which a supervisor and the people who report to him take a concentrated look at their relationships; "inter-group building," a study of relationships among groups that work together and "organization mirror," which enables a unit to get feedback from other units that use its services. He points out that organizational development techniques go beyond such laboratory training methods as sensitivity training and that they result in written action items outlining definite plans to be implemented.

Organizational Development is the ninth film in a management development series developed by Charles K. Ferguson, head of the Department of Conferences and Program Consultation at UCLA Extension. Further information may be obtained from the Uni-

versity of California Extension Media Center, 2223 Fulton St., Berkeley, Calif. 94729.

Soybean Film Outlines Overseas Markets

Meet Mr. Soybean, a film produced for the American Soybean Association by New Holland, Sperry Rand's farm equipment division outlines the association's development program for overseas markets, particularly in Japan and the EEC.

Elwood Siegel of Telic, Inc. was executive producer for the 27-minute, SOF movie.

For more information: New Holland Division of Sperry Rand in New Holland, Pa.

Hotel and Motel Training Made Easier By Film

I Like People, parts I and II, and *The Magic Touch*, parts I and II, are four new training filmstrips made available to the hotel and motel industry through Admaster Films, Inc., New York.

Produced under the direction of the American Hotel and Motel Association, two of the color and sound filmstrips are designed specifically for training of room clerks, while the other two provide instruction and motivation for maids. Versions in both English and Spanish are available.

Eastman Kodak Distributes New Physical Fitness Film

A fast-paced film, narrated by Astronaut James Lovell and produced by the President's Council on Physical Fitness, is being made available, free of charge, for group showings as a public service of Eastman Kodak Company.

Busy Day Ahead is a 20-minute sound color film which compares the daily activities of the astronauts in training with that of a busy young businessman. It shows that while they too "fly swivel chair," attend meetings, handle correspondence, and make

business trips, they always find time in that *Busy Day Ahead* for the exercise that keeps them physically fit for the rigors of space flight.

Latest Approach in Fire Safety Training Film

Holding Hands so named for a family escape plan which, in case of fire, calls for everyone to meet at a certain location outside the house and join hands so they know when everyone is out. Excellent for children of elementary school age, this 16 minute color sound film features a fire department officer teaching fire safety.

Available from the NFPA Publications Service Department, 60 Batterymarch Street, Boston, Mass.

Zero Defects Program New For Defense Department

The Hoxley Way, A Zero Defects Program That Works, is a 27-minute motion picture, produced for the Department of Defense to assist that organization, through its DCASR representatives, in selling the Zero Defects Program to defense contractors throughout the United States.

Zero Defects is a motivational approach to the elimination of defects attributable to human error. It is a voluntary program of the Department of Defense, aimed at improving the quality and reducing the cost of producing and maintaining defense material.

General Ralph H. Spanjer, Defense Supply Agency, keynotes the film with a stirring analogy of Zero Defects on the industrial scene and on the battle fields of Vietnam.

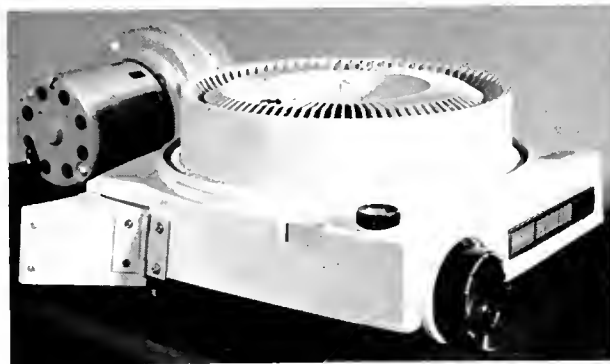
The film is available on a free loan basis or may be purchased by contacting Media Department, c/o Hoxley Incorporated, 2751 San Juan Road, Hollister, California 95023.

Continental Shows Cake Baking As An Art

The Art of Cake Making begins with visits to foreign countries in search of ingredients such as cocoa, sugar cane and coconut, then follows them through a modern bakery to show how a variety of cakes are made. All stages of cake making including the final packaging are shown in the color motion picture available from Modern Talking Picture Service and sponsored by Continental Baking Co. *Continued on next page*

A. V. E. — 1200

More than TWICE the light
of ordinary Carousels



The "A.V.E. 1200" features:

- ★ Up to 1200 watt projection lamps.
- ★ Side door lamp access.
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Price of \$390.00, F.O.B. N.Y., less lens, includes:

- ★ Ektagraphic Model Modified Carousel Projector
- ★ 80-Slide Universal Cartridge
- ★ Remote Control Cable

Special carrying case—\$35.00

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Would you want to Pyramid your sales —with salesmen who call on prospects and customers with ideas that create need and desire for your products and services?

And would you prefer salesmen—who by selling creatively—bring prestige to your company, your product and to themselves as salesmen?

If so — won't you want to show them

"CREATIVE SELLING"

... the fourteen meeting audio-visual salesmanpower development program on the attitudes and techniques of helping people buy benefits?

Complete with—Sound Color Filmstrips, Programmed Leader's Manual, Salesmen's Manuals, Workshops, Diplomas, Quizzes, Evaluation Reports, Graduation Hats and Pins.

CREATIVE SALESMEN SELL 16 TIMES MORE!

Records show that Creative Salesmen average 16 times more business than the average of ordinary salesmen. With such men, wouldn't you be taking a giant step toward solid company growth with increased profits? "Creative Selling" is designed to do this for you.

RESULTS YOU MIGHT WANT!

If your salesmen had as much knowledge of people—as they have of your product—wouldn't they be better salesmen? Wouldn't the result be that your customers and prospects would think of them as warm, friendly, responsive and interested men—and the kind they're always glad to see and do business with?

Wouldn't you want a salesmanpower development program that does this —by showing men...

... a method of selling that creates need and causes prospects to want your offering?

... a method of selling that creates trust and confidence and minimizes sales resistance?

... a method of selling that creates more closes, easier closes and minimizes lost sales?

... a method of selling that creates more new business, more repeat business and more referral business?

These are the results you might expect from showing "Creative Selling" to your men.

YOU BE THE JUDGE!

Should this advertisement indicate some of the objectives you want for your salesmen—wouldn't you wish to know all about this program—and our offer for you to see it and judge it, before you buy?

IF SO — MAIL THE COUPON BELOW!

BETTER SELLING BUREAU Dept. X69
1150 W. Olive Ave., Burbank, Calif. 91506
Please send complete information regarding "CREATIVE SELLING" and your Preview Offer.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

picture parade . . .

continued

New "Perils of Paula" Parodies Early Silents

In a humorous, fast-paced parody of early silent movies, Audio Productions recently completed a U.S. Marine Corps film that successfully warns today's service wife of the pitfalls awaiting her while her husband is overseas. The *Perils of Paula* is tailored to reach today's young marrieds.

The purpose of the film is to alert overseas-bound Marines and their wives to the civilian perils facing Mrs. Marine when she is left behind. Being usually young, inexperienced and unfamiliar with the complexities of insurance, loans, installment credit and the like, these young women are often prime targets for slick con men and fringe operators.

Audio Productions' Director Hans Mandell bridges the generation gap by getting the young audience quickly involved in the film, which begins with a scene in which the making of the very film they are watching is being planned and discussed in the Marine Corps Family Assistance Affairs Office. The writer of the film and a pretty Marine Lieutenant are shown "selling" the concept to the Colonel in command.

Action cuts to scenes from the actual film — and back to the planning scene, as the writer continues to describe what he has in mind. The audience is thus flattered to attentiveness by being "behind-the-scenes" and attracted by the cinematic novelty of the format.

In the story, the heroine (Mrs. Paula Gyrene) is beset by a series of glib-tongued salesmen, all personified by the same hateable, mustachioed, loud-suited heel, C. C. (Cold Cruel) World. The message of the film is conveyed through a series of vignettes showing the defenseless Paula being taken in a succession of shady deals. Cutting between these vignettes are shots of the husband on a far-off battlefield interspersed with sequences from the story conference.

Everything of course turns out all right at the end. Suffering Paula Gyrene is aided by the USMC Family Assistance Affairs people, C. C. World is taken into custody, and Sgt. Joe Gyrene



As the film concludes, Sgt. Joe Gyrene tends to his dangerous business without incapacitating preoccupation.



Young service wives are prime targets for slick, high pressure operators.

tends to his dangerous business without preoccupation with the *Perils of Paula*.

For its intended young audience, the film provides a good example of the use of innovative thinking in bringing moribund message material to vibrant cinematic life.

Successful "Ghost Film" Promises Understanding

What is claimed to be the first successfully filmed "ghost film" ever made has been completed by Darrell Random, Ltd., of New York.

This Psychic World was made in collaboration with the Reverend Warren Smith, reputed to be "one of the greatest mediums in the world today."

In its 40 minutes the film shows a "message service", a "precipitation service", a "trumpet seance", and a "materialization seance." On the screen can be seen what Random calls "the formulation of the substance called ectoplasm issuing from the medium's body — and being used to both lift objects and clothe those who come from the realm of spirit."

According to Random, the film took two years to make, and involved the construction of very special equipment for filming in complete dark. The handbuilt infrared lights used had to be in light-tight and utterly safe operation "for the medium's life was at stake in such shooting."

Darrell Random, who is an experienced film-maker, and member of the Directors Guild of America, says that his film made "as a petition to the Congress of the United States to promote further research into the area of ourselves. With this film the door has been opened to much work in this realm — work that can only lead to greater understanding of both body and soul."

Injections Generate New Cells, Relieve Pain

A technique in orthopedic medicine called Prolotherapy which involves the production of new cells is explained in a recent film entitled *Tissue Responses to Proliferants* produced by Victor Kayfetz Productions, Inc.

The data accumulated over several thousand patient visits has been integrated with photomicrographic findings in animal studies to explain the relief of pain which follows the injections.

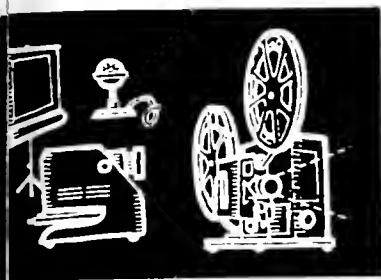
Prints are available for rental or can be purchased by contacting Creativision, Inc., 295 West 4th St., New York 10014.

Movie of Olympics In Mexico Available

The United States Olympic Committee's film on the Games of the XIX Olympiad in Mexico last October is now available on free loan to sports, community and business groups and to high schools and colleges.

Action scenes from the Games are mixed with scenic spectaculars in and near Mexico City, including the brilliant night display at the pyramids of Teotihuacan when the Olympic Torch was lighted. The film also shows the Olympic Village where the athletes lived and trained and stresses the value of proper diet and exercise for trained athletes.

The 27-minute color motion picture entitled *Viva Olympic Vitality* was sponsored by the American Dairy Association, which has cooperated with the Olympic Committee on four previous films, and is available from Modern Talking Picture Service.



Background Settings Available at Low Cost

Handpainted scenic background pieces designed to provide authentic looking, visually impressive settings are available in Feller Vacuum Form Studios. They can be used individually or for building full-size film sets. Fabricated of tough heavy gauge vinyl, the panels are mounted on sturdy 1" x 3" frames and are relatively light (approximately 20 lbs. per unit). They come ready to use, requiring only propping up against



Sturdy background settings now available in low-cost, light weight panels.

table supports, and are sturdy enough to withstand repeated use. The panels are available in a wide variety of styles and finishes, handpainted to order. For more information write Feller Vacuum Form Studios, Inc., 68 West 153rd Street, New York City 451.

New Buhl Lens Doubles MFS-8 Image

An auxiliary lens system that doubles the image size of the Kodak Ektagraphic MFS-8 and Inamatic series projectors has been introduced by Buhl Optical Company. The system, easily mounted in front of the prime lens, retains the condensing sys-

tem/objective lens relationship for maximum efficiency.

Buhl has also announced a rear projection Superwide series of lenses. With this series there is no need to remove and reverse slides or use complex mirror systems. A highly reflective first surface mirror is built into the lens system. The mirror may be rotated and locked into position to project the image to the right, left, up or down.

Lenses available in this series include a 1.7", f:2.8; 2.0", f:2.8; 2.0", f:3.5; 2.5", f:3.5 and a 3.0", f:3.5.

In focal lengths longer than three inches, it is practical to build an external sealed mirror assembly onto the prime lens. The mirror unit may be rotated and locked to face in any direction, and is adjustable for precision image alignment. Units available in this series are a 3.0", f:2.5; 4.0", f:2.8 and a 5.0", f:2.8.

For more information write Buhl Optical Company, 1009 Beech Avenue, Pittsburgh, Pennsylvania 15233.

3M Offers New Two Hour Tape Cassette

The 3M Company has expanded its line of magnetic tape cassettes to include a new 120 minute model. The cassette, to be known as Scotch brand 273-C-120, is compatible with existing cassette recorders and playback units.

The two hour cassette is available in a colorful album style container. The Scotch brand C-120 cassette utilizes Dynarange tape which provides improved short wavelength (high frequency) response while offering complete compatibility with slow speed recording applications.

The cassette features an improved shim material which offers reliability while eliminating



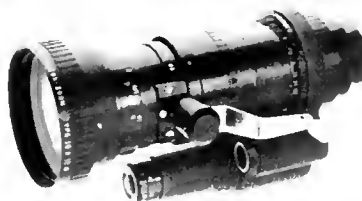
Two hour tape cassette from 3M features a new shim material reducing frictional drag.

tape binding and jamming. The shim material effectively reduces frictional drag and has the effect of increasing recorder battery life. For additional information, write Marketing Department, Magnetic Products Division, 3M Center, St. Paul, Minnesota 55101.

Automatic Diaphragm Adds New Dimension

The Arriflex Corporation of America has announced the availability of an Angenieux Model 120 zoom lens with a fully automatic diaphragm, for use with all Arriflex 16S and 16M cameras.

The automatic system is completely self-contained in the lens itself. It includes a sensitive cadmium sulfide sensing cell, a servo-motor and amplifier, and battery supply. Input to the automatic diaphragm provides for film ratings from ASA 10 through 400 and camera rates from 5 to 50 fps. A preset button permits focusing with the diaphragm wide open. On-off switch provides for manual f-stop settings. The automatic dia-



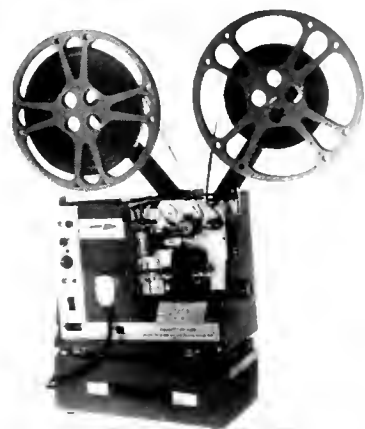
The Angenieux Model 120 lens with automatic diaphragm will have special applications in sports, wildlife and news filming.

phragm is capable of changing from f/2.2 at one extreme to f/22 at the other within about 6 seconds.

For further information write Arriflex Corporation of America, 25-20 Brooklyn-Queens Expressway, Woodside, New York 11377.

Kalart's New Series of 16mm Sound Projectors

A line of 16mm sound motion picture projectors known as Kalart Victor Series 75MC3 has been shown by The Kalart Company, Inc. Featuring the MARC 300 high intensity light system and special power pack, these projectors will provide 4 times more light output than 16mm projectors using standard incandescent lamps. They are available in both 15-watt and 25-watt full-power (RMS) amplifiers.



This 16mm sound motion picture projector features MARC 300 high intensity light system and special power pack.

The Kalart/Victor Series 75MC3 is also being offered with a built-in special pre-amplifier and interchangeable sound head which permits projection of pre-recorded magnetically striped film. Another feature being offered is rear screen adaptation which allows for the use of a

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new products review . . .

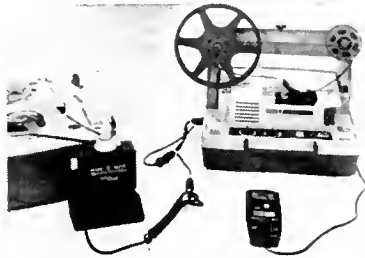
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short focal length 5/8" lens in combination with rear projection cabinets or a side projection mirror attachment for application in displays, exhibits, conference rooms and sales training.

Other features include "snap-out" reel arms, 2,000 ft. reel capacity, safety film trips to prevent film damage, color coded threading and rapid power rewinding. For more information, write The Kalart Company, Inc., Plainville, Connecticut 06062.

General Techniques Introduces Synchronizer

The Model MQM-1A synchronizer by General Techniques, Inc., permits the cueing and synchronization of the Eastman Kodak MFS-8 Super 8 projector for programmed instruction/motion analysis with any reel-to-reel tape recorder, permitting the addition of sound.



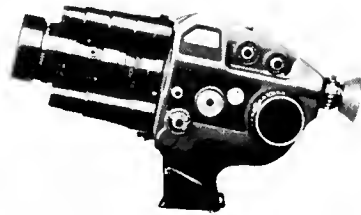
The Mark-Q-Matic codes and synchronizes MFS-8 Super 8 projector.

The synchronizer is a self contained unit which can be placed next to any monaural, two track or four track reel-to-reel tape recorder. Cueing or coding is simply done with the use of pencil marks which can be erased from the tape without in any way affecting the tape or the recorded program. The MQM-1A can be used with any remote controlled slide or film strip projector by the use of adapter cords.

For complete information write to Dept. MP, General Techniques, Inc., 1270 Broadway, New York 10001.

Cinema Beaulieu Unveils Versatile Super-8 Camera

Cinema Beaulieu, Inc. has introduced the Beaulieu 4008 ZM Super-8 camera. Exclusive features include a Macro system with precise power focusing up to one millimeter (or closer if



The Beaulieu 4008ZM has several unique features.

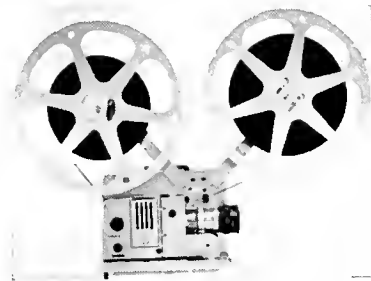
required) from the surface of the lens, a motorized zoom with infinitely variable speed settings from 2 to 12 seconds, a choice of film speeds from 2 fps to 70 fps for ultra slow motion picture effects, and the largest and most luminous reflex viewing screen (27X magnification) of any Super-8.

In addition, the Beaulieu 4008 ZM (supplied with an Angenieux f/1.9, 8mm - 64mm zoom lens) features precise automatic exposure control, a variable mirrored-shutter, and interchangeability of lenses. Further information may be obtained from Cinema Beaulieu, Inc., 14225 Ventura Boulevard, Sherman Oaks, California 91403.

Extension Arms Offer 4000 Foot Capacity

Standard 2000 ft. reel arms on the Bauer P6 Automatic 16mm Optical/Magnetic Sound Projector can now take 4000 ft. film reels. This larger film reel capacity is made possible through easily attached extension arms, introduced by Allied Impex Corporation.

With the 4000 ft. reel, projectionists can show 2 hours and 26 minutes of continuous footage at 18 fps. At 24 fps. a maximum



Sturdy extension arms minimize reel changes and provide fewer interruption during the show.

of 1 hour and 50 minutes of uninterrupted film can be projected.

For additional information contact Allied Impex Corporation, 168 Glen Cove Road, Carle Place, New York 11514.

Audio Visual Libraries Permit Attractive Filing

Jack C. Coffey Company has introduced the Luxor Mark IV Audio Visual Materials Libraries to fill the need for filing and storage facilities to blend with other furnishings. This new series is finished in walnut wood-grain, hand applied over heavy-gauge steel.

The units are modular, and "add-on" feature and lock-stacking design provide for future growth. The series has matching, individual units for filing filmstrips, slides, records, transparencies, sound filmstrips and tapes. The base is equipped with



Audio Visual Materials Library blends with other furnishings.

casters and locking storage compartment. Materials for indexing, organizing and administering the library are furnished. Also included is the booklet, "Organizing and Administering your (Filmstrip, Sound Filmstrip, Disc Record, Audio Tape, Transparency) Library". For further information write Jack C. Coffey Company, Inc., 104 Lake View Avenue, Waukegan, Illinois 60085.

Versatile Viewer/Reader Film System Introduced

A series of film viewer/readers, just introduced by Traid Corporation, offers photo instrumentation personnel a versatile system for 16, 35 and 70mm film analysis in single frame, multiple frame, cine motion, or cine flow action, with mode change available instantly. Designated the V/R 100 series, the basic model has an 18 x 24-inch screen for viewing or scanning, complete front panel controls, frame counter and optional image rotation.

It uses an optical shaft encoder to convert coordinates into automatic digital readouts for recording on magnetic tape, punch cards, typewriter, etc.

Any model in the V/R 100 series is available with variable magnification, image rotation downward projection unit, automatic frame advance of 1 to 10 shutter assembly, bi-directional frame counter, and automatic lens shift.

For further information, contact Traid Corporation, Photo Instrumentation Division, 77 Flower Street, Glendale, California 91201.

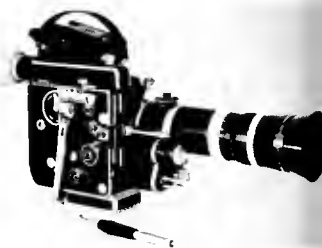
Gelatron — New Color Medium in Lighting

Berkey-ColorTran, Inc. (a division of Berkey Photo, Inc.) announces the introduction of Gelatron, a new color medium for motion picture, television, theatrical and photographic indoor and outdoor lighting applications. Gelatron is heat and fade resistant as well as moisture proof. It does not dry out and become brittle with age. It is easy to handle, tear and puncture resistant with excellent transmission and color range properties.

Gelatron is available in assorted colors and in 24" x 24 sheets or in rolls, 24" x 50' or 48" x 25'. Additional data may be obtained from Berkey-ColorTran, Inc., 1015 Chestnut Street, Burbank, California 91502.

Paillard Zoom Lens for Bolex 16mm Rex Cameras

The Vario Switar 86-OE, a zoom lens for Bolex 16mm Rex cameras featuring through-the-lens light metering with fully automatic diaphragm adjustment has been announced by Paillard Inc. The lens combined with the Bolex H-16 Rex camera accurately measures the field it covers.



Fully automatic diaphragm makes it possible to do time-lapse studies from morning until evening, regardless of weather, without anyone attending the camera, yielding perfect exposures frame after frame.

is uninfluenced by surrounding
 sea and forms a filming unit
 with completely automatic light
 measuring and diaphragm adjust-
 ment. A sudden shift from a sub-
 ject in bright sunlight to one in
 the shade can be made instantly.
 In special lighting situations,
 the 86-OE lens offers a manual
 diaphragm setting as on any other
 lens. For limited automation, the
 automatic adjustment of the dia-
 phragm can be restricted to any
 range at either end of the scale.
 The 86-OE's built in exposure
 meter is adjustable for film sen-
 sitivities from 10 to 200 ASA.
 For more information contact
 Willard, Incorporated, 1900
 Power Road, Linden, New Jersey
 07036.

Smith System Develops New Lectern-Desk

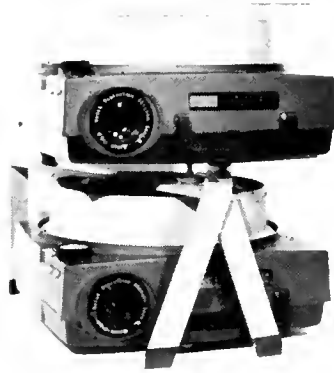
Smith Systems Manufacturing
 has developed a lectern-desk es-
 pecially useful in classrooms, lec-
 ture halls and business presenta-
 tions when an overhead projec-
 tor is used to supplement talks.
 When the built-in lectern is
 folded, the square-line desk is a
 standard 30" high. But when
 extended the 24" x 24" lectern
 section can be raised to a choice
 of four heights.
 The desks are constructed of

heavy-gauge steel and have rug-
 ged, square tubular legs. They
 are available in tan with birch
 plastic top, or in black with a
 textured walnut top. Informa-
 tion may be obtained by writing
 Smith Systems Manufacturing
 Co., 57 S.E. Emerald, Minneapo-
 lis, Minnesota 55414.

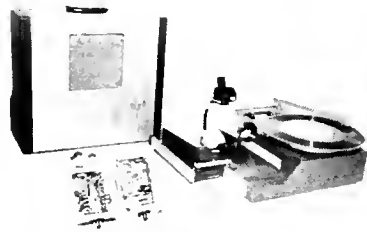
Auto Sound Filmstrip System From Kalart

A solid state low-frequency
 controller is the heart of the film-
 strip and slide projector phono-
 graph combination offered by
 The Kalart Company. Known as
 Victor-Soundview Models SAT-
 65D and SAT-65DS, these projec-
 tors utilize a 30 cycle inaudible
 signal recorded on the phono-

graph record which automatical-
 ly advances filmstrip for uninter-
 rupted, synchronized picture-
 sound presentations. The transis-
 torized low-frequency miniatur-
 ized controller responds to the
 inaudible signal from the phono-
 graph record resulting in auto-
 matic film advance. Additional
 information is available from The
 Kalart Company, Inc., Plainville,
 Connecticut 06062.



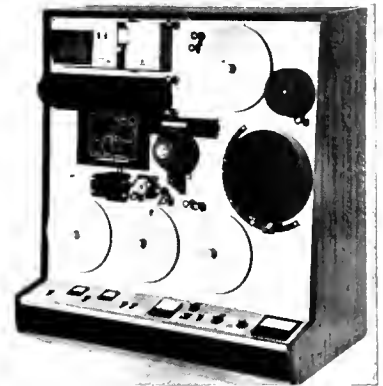
This sturdy projector stand provides
 excellent optical axis alignment
 while not restricting an operator
 from removing or changing trays.
 The aluminum structure has insu-
 lated foot pads to protect the sur-
 face on which it rests, and recessed
 foot cups for the projector which
 assure basic alignment. For further
 information, write Fortune Audio-
 Visual, 30-24 Broadway, Fair Lawn,
 New Jersey 07410.



The Victor-Soundview projector-pho-
 nograph combination consists of
 filmstrip and slide projector, turn-
 table-amplifier and 8" cover-mounted
 speaker, all fitting into a compact
 carrying case.

Accessories Announced By Metro/Kalvar

Metro/Kalvar has announced
 three new accessories for its im-



New accessories add to the useful-
 ness of Metro Kalvar printer proces-
 sor.

proved Model 135/16 Printer-
 Processor.

The Film Cleaner/Contrast
 Control allows substantial control
 over print contrast. Further,
 both raw stock and pre-print ma-
 terial are cleaned prior to print-
 ing, using polonium strips and a
 jet air-vacuum system for dirt
 and dust removal. The Wescal
 Exposure Control employs a
 method of light-sensing through
 the pre-print material; it meters
 density and permits scene-to-
 scene timing. The Magnasync/
Continued on next page

A man with plans for you.

One of your first steps in film making should be to contact
 "your man at Colburn," Clyde Ruppert,
 who is our Director of Producers Services.

As coordinator of the creative phases of our
 laboratory work, editing . . . narration . . . music . . . art
 and titling, Clyde will assist you in
 achieving your desired results.

Pre-planning with Colburn is
 a valuable tool for you,
 which will save time and money
 in both shooting and lab work.
 It's one of the steps
 beyond the technical,
 the chemical and the careful,
 that has built our quality
 reputation with producers
 large and small.



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 Telephone (area code 312) 332-6286

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new products review . . .

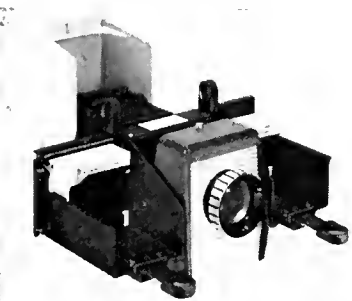
continued

Moviola 16mm Inspection Viewer is installed before the print take-up and permits the operator to inspect quality while printing, thus eliminating a separate quality control check.

For additional information contact Metro/Kalvar Inc., 745 Post Road, Darien, Connecticut 06820.

Slide Changer Automates Pocket Projector

T. M. Visual Industries has announced a 35mm slide Stackloader accessory for the TMC Showoff, its portable (22 oz.) pocket projector for filmstrips and slides. The Stackloader, designated Model 1007S, is designed to hold up to 40 slides, either



Miniature slide and filmstrip projector has low cost semi-automatic slide changer.

cardboard or glass mounted or intermixed. Slides are simply stacked in the holder which is lightweight and simple to operate.

More information is available from T.M. Visual Industries, Inc., 25 West 45th Street, New York, New York 10036.

Educating on FM Radio Training at Fingertips

Educating, a new teaching technique has been introduced by Triangle Publications Inc.

To enable employees of all levels to acquire new skills and/or absorb new information, either individually or in groups, Educating has developed four delivery methods, each offering a unique pushbutton student response capability. Two methods include broadcast by educational or other FM radio stations; and special classroom transmitters to students with individual wireless receiver-responders.

A third mode is transmission



Educating FM receiver and student responder.

over community antenna television cable systems or closed circuit wired systems for hotels, factories and apartment buildings. The fourth and latest development includes individual audio tapes, delivered or mailed to the student and played at his own convenience on his own Educassette tape playback response unit.

For additional information, write Educating, P.O. Box 85, Radnor, Pa. 19087.

Eye-in-the-Sky Device Stabilizes Camera

The Wesscam stabilized camera mount consists basically of a gyro-stabilized platform contained in a ball-shaped housing mounted outside a moving vehicle. The platform inside the "ball" supports the camera which is operated via remote control by the cameraman riding safely inside the vehicle. The camera's reflex viewfinder is integrated with a closed circuit television system that relays a picture of the shooting area to a video mon-



Remotely-controlled Wesscam stabilized camera mount provides tripod steadiness for shooting movies and television pictures from any kind of mobile base.

itor inside the vehicle. Due to the gyrostabilization, the camera remains stationary and vibration-free. It can pan through 360 degrees or tilt to a maximum of 90 degrees.

For more information, contact Industrial Electronics Department, Canadian Westinghouse Company Limited, P. O. Box 510, Hamilton, Ontario, Canada.

Fotovend Introduces Light Weight Printer

A new contact release printer for Super-8, 8/16mm or 35mm b/w film, small and light enough to be easily carried in a regular suitcase, is capable of operating speeds as high as 300 feet per minute, according to the manufacturer, Fotovend Corporation of New York.

Despite its compact proportions, the unit features a 200-foot film capacity. Film plates (or optional tightwinds) may be removed in moments; film plates and arms store inside the printer's body for transportation. The 25" by 13" by 11" unit may then be placed in a suitcase, or in a fibre carrying case supplied by the manufacturer.

Complete specifications and details are available from Fotovend, 50 Greene Street, New York 10013.

Lowel Light Introduces New Location Equipment

The Lowell Link System is the first application of the Tinker-Toy-Erector-Set concept to professional, location equipment. A few basic, modular components

can be interlocked in countless ways to form essential lighting tools such as booms, floor-ceiling poles, stand extension, background supports, sun diffusers, "flags", microphone "f-poles", umbrella rigs, dolly booms, water weights, offset mounts, and many more. The components are available individually and in combinations.

The Lowell Link Multi Kit covers several types of equipment at one time, eliminating hundreds of pounds of conventional studio apparatus, extensive shipping charges and wasted production time.

For detailed information, write Lowell-Light Photo Engineering, 421 West 54th Street, New York, New York 10019.



The seventeen easily accessible pockets of the Cameravest allow the photographer to carry light meter, syringes, tape, filters, pencil light still film, lenses and even an 8mm camera comfortably and without hampering movement. The vest is fully lined, durable, machine-washable dacron and cotton poplin and comes in beige, blue, grey and green in small, medium and large sizes. For more information write Cameravest Company, 9000 Sunset Boulevard, Suite 1006, Los Angeles, California 90069.



The Rank Aldis overhead projector was recently introduced for worldwide marketing by T. E. Chilton (left) and A. J. Smith, joint managing director of Rank Audio Visual Limited. The company also unveiled a new line of 16mm projectors for international marketing. For additional information write Rank Audio Visual Limited, Woodger Road, Shepherd Bush, London W. 12, England.



industry news

AVA Sets 6th Annual Training Institute

A five-day course designed to give business and industrial training directors and training specialists an intensive indoctrination to the use of audio-visuals to assist in their regular training activities, will be held November 14, on the campus of Indiana University, Bloomington.

The event, the 6th Annual Audio-Visual Institute for Effective Communication, is sponsored by the National Audio-Visual Association and the Audio Visual Center of Indiana University.

Instructors from the A-V industry and the University faculty will demonstrate the effective use of the different kinds of projected materials in training; the preparation of low cost visual materials; the use of sound recordings in training; and the use of closed circuit TV and videotape. Ample time is included for "hands on training" with equipment and in the preparation of visual and audio materials.

For information write to AVA/IU Institute, 3150 Spring Street, Fairfax, Virginia 22030.

Graflex Forms New AV Systems Group

The Graflex division of The Singer Company, Rochester, New York, has formed an Audiovisual Systems group to concentrate on serving the growing demands of education, business, industry and the government for systems services in creating total audiovisual environments.

David Ubel, vice president marketing at Graflex, noted in a statement about the new services that, "As audiovisual products have become more of a staple in education, and in other fields, the demand for integrating the equipment into the design of the total physical environment has grown accordingly. For the systems company, this means contributing to the physical layout

from the ground up, working with school administrators, audiovisual specialists, architects, and contractors to create a planned environment for the use of learning aids.

Graflex now provides these services through its systems specialists who will help design, outfit and install the audiovisual environment to meet predetermined performance objectives and cost specifications. The services apply equally well to a new or existing school, college, and university auditorium or audiovisual center, and to a business conference room or military training center."

Universal-USC Plan Summer Student Program

Universal Studios and the University of Southern California's Division of Cinema will join this summer in an effort to reduce the acknowledged information gap between experienced filmmakers and young students interested in cinema.

The effort, a six-week (June 23-Aug. 1) non-credit program for academically superior high school seniors and college freshmen and sophomores, will be conducted for the most part on the Universal lot, with evening sessions at USC, where the students will live.

Two other Universal-USC programs, these at the graduate level, have been planned for the same period. One will be for non-cinema majors; the other will be designed for high school teachers involved in teaching film-study courses. Both will carry eight units of credit.

In the program for undergraduates, students will spend their mornings and afternoons five days a week at Universal City Studios, under the supervision of USC Cinema faculty.

Covering the areas of script writing, story analysis, camera and sound techniques, acting,

Continued on next page

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NATIONAL DIRECTORY OF AUDIO-VISUAL DEALERS

industry news...

continued

EASTERN STATES

• MAINE •

Headlight Film Service, 111 Ocean St., So. Portland, Me.

• MARYLAND •

Stark-Films, Inc. (Since 1920)
537 N. Howard St., Baltimore Md. 21201. Phone: 305/539-3391

• WASHINGTON •

"The" Film Center, 915 12th St. NW, Washington, D. C. 20005 (202) 393-1205

• NEW YORK •

Buchan Pictures, 122 W. Chippewa St., Buffalo 2, N.Y.

Cine Communicators, 777 Third Avenue, New York, New York 10017, (212) 682-2780

The Jam Handy Organization, 1775 Broadway, New York 10019. Phone 212/Judson 2-4060.

Projection Systems, Incorporated, 202 East 44th Street, New York, New York 10036 (212) MU 2-0995

Training Films, Inc., 33 Laurel St., Butler, N.J. 07405

Visual sciences, 599BS Suffern, N.Y. 10901

• PENNSYLVANIA •

Appel Visual Service, Inc., 12 Eighth St., Pittsburgh 15222.

Audio Visuals Center, 14 Wood St., Pittsburgh 15222, Sales, Rentals, & Repairs.

Oscar H. Hirt, Inc., 41 N. 11th St. Philadelphia, 19107. Phone: 215/923-0650.

J. P. Lilley & Son, Inc., Box 3035, 2009 N. Third St., Harrisburg 17105, (717) 238-8123.

L. C. Vath Audio Visuals, 449 N. Hermitage Rd., Sharpsville, 16150. 342-5204.

SOUTHERN STATES

• FLORIDA •

Jack Freeman's, 2802 S. MacDill Ave., Tampa (813) 839-5374.

• GEORGIA •

Colonial Films, 752 Spring St. N.W. 404/875-8823, Atlanta 30308.

• LOUISIANA •

Delta Visual Service, Inc., 715 Girod St., New Orleans 70130. Phone: 504/525-9061.

WESTERN STATES

• ILLINOIS •

The Jam Handy Organization, 230 North Michigan Avenue, Chicago 60601. State 2-6757.

Midwest Visual Equipment Co., Inc. 6500 N. Hamlin, Chicago 60645. Phone: (312) IR 8-9820, and Two equipment rental locations: 571 W. Randolph — AN 3-5076. O'Hareland: 6600 Mannheim Rd. at O'Hare Inn—Phone 296-1037.

• MICHIGAN •

The Jam Handy Organization, 2821 E. Grand Blvd., Detroit 48211. Phone: 313/TR 5-2450.

• MISSOURI •

Cor-rell Communications Co., 5316 Pershing, St. Louis 63112. Equipment rental (314) FO 7-1111.

Swank Motion Pictures, Inc., 201 S. Jefferson Ave., St. Louis, Mo. 63103. (314) JE 1-5100.

• OHIO •

Academy Film Service, Inc., 2110 Payne Ave., Cleveland 44114.

Sunray Films, Inc., 2005 Chester Ave., Cleveland 44114.

Twyman Films, Inc., 329 Salem Ave., Dayton 45401.

M. H. Martin Company, 1118 Lincoln Way E., Massillon.

MIDWESTERN STATES

• CALIFORNIA •

Coast Visual Education Co., 5610 Hollywood Blvd., Hollywood 90028. 466-1651

The Jam Handy Organization, 305 Taft Building, 1680 N. Vine St., Hollywood 90028. HO 3-2321.

Photo & Sound Company, 870 Monterey Pass Road, Monterey Park, 91754. Phone: (213) 264-6850.

Ralke Company, Inc. A-V Center, 641 North Highland Ave., Los Angeles 36. (213) 933-7111

SAN FRANCISCO AREA

Photo & Sound Company, 116 Natoma St., San Francisco 94105. Phone: 415/GARfield 1-0410.

• COLORADO •

Cromars' Audio-Visual Center, 1200 Stout St., Denver 80204.

• NEW MEXICO •

University Book Store Allied Supply Company, 2122 Central East, Albuquerque 87106.

• OREGON •

Moore's Audio Visual Center, Inc. 234 S.E. 12th Ave., Portland 97214. Phone: 503/233-5621.

• UTAH •

Deseret Book Company, 33 East South Temple St., Salt Lake, 10.

casting, musical scoring, and laboratory procedures, the whole process of motion picture production will be scrutinized from script form to finished product.

Correspondence concerning-applications should go to Director, Universal-USC Summer Cinema Programs, Division of Cinema, University of Southern California, University Park, Los Angeles, California 90007.

Filmline Licensed for Vacuumate NO-En Treatment

In a major expansion program, the Vacuumate Corporation has equipped and licensed the products and service division of Filmline Associates, Inc., 1467 Tamarind Ave., Hollywood, California, to provide the internationally popular NO-EN process for the treatment of continuous projection film.

Charles Bordwell, president of Filmline says this franchise will place, on the west coast, technical facilities specially equipped to handle the growing demand for the NO-EN process in his region.

New Guide to U.S. College Film Courses

According to a comprehensive survey by the American Film Institute, announced today by AFI Director, George Stevens, Jr., there are now 219 colleges and universities with courses in film — an 84 per cent growth over the past five years. Fifty-one of the schools offer degrees in film

— from bachelor of science to doctor of philosophy.

The study, called *The American Film Institute's Guide to College Film Courses, 1969-70*, reports that 5,300 students are preparing for a career in film production or teaching. In addition there are tens of thousands of other students taking elective film courses.

Stevens said the 42-page study was made for the person wishing to attend a school with a film program, and for the educator and film professional who wants to find out where how film is being taught, where what courses are taught, where what equipment is used, where what assistantships and scholarships are available, where degrees are offered and where there are summer courses.

It costs one dollar and is available from the American Film Institute's Washington headquarters, 1815 H Street, N.W., Washington, D.C. 20006.

Elba Systems to Purchase Canyon Films

The Directors of Elba Systems Corporation, Denver, Colorado and Canyon Films of Arizona, Inc., announced jointly that Elba Systems has agreed in principle to purchase Canyon Films for a total purchase price of up to 10,000 shares of common stock. Canyon Films, located in Phoenix, will become a wholly owned subsidiary of Elba.

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201-623-4506

Breaks Ground for New Building

As a result of the repeal of the California State Inventory Tax related to motion picture and television films, Consolidated Industries recently broke ground for a new four-story addition at Barton and Seward streets in Hollywood.

This major expansion move will give CFI 60,000 feet of new administration and service facilities in the \$3,000,000 structure, adjacent to the firm's existing facility.

The new wing will house four review theaters, offices, conference rooms, engineering offices and electronic data processing. Production operations will be expanded to occupy the entire new facility.

Construction is expected to be completed in the Spring of 1970.

Movielab to Acquire Teletronics International

Agreements have been signed with Saul Jeffee, president of Movielab and George K. Gould, president of Teletronics International, under which Movielab will

acquire Teletronics for Movielab stock.

Already approved by Teletronics shareholders, the proposal will be submitted to Movielab stockholders June 18.

The acquisition of Teletronics, a producer of videotaped commercials and entertainment presentation for television, will give Movielab greater capabilities in both motion picture film processing and videotape service.

Los Angeles Site of SMPTE Equipment Show

An experimental format for the 106th Technical Conference and Equipment Exhibit of the Society of Motion Picture and Television Engineers, has been announced by E. B. McGreal, conference vice president.

In addition to the regular conference program, a special symposium on Super 8 production techniques will be presented during the final two days of the meeting.

The conference is scheduled September 28 thru October 3 at the Century Plaza Hotel in Los Angeles.

"Before the Emergency" Named Safety Film of the Year

The National Safety Committee has named *Before the Emergency* the "Safety Film of the Year." The 27-minute film dramatizing the need to improve emergency medical facilities in American communities was produced for Employers Insurance Wausau by Geisel Studios.

Before the Emergency was one of a dozen safety films receiving prize plaques as outstanding safety films produced during 1968, following final judging recently in Chicago.

The other top award winners included:

The Color of Danger, produced by Calvin Productions for the Motorola Corporation.

The Unknown Thirty-Six Seconds, produced by Fidelity Film Productions for the U.S. Air Force.

What's It Going to Cost You, produced for Consumers Power by Portafilms.

The Long Weekend, produced for the U.S. Air Force by Roland Red Productions.

Step Lightly, produced by

Countryman-Klang for the U.S. Department of Health, Education and Welfare.

Whiplash, produced by Cahill & Associates for UCLA Institute of Transportation.

Plane Sense, produced by John Bransby Ltd. for the Federal Aviation Administration.

Safety by the Numbers, produced by Jerry Fairbanks for the FAA.

Another Man's Family, produced by Raymond W. Jewell for the U.S. Air Force.

Sniffy Escapes Poisoning, produced by Rex Fleming Productions.

Safety Belts (series of four films), produced by Sedelmaier Film Productions for the National Safety Council.

In addition, 19 other safety films receive "Awards of Merit" by the committee for special reasons of subject treatment, production excellence and/or unusual contributions to safety.

The winners will receive their awards in October during the National Safety Congress and Exposition in Chicago.



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"USAF Combat Photography"

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Listing supplement to the . . .

19th Annual Production Review

Additional producer listings submitted since publication of the 1969 annual edition.

PETER J. BARTON PRODUCTIONS INC.

510 N. Adams St., Tallahassee, Florida
Phone: (904) 224-3685

Date of Organization: February 1967

Peter Barton, *President/Executive Producer*
Paul Barton, *Director, Photography*
Jack Conrad, *Writer/Director*
Dee Woods, *Secretary*
Madalyn Barton, *Secretary/Treasurer*
Ashley Ahl, *Production Assistant*

SERVICES: Motion Pictures, television films, commercials, theatrical short subjects. Location services for out of state producers. FACILITIES: Complete 16mm and 35mm photography, editing, Screening, editing and Sound On Film interview studio. Arriflex, Moviola, Nagra and etc. Equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Wonderful World of Color* (Walt Disney Productions); *Mini Menus* (Department of Agriculture); *Seafood Surprises* (Florida Board of Conservation); *Civil Defense Project* (WGBH-TV Boston). TV SPOTS: Chrysler (Franceschi Advertising).

CADWELL PRODUCTIONS, INC.

215 Madison Ave., Memphis, Tenn. 38103
Phone: (901) 324-5041

Date of Organization: 1966

Date of Incorporation: 1967

Charles E. Cadwell, *President, Director*
Photography, Producer

Linda B. Cadwell, *Secretary Treasurer*
Donna Bertelsmeyer, *Creative Director*
Joan Hassell, *Production Director*

Rene J. Koopman, *Sound Engineer, Director of Music & Art*

SERVICES: Photography, film productions for TV & industry on location or studio. Art, storyboard, scripts, film production, narration and sound recording; editing and laboratory services; freelance photo-journalist for TV news assignments. FACILITIES: Facilities available for 8/16/35mm motion picture productions. Distributor of A-V equipment including installation of closed circuit television equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Liberty Bowl*, 1968 (Liberty Bowl & Humble Oil); *The Badge* (Memphis Police Dept.); *The Successful Call* (Welcome Wagon International); *Atlanta* (Transworld Productions); *Around Town with Austin Willis* (Around Town Productions). TV COMMERCIALS: for Ford (J. Walter Thompson); Lowenstein's Department Store (Greenshaw & Rush Agency); Bankamericard (Simon & Gwynne Agency); Medicenters of America (Ward Archer & Assoc.).

CINEMA 65, INC.

209 E. 56th St., New York 10022
Phone: (212) 755-2510

Date of incorporation: 1966

Al Pearson, *President*

Sheldon S. Diamond, *Secretary Treasurer*

SERVICES: Production of 16 & 35 mm motion pictures, TV spots, educational and training films (live and animated), filmstrips, slides, multi-media presentations and related graphic materials.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *To Fall or Not to Fall* (Aetna Life & Casualty). SLIDEFILMS: *Learn-O-Matic series* (Aetna Life & Casualty); *Sounds, Sights and Scents of Monsanto* (Monsanto Co.); *The Essential Ingredient* (Schering Pharmaceutical); Driver Education series (Singer/General Precision).

THE CREATIVE GROUP

Division of Broyles Allenbaugh & Davis
200 Clayton St., Denver, Colo. 80206

Phone: (303) 355-3581

Date of organization: 1966

Bob Geddy, *Manager/Creative Director*

Kenneth L. Phillips, *Director of Production*

Evelyn Richie, *Business Manager*

Rob Wallace, *Music Director*

SERVICES: Motion pictures, slidefilms, TV films and commercials, still photography; complete production from script to screen. FACILITIES: Creative, writing and art departments; 16mm Arriflex equipment; studio, screening and editing rooms; still photo equipment and lab.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Pattern for Greatness* (Midland Federal Savings); *Rock Piles, Sand Dunes and Water Holes* (Gates Rubber Co.); 35mm theatre screen for A. H. Pond Co. and Curlee Clothing Co. TV COMMERCIALS: for Midland Federal Savings (Broyles, Allebaugh & Davis); State of Colorado (same).

G.N. PRODUCTIONS INC.

1017-1019 N. Cole Ave., Hollywood, Calif. 90035

Phone: (213) 463-5693

Date of organization: 1966

Gabor Nagy, *President-Exec. Producer*
Woodward Smith, *Post Production Dir.*

William Zsigmond, Emery Soos, *Director*
Photography

William Ruff, *Music Director*

Judith Toth, *Accounting*

Mitch Persons, *Writing*

SERVICES: Complete production of training films, public relations, sales, television and theatrical films. Distribution service to schools, clubs and TV stations. FACILITIES: Full production facilities, editing rooms, sound recording, insert stage/room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *What Is A Boy?* (Big Brothers of America); *AAU Sports 68* (Amateur Athletic Union); *Prelude* (The Prelude Co.); *Skills, Apparatus Skills, Basic Movement* (Balance Skills (FiFair Communications); *Let's Swim* (G.N. Productions); *Let's Swim* (J. Bogdan Associates); *U.S. Water* (Sport & Art Films).

LION PACESETTER PRODUCTIONS INC.

Shepperton Studios, Shepperton, Middlesex
Phone: Chertsey 2611

London Office: Broadwick House, Broadwick Street, London W.1. Phone: GERARD 2611

Date of Incorporation: 1961

U.S. Representative: Lion Pacesetter Productions Ltd., 40 E. 49th St., New York 10017. Phone: 421-9430, Gary DeWitt, *In Charge*

Adrian Worker, *Chairman*

Ronald Spencer, *Managing Director*

John Boulting, *Director*

Robert Angel, *Producer*

Erica Masters, *Production Manager*

SERVICES: Specialized film production division of British Lion Group; Producers of feature documentaries, sponsored and advertising films, T.V. and cinema commercials. FACILITIES: the facilities of Shepperton Studios: 40 editing rooms, 13 sound stages, scoring theatre, synch theatre, 3 viewing theatres, 2 dubbing theatres.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Behavior Game* (Lloyds Bank); *Cinemascope Exhibition* (Lloyd's Bank); *Reporting Cell 4* (Ministry of Building & Works); *There Ought to Be a Law . . . There Is* (Rank Organization); *A Straight Course* (Racecourse Technical Services).

MOTTERSRAW COMMERCIAL FILMS

Montgomery Studios, Union Road, Sheffield S11.9EG., Sheffield

Phone: Sheffield 53351

Date of Organization: 1929

E. R. Mottershaw, A.I.P., *Managing Director*

J. R. Mottershaw, M.B.K.S., *Director General Mgr.*

L. J. Taylor, *Studio Manager*

I. R. Gillot, *Production Manager*

A. Dalby, *Sales Manager*

D. Baker, *Lighting, Cameraman*

SERVICES: 16mm Productions, sales, technical, educational, etc., sound recording, mixing, editing. FACILITIES: Dubbing theatre; cutting room; studio 32' x 40'; preview theatre, Front projection studio; comprehensive still dept. (Mottershaw photography).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Faster Corrugated* (Simon Hooper); *Quality in 90 Seconds* (& United Eng. Co. Ltd.); *Story of Mickey* (Cheshire Foundation Homes); *More to the Point* (Sheffield Twist Drill & Steel Co. Ltd.); *Get In The Sun* (Oaks Park School).

PADE-NEALE PRODUCTIONS

620 Sherman St., Suite 102

Denver, Colorado 80203

Phone: (303) 222-2167

Date of Organization: 1966

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GEORGE W. COLBURN FILM LABS. Chicago, Ill.

of Incorporation: 1967
 Pade, *President & Producer*
 C. Neale, *Vice President & Director*
 Akers, *Narrator & Writer*
 Baer, *Cameraman*
 Sholdt, *Cameraman*

ES: Complete Motion Picture and Video
 Production. Television Commercials, live
 or full animation. Documentaries, News-
 and experimental films. Scripts and brain
 sessions in all related fields of film and
 FACILITIES: You name it, we have it.

RECENT PRODUCTIONS AND SPONSORS
 "Are Not Alone" (Beth Israel Hospital);
 "Wonderful World of Master Charge" (Sani
 Associates); "Opening Day at Central
 Central City, Colorado". *Jogging* (Colo-
 heart Association); "Do You Know This
 Frontier Airlines"; "Gold Camp 8-Miles,
 ither Way" (Part I & Part II), *Anasazi's*
 (KBTB, Channel 9, ABC-TV, Denver,
 o). **TELEVISION COMMERCIALS:** Phillips
 ster Charge, Denver U.S. National Bank,
 in Bar, Shakey's Pizza, 1st National Bank
 ver, Colorizer Paints, Safeway Inc., Ken
 t for Senate, Monfort of Colorado, West-
 deral Savings, McDonald's Hamburgers,
 Western Sugar Inc., Denver Spurs
 , Gerry Design, Rickenbaugh Cadillac,
 Savings & Loan, King Soopers, Pearl
 Homes, Witkin Homes, Tom Roath Ma-

PICADILLY KOLOUR STUDIOS

East Pyron Road, San Antonio, Texas
 223
 Phone: (512) 532-6449

Year of Organization: Sept. 1967
TECHNICAL OFFICES: 103 Windy Arbour, Kenil-
 worth, Warwickshire, England, Mr. Peter
 Richard, *Director*
 20 Place Henri Bourassa, Suite #15,
 Montreal 355, Quebec, Canada, Mr.
 Michael Sheen, *Director*

103 South Second Street, Mankato, Minn.
 56001, Mrs. Marie Lake, *Director of Film*
Distribution; Mr. Neil Paterson, *Assoc.*
Director

Phillip Knight-Sheen, *Owner, Manager*
Director/Producer

Marie Lake, *Director of Film*
Distribution Dept.

Peter Richard, *Overseas Director*

ES: Motion picture production, script
 editing, recording, film strips, slide pre-
 sentations, film distribution, foreign languages,
 work in commercial industrial, television ad-
 vertising, education, travelogues and medical
 FACILITIES: Sound recording studios, ani-
 mation. Four offices, 3 equipped to do full pro-
 duction. Translation and film distribution cen-

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Helping Hand*; *Corn*
King (Green Giant Co.); *Pepsi Cola*
 (S. B. School Dist.); *West of China* (S. B. School Dist.).
 FILMS: *To Be* (Lance).

SCOPE PRODUCTIONS, INC.

13 W. Shaw, Suite B, Fresno, Calif. 93705
 Phone: (209) 229-6362

Year of organization: 1966

Robert B. Beeching, *President*
 Preston Wilhite, *Vice President*
 Thomas R. Hurley, *Vice President*
 McKim, *Secretary/Treasurer*

ES: Consultation, original scripting, graph-
 ics, sound recording, still photography,
 and motion picture production. FACILITIES:
 in-house print shop, film processing,
 editing, multi-media presentations.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Preschool Primer* (Donna
 Productions); *Elementary Science Programs*
 (e Productions). SLIDEFILMS: *People Game*

(Pacific Standard Life); *Public Information*
Program (Fresno Redevelopment Agency).
 MULTI-MEDIA: *Fresno Fair Presentation* (Fres-
 no Learning Center.).

SOUND SERVICES LIMITED

Kingston Road, Merton Park, London, S.W.
 19

Phone: 01-542-7201; Tel: Servisound

N. C. B. Abbott, *Chairman*
 H. S. Hind, *Managing Director*
 R. C. Tyrrell, *Director*
 T. D. Grosset, *General Sales Manager*
 M. J. Nichols, *Film Library Manager*

SERVICES: In its 35th year, Sound Services' dis-
 tribution is NCR/Elliott computer-controlled,
 providing rapid and accurate dispatch, retrieval
 and report facilities for some 550 clients. Full
 library services include promotion, shipping,
 maintenance, insurance and storage of films,
 backed by regular monthly reports on attend-
 ance and audience characteristics. Specialized
 promotion to selected audiences is also avail-
 able. Road show campaigns include projection
 facilities for non-equipped groups.

TECHNICAL FILM CENTRE

VELP (near Arnhem), Netherlands
 Phone: Velp 6541; Cables: TECHFILM

K. J. Blaauw, *Managing Director*
 L. deVries, *Managing Director*

SERVICES: A service to industry, commerce and
 education in the fields of distribution, produc-
 tion and utilization of films, filmstrips, etc.
 Sponsored film distribution; production of sound
 filmstrips and slides; sales of audiovisual equip-
 ment. Artwork studio; filmstrip laboratory. A
 free-loan film library is run as part of the gen-
 eral lending library service. Promotion through
 catalogues, a monthly magazine, press releases,
 direct mail. Monthly reports on utilization of
 films. Maintenance, storage and handling. Dutch
 and foreign language dubbing in TFC sound
 studios. Member of Inforfilm.

DISTRIBUTION

RANK FILM LIBRARY

Gt. West Road, Brentford, Middx.
 Phone: 01-568-9222

A. R. Hodge, *Executive Director*
 D. R. Pluck, *Film Hire Sales Manager*

BACKGROUND: The largest 16mm film distribu-
 tion library in Europe, founded in 1933, spe-
 cializing in entertainment, education and in-
 dustrial training films.

SERVICES: The Library provides distribution fa-
 cilities for sponsored films, with special arrange-
 ments for promotion on behalf of sponsors out-
 side the British Isles. Publishes a "Sponsored
 Film Catalogue" and a quarterly "Film News"
 distributed to each address on mailing list.

WRITERS

LAWRENCE PRODUCTIONS

1436 W. Elmdale, Suite 1, Chicago, Ill. 60626
 Phone: (312) 743-2305

Donald L. Lawrence, *Executive Producer*

SERVICES: Writing, Directing, Producer's pro-
 ducer, budget coordinator, consultant.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Operation Boomerang* (fea-
 ture); *New Dimensions in Education* (Kent
 State University); *Power of Modern Education*
 (Illinois Gas Co.). SLIDEFILM: *New World of*
NIREB (Natl. Institute Real Estate Brokers).
 TV COMMERCIALS: *Chief White Eagle Show*
 (various).

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the last word



Mergers & Openings

A preliminary merger agreement has been announced between Craig Corporation and Magnasync/Moviola. The union should provide a strong new entity in a cross-section of audio-visual markets. Craig is a leading supplier of audio materials and teaching devices, and M/M is a leader in the manufacture of professional studio equipment.

Florida's Close Productions has joined forces with Plenum Publishing Corp. in New York City to form Close/Plenum Productions, Inc. The new subsidiary offers promising credentials as a producer of specialized sales training programs and packages.

Charles MacCrone Productions, formerly in Northridge, California, has joined Halex, Inc., of Hollister, California as the media department of that firm. Halex now offers research, writing and total production of films and slide programs for business, government and education.

Portable Sales Films (PSF) has been formed in New York at 200 Park Ave. to specialize in the production of sales filmstrips and motion pictures for use in portable projectors.

Television's Mr. Wizard, Don

Herbert, has organized Prism Enterprises Inc. to produce and distribute films and videotapes to the educational market.

The Rise of Super 8

For those who still think that Super 8 and its use isn't rising fast, we call attention to a recent statement from West Germany that notes the sale of Super 8 filming materials has surpassed 8mm for the first time.

The same report notes that the U.S. was West Germany's second best camera customer during 1968, buying 505,000 units. The European Economic Community (Common Market) ranked first, accounting for 1,068,000 units.

Was it Painless?

Hal Burnett, veteran lab manager for Reela Film Laboratories of Miami, learned a lesson in the expanding use of motion pictures from an unlikely instructor—his dentist.

Burnett stared up from the patient's chair as Dr. G. W. Wegman, Plantation, Fla., leaned over him. Burnett said, "He was trying hard to explain the operation. He was talking 'dentist' and twisting his hands around in the

air. I just couldn't follow him."

After several vain efforts, Dr. Wegman called his nurse and asked for "the machine." The nurse brought in a Super 8mm movie projector and a plastic cartridge encasing a continuous loop of film.

Within moments, Burnett was watching a color film depicting the type of operation he was about to undergo.

"I knew about Super 8 film going big in industry and education, but the dentist's using it was a pleasant surprise," he said. "After I saw how simple the operation really was, I just relaxed and let him go to work."

Super 8mm film, with its small size and easy to operate projectors, is opening many new doors for motion pictures.

Reela's Burnett said, "I'm going back to Dr. Wegman next week; he's going to be featuring another operation — in full color with a musical soundtrack."

A Professional Touch

Right on the heels of the Dartnell Corporations' highly successful *Second Effort* (see page 32) comes a highly polished film on sales professionalism called *The Professional*.

The film was premiered last month at the International Marketing Conference in Cleveland. *The Professional* features a marked air of sophistication. It stars Van Johnson and Forrest Tucker in the lead roles—and all supporting characters also are accomplished professional actors.

Van Johnson sings several songs written especially for the film, and the musical backgrounds, special effects, lighting and sets match Hollywood standards.

Filmed in Chicago by Ten, Inc., *The Professional* "should be a powerful tool in the hands of companies and managers seeking to motivate their salesmen," according to Dartnell President William Fetridge.

Fetridge said that "We had an instant success on sales training programs with *Second Effort* but the early response to *Professional* is even more enthusiastic."

Preview prints are available from the Dartnell Corporation.

Hunt Adds Processing

The Philip A. Hunt Corporation has purchased the outstanding stock of M Photo Co., Inc., and its affiliates, which have their principal offices in Harrison, New Jersey.

The acquisition will reportedly give Hunt a high-quality processing laboratory for amateur and professional photographers which will give the Research and Development the necessary insight into the needs of the industry.

Bits & Pieces

Under the U.S.—USSR Cultural Exchange Agreement, USIA opens an exhibit featuring industrial and multi-screen in Leningrad July 1 entitled "Education—USA" . . . Congratulations to Crawley Films Ltd. this year celebrating their first year of producing top flight for business and industry, with ten staff members with more than 20 years with the firm. Our thanks to Judy Gold for the profile silhouette which appeared at the top of this column.

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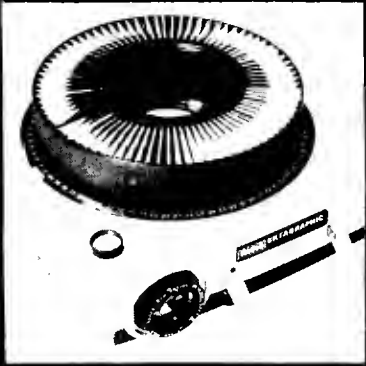
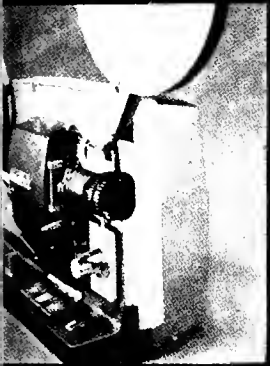
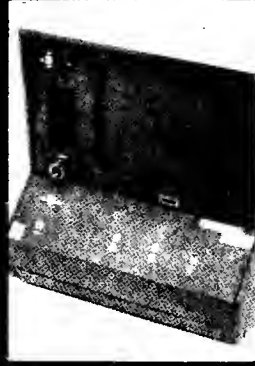
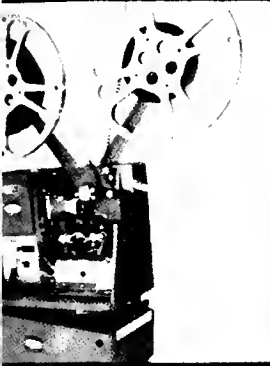
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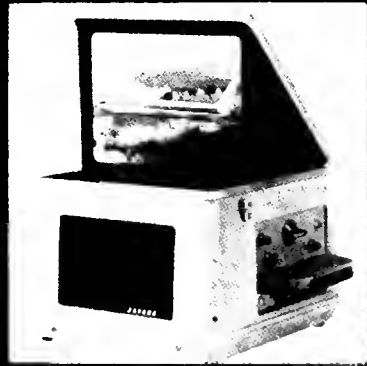
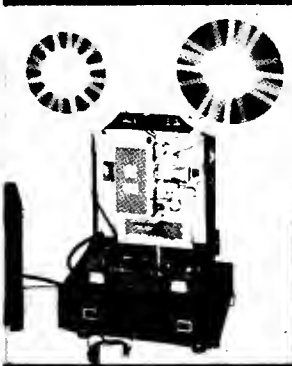
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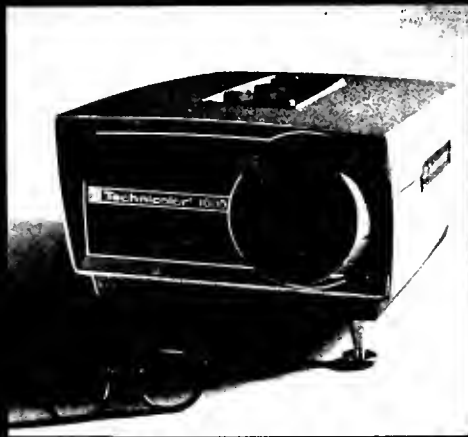
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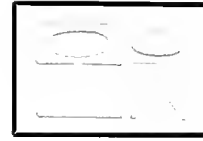
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the integral film gate — or the split-film gate magazine system?

There are two magazine systems used among makers of 16mm self-blimped professional motion picture cameras. One design splits the film gate, mounting the gate itself on the camera and the rear pressure pad on the magazine. The other design, favored by Arriflex, has the complete film gate assembly in the camera head. Which is better for you?

The very purpose of a professional motion picture camera is to be as rugged and reliable as possible and to produce footage which is as sharp and steady as human ingenuity can make them. The exact travel of the film in the image plane of the lens and its precise positioning in relation to the optical axis, frame after frame, at 24 frames per second, is one of the most critical and also important features of a professional camera. The necessary mechanical precision can only be obtained economically in an integral film gate, built into the camera head, where all required tolerances can be controlled and maintained, and where it remains protected and secure.

When part of the gate is in the magazine, there are too many shortcomings. Here are some, not necessarily in the order of their importance:

COST: It makes the magazine much more expensive (at least twice as much) for not only must half the gate be paid for with each magazine, but also the complex part which locks against the camera head. Consider that the average professional camera outfit requires a number of magazines and you realize that we are talking of thousands of dollars.

MECHANICAL TOLERANCES: It is very difficult and costly to maintain mechanical tolerances between magazine and camera head. If the magazine fits too tight, film may jam. If it is too loose, film may breathe and lose focus. This is further complicated when filming in extreme hot or cold temperatures. It may even be necessary to have individual magazines fitted to individual camera heads.

WEAR AND TEAR: Having half the gate exposed on the outside of the magazine makes it susceptible to knocks and blows which may cause expensive repairs. It can get wet in the rain, it attracts dust and dirt, and is difficult to keep clean.

NO SINGLE SYSTEM SOUND: When you buy an expensive professional camera, you always want to have the possibility of adding this important feature. It is easy with a camera like the Arriflex BL. Practically impossible with split gate magazine cameras, unless you want to build it into each magazine. WOW!

IS IT REALLY FAST?: If everything happens to work just right, it may take a few seconds less to change a split gate magazine than an Arriflex magazine. But if the loop does not form properly or the perforations do not engage properly—as happens often—and the magazine must be taken off again and again, it takes much, much longer. It is also much more difficult and it takes longer to load split gate magazines in the darkroom or changing bag.

LAST BUT NOT LEAST: In all Arriflex 16 cameras, the film gate is a permanent and fixed precision part of the mechanism. It can be opened for cleaning or checking, without removing magazine. The transport claw enters the sprocket from the emulsion side and the registration pin enters from the base side. Positive control at all times. It is simple and fast to load. It is reassuring to be able to watch the first foot or so of film going through the loops and the film gate with the camera door open.

The integral film gate is just one of the basic features that make the Arriflex 16BL the most capable, most versatile portable sound camera in the world. We invite you to write for our 10 page brochure that describes all of its other professional operating advantages.



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AMA's Education, Training Meet Slated in August

The American Management Association's 5th Education & Training conference will be held August 11-14 at the New York Hilton.

The conference will be held concurrently with the association's Education & Training Exposition equipment show. The equipment exposition opens on the 12th.

A highlight of this year's conference will be panels and discussion groups evaluating the scientific and technological tools for teaching and training.

Among the techniques and hardware to be considered at the conference will be multi-media training closed circuit television, video tapes, films, data banks and communications technology, mic-

rofilm, software, computer technology in learning systems, programmed instruction and simulation and games.

Information about the conference may be obtained from the American Management Assn., 135 W. 50th St., New York, N.Y. 10020. Free admission cards to the exhibits may be obtained from Clapp & Poliak, Inc., 245 Park Av., New York, N.Y. 10017. The New York Hilton is holding a limited number of rooms for those who wish to attend conference or exposition.

5th Chicago Festival November 8-19

The 5th Chicago International Film Festival will be held November 8-19 in Chicago. Exact

locations of various categories will be announced later.

In addition to competition and screenings of films in eight festival categories, special lectures, seminars and film retrospectives are scheduled as part of the program.

Additional information may be secured by writing the 5th Chicago International Film Festival, 235 W. Eugenie St., Chicago, Ill. 60614.

Magnasync/Moviola, Craig Sign Merger Agreement

Magnasync/Moviola Corporation and Craig Corporation recently signed agreements leading to a proposed merger of the two companies.

The agreement calls for one

share of Craig common stock to be issued for each share of Magnasync/Moviola's 1,549,127 shares outstanding.

The proposed combined entity will be known as Magnasync/Craig Corporation. After the effective date of the merger, Robert Craig will be president of the new Corporation.

UFA's 23rd Conference at Penn State in August

The University Film Association (UFA) will hold its 23rd annual conference August 18-22 at Penn State University in University Park, Pa.

The week long program will include sessions on film production, teaching and research.

Continued on page 8

Low Cost, Ready to Use Background Scenery



Inexpensive, pre-fabricated scenic backgrounds are now available for motion picture production. No longer is it necessary to plan on spending large amounts of time and money constructing sets in the conventional manner. With our pre-built, complete realistic scenic units, all components needed for a set are available in ready to use 4' x 8' panels. All you have to do is prop them up and start shooting. For example, that solid oak paneling you see in the photograph isn't really genuine but you'd never know it. That set was put together in less than an hour by one man! We call it "instant scenery" but on camera, the look is completely authentic and just imagine the potential savings in manpower and budgets.

We have a whole collection of different backgrounds available, all equally as realistic. English, Italian, Spanish and French panelings, brick wall, fieldstone, logs, shingles, roof tiles and bamboo siding are just a few of the many settings we supply. Each unit is a fully dimensioned, precisely detailed replica of the real thing hand painted in true to life colors. If your company needs authentic but inexpensive scenery that sets up in a hurry, and is also easily stored, just check with us. Chances are, we've already got it made up for you.

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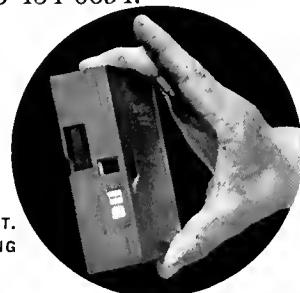
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continued

banquet speaker will be Prof. Arthur Barron, head of the film division at Columbia University.

The National Film Board of Canada and the American Film Institute also plan to participate in the program. For additional information write Marsh Lovrien, The University of Iowa Motion Picture Unit, Iowa City, Iowa 52240.

New York Festival Sets October 14-17 Dates

The International Film & TV Festival of New York has set October 14-17 as the dates for this year's awards ceremonies.

The festival, held at the Americana Hotel is now in its 12th year and presents awards in several categories for business, educational and television films and commercials.

Details and application blanks may be secured from Industrial Exhibitions Inc., 121 W. 45th St., New York, N.Y. 10036.

Kodak, Fairchild/Eumig Show Compatible Cassette

Among the most significant new products unveiled during the recent Photo Expo '69 in New York were the introduction of the new Eastman Kodak Ektagraphic 120 projector and the Fairchild/Eumig 711. Most important is the fact that both projectors (plus a third marketed under only the Eumig name internationally) use the same type cassette Super 8 cartridge designed and licensed by Kodak.

The Ektagraphic 120 silent projector uses 50 or 100 foot cassette type cartridges that are interchangeable on two other new Kodak projectors. Kodak simultaneously announced a new packaging service which would enable customers to receive processed movie film in a 50-foot cartridge ready for showing.

The Fairchild/Eumig 711 projector adds the versatility of magnetic sound to the same cassette. The new projector is the first in history that accepts a cartridge identical to and fully compatible with equipment of different manufacturers.

The magnetic sound, plus-18 Super 8 film standard is identical



Cartridges like this are the heart of the new Super 8 projection system introduced by Kodak and Fairchild/Eumig.

with the format adopted by Eastman Kodak in the U.S., and by Eumig of Austria.

Both projectors could have a significant impact on industry and education by expanding the use and distribution of existing Super 8 films, and representing a first step toward Super 8 standardization.

AudioVisual Concepts Now The Communications Group

Audio Visual Concepts, Inc. has acquired a new corporate name: The Communications Group, Ltd. Based at 53 Stearns Street, San Francisco, CA 94105, the firm is a producer of audio-visual materials with major emphasis on motion pictures.

Industrial Marketing Associates, a marketing and advertising agency with particular orientation to film and other audio-visual media, has been acquired and will operate at the same address as a unit of The Communications Group, Ltd.

S.O.S. Sets Miami Branch Conklin Sales Manager

S.O.S. Photo-Cine-Optics, Inc. has opened a new branch facility stocked with equipment and supplies, in the Miami area. The new facility offers S.O.S. customers in the southeastern U.S.A. services and supplies that heretofore were available only out of New York.

S.O.S. will occupy a building at 51 East 10th Avenue, Hialeah, Florida together with F&B/C Inc., a sister division of F&Ceco Industries Inc.

Wallace "Marty" Conklin has been appointed Florida sales manager for the branch. He was previously assistant manager of the firm's New York facility.

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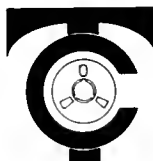
We're starting off the season with a pennant winner, having added SUPER 8 CARTRIDGES AND REELS to our already outstanding clubhouse of stars. Any type cartridge may be used . . . and you get top quality sound and picture because of our outstanding equipment including a tube with special picture enhancement. Nobody, but nobody, can boast of the addition of SUPER 8 CARTRIDGES AND REELS, in color direct from videotape. Our roster includes both optical and magnetic tracks.

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the screen executive

Tawil New President of Berkey-ColorTran

Joseph N. Tawil has been appointed as president of Berkey-ColorTran, Inc. In his new post, Tawil will be responsible for the management and operation of the California based division which markets lighting and production equipment.

Prior to his new appointment, Tawil was eastern marketing manager for Berkey-ColorTran. In addition, he has been instrumental in the development of some of the lighting equipment now being used by many television stations in the east.

major operational improvements. Libra's intent is to develop a comprehensive communications complex in the film, television and music industries.

Arriflex Promotes Two Executives; James, Harris

Arriflex Corporation of America has promoted Victor James to executive vice-president and general manager and Bruce Harris as vice-president marketing.

James has been with Arriflex Corporation and Kling Photo



JAMES



HARRIS

Merle Kremer Named to Head Sylvania Lighting

Sylvania has assigned Merle W. Kremer to head Sylvania Lighting Products. Kremer, a senior vice president since 1962, will have over-all responsibility for this major operating group headquartered in Massachusetts. Kremer succeeds Garlan Morse who has been elected executive vice president.

Kremer joined Sylvania in 1955 as general manufacturing manager of the parts division and was named vice president and general manager of the division in 1958; three years later became vice president and general manager of the Electronic Tube Division. His election to senior vice president, Sylvania Electronic Components, was in 1962.

Corporation for more than 10 years and is widely known for his work with film makers, government, industry, science and education, TV and theatrical production.

Harris will have full charge of sales and all marketing functions. He has been with Arriflex Corporation for seven years and previously served as administrative assistant to the president.

Radiant Names Eastern, Western Sales Managers

Radiant Screen & Sales Co. has appointed Mel Levy and Frank Bufano as sales managers. Levy will be responsible for the eastern United States and Bufano for the western . . . both men will have their headquarters in Chicago.

Levy joined Radiant in 1962 as sales administrator to the vice president and prior to that with Interphoto Corporation.

Bufano originally started with

Continued on page

Sperber Named VP-Sales At Libra Productions

Sam Sperber has joined Libra Productions as vice president in charge of sales. Formerly an executive with Pelican Films, Sperber's appointment marks the latest in a series of expansion moves taking place at Libra.

Libra is currently undergoing

PLEASE RUSH!

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screen executive . . .

continued

Radiant as inventory control clerk and rose to the position of production control manager and later was assigned to the sales department where he was promoted to district sales manager. After two years with Interphoto Corporation, Bufano returned to Radiant as a senior product manager, the position he has held until his recent promotion.

Diamond to SM for Studio Div. Magnasync/Moviola

Ted J. Diamond has been promoted to sales manager of Magnasync/Moviola Corp., Studio Division, with responsibility for all domestic and foreign sales. During his 22 years with the firm, Diamond has served as managers of production, product development, quality control, customer relations and most recently has been active in sales and systems design for commercial and governmental installation. ✪

Four Promoted in Altec Lansing Executive Changes

Many years of service with Altec Lansing is represented by the four newly promoted executives of the Altec Lansing Division located in Anaheim, California and Port Washington, New York. President is H. S. Morris, former vice president of marketing, W. H. Johnson, former marketing director, succeeds Morris as division vice president for marketing. A. K. Davis was named vice president of manufacturing, and J. J. Noble was named vice president of engineering.

Berkey Pathe Names Kip Livingston Industrial SM

Kip Livingston has been named sales manager — industrials for Berkey Pathe — East Coast Laboratories. For the past 15 years, Livingston has directed the operations of the Oxberry division of Berkey Photo.

Gordon Hubbard Heads Pacific Title & Art

Gordon Hubbard has been elected president of Pacific Title and Art Studio, a major source of film titles, located in Hollywood.

With the company for 16 years, Hubbard moves up from his present post of executive vice-president.

Sylvia Lee Heads Alan Gordon Operations

Sylvia Lee has been appointed operating head of Alan Gordon Enterprises Inc. Miss Lee, who has been a director of the company since it was founded in 1946, was executive assistant to the firm's founder and president, the late Alan Gordon.

Also appointed as senior vice presidents of the company are Robert Kuhagen, Grant Loucks and Don Sahlein. Kuhagen will be responsible for government contractual administration, including sales, production, purchasing and inspection. Loucks' area of responsibility will include motion picture equipment sales, rentals and service and advertising, while Sahlein will supervise



MRS. ALAN GORDON, left, chair of the board, has appointed Sylvia Lee, right, operating head of Alan Gordon Enterprises Inc. Miss Lee has been a director of the company since it was founded in 1946.

commercial purchasing, warehousing and maintenance, plus commercial sales other than motion picture and commercial production.

Huston Named Sales VP Rose-Magwood Production

William E. Huston has been named vice president-director sales at Rose-Magwood Productions. The appointment is expected to result in even greater personal service to the firm's growing roster of U.S. and foreign clients.

As sales director, Huston will

Continued on page



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screen executive . . .

continued

head all domestic and overseas sales activities arising out of the production company and its subsidiaries.

Three To New Berkey Photo Executive Posts

Berkey Photo has appointed three executives to newly-created posts.

David McKearnan was named vice president-marketing and manufacturing; Seymour Dunn, secretary and director, was appointed assistant to the president; and Herman Margules has joined the company as assistant treasurer.

Bill Stokes Names DuPont Executive VP

Larry DuPont has been named executive vice president of Bill Stokes Associates, Inc., audio visual design and service, Dallas.

DuPont was formerly vice president in charge of radio-TV for Tracy-Lock Advertising for fifteen years.

Delkin Becomes Partner In Sunset Films

Fred L. Delkin, Jr. joins Sunset Films, a Oregon based commercial and educational film production firm, in the newly created position of vice president, marketing-creative, also becoming a partner and stockholder.

Sunset has also added Jack Kerpan as production manager.

Three Ampex Division Managers to VPs

Three Chicago-based division managers of Ampex Corporation have been elected vice presidents of the corporation.

Ronald C. Ballintine becomes vice president, general manager of the educational and industrial products division, which produces closed circuit television equipment.

Donald V. Hall becomes vice president, general manager of the Ampex stereo tapes division, which manufactures and markets prerecorded stereo tapes for the consumer market.

E. Peter Larmer becomes vice

president, general manager of the consumer equipment division, which produces audio tape recorders and related equipment for the consumer market.

Dever Eastern Marketing Mgr. for Berkey ColorTran

David A. Dever has been named eastern marketing manager for Berkey ColorTran, Inc. Prior to his new appointment, Dever was southern marketing manager for the firm.

Around the Industry

Among the newly-named executives for Modern Talking Picture Service are: *Jack Whalen,*

western sales manager replacing *Robert A. Kelley*, who has been assigned the newly-created title Director of Public Affairs at the Washington office; *Hal Smith*, field operations manager of North-Central Division; *Larry Gunter*, field operations manager of South-Western Division; *Curtis Hensley*, Houston branch manager; and *Harry Sanford*, Los Angeles branch manager . . . *Arthur D. Gaines* has been promoted to general manager of marketing and sales for Superscope, Inc. . . . Retirement after 42 years of service for *Ray Biederman*, negative assembly foreman at Consolidated Film Industries . . . New general manager of the commercial and educational division of Technicolor is *Douglas S. Fletcher* . . . MPO Video-tronic Repeater Projector Divi-

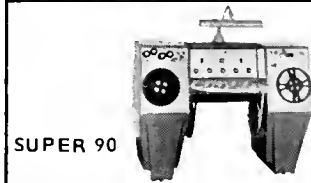
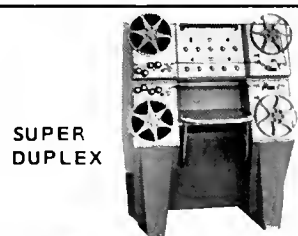
sion has *Henry F. Oscar* on t sales staff working out of t New York office . . . *Harry Co ragher*, formerly manager, Was ington office of Association Filr has been named special repr sentative for United World Filr with headquarters in Washingto D. C. . . . American Society f Training and Developme (ASTD) elected 1970 office at their professional society's 25 Anniversary National Confe ence: *Forrest R. Belcher*, traini and development consultant f Pan American Petroleum Corp. the new president-elect; curre president is *Gordon L. Lippi* professor of behavioral science the School of Government at Business at the George Washin ton University; 1970 executi vice president is *C. Hoyt Ande son*, director of the Personnel R cruiting and Research Office Ford Motor Company; nation vice presidents for 1970 are *Joh S. Jenness*, manager of traini and development, Levitt ar Sons; *Dr. Robert F. Risley*, a sistant dean for extension ar public service of the New Yor State School of Industrial and L bor Relations; and *Samuel W. Jenkins*, assistant director of management development, Inte national Paper Company . . . *Harold Belkin* has been name director of distribution servic at Cine Communicators . . . *Joseph J. Barber* joins Cine Ma gnetics as quality control supe visor . . . *David M. Lutyens* h been appointed vice president of The Ealing Corporation and pub lisher of Ealing Film-Loop heading Ealing's educational filr division that he founded when h joined Ealing in 1963 . . . South ern region manager for Crai Corporation's product division i *Ralph W. Vickers* . . . Visu Techniques, Cleveland based cre ators and producers of multi-me dia presentations, has signed *C Bruce Hardy* as marketing direc tor . . . *Richard J. Cusack* ha joined The Film-Makers, Inc. . . . Formerly senior vice presi dent/creative director of Post Keyes-Gardner, *Cusack* brings 1 years of experience in all phase of creative development . . . Ra dian Screen & Sales has appoint *Ron Lorenz* a district manage responsible for covering the state of Ohio, Indiana, Michigan and Kentucky . . . New audio prod ucts district sales manager fo Bell & Howell's Video and Audi Products Division is *Dante C Marinelli*.

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SENTINEL

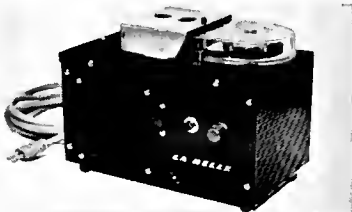
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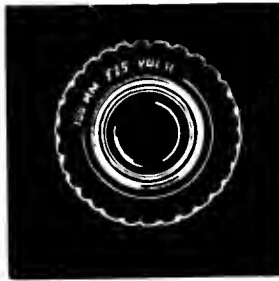


PLA-MATIC 83

A dual-track cartridge tape player for synchronizing slides, filmstrips, or automated displays. The PLA-MATIC is ideal where the projector is used independently of the recorded playback. Transistorized amplifier and speaker are combined in one neat, lightweight package.

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the camera eye

By O. H. Coelln

Build Audiovisual Projection Sales Match the Markets to the Media to

THERE'S A FASCINATING new multi-media device in which the student can work with all sorts of sight and sound gadgets from live television to 35mm color slides and tapes. Virtually every learning experience has been recreated. Trouble is that this audiovisual equipment costs as much as a whole school might invest in 16mm or Super 8 sound projectors and it might conceivably supply a school system with filmstrip or overhead projectors with the same budget.

Then, too, there's the problem of maintenance and repair. Nobody in Pomona Springs even knows how the monster really works, least of all the audiovisual dealer who might have sold it.

Absurd as all this sounds, it's the kind of "in vitro" thinking by designers and engineers that helps create new sight/sound tools unrelated to the real needs of the marketplace or to the practical problems of teaching, training and selling through a-v media.

Such ventures are about as hazardous as space travel to the Moon, especially when the manufacturer fails to *really study* the market before announcing products which are non-standard, require *very special* visual media, *entirely new approaches* to sound reproduction which don't really "fit" the curriculum, the training program or the selling and public relations objectives of industry.

Ultra-sophisticated "hardware" intended for the nation's schools brought on LIFE's recent gloomy comments about the future of audio-visuals in the classroom. But this should be related, of course, to the experience of that periodical's owners, Time, Inc. and its unprofitable venture with GE in General Learning Corporation.

Consider the realities of the present school market. Despite the generosity of the Ford Foundation, educational *classroom use* of television is hardly commonplace. What "standard" in the nation's schools are the hundreds of thousands of 16mm sound prints of classroom teaching films created by Encyclopaedia Britannica, Coronet, McGraw-Hill Text Films and Film Associates, to name just a few of these specializing sources. What is "standard" in the nation's elementary and secondary school classrooms are tens of thousands of hard-working 16mm sound motion picture projectors, 35mm filmstrip projectors, overhead and opaque projectors and both disc and tape recorders.

Super-8 projection will travel as far as the producers of classroom films encourage its development through 8mm sound versions of their product. But should they invest in magnetic or optical sound versions of their films? Film laboratory sources await standards.

Seriously, our long-felt conclusion that the true *nationalization* of "visual education" could have emerged from the lowest-cost 32mm filmstrip projector combined with vastly-increased, low-cost filmstrips is still a much more practical answer than all the ultra-sophisticated hardware confronting us today. Perhaps there will be a parallel in the wide acceptance of simple and economical Super-8 classroom-designed sound motion picture equipment.

You have to really *know* the characteristics of today's markets. The manufacturer should recognize that school appropriations swelled by the post-Sputnik psychology which brought Federal Aid are today influenced by organized teacher demands for higher salaries. So much so that a leading Chicagoan recently cited the effect of these wage demands as

Continued on page 11

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Take the 5-second "instant expert" test

New RCA Super 1600 Automatic. It threads itself.

Five seconds—that's all it takes. Flick on the switch—the Super 1600 16mm sound projector does the rest. You're an "instant expert" because *it threads itself*. In just five seconds! Thanks to RCA's exclusive "Safe-Threader", movies are easier to present than ever before!

But there are many reasons for buying the Super 1600. Economy, for example. Unlike other automatic threaders, the RCA "Safe-Threader" never touches the film. So it never causes wear.

Convenience, for example. Set-up

takes all of one hand. Flip-up reel arms, a smooth tilt mechanism for quick picture alignment, and a precision rack and pinion focus control, get your picture on the screen in a hurry.

Ease of operation is another reason. Fewer and easier operating controls virtually eliminate the age-old headache of fumbling around to get the show started. If you want to reverse the film—just throw a switch. It's that simple.

Naturally, the sound from the Super 1600 matches its brilliant

pictures. The new 15-watt all transistor amplifier and built-in speaker brings you sound as close to life as you can get.

Call your local RCA Audio-Visual Distributor. Ask for a demonstration. Then run it yourself. You'll feel like an expert—*instantly*. For instructive brochures, write: RCA Instructional Electronic Systems, Bldg. 15-5, Camden, N. J. 08102

RCA





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TO YOUR 35mm-
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Why RAPID FILM TECHNIQUE? Faster—Better—More Economical!

- Faster because of nationwide field force of experienced technicians.
- Better and more economical because of formulated method, perfected after nearly three decades of serving all segments of the film industry.

Send for your FREE Trial Certificate today and see for yourself what dramatic effect rejuvenation can have... on your films and to your budget!

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- Send me my FREE Trial Certificate entitling me to test Rapid Film Technique's special rejuvenation process at no charge.
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Name _____

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camera eye . . .

continued

diminishing the funds for instructional materials.

This audiovisual market paradox does not quite hold for business and industry. But another factor, the centralization of large corporate ownership and the trend to conglomeration, underscore the large purchasing power held by the 500 largest U.S. companies. Stretched to cover real potential customers with 100, 250 or 500 employees, the major a-v industrial market consists of *less than 10,000 real prospects* among U.S. companies.

Qualify such prospects by the fact that films or videotapes have to be created before the user has any need for projection equipment. Count the total number of active sponsors of either programmed internal training or informational media or external sales or public relations films/tapes, etc. Our forthcoming Survey of Sponsor A-V Activity, including motion pictures, slidefilms and all types of "audiovisual presentations" will be an interesting check-list of the market.

The conclusions are inescapable and vital to equipment marketing. The future of any type of projector is directly related to (a) the kinds of *media practically used and useful* to business and industry; (b) the standardization of such tools to accommodate most widely-used media; (c) the ease of creating such tools according to accepted standards of production and processing.

Add another vital ingredient: the accessibility of maintenance and repair or replacement facilities for the projector offered. It is in this area that most dealer-members of the National Audio-Visual Association have a basic role and responsibility. And why it makes sense to tie the regional branch or sales-office acquisition to this local a-v dealer-maintenance source.

Considerable money expended to "prospect" for potential users of audiovisual equipment may bring out some "first-time" buyers, even though the profit-margin will diminish. But it makes real sense to pre-test and sell to known buyers. If the projector can't pass the experienced analysis of a company audiovisual director, multiplied by the growing ranks of such men, why would it be any more useful to less knowledgeable businessmen?

Yes, the time for market analysis is during the period of product analysis, when *first models* are truly ready for field testing and consultation with prospective customers. Then is the time to find out if the new projector really fills a proven need. And when the manufacturer has conclusively proven to himself and to the user that his "hardware" has the "software" to keep it actively in use through all of its potential life in the field. •

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The survival of the fittest:

Darwin put it into words. Evolution. Elimination of the less suitable. Improvement of the breed. What's good survives; the rest fade out.

We put it into action. For as it is true with man, so it is true of machines. Those that function better, more efficiently, make it. Those that don't, don't.

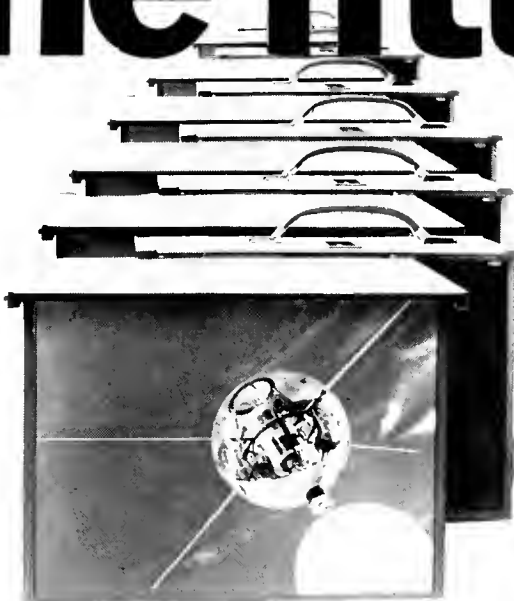
At MPO we've been having a technological evolution ever since we brought out our first repeater projector. And our evolution is still going on.

We felt our Videotronic Super 8 projector would function better with permanent lubrication. So we did it. Put permanent lubrication at all major points of friction.

Then we put our minds to coping with today's increasingly rugged shipping conditions. To improve our projector to better withstand them. So we strengthened the metal bed plate and all side components. Strengthened the outside case and added metal shields to all corners. Reinforced the mountings of the lid state amplifier and the amplifier self.

Next, we focused on the actual functioning of the projector. Because some of our customers used the projector in the tropics, they wanted an oversized cooling system. So we improved the blowers and air flow to enable our projector to keep cool under the most extreme heat conditions.

Our attention then turned to overload problems. Other projectors were failing them. We didn't ever want such a



possibility. So we increased our motor capacity. And redesigned our motor drive system to cope with frequent overloading.

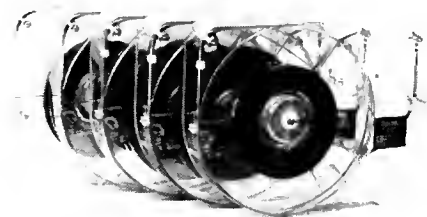
The film itself can occasionally cause problems. And we were out to anticipate those. We altered the film gate and the sound head so they can better withstand the abrasive conditions imposed by the occasional poorly slit and excessively dirty film. But with all our improvements over the years, we—and all the other projector manufacturers—have still been plagued by occasional film breakage...

Now. The most important technological advancement in the history of loop projection.

In the process of working on these film problems, we developed an improved Super 8 film cartridge.

Our latest cartridge has a metal film guide that positions the film as it's drawn

from the center of the coil. We've also added metal strips in the plastic platters. Now only metal touches the film's edges. We further strengthened the cartridge's long wearing capabilities with rollers of new wear-resistant plastics. Result? Virtually the end of film breakage. Our new cartridge does away with center film breakage due to surface dirt. It also prevents any damage from a pronounced "set" in the film from inactivity.



And so our evolution goes. And so it will go on. Because thousands of customers are using our projector. In the field, where it really counts. Because we're constantly in touch with them. Making modifications to their needs. And doing our own extensive tests in the lab as well.

And because we're continually refining and improving our projector, our Super 8 projector always is new, refined and bettered.

The simple yet complex process of evolution.

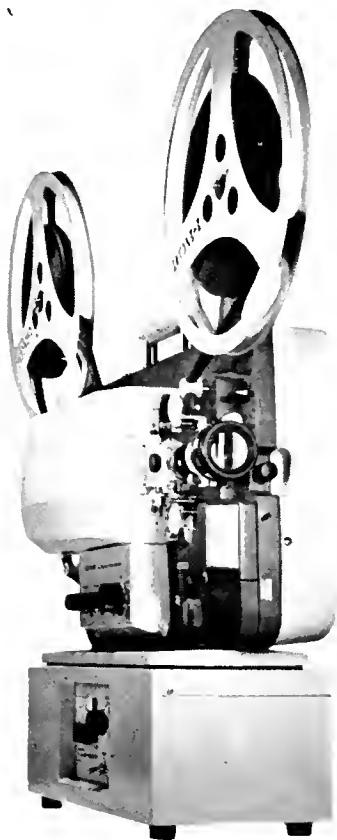
The survival of the fittest: MPO Videotronic Super 8

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"Instant Meetings" Speed Sales, Customer Education

After equipping salesmen with portable, cartridge loading projectors, Cabot Corporation its Cab-O-Sil sales rising as customers achieved quicker understanding of the product via the salesmen's on the spot showing of the film.

MIRACLES POURING from today's chemical industry can change marketing and manufacturing methods overnight. Informing potential customers of these developments and their possible applications is a major job of consumer education.

Cabot Corporation of Massachusetts encountered this problem when they developed Cab-O-Sil fumed silica. Cab-O-Sil has a wide variety of industrial uses such as thickening liquids and making powders flow freely without clogging and sticking. The complex and versatile nature of the product made it necessary to educate potential customers to its possible application.

Initially, Cabot Corporation planned to solve this problem by holding large seminars for up to 100 potential customers at a time. The seminars were scheduled to last four hours. However, it quickly became apparent that assembling 100 chemists for a four-hour presentation was not only difficult but inefficient. The seminar approach was used until Cabot Corp. could make a film.

The result was a 25-minute motion picture on 16mm film—but, again, it proved to be an unsatisfactory solution. It was, in a sense, a filmed seminar, still designed for a reasonably large audience and requiring elaborate planning.

Film approach valid

Although Cabot Corp. felt the filmed approach was valid, it was obvious that the presentation technique was too cumbersome. The 16mm format often required large audiences to make a showing worth the effort. A new projector and film format were needed that would be easy to use and capable of doing the

job for both small and large groups. To avoid delays and complicated schedules caused by working with rented projectors the company considered purchasing their own. The projectors not only had to be inexpensive, but durable enough to withstand rough riding in the trunk of a salesman's car. Cabot Corp. investigated the Technicolor 1000 super 8mm cartridge loading portable movie projector.

"Actually," said De Vito, "I saw an ad for the Technicolor 1000 and arranged for a demonstration from a local dealer. I checked out the unit with some of our salesmen to get their reaction. It was all positive."

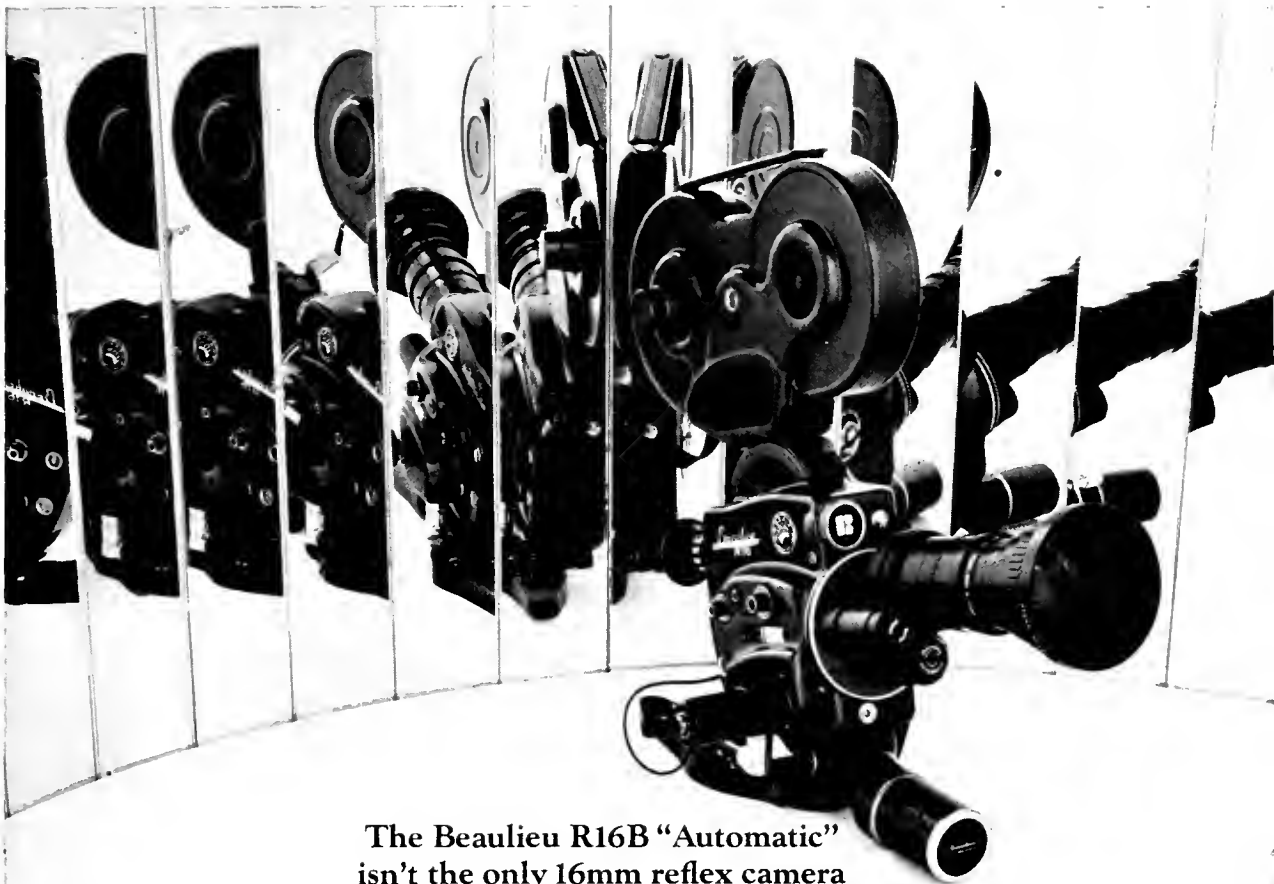
The 16mm Cab-O-Sil story was then reduced to the super 8mm optical sound format used by the Technicolor Model 1000 Salesmen were provided with the film and a Technicolor 1000 projector.

"Phenomenal" results

"The results were phenomenal," said De Vito. "Where before it would take a number of days or weeks to schedule meetings with the 16mm projectors, the Technicolor 1000 provided instant meetings.

"Our salesmen have found that it is no longer a chore to show the film," De Vito noted.

"Cabot Corp. is an aggressive, modern and well organized company. We're very pleased that the Technicolor 1000 helps us perpetuate this image — while still getting across our message. In fact, the Technicolor 1000 system has been so effective for us that it will carry our message at an exhibit this year in Italy. The projector will show our film with a new sound track translated into Italian," said De Vito.



**The Beaulieu R16B "Automatic"
isn't the only 16mm reflex camera
with a mirrored shutter.**

But the other ones cost at least twice as much.

The mirrored shutter is one of the most critical differences between ordinary cameras and precision cameras. The Beaulieu's mirrored shutter is the guillotine type, angled at 45°. When it's open, all the light passes directly onto the film through the finest 12-120mm zoom lens made, the Angenieux. And there's no prism interfering between the lens and the film to cut down light intensity. When the shutter is closed, it's bouncing all the light through the reflex viewfinder. So your eye is getting the same brilliant, sharp image the film is. There are no parallax problems. There's no guesswork.

Monitoring the light is the finest automatic exposure control system ever built. The heart of it is a Gossen light meter, located behind the lens and linked electronically to a miniaturized servomotor that rotates the Angenieux's iris diaphragm ring. This system keeps the lens aperture constantly at the correct exposure setting, no matter how rapidly the light is changing.

Another advantage of the R16B "Automatic" is its weight, or lack of it. The

100 ft.-load camera body (less lens) weighs a remarkably light 4¼ lbs. And even when you load it up with a 200 ft. magazine, a sync pulse generator, and the Angenieux 12-120mm zoom lens, it still weighs only 10½ lbs., *including the battery!*

It's a nickel cadmium battery, and it's built right into the camera handgrip. Powerful? Beaulieu's 1000mA battery will roll 1600 ft. of film on a single charge. And you can replace it with a fully charged spare in seconds.



Not having to wear a battery strapped around your waist or swinging over your shoulder can make quite a difference when filming. Particularly when you want to hook up your Beaulieu with a professional recorder, like Nagra or Uher, for sync sound filming.

Wondering about the price? Then add up all the features of the camera—light weight, rock steady pictures, automatic exposure control, an electronically regulated motor, and a mirrored shutter. Then add to those features some rather important optional equipment—a 200 ft. daylight-load magazine, a sync pulse generator, an Angenieux automatic 12-120mm zoom lens, and a rechargeable nickel cadmium battery. The whole package comes to a little over \$2,650—at least half the cost of any other precision camera with a mirrored shutter.

CINEMA  *Beaulieu*
A DIVISION OF HERVIC CORPORATION

To receive literature on the Beaulieu 16mm camera, visit your finest camera store or write Cinema Beaulieu. General Office: 14225 Ventura Blvd., Sherman Oaks, California 91403.

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BUSCH Cine-Slide Projectors have many special features, including: Big 14" x 14" built-in Daylight Screen; 80-slide capacity; automatic or manual operation with Kodak Carousel projector. Available with or without sound unit. The Busch Cine-Slide Projector is versatile, dependable, portable and lightweight.

16 MM



BUSCH Cinesalesman self-contained, continuous 16mm projectors are dependable, portable, versatile. Available in variety of models to meet any requirement for continuous or rear-screen projection. Unit has 20 years of proven performance with many patented, exclusive features found only on world-famous Busch Cinesalesman projectors.

BIG SCREEN



The Big Screen 16mm continuous BUSCH Cine-Educator Projector is dependable, self-contained, mobile and beautifully finished in Walnut Formica. Special features are: push-button start; automatic cycling stop; auxiliary cooling system, and high-quality sound. Heavy-duty projector units with many exclusive features. This unit can also be supplied with Slide Projector in place of the 16mm Projector.

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**Virginia Slims Campaign
 Top Winner in American
 TV Commercials Festival**

Young & Rubican top agency winner.; Horn/Griner leads production company winners. Entire advertising industry cited for Public Service "involvement."

A TOTAL of 58 "Clio" statuettes were presented at the Tenth Annual American Television Commercials Festival for-



Top award winner in festival was Virginia Slims "You've Come A Long Way, Baby" campaign.



Sharing honors as the best overall campaign, the New York Urban Coalition's "Give A Damn" campaign also won the best public service campaign award.

mal award ceremonies in Philharmonic Hall, Lincoln Center to the best American TV commercials in 38 Product, 6 Special and 14 Technique categories, plus a special "Clio" to the Advertising Council, accepting behalf of the whole advertising industry, for its involvement with Public Service activities.

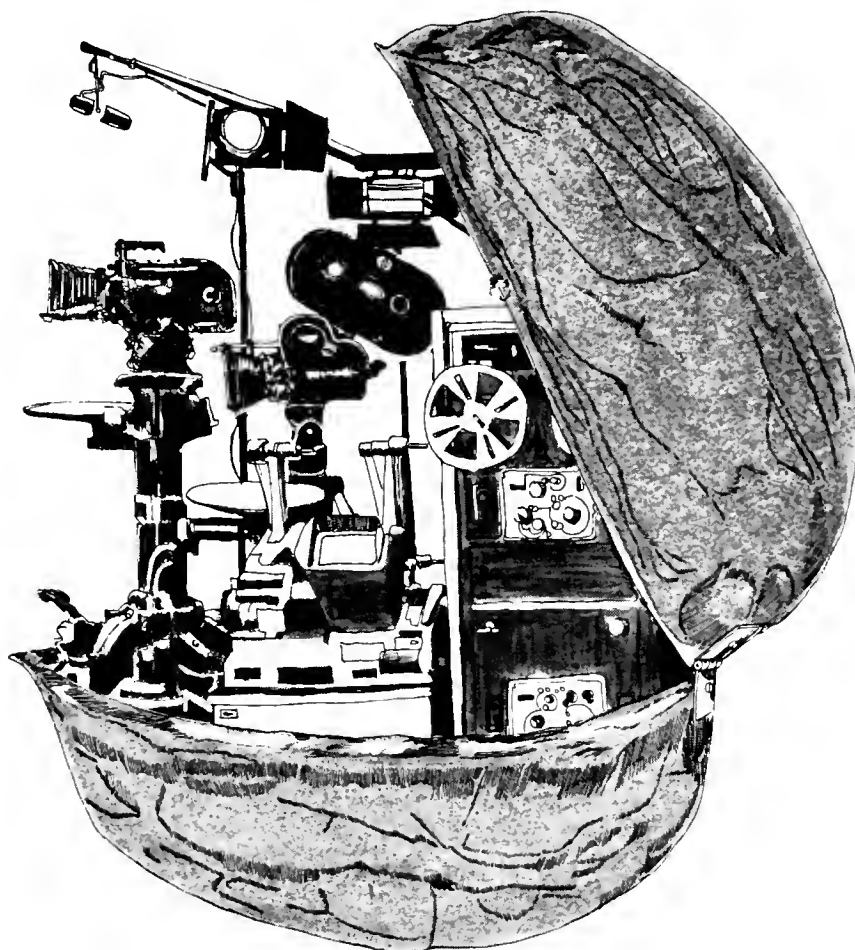
The winning commercials were selected from 1,974 entries in the domestic TV competition by a total of 406 advertising professionals on twelve panels in the U.S. and Canada. (The 406 total includes 80 judges in three European cities, who voted for the International entries for which "Clios" were awarded.)

David Ogilvy, the festival board chairman, welcomed the audience of advertising and production executives in Philharmonic Hall. Following an overture composed of recent commercial jingle "hits" and conducted by jazzman Don Elliott, co-Masters of Ceremonies, Anita Bryant and Bob Landers, presided over a program of award presentation and the screening of a selection of the winners. Alexander J. Cantwell staged the program which was written and produced by the festival director, Wallace A. Ross. A Gala Supper Dance on the several levels of Philharmonic Hall followed the ceremonies.

Top winners in the competition were the New York Urban Coalition's "Give A Damn" campaign created by Young & Rubican and Philip Morris Virginia Slims "You've Come a Long Way, Baby" campaign created by the Leo Burnett agency. They divided the *Best Overall Campaign* award—the one for commodity—the other public service.

Continued on page 2

Our story in a nutshell.



All the equipment you'll ever need is at Camera Mart.

Making movies is tough enough. Don't add to the problems by dealing with more than one equipment supplier. Camera Mart has everything any professional movie-maker could ask for.

We also have the technical know-how to help you on special projects. And faster, more efficient service. In short, getting the equipment you want — when and where you want it — will never again be a tough nut to crack.



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for All Slide Projectors**



New, long-throw, high-speed lens for Carousel

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commercials festival . . .

continued

Wisconsin Telephone Company's "Sexton" spot won both *Best Utilities* and *Best Regional* honors. It was created by Cramer-Krasselt Advertising of Milwaukee and produced by Sandler Films.

In a year loaded with political commercials, the winner was a commercial prepared for Governor Winthrop Rockefeller's campaign by Shelby Storek of St. Louis.

Other multiple winners included: the American Motors' Rebel "Driving School" commercial, created by Wells, Rich Greene, which won *Best Automobile*, *Best Use of Humor*, and *Best Direction* for its film director, Howard Zieff . . . also a Purina Canned Meats for Dogs commercial entitled "Park Bench", created by Gardner Advertising, St. Louis, which won *Best Pet Products* and also *Best Spokesman* for Pat Paulsen, who

appears in the spot . . . also Volvo's "Attack of the Car Dogs", created by Seali, McCabe, Sloves, New York, which won "Clios" for *Best Copywriting* (by Ed McCabe) and *Best Animation Design* (by Bob Blechman, executed by Pelican Films) . . . also Monsanto Wear Dated Fabrics' "Psychedelic" commercial, created by Doyle Dane Bernbach and executed by Gemini Films and The Optical House, New York, which won *Best Optical Effects* and the *Movielab Award For Best Film Editing*.

Three technique "Clios"

In addition to the Movielab award, three other Technique "Clios" were presented in the name of principal suppliers and service organizations. The *Eastman Kodak award for Best Cinematography* went to a public service commercial entitled "Starve A Rat Today" for the Urban America organization, created by Geer, DuBois Advertising, New York, and filmed by Bill Storz for Wylde Films. The NBC award for *Effective Use of Color by an Advertiser* (95% of all entries were in color) went to a Pepsi-Cola series ("Surf Football", "Rope Swing" and others) created by BBD&O, New York and filmed by B.F.B. Productions. The *3M Company award for Electography* — or Creative Use of Video Tape — went to a Chrysler commercial entitled "Fuselage", created by Young & Rubicam, Detroit, and produced by Advertel of Canada.

Top agency winners

Top winner among advertising agencies was Young & Rubicam with ten "Clios" BBD&O won five; Doyle Dane Bernbach, four; Foote, Cone & Belding and Leo Burnett, three apiece, as did Wells, Rich, Green. Multiple winners among production companies included: Horn/Griner (Steve Horn and Norm Griner) with five "Clios;" Pelican Films with three; Howard Zieff with four (three for the Rebel spot); VPI, Wylde, Sandler, Harold Becker, Paul Herriott, Advertel, Motion Associates, and Dick Miller, two apiece.



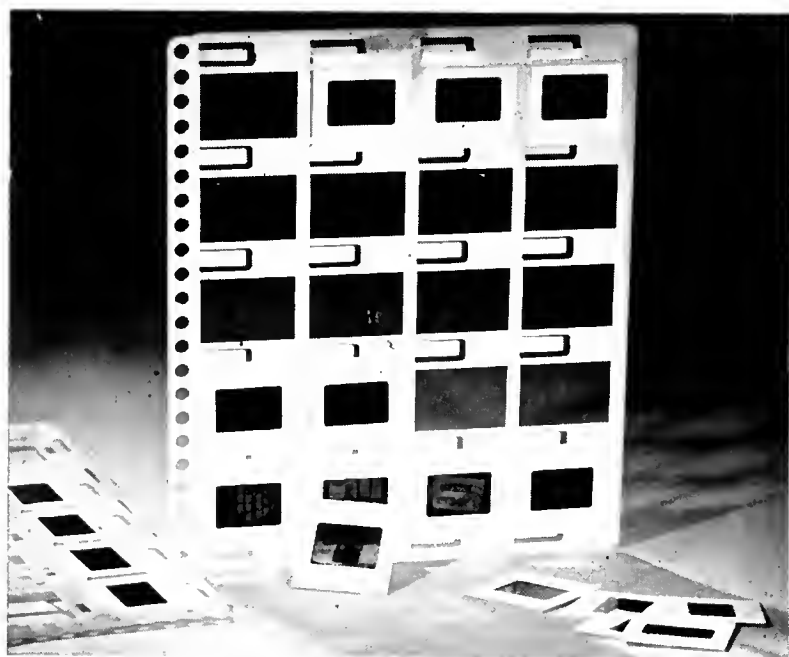
Quality-Bilt Film Shipping Case

- Best quality domestic fibre
- Heavy steel corners for added protection
- Durable 1" web straps
- Large address card holder with positive retainer spring
- Sizes from 400' to 2000'

OTHER "QUALITY-BILT" ITEMS
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Sound Slidefilm Shipping Cases (for Transcriptions & Filmstrip)
Filmstrip Shipping Cases (hold to 6 strips plus scripts)

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PLASTICAN Slide Frames . . .

- Provides orderly filing of slides
 - Twenty slides viewed at a glance
 - Fits standard ring binders
 - Holds slides snugly
 - Slides slip in and out easily
 - Flexible yet durable

THEY ARE AVAILABLE THROUGH

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Butler, N. J.

—Established 1915—

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TITLES

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EVERYTHING VISUAL FOR YOUR FILM & FILMSTRIP

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If you're in a bind for lab service, Reela can bail you out.

When deadlines loom large, and you keep running into one delay after another, call Reela. Nobody offers faster service. And nobody will give you better quality work.

Reela's speed and high quality come about because of three things:

1. Competent, dedicated people.
2. Jet transportation, and an outfit that knows how to exploit it.
3. Sophisticated new equipment.

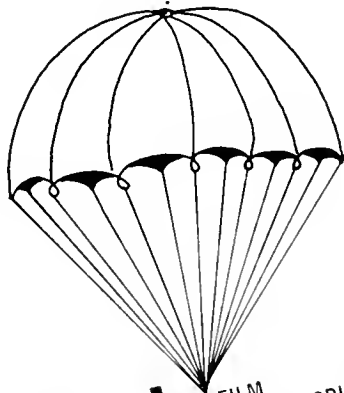
How many release prints do you need — 20? 100? Reela can make them.

Perfect. Sharp. Color-balanced. Back in your hands (or drop-shipped if you want) before you know it.

Why settle for less than the best? Call Reela now.

REELA OFFERS:

- Complete editorial services
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For service in other cities call Reela
in Miami collect. (305) 377-2611

Two New Awards Highlight 1969 American Film Festival

"Ski the Outer Limits" wins first "Emily" — named in honor of Emily Jones, who is retiring from active festival participation.

TWO SPECIAL awards were created and presented this year during the American Film Festival of the Educational Film Library Association. The first, the EFLA award was presented to J. Raymond Bingham, retired president of Association Films. The citation read in part "... he set high standards of taste and of ethics in the competitive field of distribution, and has always worked vigorously for the causes of films."

In a special ceremony, EFLA Board President James Limbacher, presented retiring Executive Director Emily Jones with a testimonial scroll. Miss Jones then presented the first of a new annual award — the "Emily" — awarded to the film with the highest numerical rating of any film shown at the festival. The 1969 winner was *Ski the Outer Limits*, produced by Summit Films and distributed by Modern Talking Picture Service and Association Films. It was co-sponsored by Trans World Airlines and Hart Ski Co.

This year more than 1300 persons participated in the festival held in mid-May at the New York Hilton Hotel. The following are the 1969 Blue Ribbon Award winners in each category:

Agriculture, Forestry, Mining

Food For A Modern World, produced by Wexler Films and distributed by Dairy Council of California.

Citizenship, City Planning, Government

Little Man, Big City, produced by World Health Organization and distributed by Center for Mass Communication.

Classroom Films for Lower Grades

The Cow, produced by Dimension Films and distributed by Churchill Films.

Conservation

The Redwoods, produced by King Broadcasting and distributed by Sterling Educational Films.

Current Events, International Relations

Not Enough, produced by Bert Haanstra Filmproductie and distributed by Organisation for Economic Co-Operation & Development.

Economics, Business, Labor

Labor Relations: Do Not Fold, Spindle or Mutilate, produced by National Film Board of Canada and distributed by McGraw-Hill Text-Film Division.

Education & Teacher Training

The Invention of the Adolescent, produced by National Film Board of Canada and distributed by Heuk Newenhouse, Inc.

Anthropology & Archaeology

Desert People, produced by Australian News & Information Bureau and distributed by Comp-temp. Films McGraw-Hill.

Geography

Niko: Boy of Greece, produced and distributed by ACI films, Inc.

Guidance

Good Hand, Good Eye, produced by Gordon/Glyn Productions, Inc.

History & Biography

Robert Kennedy Remembered, produced and distributed by Guggenheim Productions, Inc.

Home Economics

Vitamins From Food, produced by Wexler Film Productions and distributed by Dairy Council of California.

Language Training, Communication

Oral Language — A Breakthrough to Reading, produced and distributed by Ohio State University, Dept. of Photography & Cinema.

Nature & Wildlife

It's A Strange World, produced and distributed by Reela Films.

Recreation, Hobbies, Crafts

Shades of Puffing Billy, produced and distributed by Australian News & Information Bureau.

Science — Elementary

How Life Begins, produced by Jules Power Int'l. Productions and distributed by McGraw-Hill.

Science — Secondary

Beginning of Life, produced by Lennart Nilsson and distributed by Benchmark Films, Inc.

Science — Adult

Birth of the Red Kangaroo, produced by Commonwealth Scientific & Industrial Research Organization and distributed by Int'l. Film Bureau, Inc.

Social Documentary — General

Flowers On A One-Way Street, produced by National Film Board of Canada and distributed by Films Incorporated.

Social Documentary — Intergroup Relations

Still A Brother: Inside The Negro Middle Class, distributed by Comp-temp. Films McGraw-Hill.

Sports & Physical Education

Ski The Outer Limits, produced by Summit Films, Inc. and distributed by Modern Talking Pictures.

Film as Art

Permutations Experiments In Motion Graphics, produced by John Whitney and distributed by Museum of Modern Art.

Graphic Arts — Artist at Work

Kalidoscope Orissa, produced by Pilgrim Films, Inc. and distributed by International Film Bureau, Inc.

Graphic Arts

Rhythm And Movement In Art, produced by Paul Burnford Productions and distributed by Film Associates.

Music and Dance

Paul Taylor & Company: An Artist And His Work, produced by Steeg Productions and distributed by Harris Communications, Inc.

Drama, Literature, Motion Picture History
The World of Carl Sandburg, produced Nathan Kroll and distributed by Comten Films/McGraw-Hill.

Stories for Children

The Thinking Book, produced by Bank Street College of Education and distributed by McGraw-Hill Text Films.

The Church at Work

These Four Cozy Walls, produced and distributed by Trafco, the United Methodist Church.

Doctrinal & Denominational Topics

Watts Made Out Of Thread, produced and distributed by Paulist Productions.

Ethical Problems

The Greater Community Animal, produced by Derek Phillips and distributed by ACI Film Inc.

Fund Raising

Kevin, produced by Motion Picture Dept. Syracuse University and distributed by Film Rental Library.

Industrial & Technical Processes

Incredible Machine, produced by Owen Murphy Productions and distributed by American Telephone & Telegraph.

Personnel & Sales Training

There Must Be A Catch, produced by Center for Mass Communication and distributed by Bureau of Employment Security, U. S. Dept. of Labor.

Public Relations — Commercial

Why Man Creates, produced by Saul Baer & Associates and distributed by Modern Talking Pictures.

Public Relations — Non-Profit

The Coming Way To Go, produced by Lawrence Ravitz Associates and distributed by Citizens for Better Regional Transportation, Inc.

Sales & Promotion

A New Innovation In Moviemaking, produced by Paillard, Inc. and distributed by Tribune Films, Inc.

Travel

A Celebration of Winter, produced by Summit Films, Inc. and distributed by State of New Hampshire, Division of Economic Development.

Health for General Audiences

Have A Healthy Baby, produced and distributed by Churchill Films.

Medical Sciences for Professional Audiences

The Dynamic Electrocardiogram of the Middle-Aged Man, produced by Sturgis-Grant and distributed by Geigy Pharmaceuticals.

Mental Health

A Way Out Of The Wilderness, produced by John Sutherland Productions and distributed by Division of Mental Retardation, Department of HEW.

Safety & First Aid

Be Safe . . . Be Seen, produced by Countryman-Klang, Inc. and distributed by 3M Company.

Smm—General Science

Recognition of Narcotic Withdrawal Symptoms in Newborn Infants, produced and distributed by Smith, Kline & French Laboratories.

Smm—Other Subjects

Paper Art, produced by Ikon Films and distributed by Bailey Films.

In addition, 12 filmstrips in eight categories were awarded blue ribbons for the excellence.

ARRIFLEX at work — ONE OF A SERIES



Mr. Gerald Hirschfeld, A.S.C.

The hand-held **ARRIFLEX® 35** gives a new freedom to filmed color TV commercials

Among the many pioneers of the new visual in color TV commercials, Gerald Hirschfeld, A.S.C., finds the hand-held camera, a responsive and creative tool.

Hirschfeld is Vice President and Director of Photography for MPO Videotronics, Inc.; his working day is occupied with shooting commercials for some of the nation's leading advertisers... soap, cigarettes, foods, automobiles... the works!

He experimented with videotape when this medium became practical, but found it limiting. Why? "... bulky, inflexible and extremely costly equipment; fairly rigid editing and limited effects possibilities," he reports. "The film story made with a hand-held camera in remote locations, with background effects added in the studio, and finally honed down to size by the hand of the skilled editor, offers far more versatile and creative results than can tape."

Hirschfeld looks on a TV commercial as a short film, whose purpose is to grip attention, persuade and sell. Adopting the techniques of the "new wave," he closes in, follows action, invests the scene with the conviction of life itself. With this kind of treatment, even a tripod is a cumbersome limitation, and is discarded. Hirschfeld hand holds the camera, moving swiftly and fluidly from face to face, from action to action, demanding—and getting—lifelike situations that come across the TV screen with convincing appeal.

Case in point: a shipboard commercial for Parliament cigarettes. The script called for a nighttime party scene. Hirschfeld took his crew, 30 quartz-iodine ColorTran lamps, two small generators, and one camera aboard an 85-foot yacht. "We wanted the realism of total mobility," Hirschfeld states. "Only one camera was used, but, since it was hand-held, we could move to whatever position was called for in the script. In fact, virtually no spot on the boat was inaccessible to us."

One camera. Which one? The Arriflex 35 2C.

Arriflex 35 2C—ideally suited to the growing need for a lightweight, compact, go-everywhere TV motion picture camera. Built around the famous Arri mirror-shutter reflex viewing system and the totally reliable, rock-steady film movement that has made Arriflex the cameraman's first choice for all kinds of filming assignments... delivering footage of the highest quality... giving the television cinematographer the same kind of fluid freedom, rapid set-up and low-cost operation his Arriflex-equipped colleagues in other fields have enjoyed for years.

In the hands of men like Gerald Hirschfeld, A.S.C., the Arriflex 35 2C helps to pioneer new pathways. In your hands, it may well do the same. Try Arriflex on your next assignment.

Woodside, N. Y. 11377 **ARRIFLEX**
CORPORATION OF AMERICA

Some of the Important Capabilities of Consolidated Film Industries

Eastman Color Processing

35mm and 16mm including release prints. Dailies and release printing.

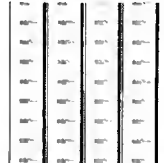


Titles

Creative design—theatrical, TV, and non-theatrical.

Optical Effects

Everything from Anamorphic to Zoom.



Super 8mm

"State of the art" quality. Magnetic and optical tracks or silent.

16mm Color Reversal

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Filmstrips

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Work Print Duplicates

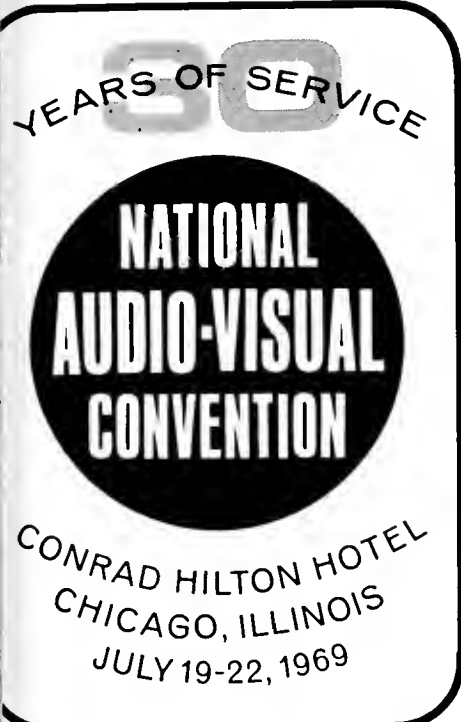
direct positive—35mm and 16mm.

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PROGRAM



Marking its 30th year of service to the audiovisual industry, the 1969 convention promises to provide an outstanding program of events. Advance registrations are already running well ahead of last year's pace, when more than 5,300 dealers and users attended in Washington, D.C. For your convenience and advance planning, we have listed the program below, and a complete floor plan and guide to exhibitors on the following pages.

Thursday, July 17

- 12:00 p.m. NAVA Administrative Committee Meeting
- 1:00 p.m. NAVA Executive Committee Meeting
- 2:00 p.m. NAVA Membership Committee Meeting
- 3:00 p.m. NAVA Council Chairmen Breakfast Meeting

Friday, July 18

- 8:30 a.m. Sales Meetings
- 9:00 a.m. NAVA Board of Directors Meeting
- 10:00 a.m. Convention Registration
- 11:00 a.m. NAVA Resolutions Committee Meeting

Saturday, July 19

- 7:45 a.m. Breakfast and Entertainment: Gordon Barnes, Entertainment Chairman
- 8:45 a.m. First General Session: Ray Swank, presiding, Swank Motion Pictures, Inc., St. Louis, Mo. President's Address: John C. Ellingson, Inland Audio Visual Co., Spokane, Wash. Keynote Address: (to be announced) Address: "Selling, Designing and Installing A-V Systems," Boggs E. Huff, Allied Sound-Visual Education, Inc., Nashville, Tenn. Annual Business Meeting: Treasurers' Report Resolutions Committee Report 1969 National Institute for A-V Selling Report, A. L. La Com, Cathedral Films, Inc., Burbank, Calif.
- 9:00 a.m. Ladies' Program
- 9:45 a.m. NAVA Educational Materials Producers' Council Meeting
- 10:45 a.m. Sales Meetings
- 12:30 p.m. Press Conference
- 1:55 p.m. Ribbon-Cutting Ceremony
- 2:00 p.m. Grand Opening of Exhibits (Dealers Only)
- 2:30 p.m. A-V Systems Contractors' Council Meeting
- 3:30 p.m. NAVA Film Council Meeting
- 4:00 p.m. Sales Meetings
- 5:30 p.m. Annual NAVA Ball (formal dress optional) Ken Lilley, Hospitality Chairman

Sunday, July 20

- 8:00 a.m. NAVAC Board of Directors Meeting
- 8:30 a.m. NAVA Statistical Committee Meeting
- 8:30 a.m. Sales Meeting
- 9:30 a.m. NAVA Education Committee Meeting
- 11:00 a.m. Audio-Visual Worship Service (Concordia Films will direct)
- 12:00 noon Exhibits Open
- 12:30 p.m. NAVA Institute Board of Governors' Luncheon
- 2:00 p.m. NAVA Religious Council Board Meeting
- 3:00 p.m. NAVA Industry & Business Council Meeting
- 5:00 p.m. NAVAC General Meeting
- 6:00 p.m. Sales Meetings
- 7:30 p.m. NAVA Religious Council General Meeting

Monday, July 21

- 7:30 a.m. NAVA Western Dealers' Breakfast
- 8:00 a.m. NAVA Long Range Planning Meeting
- 8:30 a.m. Sales Meetings
- 8:30 a.m. NAVA A-V Equipment Manufacturers' Council Meeting
- 10:45 a.m. Exhibitors Meeting
- 10:45 a.m. Sales Meetings
- 10:45 a.m. NAVA Manufacturers' Representatives Meeting
- 11:30 a.m. Ladies' Program
- 12:00 noon Exhibits Open
- 12:00 noon NAVA Past Presidents' Luncheon
- 3:00 p.m. NAVA Technical Standards Committee Meeting
- 6:00 p.m. President's Reception (cash bar & hors d'oeuvres)
- 7:00 p.m. Sales Meetings

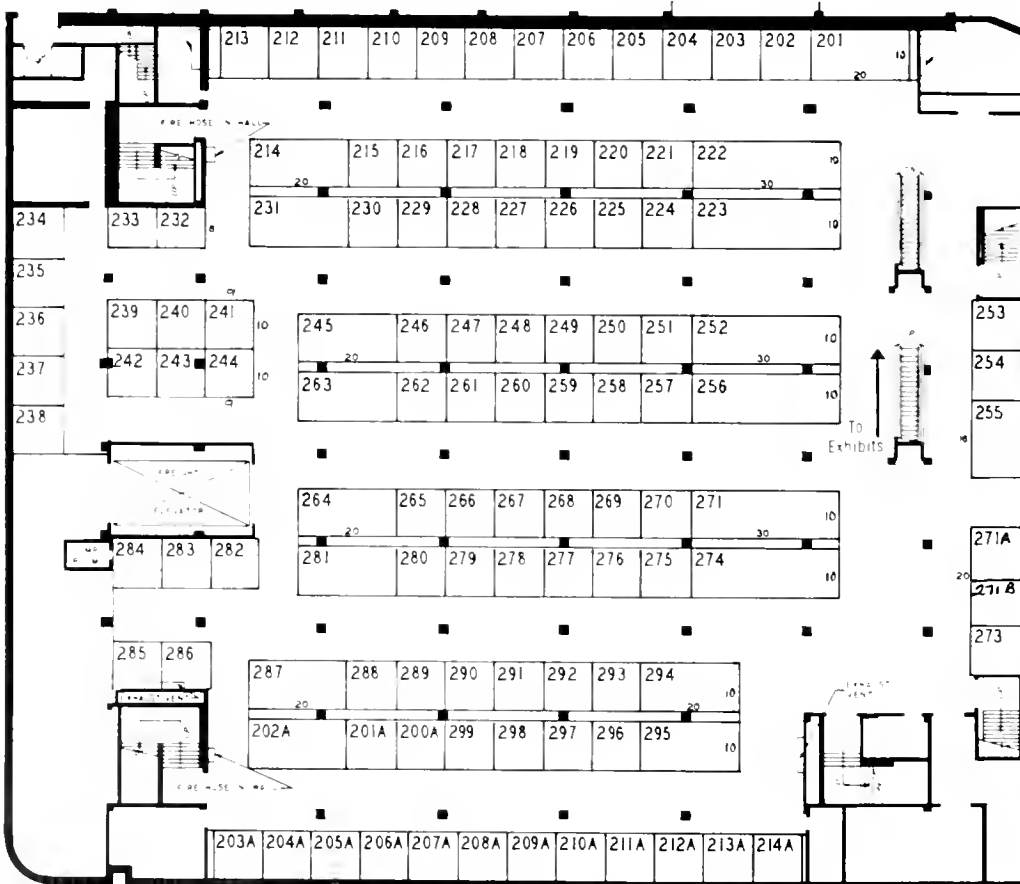
Tuesday, July 22

- 7:30 a.m. Breakfast and Entertainment: Gordon Barnes, Entertainment Chairman
- 8:30 a.m. Second General Session: P. Ray Swank, presiding Presentation of the new Officers and Directors of the Association Report on the Dealer Management Council and the 1970 Midwinter Conference in the Bahamas: Ray Swank, Swank Motion Pictures, Inc., St. Louis, Mo. Address: NAVA's Sales Management Training Program, Bill Jewett, Sales and Training Consultant, Creative Film Arts, Wichita, Kan. NAVA Legislative Report: Don White, NAVA Exhibits Open
- 9:45 a.m.

Floor Plan & Guide to 1969 NAVA Exhibits

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KEUFFEL & ESSER CO.	1
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KNOX MANUFACTURING CO.	309-3
LA BELLE INDUSTRIES, INC.	1
LAFAYETTE INSTRUMENT CO.	3
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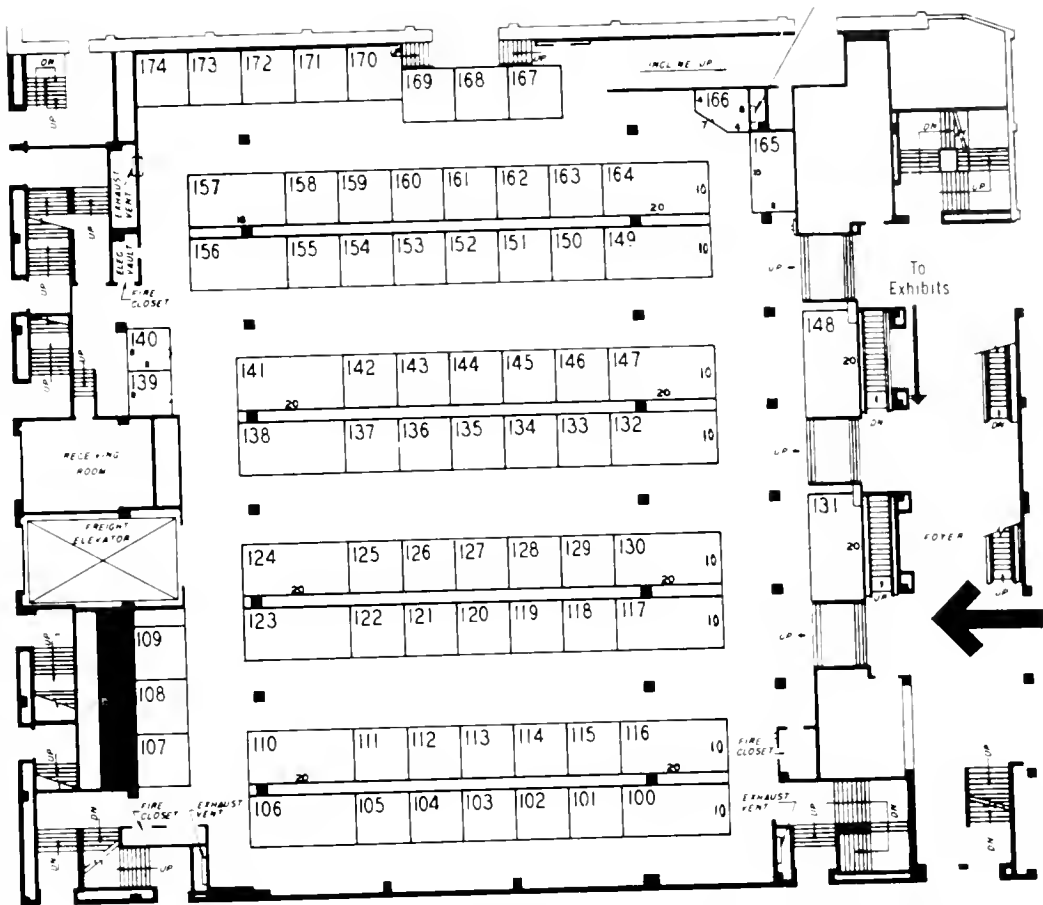


West Hall

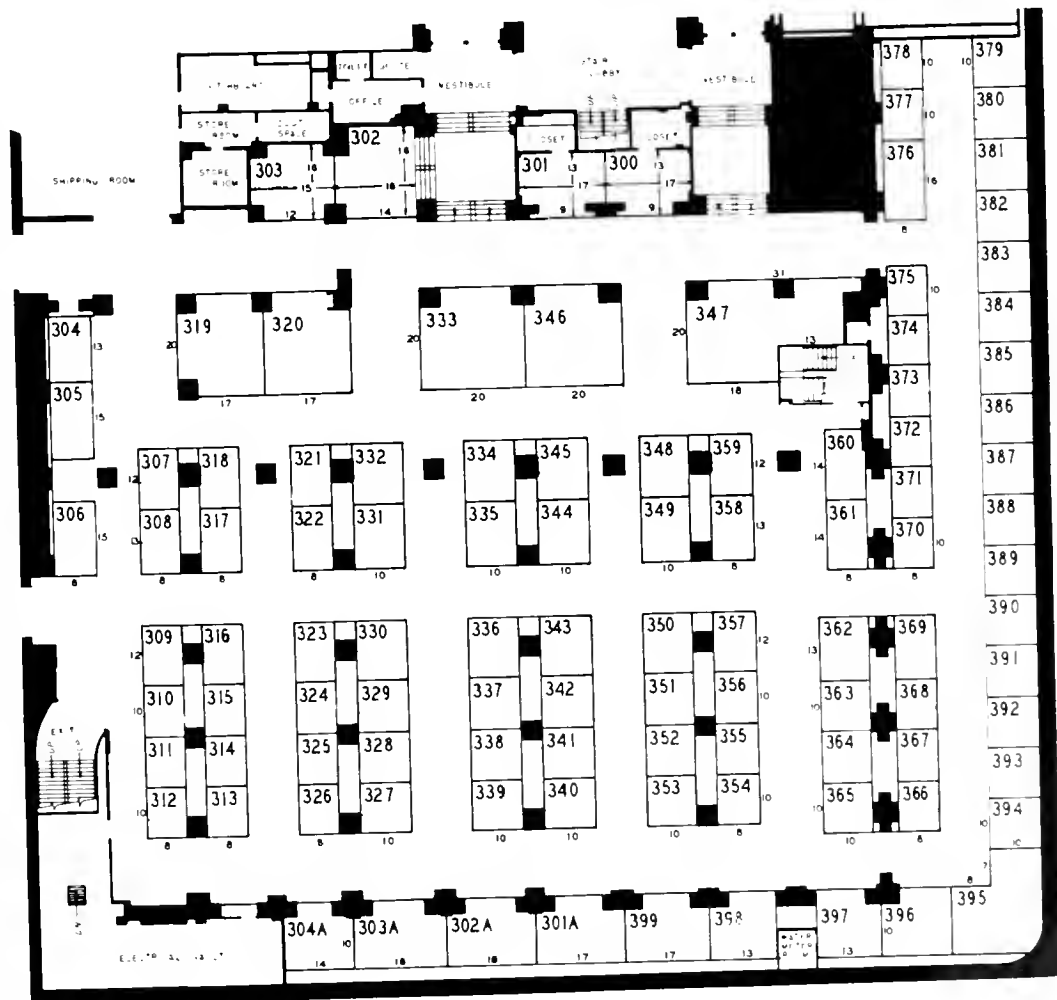
COMPANY

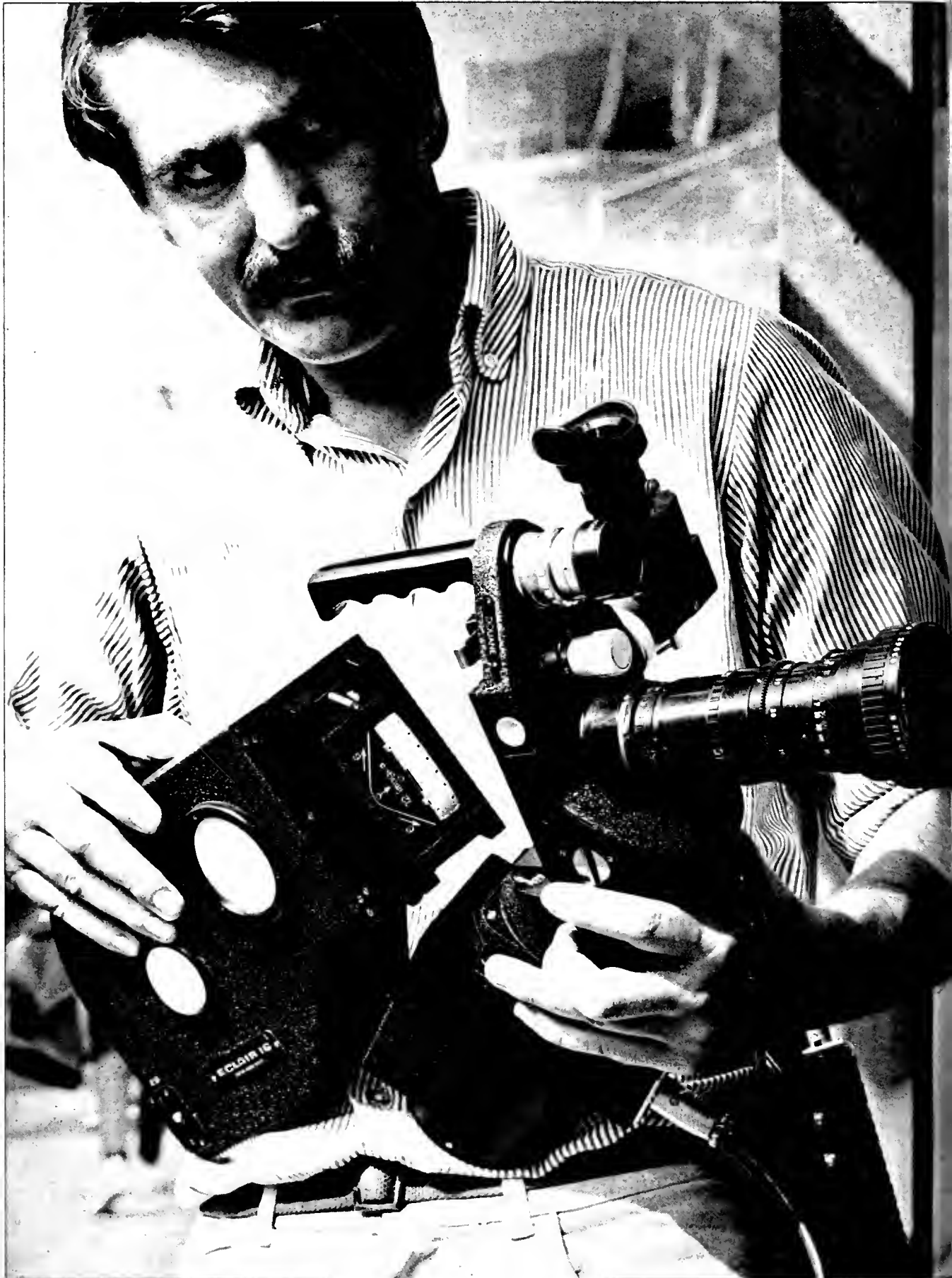
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NINE-SCREEN PANORAMA SPUR

Changing a planned three-screen meeting presentation into a nine-screen opus in the midst of production is no easy task. Here's how Chapman/Spittler Productions did it and wowed Mutual of Omaha agents in the process at their annual meeting this spring in Las Vegas.

WHEN MUTUAL OF OMAHA said, "Come fly with me," to Chapman/Spittler Productions last fall, they weren't kidding. Not only was filming to take place all over the U.S. and in Puerto Rico, but Mutual also planned to put wings on one of the largest convention halls in Las Vegas—the colosseum at Caesar's Palace.

The idea was to turn the convention hall into an airplane. "Passengers" (Mutual salesmen and agents from throughout the country attending this annual meeting) would board through the doors of the hall, which would be transformed into the cabin interior of a jet airliner. From there, they would be transported (via film) to their destinations—home towns of top sales producers. The specially packaged tour "Jettogether '69" was planned as a three-screen, rear projection presentation of 7' x 10' screens.

Film production began in October, 1968. The three-man crew was headed by Bob Spittler with Bill Wiseman and Bernie Eichler. Two three week tours had the crew shooting in 14 states, Puerto Rico and the District of Columbia.

Several techniques were used in filming for the three screens. The basic format was an interview by either Bernie Eichler or Ed Laughlin, vice presidents of Mutual and

United, of the general agent or salesman. Questions and answers were timed, so additional footage could be shot of the other person reacting. In a Notre Dame locker room sequence, for example, Bernie Eichler would appear on the center screen, asking questions alternately of the two salesmen appearing on the outside screens. Each man would fade in, answer the question, then fade out as attention was directed to the other.

In other cases, extra scenic footage was shot to be used in sequences where salesmen talked about their territories. At the same time, the film crew shot different locales in boats, beaches, mountains, wineries and many other areas, simultaneously shooting 35mm slides which would be inserted in the program later.

Six weeks, 25,000 miles and 70,000 feet of film later, edited work prints and mag tracks were being prepared for printing, when Mutual announced that attendance totals for the meeting were dramatically higher than they had anticipated. As a result, the proportions of the meeting room were changed and the three 7' x 10' rear projection screens would not be enough.

It was decided to switch from rear to front projection. The rectangular shape of the room still precluded everyone being able to clear-

ly see all the screens at once. The final decision was to seat the audience in horizontal rows the length of the room with three screens in front of each half of the audience. The film segments would be projected simultaneously on both sets of screens. Three more screens were added in the center, and slight portions would use all nine screens, tying the presentation together.

The projection booth also ran the length of the hall, so the projectors' throw would be straight ahead. To project over the audience the 126' booth was built on scaffolding nine feet above the floor.

The biggest problem remained turning carefully planned three-screen show into nine-screen opus. Chapman/Spittler decided to try to maintain a separate speaker for each projector, keeping an alternative ready.

Slides, originally a secondary part of the program, took on a new importance. Not only was the need tripled, but more were now to be used in the program to take advantage of the multiple screens. Salesmen's wives, at their husbands' activities, were to be integrated in the show in slide form. More slides were shot in a quick tour. Techniques for implementation varied; in some cases, they were arranged on three screens, then tripled; others used nine views of a basic shot. In two weeks, an estimated 2,000 slides were produced.

Meanwhile, the equipment problem was being worked out. After considering several possibilities, Chapman/Spittler finally decided on 6 interlocked Bell & Howell J projector and nine Kodak Ektagraph Carousels converted for use with the Knei-



Nine 10 x 14 foot screens ran the length of one side of the room, and a projection booth 126 feet long built nine feet off the floor ran the opposite length.



INSURANCE AGENTS

One of the nine screen sequences of the program is shown across the top of the page. This one shows the importance of precise telephone message recording by a salesman's wife.

Xenon light source. The custom-built computer to control the program could make up to 42 simultaneous changes.

An inter-locked three camera rig flew to Colorado to film the opening—a jet take-off. Cockpit footage was shot at United Air Lines' Training Center in Denver . . . and the show is ready.

In Las Vegas, the colosseum at Caesar's Palace underwent a day-and-a-half transformation. The 126-foot projection booth etched the length of the room, nine feet wide on the floor on one side, facing nine screens on the other. The room was draped in blue. "Fasten Seat Belt" signs flashed in the corners.

The show was done in two parts, to be given Wednesday and Thursday mornings. On Wednesday morning, 1700 passengers entered and "Welcome to Jetogether '69" splashed across nine screens. Two stewardesses stepped from the podia in the center of the room and gave preliminary flight instruction. On "And away we go!" the houselights went black, and the plane slowly taxied across the runway, fading from screen to screen. Making its turn on the right screen, it faded back into the center screen, started to gather speed, and the film dissolved to a three-screen shot of the cockpit as the throttle was pushed forward. The plane began its take-off, and the outer two screens cut to the runway whizzing past. Just before the lift-off, the scenes reversed, then went to a three-screen panorama of the runway as the plane faded off to blue sky. There was a dissolve back to the cockpit, music began, and the audience viewed the pilots working the controls before the film dissolved back to blue sky. At this point, a nine-screen slide panorama of the Caesar's Palace entrance began to appear on the center screen and spread outwards to the audience. Titles came up—"Accent On Quality, The Pro"—"featuring"—and slides of insurance salesmen and women in the show rippled across the screens.

From there, insurance men and women spoke to the group from their home town settings. Some spoke from homes, cars or offices. Some gestured emphatically on three screens, and others faded from one screen to another. Some spoke straight to the audience, as footage depicting their thought processes framed them on eight sides. Others looked

from one screen to another as they answered questions from interviewers who faded in for a question and answer, then faded out to focus attention on the other interviewer.

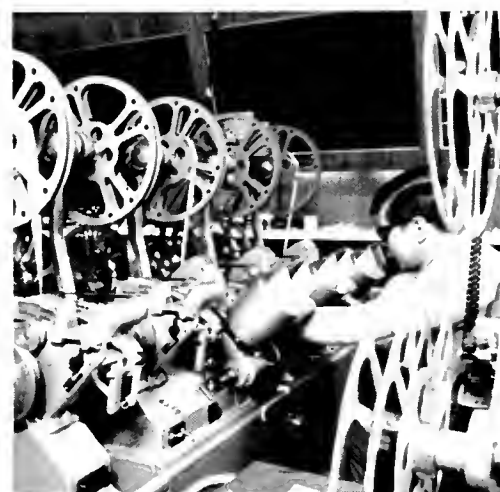
Between the film slides danced, popped, jumped and slid across nine screens. Wives told how they try to give their husbands the best assistance, so he can do a better job.

The audience loved it. It wasn't just a spectacular show—it had real content for them. This is what a convention is for: to exchange ideas, to inspire, to help. And it was presented in a form bigger than life.

On Thursday morning, a second audience of approximately 1600 watched and applauded Mutual's version of in-flight movies. Marlin Perkins, host of Mutual of Omaha's "Wild Kingdom," said after seeing the show, "I like to see things used . . . and used properly. In my opinion, this was the best utilization of 16mm film and 35mm slides that I have ever seen. I was particularly impressed by the method of presentation in a room of this size."

Bob Paluzzi, convention manager of Caesar's Palace viewed the show and said, "It's the most complex show we've had here at Caesar's, or for that matter anywhere in Las Vegas. There's never been anything like it around here."

But perhaps one of the most rewarding observations came from a house electrician who watched run-throughs, rehearsals and performances with interest. He shook his head, "When you wow 'em in Vegas, that's really something!"



After a lengthy search for a three-headed Moviola, one with two sound heads and three 16mm film heads was shipped to Omaha for Film Editor Skip Engle to assemble the film program.

Interior shot of projection booth gives some idea of its 126 foot length. Six Jan projectors and nine Ektagraphic Carousels were used.



A Film Primer on the Rise of Industrial America

By JESSE SANDLER
Project 7 Productions

This trilogy on the industrialization of America could be just as beneficial to the rising young businessman as the teenage audience for which it was made. Here is a study of perhaps the most important years in American history without the usual stilted dialogue and superficialities.

Project 7 Productions had been commissioned by McGraw-Hill to produce a 20-part series dealing with American history. In the planning of the film entitled "The Makers of Industrial America" we faced an interesting dilemma. Today, in a period of great abundance, young people are growing up almost unaware that in the not-too-distant-past this country had no single real factory, that America was almost completely an agrarian society.

Digging into the existing film catalogues on the subject, we quickly discovered that no classroom films had been produced that told the story of the historical rise and formation of the American capitalist system, with all its successes and failures, virtues and evils.

We then suggested that a trilogy of films be made depicting the rise of America as an industrial power as a basic audio-visual primer for junior and high school students.

The series would encompass the period from 1776 through the early decades of this century. Because we felt young people in the late 1960's are more outspoken than ever before and demand uncompromising honesty on the part of their elders, we set out to make these films respond directly to this attitude. Yet, we believed this was not enough. Young people are charter members of the television generation and it is their group that keeps motion picture theatres filled. Anyone making movies directed at people who grow up teething on celluloid had better make those movies come alive with the kind of excitement and drama that can be seen on the TV tube seven nights a week.

Project 7's problem was that, in dealing with the early days of America's rise to economic power, the Arriflex camera had not yet been invented; and, unfortunately, there was nobody around to chronicle in film, for example, John D. Rockefeller's dramatic formation of the first trust.

But we knew that if we combined the truly fascinating history of American business with arresting visuals and a tell-it-like-it-was narration we could overcome what seemed to us a significant handicap. We believe the cardinal rule in tackling such a project is that history must be made to "play." Historical characters must be brought center stage and made real for the audience.

Project 7's answer was to dramatize the economic aspects of American history through the use of political cartoons of the period and historical prints; and to present these materials through animation techniques already largely developed by television series such as NBC's "Project 20," "CBS Reports" and

countless other video documentary "specials."

Originally the trilogy was shot in black and white. But, we decided something was missing. That something was color. Color in drawing rendered in black and white 75, 100, 200 years ago? It hadn't been done before. Project 7's art directors created a process that would translate black and white graphics into full color. Then, a full year was devoted to laboriously convert these historical visuals into full color. Each film contained more than 300 individual graphics, and each graphic was hand-painted in color styles which meticulously retained the flavor of the period—without being obtrusive. We felt to be completely successful, the viewer had to take the color for granted.

However, we concluded certain photographs, such as the Jacob Riis series depicting the poor living conditions among turn-of-the-century tenement dwellers, would lose their impact if they had undergone the four-color translation. These were only slightly tinted to retain a visual continuity.

The trilogy was actually produced as if it were a 90-minute documentary television special segmented into three parts, each relating to the other two. Part I, *America Becomes An Industrial Nation*, shows America, in a single century, growing from a nation of farms and villages to one of the leading industrial nations of the world. This rapid industrialization helped bring great wealth, power and a rising standard of living. But at the same time, industrialization brought new and serious social, economic and political problems.

Part II, *The Rise of the Industrial Giants*, is themed to America under the control of a powerful few. It is an era which sees the development of huge monopolies and the emergence of trusts. But, like an earlier era, rapid industrialization also brings new and serious social, economic and political problems which are still with us today.

Part III, *Trust & Trustbusters*, which was honored with a Chris Award for film achievement, depicts the era of the trusts when Morgan creates U.S. Steel, the "trust of trusts." But once the principle is established under Theodore Roosevelt that the government has the right to interfere, the nation sees the beginning of industrial reform.

As the *Makers of Industrial America* series begins to screen throughout the nation, it is quite possible that it will play a significant role in effectively educating young people about the fascinating and dramatic story of our American business heritage.



Industrial giants of the past like John D. Rockefeller are shown in old photos and paintings.



Old political cartoons provide the meaningful content of the films. Many of them were hand-painted to add color to films.



UNCLE SAM—Can't you leave me a few? OLD TRUSTY, THE HIGHWAYMAN—Nopes; my business rule is to let nothing get away.

LOOK AT YOUTH today . . . and they say:

"My goal is my religion!"

Famous men have said:

"Most men lead quiet lives of despair." Or

"Not only to be loved . . . but to be told that I am loved. For the realm of silence is great beyond the grave."

And in one of my own recent presentations:

"I've always had a great longing for loneliness . . . but conversely . . . the desire to bring the feeling of being oneself (that is — alone) to others."

What do all these statements have in common? Only one thing.

An individual must be successful in his *individual* behaviour in our new society . . .

for our institutions (as we have known them) are breaking down. No longer can the young rely totally on school, home and church. There's a great movement afoot in the world today that cries out for personal freedom and personal involvement.

So what are we as communicators going to say to this changing audience of the 70's . . . the workers of the 21st century? What are we going to do *now* as "representatives of experience!"

First of all, we must talk their language; and to do so would be to admit that "a mind is nothing more than the influence its environment has had over it." And our environment today is one where space and time (those two old stand-bys for basic indecision) are fast compressing. We find ourselves enmeshed in an accelerated decision making process in the field of communications, that has been brought about by the very communicative vehicles themselves.

I would like to give you some marvelous predictions on what motion picture film is going to do to help enrich the minds of the ultimate consumer . . . the brain of mankind. but I'm afraid that most of the blue sky predictions I've ever heard in my young life have either been (1) wrong or (2) irrelevant to my basic needs.

So I'm going to concentrate on several realistic trends that will be taking place in our film world of the seventies.

The two trends I speak of are (1) the introduction of the shorter, more compressed information module on film and (2) the influence American *private* enterprise is going to have on world-wide public "training" during the seventies.

The short film is nothing new. However, with the advent of television, the short film has been turned into one of the most powerful communicative tools of the 20th century . . . the television film commercial. I only wish that a greater portion of these TV commercial craftsmen could be turned loose on the needs of public training. But, unfortunately, it isn't in the cards right now.

We have seen the advent of the short, silent film loop in our instructional world, and have witnessed the introduction of hardware film distribution systems designed to accept the shorter film product.

" . . . we, as a people, in many cases can no longer afford the luxury of long, interrelating messages on film. . . . We must make our message available in the short form . . . and program them so that the receiver can pick out in advance what he wants to hear and see.

Short Films, Private Enterprise Keys to Public "Training"

By SAM GALE

Vice President-Sales
Capital Film Laboratories

We're entering a decade which will herald the introduction of the short film at an increasing rate on our commercial stations, educational TV networks, business community, communications requirements, public education curriculum programs and private and public individualized training programs.

The whole field of training in the American economy including such specialties as nurses training, police training, craft and service training is reaching a critical stage. We just don't have enough one-to-one teacher/student live relationships. We must tap the specialists in these fields (by the use of short films) and then distribute this program material in the least expensive way possible.

What I'm trying to say is simply this: Dur-

ing the 70's we, as a people, in many cases can no longer afford the luxury of long, interrelating messages on film. We just don't have the time to freeze our activities in order to find out for ourselves just what *part* of the long message is relevant to our own needs.

We must make our messages available in the short form . . . and program them so that the receiver can pick out in advance what he wants to hear and see.

Our accelerated pace of living during the next decade can stand no less.

During my last presentation before the American Management Association in New York, I spoke of the basic trend of American business becoming aware of their responsibilities in the field of public education, and I presented a method in which American industry can invest in the needs of tomorrow's youth at literally no cost to themselves.

Briefly, the idea is this: A catalyst (programmer or packager) researches a need where short film program units will materially benefit the curriculum area or training needs. He organizes the finest minds in America within the specific curriculum or training area, and develops a package of audio-visual and printed materials that will substantially fulfill the end users need. The cost for developing such a program is computed and the catalyst organization then enlists the economic power of American industry to finance the production of these materials. After production, the product is sold, and a percentage of sales is returned back to the industrial bank until he recovers his investment.

If the industrial bank wishes to make a profit . . . so be it. The economics of this plan boil down to three very simple truths:

1. The educator/training specialist is gaining complete top-notch programming material that is designed to fulfill an entire curriculum/training need . . . at lower cost than present distribution techniques.
2. The catalyst organization is making a profit on every phase of his operation including research, production and distribution.

Continued on next page



Sam Gale is vice president-sales of Capital Film Laboratories, Inc. He has been with Capital since 1963, where his duties include advertising, new business sales and sales promotion. Gale was instrumental in developing Capital's Miami subsidiary, and made the study which led to the firm's decision to enter the Super 8 market with facilities in Washington D.C.

short films . . .

continued

3. The industrial bank is contributing a portion of its profit dollars to the educational training needs of tomorrow's youth at no cost to themselves.

May I say quite frankly, that upon occasion I feel like a maverick prophet, crying in the wilderness. For this idea, as applied to the needs of our information market on a grand scale, is new. But I'm finding many encouraging signposts in the forest of criticism.

Every corporate executive responsible for new business investment that I've had the pleasure of speaking with supports the basic thesis. Educators in the Office of Education, The National Education Association and other official bodies in our body-politic endorse the concept.

What we're doing here is enlisting the support of private capital . . . and in some cases, government . . . to meet the vast and somewhat staggering educational/training requirements of the next decade and the 21st century.

But more importantly, enlisting it to provide material that is not a reflection of our past efforts (in many cases, dull instructional material) but a reflection of our modern, changing, visually dynamic environment. We're proposing the provision of "edutainment" packages . . . made to stimulate discussion, present alternatives, and open a student's mind to the realities of "his" world. Not what we think his world should be!

Summary

These two trends, that is the increasing requirement for short information packed films in our society, and the increasing awareness on the part of the American business community regarding their responsibility in providing a bridge of "knowledge continuity" to succeeding western society oriented generations, are . . . in my opinion very closely intertwined.

The time has arrived when we must reinvest in ourselves . . . must renew our faith in our abilities . . . and make a commitment! I'm tired of seeing men gobbled up by the institution of life . . . cowered by corporate and governmental tradition and law! Relegated to recognizable obscurity by the very institutions they wish to serve!

There's a current song "Life Is What You Do While You're Waiting To Die". It can also be said that you're born, you live and you die. You have nothing to do about the former or the latter, but an awful lot to do about the in-between.

So we as communicators in our changing film world of the seventies, should set our sails for the possible: The production of socially relevant short film product to meet the needs of American business and educational enrichment. To do so would be to cultivate "a something" out of the present ugliness of our time.

Portable Exhibits Encourage Dealer Show Participation

ENCOURAGING a nationwide dealer network to actively participate in local exhibits and conventions is a problem faced by many companies.

And, in the audiovisual industry where there are hundreds of local, state and regional education and trade shows vying for a dealer's time and manpower, the problem is acute.

To overcome this problem, the Audio-Visual Products Division of Bell & Howell Company decided to make available eight travelling exhibits (one for each of its sales regions). Exhibits can be set up by one man in minutes, and provide a professional looking exhibit that replaces the ordinary green-draped folding table as the usual focal point of the dealer's booth.

Not to be overlooked are the savings in design, labor and material costs to the user since exhibits are loaned free of charge to Bell & Howell Audio-Visual dealers.

The travelling exhibits, which weigh 90 lbs. in shipping carton, are constructed of a sturdy, reinforced fibreboard that sets up into an 8 ft. high by 10 ft. wide display. The display contains recessed lighting, two built-in pedestals and four adjustable shelves of sufficient size to accommodate a variety of whatever products a dealer desires.

Handling the exhibits is easy. All arrangements to ship a unit to a particular dealer, including transportation charges, are handled through Bell & Howell's AV Division office in Chicago. After its use, the dealer either forwards the exhibit to the next user or returns it to Chicago where it is inspected.

No limit is placed on the number of times a dealer may use an exhibit; however, reservations are handled on a first-come, first-served basis per region.

One Bell & Howell dealer, Van's Audio-Visual in Lansing, Michigan, has already used an exhibit twice. Fred Adams, manager of its A-V department, says that the convenience of the exhibit is important. In addition, ". . . it gave our booth a very professional look; to the point that several visitors commented on the booth's excellent appearance."

In use now for close to five months, the exhibits have received a very favorable response, with each regional manager reporting that nearly all dealers have requested at least one booking for 1969. Some dealers, however, have made up to five reservations for the year. In fact, the Division reports the dealer participation in local and regional conventions is now running 50 per cent ahead of last year.



Pedestals built into the portable exhibit are ideal for showing larger pieces of equipment. Ray Thompson, partner in Thompson Movie Supply demonstrates the folding arms feature of a projector.

A Symposium . . .

As part of its annual "A-V Equipment Buyer's Guide" issue BUSINESS SCREEN asked several projection equipment manufacturers to give us their thoughts and views about equipment today and their ideas about what we might expect tomorrow. Here, then, are the comments of three men representing three different equipment manufacturers about the trends, needs and capabilities of presentation equipment as it is and as it might be.

A-V Equipment . . . Today and Tomorrow

The Size Goes Down As the Interaction Goes Up

By **M. R. ABRAMS**
Vice President
Viewlex, Inc.

FOR THE MOST PART, the future in audio-visual equipment is clearly indicated by today's hard trends. There is, however, a new concept which is not yet a trend, but is likely to move in that direction. This is the man/machine interaction concept.

In sales presentations, personnel training, and the like, the sight & sound lecture-by-machine has the inherent limitation of non-interaction. Audio-visual equipment will take this into account with machinery that allows for interaction between the prospect, trainee, or user, thereby generating the many benefits of personal involvement.

The interaction concept as applied to audio-visual equipment will not necessitate the use of elaborate, even expensive equipment. In fact, the clearly defined trend toward compactness is as much a factor here as it is in new and on-the-drawing-board A-V gear of "conventional" capability. The first of the interaction equipment is already on the market, and its size, especially in view of its enormous capabilities, is surprisingly diminutive. It is, in fact, smaller than most of the A-V equipment available just a few years ago.

The interaction-concept notwithstanding, there are other clear indicators that tell us what to expect in the near future in audio-visual hardware.

Important to everyone, manufacturer and user, is the steady and steadily increasing market for all categories of audio-visual equipment. The size of the market itself, and the keen competitiveness within that market will generate a steady flow of new ideas in equipment and media.

Obviously gaining in importance is the sight & sound equipment category. The silent projector, especially in view of the also increasing trend toward user production and custom production of sight & sound packages, simply does not provide the communicative impact of sight with sound.

Simultaneously, the development of various

new sight & sound formats has and will eliminate most if not all of the operator problems. The drop-in cartridge, the plastic-encased LP recording/filmstrip unit, and other "new media," make operation of sight and sound equipment close to foolproof.

And with all of this, things are getting smaller. Advances in film-making and photochemistry have allowed us to obtain high quality images, black & white and color, with formats such as 8mm that were never even considered in the past for quality results. At the same time, sound engineers have been able to pull good fidelity out of tapes running at previously unheard-of speeds. Put these two factors together and we have much more audio and visual information in much less space, yet quality has held up or improved.

Consequently, with the smaller sight and sound packages, associated hardware also becomes smaller by a healthy margin. Add to this the newest advances in micro-electronics, more efficient optical systems, and lighter more durable materials to put it all into, and you've got very small equipment producing very big sight and sound.

Yet, 16mm and 35mm is still an important factor, and will continue to be so at least into the near future.

O.K., so we've made and are continuing to make advances in size reduction. It would be logical to expect that something would have to give way in equipment sophistication, or at least in operational simplicity or automation. Clearly, the reverse is true, as evidenced by the abundance of plug-in-and-go equipment. And, as mentioned earlier, one of the smallest of the new-generation of A-V equipment allows the user to interact with the sight and sound program!

This interaction factor, incidentally, is expected to find its way into a lot more A-V equipment. In personnel training, what could be more ideal than an audio-visual device

Continued on next page

The Size Goes Down...

continued

that stops to ask questions; won't proceed until the correct answer is given; keeps score of the responses; and operates in a choice of other automatic and semi-automatic modes, yet costs very little, is user operable, and extremely small? Put the same concept to work in sales presentations and the classic advantage of prospect involvement in the sales presentation takes place. Yet the machine that accomplishes this is easily carried by the

salesman, along with an endless supply of programs.

What could be more ideal than all of this? Easy: a machine that does at least all of the above yet costs even less, occupies no more space than a deck of cards, and whose full-length audio-visual programs occupy the space of one of the cards in the deck.

Is this type of thing coming? You can be assured that you will one day be using it.

By NAT C. MYERS, JR.
Fairchild Camera and
Instrument Corporation

The Years 8mm Cartridge Sound Film Came of Age

SOME FEW YEARS hence it will be said that "in 1969-1970 8mm cartridge sound film came of age — that it achieved standardization of film format and a major degree of cartridge compatibility" — and that "it thus overcame the major roadblocks to volume growth."

Explosive expansion of the 8mm cartridge sound film market will follow the introduction of equipment systems utilizing identical standardized film format (super 8mm, magnetic sound, 18 frame sound to image separation) and format compatible cartridges (ie, Eastman Kodak cassette-type family of cartridges, Fairchild Series 70 loop type cartridges).

Light weight, high light intensity, rear and front screen systems supported by improved laboratory facilities and by expanded pre-stripped film raw stock supplies will be produced and distributed in quantity at low unit price levels.

Programming models (sound motion picture plus film strip capability) requiring specialized software and television display models

feeding television sets (instead of film image display) will see wide utilization.

Availability of thin based pre-stripped film stocks and high quantity, high quality film processing equipment systems, will lead to drastic reduction in release print manufacturing costs. Increased print distribution to a wider equipment market will result in a restructuring of the pricing formulas for motion picture film distribution. Improvements and inventions in electronic circuitry and components will bring about a marriage of film and electronics and result in improved reliability, lower cost, and wider distribution of cartridge 8mm sound film projection systems.

With increased availability and utilization there will be a blurring between the lines of what now appear to be different markets — markets which are in truth the same market segmented by price considerations.

Within three years unit sales of 8mm cartridge sound projectors will exceed unit sales of 16mm sound projectors. In addition to utilization as a specialized aid for display, personal sales and individual instruction, 8mm sound cartridge film systems designed for high light intensity will service most training department, classroom, and small auditorium applications.

With the lowering of price levels for hardware and software, 8mm cartridge sound film will become price competitive with sound film strip. The past few years have seen increasing sales of sound film strip against decreasing sales of silent film strip. Within the next five years low priced 8mm sound film systems will encroach upon and then replace film strip systems in industrial, government, medical and educational use.

In other words, "the sky is the limit."

A Great Need for Versatile Equipment, New Concepts

By B. Y. AUGER
General Manager
3M Company
Visual Products Div.

THE INFORMATION EXPLOSION is having its effect on the audio-visual equipment industry.

Obviously, information is useless unless it is effectively communicated. And it is becoming apparent to more and more people that audiovisual devices are almost essential to communicate more pertinent information more effectively.

The demand for audiovisual equipment in the nation's schools is growing at a rapid rate. And, in business and industry, training directors are increasingly turning to A-V tools in order to upgrade their training programs.

But this rapidly changing situation poses

a serious challenge to equipment manufacturers: There is a great need for more versatile, more flexible equipment. In response, industry can be expected to come up with significant new concepts, in addition to further improving existing models.

Two examples of such new concepts (to restrict myself to the products I know best) are 3M's Sound-on-Slide System and its transparency-cartridge projector.

The Sound-on-Slide System is a revision-oriented projector-recorder-playback device. It makes possible rapid, easy, inexpensive changes in picture, sound track or both — previously impossible in a synchronized picture-and-sound presentation.

The heart of the system is a plastic slide holder which has a detachable magnetic sound track around the slide. Since the sound is on the slide holder, both picture and sound

can be changed by merely removing or adding a holder; or the sound alone can be changed by re-recording it on the slide holder or by inserting another detachable sound track; or the picture alone can be changed by inserting another film.

This machine is free from the inherent awkwardness of the conventional slide projector-tape recorder combination with all its problems of editing, splicing, and the time required to make revisions.

The transparency-cartridge projector, a multi-media device, is a most versatile projector. Utilizing snap-together 3 1/4" x 4" frames which form a self-contained cartridge, the projector permits inter-mixing of various sized slides, color transparencies and other visual materials. It can be operated by remote control in daylight or darkness.

Thus, by possessing the advantages of several different slide projection systems in one unit, this projector represents a new concept in design and provides a new potential for communications.

And this is what we need — a new potential for communications. This will be the demand of the future, and I am confident manufacturers will meet the challenge.

Locally Produced Film Helps United Fund Top Goals

By localizing campaign films, the Jacksonville United Fund has gained added emotional impact and reached its annual goal nearly every year since beginning the use of local films.

WHEN THE UNITED FUND of the Jacksonville Area, Inc., surpassed its fund-raising goal in less than a month during the 1967-68 campaign, never had so many even so much in so short a time.

"We captured Jacksonville on film and brought it to the people," explained Richard Covey, the United Fund's executive director. As a result, the drive raised \$1,863,232, or 13 percent above the goal, before the October 31 deadline.

To personalize its story, the United Fund locally produced a 20-minute color film of actual case studies taken from the files of several agencies. "We feel it is more personal if you show actual agencies and local case studies," Covey stated. "There is more of an emotional impact if people see something they recognize," he added.

Films always have been an important part of United Fund campaigns. "For years, we showed the films from the national organization, but they contained no reference to Jacksonville and, therefore, did not mean as much to people who live here," Covey contended. For example, in 1961, before the first locally produced film was shown, the campaign brought in only 90 percent of the goal. But, in each of the four years prior to the 1967-68 drive, the returns ranged from over 90 to 101 percent of the goal.

While the use of a locally produced film is not without problems or expense, its purse-closing effect is undeniable. Over the years, it has been the highlight of most solicitations. "When you bring people together, the film is a necessary part of the program," Covey said, "because it is more important for them to see where their money goes and how it is used than have someone talk about it."

The first evidence of this occurred one year when color slides were included in a program and were well received. Then Donald E. Barton, president, Barton Film Company, Jacksonville, sold the United Fund's public relations division on the idea of using locally produced film.

Barton's company was the logical choice. Jacksonville based, the firm has a feel for local conditions. At the same time, Barton has considerable experience in making industrial films and television spots.

Five films have been made in the past seven years. Before each campaign, Barton, the executive director, and the general drive chairman meet to discuss objectives and the year's United Fund theme and how to portray it.

The 1967-68 campaign slogan was: "If

you think Jacksonville can take care of its own, prove it." Laying down the challenge, the 20-minute film re-enacted case histories from the files of several United Fund agencies.

In one portrayal, the Red Cross was shown taking care of three children whose mother, the wife of a Navy man in Viet Nam, was hospitalized for surgery. The Red Cross also arranged for an emergency leave for the sailor.

Another sequence had a mother describe what it's like to have a five-year-old child with cerebral palsy. As the mother spoke, the film showed the child being treated at the cerebral palsy clinic.

In still another scene, a distraught mother calls the Family Consultation Service for assistance.

Depending on the script, a new color production, shot with Eastman Ektachrome Commercial Film 7255 or Kodak Ektachrome EF Film 7242, can be made for \$500 to \$600 per minute. A 12-minute film, then, would cost about \$7,200. If past experience is any indication, the use of the film is worth an additional \$100,000 in solicitations.

"The content of our films is emotionally oriented," Barton explained. "We appeal to the emotions and follow it up immediately with pledge cards," he added.

In recent years, the drive format has varied very little. The film has been previewed at kickoff luncheons by volunteers who work under the supervision of nine division heads. The job of the volunteers is to contact the business and professional community asking

Continued on page 42



United Fund solicitor checks map to locate site of his next meeting.



Prints of the film are kept at the UF headquarters along with projection equipment.



Noting a scene during the editing, Don Barton checks script with film editor.



Jacksonville UF officials discuss plans for proposed film. From left are: Donald Barton, Paisley Boney, III, campaign chairman, and Richard Covey, executive director of the United Fund.

locally produced films . . .

continued

for contributions and for permission to solicit employees at scheduled meetings.

When an appointment is made, the volunteer telephones the United Fund office to book the film. Every year, the naval base in Jacksonville assigns seamen to work in the campaign as motion picture projectionists. The men are given operating instructions and are equipped with 16mm projectors, a screen, and a print of the film.

Each day the sailors check with the office for their schedules. At the appointed times, the projectionists and volunteer workers meet at the site of the solicitation, which may be an office building, plant, or union hall. In most cases, the business community is extremely cooperative, setting aside a meeting hall and permitting the session on company time.

Though the group's approach in recent

years has proven successful, the United Fund has altered the formula somewhat for the 1968-69 campaign, which has an all-time high goal of \$2 million.

It was discovered that nearly 50 percent of the 207,000 persons employed in Jacksonville and Duval, as well as portions of St. John's and Clay Counties, the areas covered by the 46 social services supported by United Fund money, were making contributions. "We wanted to reach the rest of the people," explained Paisley Boney, III, the campaign chairman.

It also was thought that a 20-minute film might be too long—a factor in some meetings running upwards of an hour—for reaching the broadest group.

So, rather than shoot an entirely new production, it was decided to shorten the 1967-68 film to 10 minutes, update at least

one case history, and rewrite portions of script so that the presentation could be coordinated with the new slogan, "The new city is you." The theme refers to Jacksonville's new consolidated city-county government that will make the city, at 8 square miles, the largest in the free world.

This year, the film preview at the kick luncheon was discontinued and, in its place, the four local television stations agreed to show the production as part of 30-minute telecasts beginning at 7 p.m. on September 30. Each station did a different type of United Fund show during the half hour, but all telecast the 10-minute film.

Since the film was shot and printed in 16mm format, its adaptation for television routine. Thus, a single film intended primarily for showing at meetings has a multipurpose function without added expense or effort.

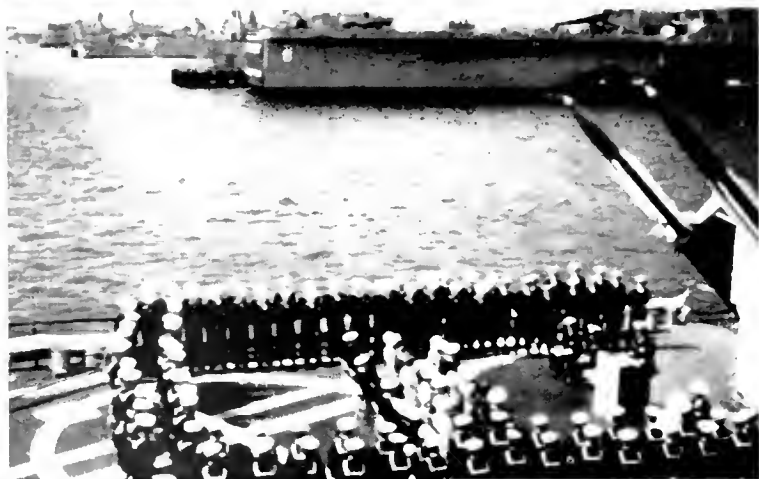
Although the film will mostly be a repeat of the previous year's production, no lack of enthusiasm is anticipated in its reception. Barton put it, "This is a changing, growing county with new faces arriving all the time."

Naval Command—A Varied, Awesome Task

"... in the Navy, far at sea, you have a Captain who must be all of these things."



Making decisions is the order of the day for the Captain of the frigate, USS King.



Change of command ceremony provides one of the more colorful sequences in the film.

First in Command, produced for the United States Navy, is a half-hour show with built-in audience appeal. Every American, every parent, wife, child, friend of any serviceman will have special interest in this new dramatic documentary.

For here is a picture which faithfully portrays the many responsibilities of a man who commands — the kind of man who might, in fact, command one of the audience's own.

The stage for this drama-documentary is the guided missile frigate, USS King, one of the Navy's most modern fighting ships. For the ship's captain, making decisions is the order of the day. From the moment he takes command he has to reach a decision on a wide variety of problems ranging from an impending storm to a crewman's appendicitis.

As narrator Richard Boone comments in the film, "Most of us have someone to turn to when we have a problem — a doctor, a friend, or a boss. But in the Navy, far at sea, you have a captain who must be all of these things. . . . His is the responsibility to take this ship and its crew of four hundred men in harm's way, if necessary, to risk it and all on board. In this responsibility, he stands uniquely alone."

Specially designed equipment enabled the producer of this film, Cascade, California, to overcome problems of photography and live sound recording in the close

quarters aboard ship. The use of light-weight microphones and specially designed sound recording systems, has resulted in a film that is faithfully recorded. Helicopter views photographed live for this film add a spark of realism to underway scenes.

Following the King's captain from the moment he takes charge of his ship at a colorful change of command ceremony, Director Tom Dunphy and Producer George Seitz skillfully bring to the screen every dramatic moment in the captain's life aboard ship.

First in Command details the more dramatic happenings of shipboard life. . . .

At the Captain's Mast, prevailing over a trial at sea . . . the Captain is both Judge and jury.

In the wardroom, the center of the ship's activity, the Captain, like board-chairman, company president, officiate over his executive officers. For the safety of his ship he must know their strengths and learn their weaknesses.

Whether it be in the sophisticated weapons control center on the bridge during general quarters, the captain is the overall leader . . . a "Generalist" in this age of specialists.

First in Command presents a vivid picture of the day to day, occasionally awesome, responsibilities of a Navy captain, and is a highly authentic documentation of the modern Navy.

IFPA JOURNAL

INFORMATION FILM PRODUCERS OF AMERICA, INC.

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IFPA Has Bright New Display

"IFPA is looking to the Northwest," says Bob Montague, Chapters Vice President — best, who, burdened under packing cases, stopped in Los Angeles long enough to change planes and attend a meeting of the IFPA National Board of Directors.

Montague, enroute to the Seattle Center for the Second Annual Motion Picture Seminar of the Northwest was not content with telling the IFPA story to an audience of more than 1500 persons. Having obtained complimentary booth space for IFPA, Montague decided the realization that membership blanks and back issues of the IFPA Newsletters do not a display unit make!

It took talented Convair colleagues, the family patio, and two weekends. Today, thanks to Bob Montague, IFPA is the proud possessor of a contemporary functional display

unit housed in a carrying case . . . complete with skids!

With design assistance from the Convair crew — not to mention a slightly depleted paint locker — the unit, a modular device built with accordion hinged panels, supported on dowels, may be displayed in varying positions so it conforms to the best utilization of floor space and traffic.

Colorful panels graphically tell the IFPA story: membership, IFPA objectives and activities, the awards stories including Cindy, the J. E. Gordon Memorial and the Eugene Keefer awards. Other panels list organizations represented by the membership and a salute to our good sustaining members.

Montague, not easily stopped when it comes to IFPA, reports the display has been built so additional panels may be added as needed — and word of rear screen projection is being heard.



Discussing the formation of the new Seattle chapter in front of the new IFPA display are (l. to r.): Dick Shallow, a new member; Bob Montague, vice president, chapters; and Dick Cameron, acting chairman of the Seattle group.

Joint Seminar A Success

The ballots are in and counted and 200 San Franciscans concur that the IFPA-SMPTE Seminar was a smash success! Gathering in the Miyako Hotel at the Japanese Trade Center, members and their guests gave attention to the use of the 8mm format in business and industry. They also participated in panel and group discussions to examine 8mm formats, laboratory and production techniques and super 8mm potential, problems and growing pains.

Program participants included Leo Diner of the film company that bears his name and

Continued on next page

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One compact unit automatically controls combinations of slide projectors, motion picture projector, screen projections and sound. A punched paper tape through the Media Master's reader, relays commands to any or all of the projectors linked to the unit. Presentations are mistake proof because they're pre-programmed.

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IFPA Journal . . .

continued

is credited with many innovations in production and laboratory techniques; Raymond F. Grant, who for twenty of his thirty years with Eastman Kodak has been in daily contact with motion picture and television professionals through the county; Dr. Jerrold Kemp, professor of Education and coordinator of audio-visual production services at San Jose State College; William A. Palmer, president of W. A. Palmer Films a nationally recognized authority on film recording and duplication.

Other notable participants included Burton Smith, president of Cine-Chrome Laboratories; William J. Wagner, creative-Wells Fargo Training Department; and Jack Whalen, western sales manager for Modern Talking Picture Service.

Manufacturers' demonstrating new equipment during the seminar included Bohn-Benton, Eastman Kodak, MPO, Honeywell, Jayark, W. A. Palmer and Technicolor.

Congratulations to John Hynd

A special hurrah to IFPA member John Hynd, film editor for *Journey Into Self*, an Oscar winner for best achievement in documentary production. Produced for Western Behavioral Sciences Institute the film does not utilize prepared script or rehearsed professionals. Rather, it is an actual group encounter — lay persons who encounter each other for the first time, and who, after hours of conversational exchange find that in learning to know others they have obtained a great knowledge of themselves — truly, a journey into self.

Hynd relates that even editing the film produced a tremendous emotional impact upon him, and because of the nature of the film, as well as other commitments, the editing was in work "off and on" for almost a year. Originally, 16 hours of video tape, Hynd edited the Oscar winner down to 47 minutes.

Impressive Conference Program Taking Shape for October

Cheers too, to IFPA Conference Program Chairman, Wilbur T. Blume, for what sounds like an Oscar winning program for IFPA's Tenth Annual Conference, October 16, 17, 18, 1969 at the Sheraton Palace Hotel in San Francisco.

From formal talks to shirt sleeve sessions,



Outlining part of the 1969 Conference schedule, Bill and Mrs. Blume address the recent Board of Governors meeting.

IFPA members will be updated, informed and enthused! Grouped into three major areas of interest, technology — methods — concepts, we will learn more about the Apollo moon mission and films in exploration; integrated systems approach and information retrieval; the management of information and an up front rating of the visual literacy of our new audience.

In keeping with the theme, "The Shape of Things to Come", IFPA will preview the future of the international film market, areas of special interest to non-theatrical film makers, information relating to international positions.

Lest you believe it's all work and no play, program chairman Blume, who is chief of the motion picture production division, Headquarters, Aerospace Audio-Visual Service USAF, promises a late afternoon wine tasting party and a night on the town. San Francisco — What a town!

Washington Goes to Greensboro

Members of the Washington Chapter of IFPA journeyed to Greensboro, North Carolina for their June meeting for the express purpose of combining a little business with a lot of pleasure. IFPA member, ART Salkin persuaded his boss and the president of Ardeman Studios, to host a banquet and golf outing.

Arrangements were also made for the distaff members and non golfers to visit various furniture factories, a principal industry in that part of North Carolina. A fine turnout and a most congenial social atmosphere combined to make it a most successful meeting.

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Disney Studios Hosts LA Chapter

Disney Studios hosted IFPA Los Angeles Chapter May meeting for a technical session on special effects held in the studio theatre with a record attendance of 450 members and industry guests.

Principal speaker was Eustace Lycett, Disney department head, special photographic techniques, who covered all special effects work at the studio, with emphasis on the film process screen.

Lycett, who garnered an Academy Award for *Mary Poppins* screened clips from *The Sandlot*, *Gnomobile* and *Poppins*, as well as demonstration clips of various photographic techniques.

The technical session was attended also by Disney Studios staffers, members of the Hollywood Radio and Television Society and the Los Angeles Press Club.

Surprise of the evening was Jerry Oliver's TV-produced "Mission Impossible" take-bidding farewell to newly-drafted Chapter Treasurer Ray Engel who joined the U. S. on June 1.



Speakers at Los Angeles IFPA's May meeting at Walt Disney Productions: (L to R) Chapter Chairman Mike Rye; Eustace Lycett, Disney Studios department head, special photographic techniques; IFPA Program Chairman Jack Meakin.

What's New? IFPA in Motion

Many changes have occurred recently so we've listed them and were surprised at how many new things *have* happened to us.

To start off, there's the new name without the loss of our familiar initials. With this are the new officers and candidates who are able to devote their time and themselves to a greater IFPA. A full time professional Executive Director and staff to manage business affairs. A new system of membership dues; still annual, but effective and renewable at the nearest quarter. New conference format, better speakers, more workshops, and family activities. New chapters will bring IFPA to film centers across the nation. A self-sustaining newsletter keeps members informed. The programs are new, and outstanding ones are "roadshowed" to other chapters. Cindy Award categories have been expanded and grounded for fair competition. Our image is new: a dynamic organization in motion. Continuity, guidance, and stability have been added with the formation of the Board of Governors, composed of past presidents, current chapter chairmen, and distinguished professions. The new Constitution and Bylaws will be proposed at the next conference in San Francisco.

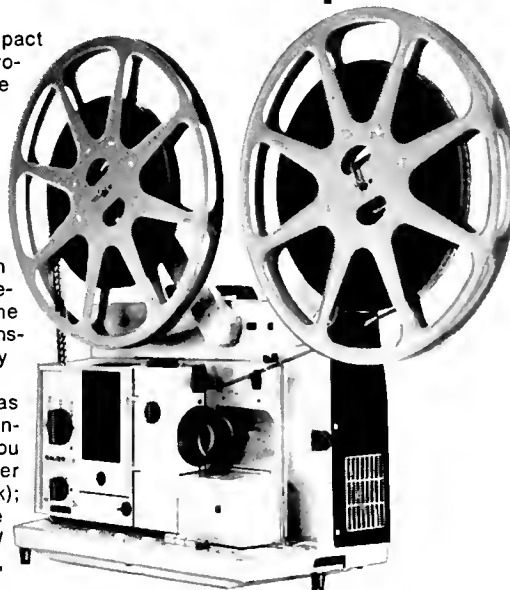
The p.a. system that shows pictures.

Bauer's P6 automatic is a compact 16mm auto-threading sound projector, of course. You can see that.

What you *can't* see is its remarkable 15-watt transistorized amplifier. But you can *hear* its effect. Clearly, cleanly, and (with optional 20W speaker) in most large size auditoriums, whether you use films with optical or magnetic tracks. Because this rugged, handsome projector takes either and transforms them into high-fidelity sound.

The P6 automatic also has magnetic recording capability (including sound on sound, so you can add your own comments over music you record on the track); mike, record player and tape recorder inputs; built-in 3W speaker; and separate volume, bass and treble controls.

Of course, this "p.a. system" is also a brilliant projector, with optional 4000' capacity and 2-speed film drive, forward or reverse. Bauer also makes the P6 automatic with a Marc-300" metal-arc lamp that puts out more than *four times* the light of conventional projector lamps. *That* you must see to believe.



See your dealer or write to: Allied Impex Corp., 168 Glen Cove Rd., Carle Place, L.I., N.Y. 11514. Chicago; Dallas and Glendale, Calif.



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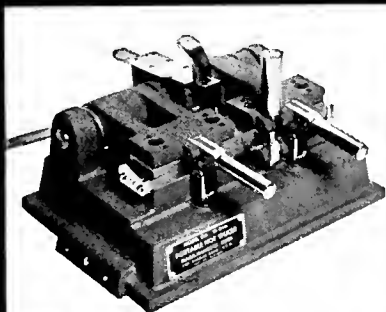
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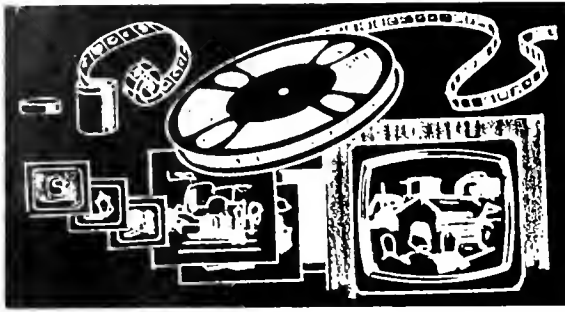
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*Should scraper blade ever need sharpening, we will sharpen it for a nominal charge of \$1.00.



picture parade

America at Retail, A Lesson In Point-of-Purchasing

America at Retail, a 20-minute film on point-of-purchase merchandising has been produced for the Point-of-Purchase Advertising Institute, Inc. by Victor Kayfetz Productions.

The film is aimed specifically at executives of consumer marketing corporations and approaches point-of-purchase from the standpoints of the consumer, the retailer and top management and demonstrates the effectiveness of the P-O-P medium in closing sales at retail, especially when used as part of a coordinated advertising/promotion campaign.

To be made available for general distribution later in the year, but for more information write POPAI Headquarters, 521 Fifth Avenue, New York.

1968 World Series Thrills Captured By Coca-Cola Film

Baseball fans now have an opportunity to re-live the seven-game 1968 World Series between the Detroit Tigers and the St. Louis Cardinals. All the action is captured in a 40-minute, sound-color film available from Coca-Cola Bottlers.

Lifewatch 6 Cancer Series Has Writers as Actors

Writers as actors? The Directors Group Inc. thought it would work and set about proving it in producing an impressive new series of films for the U. S. Public Health Service about early detection and treatment of cancer.

The series, titled *Lifewatch 6*, represents a new approach by government to public service films and are slated for distribution through Sterling Movies to TV stations throughout the U. S.

The films will star Rod Serling, Neil Simon, James Michener, Jaqueline Susann, Ossie Davis and Irving Stone. The series was recently kicked off with the premiere of the first completed film *Lucky Joe* starring Rod Serling. The other five films in the series are scheduled for completion yet this year.

Executive Producer Walter King said he decided to ask well known writers to star in the films "because of the insights they could make into the characterizations and for their name value."

None of them wrote any of the scripts, although several helped with suggestions and James Michener provided the

story idea for the film he starred in.

The series aim is to entertain while informing, and according to King, "in each case the message grows out of human, dramatic situations."

The other films in the series include:

Waiting Game starring James Michener as a critic in the stor

The new Norelco FP-16 16mm Projector that...

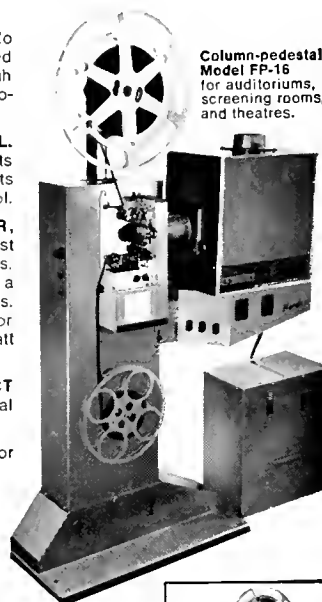
BRINGS BIG-THEATRE PERFORMANCE to your auditorium. This remarkably rugged projector is engineered to the same high standards demanded by professional motion picture theatres.

PACKS A 2½ HOUR FILM ON ONE REEL. No rewinding or reel changing interrupts the show. Runs forward or reverse. Adapts to automatic operation and remote control.

THROWS A BRIGHTER, CLEARER, STEADIER PICTURE across the largest auditorium. Doesn't require total darkness. Nine different Norelco lenses, including a new zoom lens, available to fit your needs. Uses Xenon or Carbon arc light source—or can be purchased with built-in 500 watt ozone-free Xenon lamp house.

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Please send facts and prices on the new Norelco 16mm Professional Projectors.

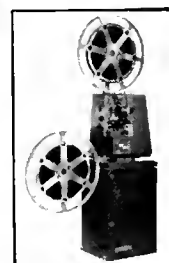
FP-16 with column-pedestal EL-5100 Portable model

Name/Title _____

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Address _____

City _____ State _____ Zip _____



Portable self-contained Model EL 5100 for outdoor showings, exhibits, social halls, etc. Uses incandescent light source.



Jacqueline Susann and Rod Serling two of the writers serving as actors in the "Lifewatch 6" series.

of adult love between two people who seem to have everything going for them: *Just Say the Word* with Ossie Davis helping the audience understand the limits of courage in a successful woman photographer; *What's the Matter with Harry?* with Neil Simon in a comedy about Harry who is decidedly uncomfortable in his own special fantasy world; *Vanity Is the Wind* with Jacqueline Susann in the love story about a woman who discovers she has breast cancer; and *Sam Old Sam* wherein a young writer explains to Irving Stone his problem of describing the character of a tyrannical businessman who is demoralized when he finds he has cancer, but reverts to his old ways when he learns to live with it.

Although the views expressed by the characters in the films are taken from basic, scientific findings, their believable presentation in everyday human form registers with power and persuasion.

Sterling Movies reports that a six of the films should be available before the end of the summer.

Look at Early Childhood Education

school imaginatively de-
ed for the education of very
ng children is the star of a
film, *Room to Learn*, re-
ed by Educational Facilities
oratories (EFL) and distri-
d by Association Films, Inc.
he 22-minute color film,
raying the Early Learning
ter in Stamford, Connecticut,
esigned to help communities
their educators meet a grow-
nationwide trend toward
oling for three- and four-
-olds.

he Center's design uses many
he insights of the Montessori



osophy of education, includ-
the concept that the early
ironment affects a child's
ning processes for a lifetime.
But the essential qualities of
school, notable for its open-
s and warmth, should, accord-
to EFL, be suitable for other
roaches to early childhood
cation and adaptable to new
ools and pre-schools through-
the country.

The Center, designed by Egon
Oglu, of simple, pre-manu-
ured components, has a cen-
core area and surrounding



bays, arranged so that children
may move around freely and
stand, sit, or even stretch out on
the carpet as they work or play.

Fluid and flexible in space ar-
rangements, the Center invites
the child to participate fully in
the learning process. Books, art
supplies, and toys, are placed
where children can get at them
easily.

A free loan of *Room to Learn*
is available from Association
Films, Inc., 600 Madison Ave-
nue, New York, N.Y. 10022.

Modern Distributing Film "Not Enough"

The documentary film *Not
Enough* is now being distributed
in the U. S. by Modern Learn-
ing Aids, New York City.

A review of the 30-minute
technicolor film is on page 50
in issue #3, Volume 29 of BUSI-
NESS SCREEN.

Paint, The Full Story From The Very Beginning

One of man's most durable
and useful discoveries is traced
through its long and complex his-
tory by Shell Oil's new 25-min-
ute movie titled *Paint*.

Paint is an informative and
easily understood introduction to
the subject for youngsters as well
as a sophisticated and authorita-
tive film for those already well
versed in art and paint technol-
ogy.

Available from the Shell Film
Library at 450 North Meridian
Street, Indianapolis, Indiana.

Gulf, Eastman Kodak Film; A New Look at Niagara Falls

Niagara Frontier, a new 20-
minute color film co-sponsored
by Gulf Oil Corporation and
Eastman Kodak Company and
produced by Eastman, features
the falls and the swift running wa-
ters of the Niagara River in sev-
eral exciting scenes. It touches
on the geological phenomena and
rapidly recounts historical high-
lights from its discovery by In-
dians to the successful dare-devil
trip over the falls in a barrel by
"Red" Hill. It then moves gaily
through the romantic, the sight-
seeing and the recreational as-
pects of the perennially popular
tourist attraction.

Information may be secured
Continued on next page

**GOTHAM
FILM PRODUCTIONS**
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picture parade . . .

continued

by writing to: Gulf Film Library, Association Films, Inc., 600 Grand Avenue, Ridgefield, New Jersey.

Water's Role in Punjab Dramatized--"Indus Waters"

Indus Waters reports on an area whose history has been written largely in terms of water — the heavily populated Indian and Pakistani territories once known as the Punjab.

The physical relationship between India and Pakistan is illustrated along with the problems of seasonal water, water logging and salinity that affect vast areas of irrigated land in many parts of the world.

The 25-minute color film was produced by Interfilm Ltd. and is available from Modern Learning Aids, New York.

The Emerging Role of Industry in Rural Areas

A new motion picture about the land, the people who live on the land, and the emerging role of industry on the rural scene was released recently by Jones & Laughlin Steel Corporation.

In the film *Symbiosis*, the decline of the small family farm, the effect on wildlife and food supply of the conversion of open land to industrial use, as well as the changes industrialization may bring to rural families, are sources of concern and study.

In the film, the people most involved—farmers, a small town businessman, an industrial realtor, an ecologist, a sociologist and steel mill workers, among



Calvin Pond of Wyanet, Ill., tells advantages of rural living while working in a steel mill in the film "Symbiosis."

others express their forthright views on the matter.

This straightforward film presents a contemporary look at the effect of the construction of a giant steel plant in the heart of Illinois farmland. The overall effect of the film speaks highly of the effort of Warren Lieb and Jack Lieb Productions in Chicago, who produced the film.

The film conveys the story of the situation just as it exists and generates added emphasis and believability by telling it through the words and actions of the people involved.

Symbiosis is available on a film loan basis from Sterling Movie Inc.

"Another Man's Family," A Story of Fire Protection

Another Man's Family is a powerful new film which is hard on fire safety, pulling home the realization that it could happen to you. This dramatic story



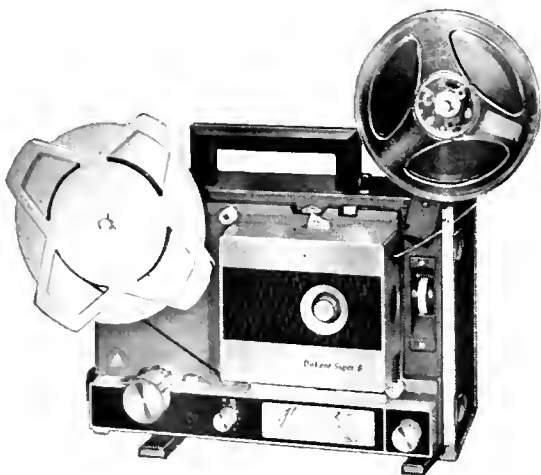
"Symbiosis" shows the successful integration of heavy industry into a rural area without disturbing serenity like this.

INTRODUCING THE NEW DuKane "Super-8"

SOUND PROJECTOR

... the only Super-8 projector that offers magnetic recording and playback, plus optical sound reproduction—a precision-made unit with automatic threading, quartz iodine lamp, solid state amplifier. A professional quality machine that is easy to operate.

WRITE FOR COMPLETE INFORMATION



DuKANE

DUKANE CORPORATION

AUDIO-VISUAL DIVISION

St. Charles, Illinois 60174 Dept. BS-79A

155

a typical family in a modern dwelling is now available from the National Fire Protection Association, 60 Batterymarch Street, Boston.

Produced by RJ Film Communicators, the 25-minute color sound film constitutes an effective fire safety educational program for both youth and adult audiences.

Film Explores Inside Living Human Body

Union Carbide Corporation has released *The Incredible Voyage*, a filmed exploration inside the living human body. The half-hour color motion picture is from the series *The 21st Century*, produced by CBS News and broadcast over the CBS Television Network last year.

Requests may be sent to Modern Talking Picture Service, New York.

Homer Groening Films Distributed By ACI

ACI Films, Inc. has been appointed distributor of four films by Homer Groening. *Study In Art, Story, Psychedelic Wet and Wet* are available from ACI Films, Inc., 16 West 46th Street, New York.

Boeing, GE Report On Development of SST

Boeing Aircraft and General Electric (engine builders) have recently co-sponsored *You and Me . . . And the SST* to inform the public about current United States involvement in SST aircraft development.

Written and produced by Calm Productions, the 12½ minute, full-color film tells of progress made to date on development of a U.S. designed and built SST aircraft. Scenes of Boeing's new 747 making her maiden flight, footage of the French Concord and a look at the Russian TU-144 are also included.

For additional information: Boeing Aircraft Co., Seattle, Washington or Washington, D.C.; General Electric, West Lynn, Mass.

Thirteen Slide Projectors Accelerate IBM Show

The story of Federal Systems Division, a branch of IBM deal-

ing with electronic data processing systems for the federal government, was told at their annual sales meeting with a dramatic 20-minute 13-projector audiovisual show produced by Ken Saco Associates.

Thirteen slide projectors were assigned modular sections of the 15x20 foot screen and were programmed in synchronization with a taped sound and effects track. A kaleidoscopic effect allowed images to change rapidly, with some remaining longer to give continuity to the screen.

A conversion of the 13-projector program to a 4-projector travelling show is being planned and will be presented in company offices throughout the states.

Blending Highways With Urban Space, A Problem

It's How You Put the Pieces Together is a new 8-minute film in color and black and white. Produced and directed by Leo Trachtenberg, president of Harvest Films for the Federal Highway Administration, it features a free visual style that is an amalgam of live action and film-ography.

There are ingenuous drawings by children intercut with the highly sophisticated paintings of Jack Perlmutter. Photos of our urban highway system and core-city areas are merged with live action shots. These convey an impressionist view of the problem of blending highways with shrinking

urban space.

Soon to be released to TV and theatre audiences as well as community group showings.

How to Conserve Our Water in the Home

Contending that the private citizen can assist water conservation by measures in his own home, the 28-minute color film *Till the Well Runs Dry* explains some things that can be done to alleviate our national water problem.

Sponsored by Rheem Manufacturing Co., the film demonstrates the amount of water wasted through leaking plumbing systems and in waiting for hot water to reach the faucet.

Rheem believes part of the problem is lack of awareness on the part of the general public. The answer, Rheem believes, lies in a tight plumbing system; a wider application of recirculating systems; and the insulation of water heaters.

The film is being shown nationally by Rheem and its water heater distributors. For information, write Rheem Manufacturing Co., 7600 S. Kedzie Ave., Chicago, Ill. 60652.

Questioning Morality of Chemical, Germ Warfare

Germ And Chemical Warfare raises the disturbing question of the morality of developing such weaponry. This film, presented on the CBS News Program, 60 Minutes, had never before been seen by the general public.

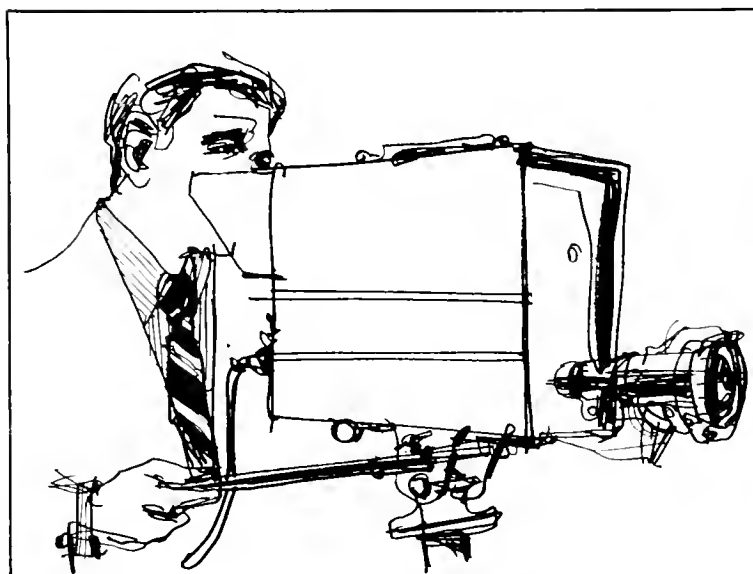
Available in b/w, 30-minutes, from Carousel Films, Inc.

64 Million See Auto Safety Feature Film

Your Safety First, the animated short on the development of auto safety features through the years, has been seen by a cumulative audience exceeding 64 million persons, according to Association Films, distributor of the film.

Sponsored by the Automobile Manufacturers Association, the 15 minute film has been shown more than 58,000 times in schools, colleges, clubs and community organizations and nearly 1100 times on television. In non-television showings, it has been seen by 2.4 million teenagers and 760,000 adults.

It was produced by John Sutherland Productions and is available through Association Film offices, throughout the country.



television and videotape a practical seminar

Advanced methods for training and communications. Teaches basic theory, scripting, graphics, lighting, production etc. Participants work in studios using a variety of equipment (Ampex, Bell and Howell, Concord, Panasonic, Sony, Shihaden etc.) and actually produce complete videotapes.

Some comments from past attendees: "These seminars fill a real need" (U.S. Air Force) . . . "Both enjoyed and benefited" (IBM) . . . "best short course I have ever taken" (Ciba Pharmaceutical) . . . "The course pays for itself over and over" (United Illuminating) . . . "Excellent, enlightening and educational" (Burroughs) . . . "One of the most interesting experiences in the field of TV" (U.S. Army) . . . "An outstanding course" (National Library of Medicine) . . . "Highly valuable and successful" (Ansul Chemical).

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37 Riverside Avenue, Westport, Conn. 06880 "Hands On" Seminars in:

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Please send me complete information regarding CREATIVE SELLING and your Preview Offer.

name _____ title _____
company _____
address _____
city _____ state _____ zip _____



industry news

Super 8 Cartridges Direct from Videotape

Tele-Color Productions, Inc., in Washington, D.C. is now producing Super 8 film cartridges and reels in color direct from videotape. This development by Tele-Color can feasibly place the creation of original material easily within the budgets of many users for which the process was formerly economically prohibitive.

Tele-Color has perfected a process for the direct transfer of videotape to Super 8 film, using standard equipment with specially designed adaptations.

Trans-Canada Films Adds Eastmancolor Machine

Trans-Canada Films, Ltd., Vancouver, B. C. laboratory, completes installation this month of a new Eastmancolor machine. Ektachrome processing has been a routine operation there for some time, and the new equipment rounds out their capability for handling all film processing and printing requirements.

NSSO Establishes Audio Video Staff

Rear Admiral Douglas H. Lyness, commanding officer of the Navy Ship's Store Office (NSSO), established an Audio Video Communications Staff at the Navy Resale System headquarters in Brooklyn earlier this year.

After two years of research, a special study team recommended the establishment of the staff. Paul Jones, NSSO training and development coordinator was selected as manager of the new staff component. A 15-year veteran of NSSO, Jones has extensive experience in all phases of radio and motion picture production.

Substantial progress in areas such as merchandising, operations and personnel administra-

tion are some of the improvements foreseen as a result of the new staff's programs.

Plans call for the use of color kinescopes and videotapes. Advanced Communications Techniques, Inc., has been engaged as a consulting firm and will advise on equipment needs, videotape techniques and construction of a studio at the NSSO office.

Byron Streamlines Lab Chemical Operations

Byron Motion Pictures' new Washington laboratory has increased its efficiency and accuracy with the addition of new chemistry lab equipment.

According to Byron Roudabush, Byron president, his is the first laboratory to use the new Beckman Automatic Titrator and Endpoint Detector. The new instrument automatically performs potentiometric and pH titrations formerly accomplished by a long tedious procedure involving plotting curves by hand.

Precision chemical control is also enhanced by the new Ainsworth Analytical Balance in the lab. With the single pan substitution balance capable of weighing to 0.1 mg, the lab can make its own reagents by direct digital readout with precision to ± 0.03 mg.



A Byron technician using the new Ainsworth analytical balance.

A.V.E. Opens Specialized Equipment Showroom

A new type of showroom open to the public where the 16mm, 35mm slide projector and all audio-visual equipment will be on display for inspection has been opened by A. V. E. Corporation. The items shown are unique devices to enhance presentations, educational facilities, advertising agencies, industrial exhibits, and any related audio-visual utilization for maximum performance with minimum effort.

A. V. E. specializes in projection and sound equipment in all film sizes made to any desired specifications.

Automation and remote controls for the audio-visual field considered standard equipment.

For further information on projection, sound, or any related audio-visual device, write A. V. E. Corporation, 250 54th Street, New York 10011.

ANA Report Describes Techniques from Expo '67

The Association of National Advertisers has released a page, illustrated booklet describing the audiovisual techniques which created much of the excitement at Montreal's Expo '67. Designed to assist advertisers, exhibit builders and others involved with audiovisual presentations in planning and creating effective small group communications, the report concerning Audiovisual Techniques at Expo '67" is published under the auspices of the A. J. Audiovisual Committee.

Material for the report was gathered and edited by Eu Demick, president of Byron Motion Picture Service, who is one of the major audiovisual contractors at Expo. Others contributing information and illustrations for the report was Francis Thompson (producer)

"We Are Young" multi-
 en show for Canadian Pa-
 — Cominco), Robert T.
 gel (who designed the AV
 control systems for the "Man in
 Polar Regions" pavilion),
 n A. Twombly (who man-
 ged the Canadian Pulp & Paper
 gillion) and Robert Carr, presi-
 et of Macton Machinery Co.
 esigners and builders of
 ater-sized turntables).

Copies of the report are avail-
 e from the ANA, 155 E. 44th
 t New York, N.Y. 10017.
 00 per copy for non-mem-
 es; \$3.00 for members.

Mullins Broadcasting Buys Barbre Productions

Mullins Broadcasting Compa-
 y has purchased Thomas J.
 Barbre Productions in Denver.
 Barbre Productions becomes a di-
 vision of the Denver-based com-
 munications firm.

Founded in 1940, Barbre Pro-
 ductions is the largest film pro-
 duction facility in the Rocky
 Mountain area.

Majority interest in the pro-
 duction company was sold by
 Mrs. Anita Blasongame, widow
 of the late Thomas Barbre. Mi-
 nority interests were acquired
 by Barbre executives Paul F.
 Emrich and Harold J. Anderson.
 Mrs. Blasongame, Emrich and
 Anderson will continue to direct
 operation of the company un-
 der long term agreements.

A consistent national award
 winner, Barbre's production of
Colorado: Prehistoric Man for
 the State Historical Society won
 the 1967 Western Heritage
 award.

Bonded Opens Cartridge Facility in New York

Bonded Services, a division of
 Avco Corp., has opened a new
 Cartridge-Loading Facility



Men at opening of Bonded Serv-
 ices new "white room" cartridge
 loading facility in New York watch
 technician loads a Fairchild
 cartridge.

in New York at 535 W. 46th St.
 with other plants to follow in
 Chicago and Los Angeles.

The company will provide a
 complete print procurement and
 packaging service for all 8mm
 needs, regardless of projector,
 cartridge or format.

WRS Laboratory Acquires Pittsburgh Laboratory

WRS Motion Picture Labora-
 tory has acquired Pittsburgh Mo-
 tion Picture Laboratory. Pitts-
 burgh Motion Picture Lab will
 be operated as a division of WRS.

Both companies are headquar-
 tered in Pittsburgh. WRS, located
 in Oakland, supplies laboratory
 services to the entire United
 States, including Pittsburgh. Pitts-
 burgh Motion Picture Lab at
 116-7th Avenue, downtown,
 services the Pittsburgh market
 primarily.

WRS Motion Picture Lab of-
 fers 16mm and 35mm color,
 black and white processing and
 printing. It is the largest motion
 picture service organization be-
 tween New York and Chicago.
 The Lab provides complete pro-
 ducer's services, equipment sales
 and rentals, optical and special
 effects work and total sound
 studio services.

Edelman, Inc. to Handle Chicago Film Festival

Daniel J. Edelman, Inc. has
 agreed to serve as the volunteer
 public relations counsel for the
 Chicago International Film Festi-
 val, Inc., a non-profit corpora-
 tion for the encouragement of
 the art of the film.

"The function of The Chica-
 go International Film Festival,"
 according to Michael J. Kutza,
 Jr., Festival Director, "is to offer
 Chicago a significant cultural pro-
 gram of the best motion pictures
 from around the world, thus con-
 tributing to the intellectual artis-
 tic growth of the community. In
 addition, the Festival acts as a
 stimulus to the creativity of local
 film-makers, and thus assures
 Chicago its place in the develop-
 ment of the art form of this gen-
 eration — the art of film."

The 5th Chicago Internation-
 al Film Festival will be held No-
 vember 8-19, 1969.

Daniel J. Edelman, Inc., an
 international public relations
 firm, has accepted the Film Festi-
 val assignment as a public serv-
 ice (cultural/community) proj-
 ect.

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POLYETHYLENE
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- Available with plain or custom printed labels.

2 Sizes . . .

No. 1: 1 1/2" x 1 1/2" In red, yellow, blue, green, orange, magenta, white, black and natural.

No. 2: 1 1/2" x 2" In red, blue, green and natural.

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RICHARD MANUFACTURING CO.
 5914 NOBLE AVE., VAN NUYS, CALIF.

At Westinghouse,
it will be a Da-Lite Executive
Electrol slide & movie screen

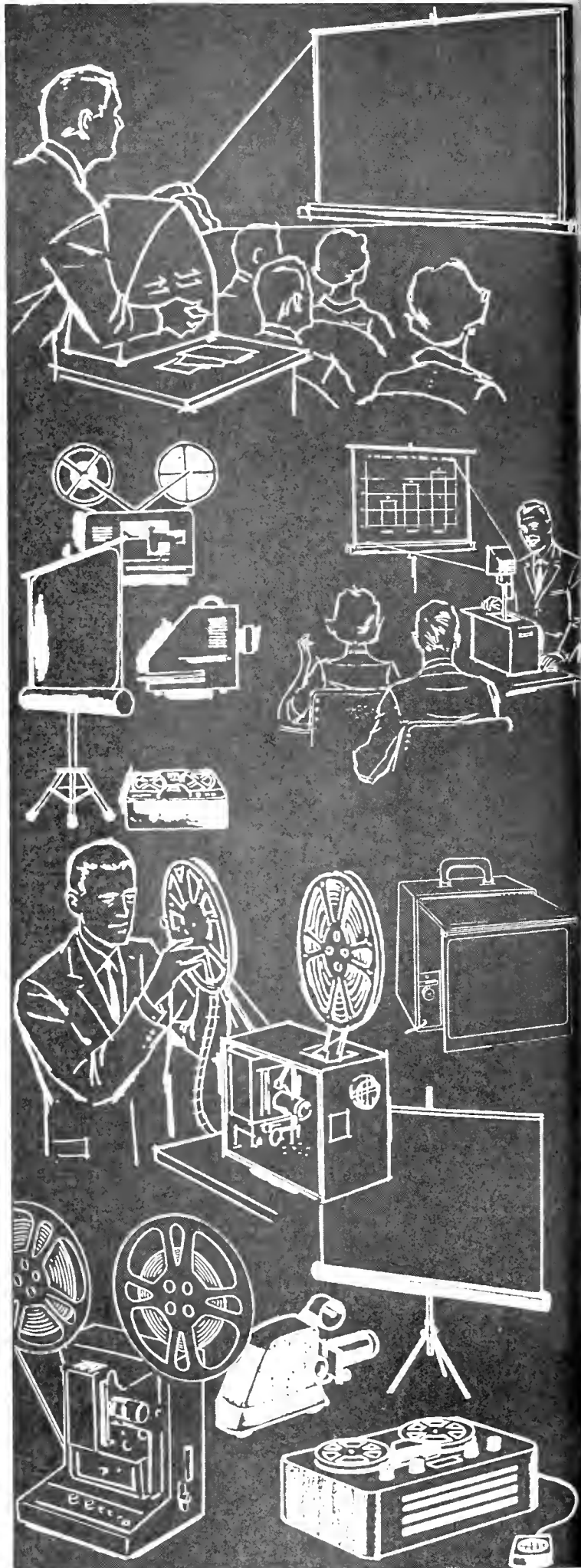
When the Westinghouse Electric Corp. in South Boston, Va. decided to buy an electrically operated projection screen, they decided on Da-Lite. Like just about everybody else.

Fully automatic Da-Lite screens (there are four models in all) are designed for easy installation on wall, ceiling or within the ceiling. Sizes from 50" x 50" thru 20' x 20'.

Write Dept. B.S. for full information and the name of a Da-Lite Audio-Visual specialist near you.

DA-LITE
 Da-Lite Screen Co., Inc. • Warsaw, Indiana 46580

**1969
Audiovisual
Equipment
Buyer's
Guide**

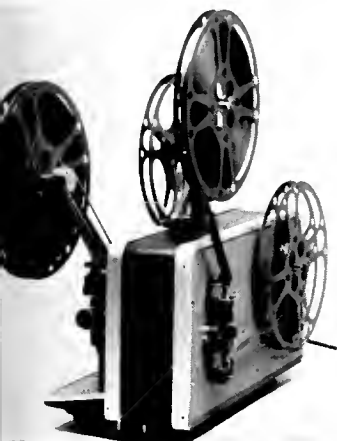


16mm Motion Picture Projectors



Kalart/Victor Moviematic Model STM-18MC3 16mm rear screen projector features MARC 300 high intensity light system and special power pack. For use as repeater rear screen projector or as standard projector for projection to remote screen. Write The Kalart Company.

The **Athena 224** 16mm sound projector has completely flicker free projection, variable speeds, stop with no loss of brilliance, pushbutton single frame, high fidelity sound, heavy-duty 100-2,000 ft. reel capacity, quiet operation and bright sharp pictures. Write L-W Photo, Inc.

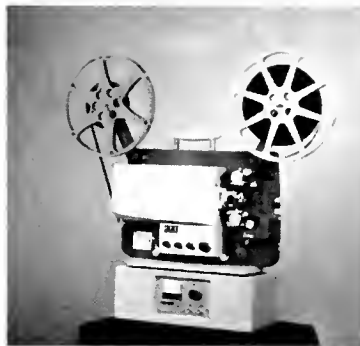
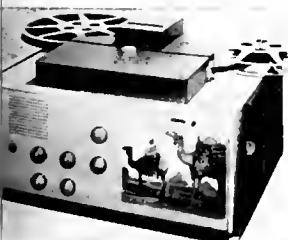


The **Palmer Interlock Projector** is an easily operated, portable double film projector, designed for running picture and separate magnetic sound track in perfect sync. The Palmer magnetic film transport is combined with a Graflex 800 projector for top-quality picture and sound. The picture and sound can be run forward or reversed in perfect interlock. Track and picture relationship can be shifted a frame at a time in either direction. Write W. A. Palmer Films, Inc.

The **Kodak Pageant** sound projector, a protector projector, is engineered to protect your film investment by pampering your film. Solid state transistors make possible the producing of the ultimate sound that can be recorded on an optical sound track. It has a life-time solar cell for noise-free sound pickup. Everything is complete in one self-contained package. Write Eastman Kodak.

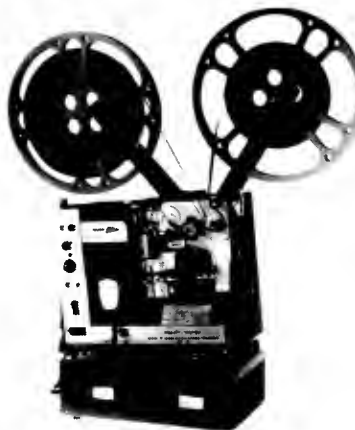
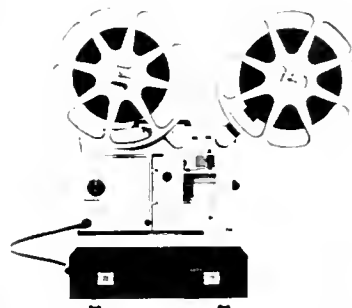


The **Viewlex Cine Sound 16** is a compact, self-contained unit for viewing, reading or projecting 16mm sound or silent motion pictures. Simple loading, and no threading make the Cine 16 particularly easy to use. It has a 2 inch f/1.6 lens with matching optical system; 500 watt lamp; and 1600 foot real capacity. Write Viewlex, Inc.



The **A.V.E. X-300 Xenon** 16mm sound projector is a small, quality built projector, ideal for auditoriums, theatres, agencies and small screening facilities. It is simple to thread and requires minimal maintenance. Write A.V.E. Corporation.

Two models of the 16mm **Bauer P6** automatic sound projector now feature the Marc-300 lamp by General Electric. This lamp delivers more than 1600 screen lumens. The color temperature of the Marc-300 is 5000 Kelvin, and produces brilliant color pictures. A built-in dowser is standard equipment. The tremendous light output solves the problem of long throws and large picture size. It also cuts through extraneous light. Write Allied Impex.



Kalart/Victor Series 75-MC3 16mm sound motion picture projector features MARC 300 high intensity light system and special power pack; available in both 15-watt (75-15 MC3) or 25-watt (75-25MC3) full-power RMS amplifier; snapout reel arms; 2,000 ft. reel capacity; safety film trips to prevent film damage; color coded threading; and rapid power rewind. Write The Kalart Company, Inc.

Graflex 16 Arc Light Projector uses the new G-E "Marc 300" quartz arc lamp and a power supply unit for brilliant light onto screens. Other features: transistor amplifier; twin 5" oval permanent magnet speakers; fumble-free film loading; pushbutton, color-coded operating controls; an adjustable film gate; and single-lever reverse operation. Weighs 37 lbs; power supply weighs 26 lbs. Write: Graflex, Inc.

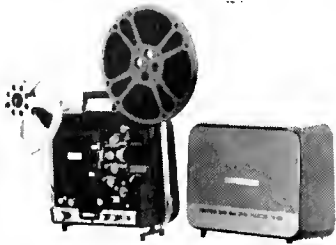


**SEE PAGES 60-61 FOR COMPLETE
DIRECTORY TO AUDIOVISUAL EQUIPMENT
MANUFACTURERS MENTIONED ON THESE PAGES**

A-V Equipment...

continued

16mm Projectors...

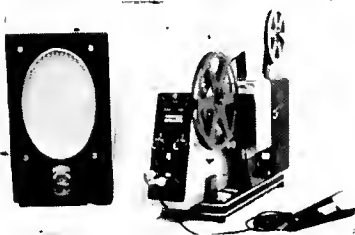


The Honeywell F16-1000 16mm sound projector has a pressurized, sealed, circulating oil system which continuously lubricates shutter and cam systems eliminating annual lubrications. This unit will not get louder after hundreds of hours use. It features magnetic and optical playback and remote control receptacle. Write Honeywell.

The A.V.E. Canary 16mm sound projector offers an f1.4 Canon 50mm lens, easy loading, still and slow-speed operation, automatic loop restoration, easy portability and many other features. Write A.V.E. for details.

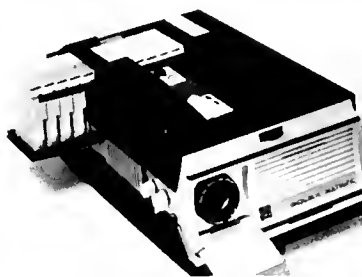


8mm Motion Picture Projectors

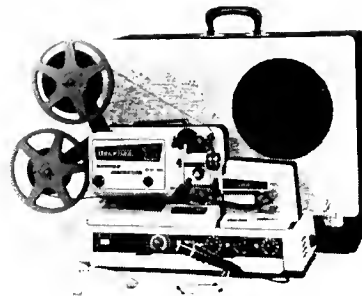


The Carena 8S8 Convertible sound projector for both Super 8 and 8mm offers high fidelity sound movies for industrial, scientific and institutional applications. Write Karl Heitz, Inc.

The Bolex Multimatic is a completely automatic cartridge projector which can hold up to six cartridges of film. For additional flexibility the Multimatic can interrupt a cartridge and advance it to the rewind position while the next cartridge projects. Write Paillard Incorporated.

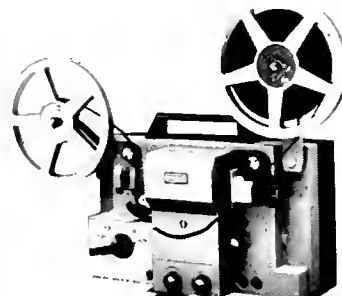
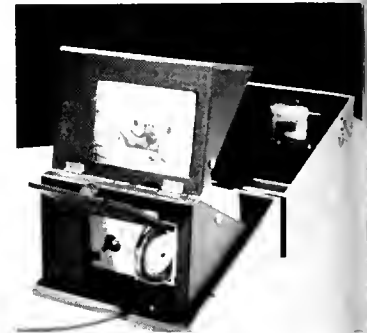


Technicolor's 610 "Movie-Vision" console projector suitable for daylight viewing combines super 8 brilliance with a 14 1/2" x 19 1/2" screen. It features a walnut grained exterior, built-in carrying handle, 3 conductor cord and stop-motion. Write Technicolor, Inc. for details on this and other projectors.



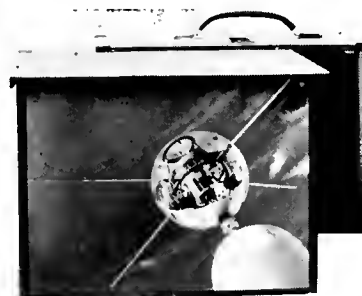
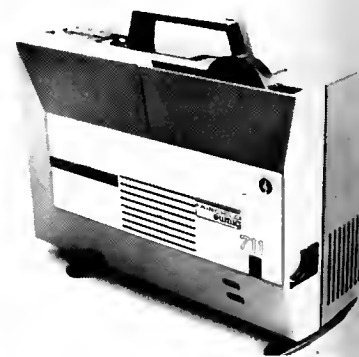
The Heurtier Dual Projector (which can be used to project both Super- and standard 8mm size films) now comes in an all-transistorized version which is lighter in weight than previous models. The projector available in both sound and silent versions and features automatic threading, nine speeds, still projection, quartz iodine lamp, piano key type switches and a voltage selection control. Write Cinema Beaulieu.

projector unit will accommodate all Technicolor Super 8 cartridge load film loop projectors. This package offers rear projection on a 5" x 7" screen as well as front projection. Write McClure Projectors, Inc.



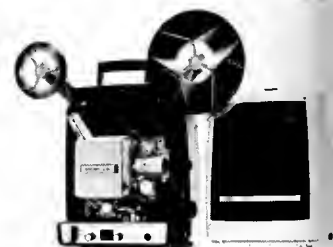
The Eumig Mark-S-712 is a high quality super-8 sound projector which is fully transistorized for easy recording and playback. Write Eumig, Inc.

The Fairchild-Eumig 711 will accept the Eastman Kodak cassette-type film cartridge. The projector will be available in the United States early next year. Write Fairchild Industrial Products.



The MPO Videotronic Super 8 projector provides two-way projection with cartridge and reel-to-reel options. It uses its own built-in T-type screen or group projection on standard projection screen. The MPO V-S 8 uses Kodak's Super 8 film format with a magnetic soundtrack and balancing stripe right of the film. Write MPO Videotronic, Inc.

The Honeywell ST-8MO Super 8 sound projector features magnetic and optical playback, magnetic record, 800' reel capacity, reel-to-reel automatic threading, 50/60 cycle, 50 hour, FCS quartz lamp, 20mm f/1.3 standard lens or 20-32mm f/1.3 zoom lens. Write Honeywell.





The Kodak Ektagraphic MFS-8 projector can project a multi-media program—movies or single images in slide or film strip fashion — all from a single reel of super 8 film. It has automatic sensing of cue marks so the projector stops on any desired frame. Automatic focus controls permit switching from motion to still projection without re-focusing. It can go backward or forward at 6fps or 18fps and has an extra-fast 54fps speed for skimming extraneous footage. Write Eastman Kodak.

Jayark Super 8 sound projector features unique power-driven cartridge and film transport system which provides unusual stability of sound and picture with perfect synchronization. It can be automatically programmed to run continuously, intermittently, or stop at film end, as necessary. It has a jack outlet, single and/or multiple earphones and transistorized, instant-start amplifier. Write Jayark Instrument Corporation.



The Fairchild Seventy-21 is one of a Series-Seventy projection line employing the continuous loop Movie-Pak cartridge concept. The Seventy-21 is a traveling sales or recruiting aid that transforms from attache-case appearance to table-top theater. Capable of front or rear screen projection, the 17 pound projector has a 9" x 12" screen. The cartridges offer sound film presentation time of from two to 22 minutes. Write Fairchild Industrial Products.

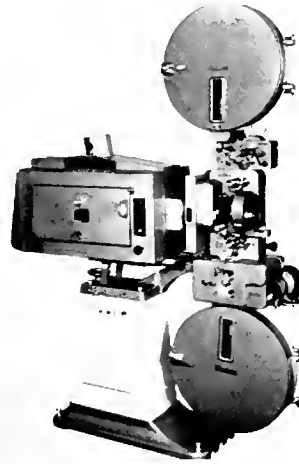
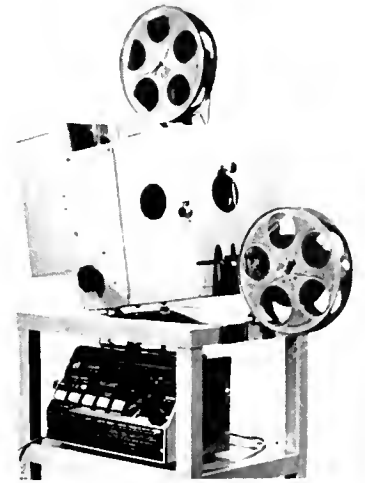
The Kodak Ektagraphic 120 movie projector ends film handling with easy-to-use 50 or 100 foot super 8 cartridges. Simple push button controls allow the user to stop the film, reverse it and repeat specific segments as often as he likes. The projector weighs less than 15 pounds and operates on 110-125 volts, 60 cycle ac. It comes with a 22mm f1.5 lumenized projection lens and an 80-watt, 30-volt DFE projection lamp. Write Eastman Kodak.



The Technicolor 1000B heavy-duty super 8 optical sound projector features cartridge loading. An electrostatic cleaner rids film of dust and debris with each showing. Hi-lo switch gives added projection power or lamp-saving economy. The optical sound track is permanent. The solid state sound system needs no warm up. Write Technicolor.

35 and 70mm Projectors

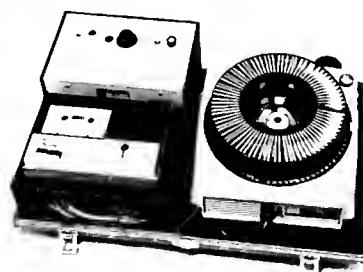
The Birns & Sawyer stop motion 35mm projector is a good data analysis tool in various fields of scientific research. The projector allows the serious frame-by-frame analysis of important films over long periods of time. The Model 2000 projector is designed for analyzing high-speed instrumentation film, for projecting 35mm x-ray film from 8x10 inches to as large as 18x24 feet, and when using the slow-moving rate, x-ray film may be analyzed showing detail and even movement. Accepts all 35mm sprocketed film of the x-ray, motion picture or microfilm type. Write Birns & Sawyer.



The Westrex 70 projection and sound system is designed to handle both 35mm and 70mm films. Its modular design permits expansion of the basic 35mm or 70mm projection and single-channel sound to a combination projection and multichannel sound. Write Westrex for information on a variety of presentation equipment.

Sound Slide & Slidefilm Projectors

The Audiscan 16mm continuous loop filmstrip projector and synchronized audio tape system can be programmed for up to 25 minutes of sound and 225 visuals in a single cartridge. It weighs less than 12½ pounds and has a 5¼" x 7" screen. Cartridges need no rewinding and are ready for instant replay. Picture advance can be programmed at 5 frames per second for stop-action effects. Another feature is a manual hold and picture advance. Write Audiscan, Inc.



The AVS-500 Projection Sound System combines a Norelco Cassette Tape Player and a Kodak Ektagraphic Projector with a solid-state programmer which handles syncro slide advance signals from the tape deck to the projector. It has manual or automatic shutoff. A simple pulser unit, the AVE-500 "P", is available for those who wish to "beep" their own tape programs. Write Audio Visual Systems, Inc.

A-V Equipment...

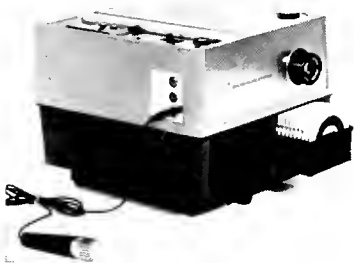
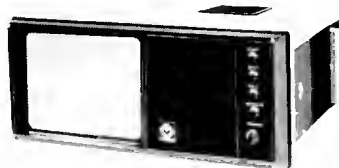
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Sound Slide & Slidefilm Projectors



The Busch big screen sound cine-slide projector, Model 6-240SS is a fully self-contained projection unit with a 28" x 28" square plexiglass screen permitting the use of super slides, instamatic slides, horizontal and vertical 35mm slide formats. The unit employs the self-focusing Kodak Carousel Model-850 slide projector and the Orrtronic Syncro-Recorder tape recorder. The unit has an 80 slide capacity and can be controlled automatically by an inaudible signal recorded on the tape. Busch also manufactures many other self-contained projection devices. Write Busch Film & Equipment Company.

The Courier 16 by La Belle Industries is a portable, continuous, synchronized tape-filmstrip audio-visual unit. It uses single unit tape and 16mm film cartridge and has a built-in Polacoat screen and operates with 117 volt A.C. Write La Belle Industries, Inc.



The 3M Model 525 sound-on-slide system allows you to put the message, the music, the live sound right on every slide. Each slide can contain up to 35 seconds of sound. Slides can be changed and you can rerecord over the old sound. Write 3M Company.

The DuKane Cassette A-V Matic combines the Cassette with filmstrip for a versatile and easy to use audio visual unit. It operates automatically from a 50Hz inaudible cue signal recorded on the sound track. Picture and sound can be stopped and a push-button filmstrip advance allows you to use the projector as a previewer. Film is automatically rewound and ready for re-use. The unit provides excellent sound fidelity and a brilliant picture on a 9" x 7" screen. Write DuKane Corporation.



The Sentinel 16 is a point-of-purchase, continuous, synchronized tape-filmstrip audio-visual unit with 9 3/4" x 13 3/4" screen. It uses single unit tape and 16mm film cartridge, and has a built-in Polacoat screen. Write La Bell Industries, Inc.



Vis-u-tote sound/slide projection system requires only pushing one button to operate. Continuous 35mm slides and 1/4 inch taped sound track eliminate threading, synchronizing and fumbling. Kodak Carousel projector is built into case which also houses sound. Write Vis-U-Line Systems, Inc.

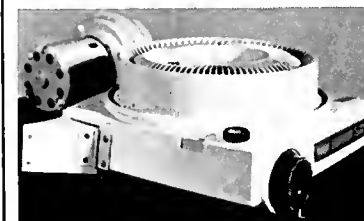
The Kalavox converts a standard Kodak Carousel or Ektagraphic slide projector in which up to 60 seconds of sound is combined integrally with the color slide. The message is recorded through the Kalavox. The message can be changed by recording over it. The Kalavox permits holding, repeating or rejecting the slide. Write The Kalart Company, Inc.



The Narrator 800 is a self-contained fully automatic sound-slide projection system allowing you to produce your own audio/visual presentations. Just select your slides, record up to one hour of audio material, program the magnetic tape and playback a fully synchronized program. Write Montage Productions, Inc.

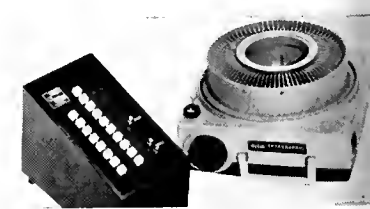
Slide & Slidefilm Projectors

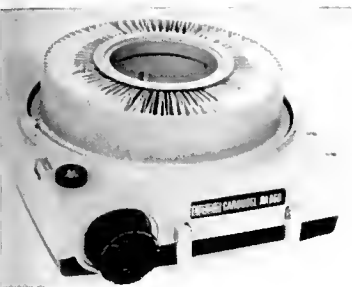
The Dynamic Dissolve Slide Projection System, the Model 775, includes, in addition to the dissolve control, two 1200-watt tungsten halogen Selectroslide Ultrabright Projectors and remote controls. It makes possible such effects as pans, slow fades, animation, and multiple-disclosures, and has a high-speed dissolve either forward or reverse, and an infinitely variable speed dissolve forward. Write Spindler & Sauppe, Inc.



The A.V.E. 1200 carousel slide projector has an 80 slide cartridge and a built-in 5-15 second timer. It is remote controlled and accepts from 1.4" to 1 1/2" lenses. It is capable of projecting any 2 x 2 slide in glass mount. Write A.V.E. Corporation.

Decision System's Model 80 slide projector provides push button selection of any of 80 slides with an average selection time of 1.5 seconds. It is also available with auto focus and fade dissolve. Another model, the Caro-Beam produces 4000 lumens. Write Decision Systems, Inc.



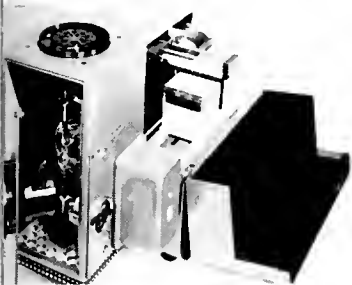


The Kodak Carousel RA-950 Projector has a remote random-access control panel which provides complete remote control for all of the projector functions—smooth, motorized focus; single-slide “forward” and “reverse”; “on” and “off”; and instant access to any one of 81 slide positions. It is designed for manual or computer control. Write Eastman Kodak.

The Theaterama/one is a self-contained rear projection unit designed to project slide images that stay bright regardless of surrounding light conditions. It features an 18" x 18" screen. Another model employs two projectors for split-screen projection. Write Motiva Ltd.



The Ganz Super 900 can project slides onto screens up to 35 feet wide with even illumination and good image quality. It is available as a continuous feed or random access machine and can be programmed to perform 6 different functions simultaneously. Write de-Martin Marona & Associates.



The Shure Model 570 Dynamic Lavalier Microphone is a studio quality unit designed specifically in size and performance for use in TV and similar critical applications where a very small wearable microphone is required. Write Shure Brothers, Inc. for a full range of microphones, microphone mixers, headset amplifiers and sound system.



Richard Sound Unit is ruggedly built record player with space to accommodate filmstrip projector inside the case. The screen in the lid completes requirements for sound slide-films and presentations. Accommodates most 150 watt projectors (not included). Four speeds. Write Richard Manufacturing Co.



Tape Recorders & Sound Equipment

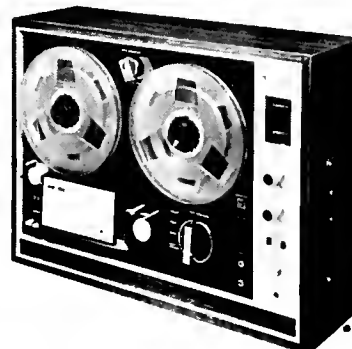
The Uher 1000 Report Pilot 1/4" tape recorder (weighing 7 pounds) is engineered for sound/film synchronization. It is normally powered by a re-chargeable nickel cadmium battery and can also be operated from 110-250 volt power mains (AC) and from 6, 12 and 24 volt auto batteries (DC). The Uher 1000 comes with complete sets of frequency response curves and a calibration curve of the photoelectric automatic level control. It has a guaranteed frequency response of 20-20,000 cps at its single speed of 7 1/2 ips. Write Cinema Beaulieu.



The Model 130 Classette tape recorder is specifically designed for use in schools. It eliminates tape handling and gives push button convenience. It has an automatic level control, three digit tape counter, lighted recording meter, 20 watt P.A. system, instant locking pause control, microphone and auxiliary input/headset and external speaker output. Write Audiotronics Corporation.



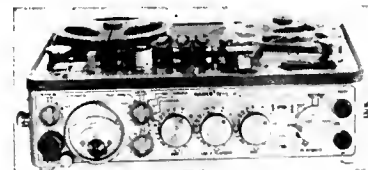
The Bell and Howell Model 2433 is the first tri-head stereo tape deck in their line. It is a single-direction, four track machine capable of all special effects—sound-on-sound, sound-with-sound, and echo chamber. It features the Audio Eye, a visible monitor/confidence light which assures that the unit is functioning in the mode selected. It also features separate recording head confidence lights to monitor the record function for each channel. Write Bell & Howell.



The Wollensak audio visual cassette recorders embody a full-sized drive system and electronics which are required for long dependable operation. The tape transport system is composed of an innovative direct-drive biperipheral flywheel and full-size AC motor. Write 3M Company for a wide range of Wollensak recorders.



The Nagra IV 1/4" tape synchronous sound recorder has added many features while retaining the features of the Nagra III. Write Nagra Magnetic Recorders, Inc.



A-V Equipment . . .

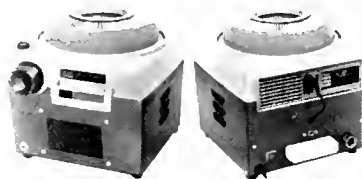
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Tape Recorders & Sound Equipment

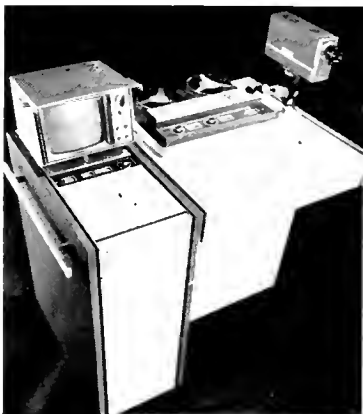


The Shure Solo-Phone (Model SA-1) is a stereo headphone amplifier designed for use with a record player, tape recorder, or FM tuner to create a private personal high fidelity-stereo listening system. Write Shure Brothers, Inc.

The Caro-Sound control unit converts a standard Kodak Carousel projector into a completely automatic sound/slide projector system that offers the ease of cartridge loading in addition to the convenience of synchronized sound presentation. Write Elco Corporation.

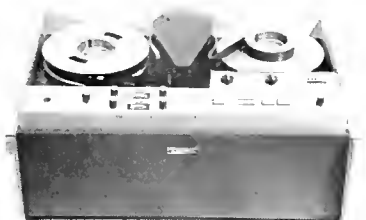
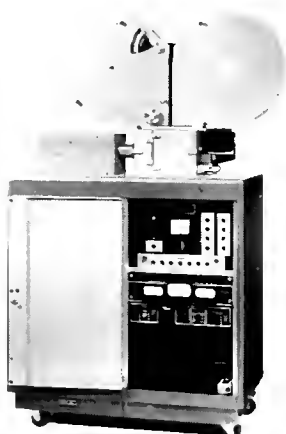


Videotape Recorders



Wollensak video recorder is a magnetic recorder that records and plays back both sight and sound. Convenient and easy to operate, the recorder automatically records sight and sound in perfect synchronization. Video tapes require no processing, and may be stored and replayed indefinitely. The unit may be coupled to an optional tuner and TV monitor receiver, and will record from both broadcast TV and closed circuit. Write 3M Company.

The Palmer Television Film Recorder produces 16mm film from videotape playback, broadcast, or closed circuit transmission. The system includes a camera, monitor, and integral sound recording unit. The camera incorporates a patented shutter designed to eliminate the shutter bar problem. Its transport features a fixed register pin to provide unusual film steadiness and the fast pull down rate insures complete picture information and maximum resolution. 1200 foot or 2400 foot magazines are available. Write W. A. Palmer Films, Inc.



The Model VR-7000 is one of a complete line of Ampex videotape recorders. It incorporates features meeting stringent closed-circuit TV requirements and provides excellent picture quality. Ampex also carries a complete line of cameras and accessories. Write Ampex.



The Sony Videocorder, Model EV-310, is compact and portable and permits professional video tape recording of a wide variety of applications, in either full NTSC color or monochrome. It uses one-inch video tape and conforms to standard FIA TV signal requirements. Any composite TV signal with 60 fields per second, including random interlace signals, can be recorded and played back with high resolution and excellent quality. Write Sony Corporation.

Overhead Transparency Projectors

The AO Wide Angle Apollo overhead projector provides big screen images that are clear, crisp and sharp, even when space is at a premium. At 5 feet the screen image is 51" square. The Wide Angle Apollo projects 2200 lumens on the screen and the head tilts a full 40°. A large easy-to-handle knob makes possible fast, sharp focusing. A power cooling system keeps the platen cool and comfortable to touch, and continues to run until the instrument is sufficiently cool. The functional corner post design gives maximum in-use convenience when using transparencies with multiple overlays. Write American Optical Corporation.



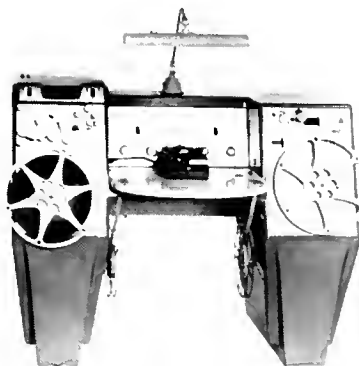
The CIP Overslide projector adds to the advantages of overhead projection the economy of 2 x 2 slides and great flexibility in their use. Information can be added to the slide image with prepared overlays or by writing on a translucent sheet on the stage. Write Visual Impact Materials Inc.

SEE PAGES 60-61 FOR COMPLETE
 DIRECTORY TO AUDIOVISUAL EQUIPMENT
 MANUFACTURERS MENTIONED ON THESE PAGES



Buhl Optical is marketing a series of customized overhead projectors. The series 800 is adaptable to unlimited combinations of projection distance and screen width. The Series 800 will give long projection distance and small image or short projection distance and large image. A recent example is the need for a 12.5' screen width at a projection distance of 100'. Another special overhead projected a 12' image from 11.5'. Each projector is factory engineered for specific projection distance/screen width combination. Standard light source is a 600 watt quartz bromine type DYS lamp. Higher wattages are available. Write Buhl Optical Company.

Film Handling Equipment



Paulmar's Model 911 automatic 16mm film inspection and cleaning machine fills every-day and year-round 16mm film maintenance requirements. It features an integrated film cleaning facility which is electronically controlled for fully automatic liquid application during the inspection cycle. It has a variable speed control and built-in exhaust and speed film drying system. Write Paulmar, Inc.

Special & Multi-Purpose

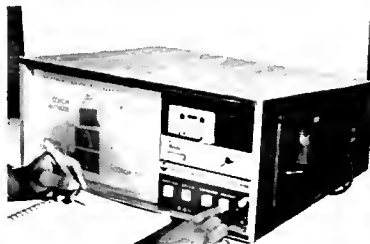


The Astrolux is a giant image outdoor indoor projector based on an optical design formula incorporating a condenser system and a 325mm Leitz telephoto lens. It projects to distances of 1000 feet and more on an area of up to 200 by 200 feet. Write Karl Heitz.

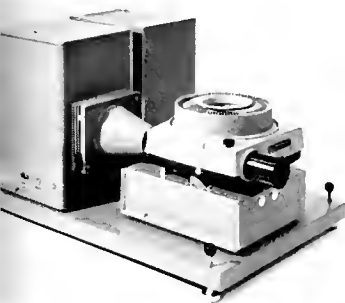
The 1600 16mm Viewer/Editor has a 41 4" x 31 3" screen for easy viewing and weighs 10 pounds. Write Maier-Hancock Sales, Inc.



The Programmed Instructor uses a modified Technicolor Super 8 rear and front screen projector integrated with a Norelco cassette tape player and rear screen viewer. This completely self-contained unit provides brilliant still and motion picture advancement, still frame reversal, and synchronous stereo sound. Write Visual Instruction Systems, Inc.



The "linear torque" servo motor combined with a smooth stepless variable transformer voltage controller featured in Gryphon's line of powered film rewinds offers safe fully controlled film winding. Write Gryphon Corp.



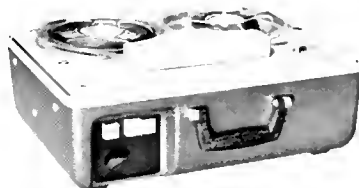
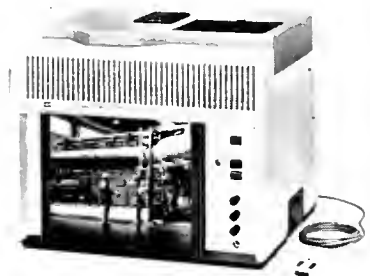
The Christie Xenolite, shown here with the Kodak Carousel slide projector, provides up to 4 times brighter screen with a 450 watt Xenon lamp, front or rear screen projection, constant and more brilliant color, better resolution and depth of focus, Christie Cote dichroic mirror, 1500-2000 hour average bulb life. The Xenolite is also available with the Kodak Pageant 16mm movie projector and the Beseler 3 1/4" x 4" slide projector. Write Christie Electric.

Screens & Accessories

DaLite's Deluxe Model B lenticular screen has a concealed automatic tensionizer which keeps the picture surface taut and flat even when tilted at considerable angles. The lenticular picture surface provides rich colors and excellent definition, even in undarkened rooms. It is available in three sizes: 50", 60" and 70". Write Da-Lite Screen Company, Inc. for details on this and other models.



Panacolor's Magazine Motion Picture Projector with a built-in projection screen has a capstan drive and two hour film magazine. The projector has an optical prism system replacing the claw pull-down intermittent movement arrangement. The magazine 12 rows of images and 12 rows of optical sound are printed lengthwise on the strip. Write Panacolor, Inc.



The Command Performer System consists of a Digital Programmer, a Digital Decoder and a Command Recorder and programs or remotes multi-screen, multi-projector presentations. The digital signals are transmitted over a single 1/4" low-voltage cable. Write Arian Prod.

A-V Equipment . . .

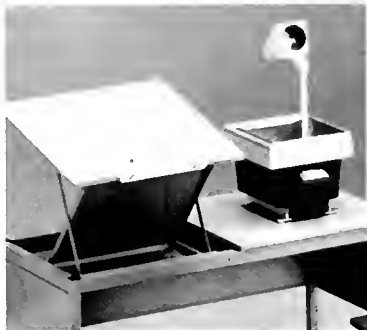
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Screens & Accessories . . .



Decision System's custom audio visual control system will control any combination of 2 x 2 slide projectors, 16mm motion picture projector, film strip projector, tape recorder, CCTV room lights and drapes and telephone communication. Write Decision Systems, Inc.

Smith System's lectern-desk is a standard 30" high until the built-in lectern is raised to a choice of four heights for use with the overhead projector. Write Smith Systems Manufacturing Company for a variety of audio-visual resource center equipment.



The File-A-Matic 600 provides automatic film filing and retrieval. Just push a button, and within thirty seconds the film you want is at the most comfortable retrieval level for you. Write Neumade Products Corporation.

Teaching Dynamics Model TD-120 multi-media sound system features automatic programming with any combination of slide, filmstrip or motion picture projectors. Record your own program and cue it to work automatically. Write Teaching Dynamics.

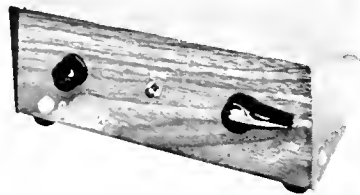


The Pixmobile Listening Center provides mobility and convenience for group audio instruction. Recorded programs can be presented to groups of from one to eight with your existing play-back equipment. There is no necessity to use expensive volume-controlled headsets, as the PLC is equipped with built-in volume controls and each listener can adjust the volume to suit himself. Write Advance Products.



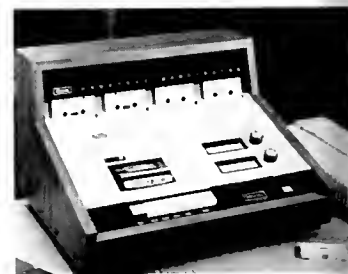
The Draper table top screen consists of a spring roller screen on an attractive hard maple base, and is set up in seconds on any flat surface. Available in 2 sizes—18"x24" and 30"x30", the screen folds into compact package when not in use and is well suited for "on-the-spot" A-V presentations. Draper also has many other screens, including the Modulator, a safe and dependable large wall screen. It comes in many sizes. Write Draper Shade and Screen Company.

The VTR Mobile Learning Center can be custom designed for special TV purposes. The VTR Center will hold a videotape recorder, a monitor and collapsed camera equipment and materials all in one convenient unit. Write H. Wilson Corporation.



The Cue-Slide Programmer is a sound slide synchronizer which works with any remote controlled slide or filmstrip projector and a stereo tape recorder. Write The Kliten Company, Inc.

This cassette-to-cassette duplicator produces 4 one-hour cassettes every 4 minutes. Plug-in slave duplicators are available which make an additional 8 cassettes. Another model duplicator by Infonics will duplicate reel-to-reel or cassette masters at the same rate. Write Infonics.



Buyers Guide to Audiovisual Equipment Manufactures

Advance Products Co., 2300 E. Douglas Ave., P.O. Box 2178, Wichita, Kansas 67201. NAVA booth 229-231.

Allied Impex Corp., 300 Park Ave., S., New York, N.Y. 10010; 212-473-4710.

American Optical Co., Eggert & Sugar Rd., Buffalo, N.Y. 14515; 895-4000. NAVA booth 224-225.

Ampex Corp., 2201 Lunt Ave., E. Grove Village, Illinois 60007. NAVA booth 130.

Arion Products, 825 Boone Ave. N., Minneapolis, Minn. 55426; 612-333-3788. NAVA booth 292-298.

Arriflex Corp. of America, 25-01 Brooklyn - Queens Expressway W., Woodside, N.Y. 11377.

Buyers Guide to Audiovisual Equipment Manufacturers

- diotronics Corporation**, 7428 Bellaire Ave., North Hollywood, Calif. 91605.
- dio-Visual Research, Inc.**, 205 E. Kingsmill St., Pampa, Texas 76565; 664-3251. NAVA booth 123.
- dio Visual Systems, Inc.**, 3857 Elm St., Denver, Colorado 80207; 303-388-4664.
- discan Incorporated**, 1414 130th St., N.E., Bellevue, Wash. 98004; 4-0694.
- V.E. Corporation**, 250 West 54th St., New York, N.Y. 10019; 212-7-0552.
- I & Howell**, Video & Audio Products Div., 7235 N. Linder e., Skokie, Illinois 60076; 312-7-2100. NAVA booths 251-252.
- Charles Beseler Co.**, 219 S. 18th St., East Orange, New Jersey; 676-00. NAVA booth 117.
- ns & Sawyer**, 6424 Santa Monica Blvd., Los Angeles, Calif. 90038; 213-464-5166.
- de Screen & Projector Co.**, 1541 Bradley Ave., San Fernando, Calif. 365-2551.
- hl Optical Co.**, 1009 Beech Ave., Pittsburgh, Pa. 15233; 321-0076. NAVA booth 261.
- sch Film & Equipment Co.**, 214 S. Hamilton, Saginaw, Michigan 48602; 517-793-3633. NAVA booth 206.
- ristie Electric Corp.**, P. O. Box 50020, Los Angeles, Calif. 90060; 213-750-1151. NAVA booth 255.
- ema Beaulieu**, 14225 Ventura Blvd., Sherman Oaks, Calif. 91303; 213-872-2860.
- ck C. Coffey Co.**, 104 Lake View Avenue, Waukegan, Ill., 60085. NAVA booths 259-260.
- mpco Corporation**, 1800 N. Spaulding, Chicago, Ill., 60647; 4-1000. NAVA booth 135-136.
- ncord Electronic Corp.**, 1935 Armacost, Los Angeles, Calif. 90025; 478-2541. NAVA booth 145.
- Lite Screen Co.**, Warsaw, Ind. 46580; 267-8101. NAVA booth 7-330.
- cision System, Inc.**, East 66 Midland Ave., Paramus, N. J. 07652; 2-261-8900.
- Martin-Marona & Associates**, 33 West 54th St., New York, N. Y. 10010; 212-765-3730.
- aper Shade & Screen Co.**, Spiceland, Indiana 47385; 987-3605. NAVA booth 122.
- DuKane Corporation**, St. Charles, Ill., 60174; 312-584-2300. NAVA booth 133-134.
- Eastman Kodak Co.**, 343 State St., Rochester, N. Y. 14650; 716-325-2000. NAVA booth 112-116.
- Elco Corporation**, Willow Grove, Pa. 19090; 215-650-7000. NAVA booth 287.
- Eumig, Inc.**, 101 West 31st St., New York, N.Y. 10001.
- Fairchild Camera & Instrument Corp.**, Industrial Products Div., 221 Fairchild Ave., Plainville, N.Y. 11803; 516-938-9600. NAVA booth 126-127.
- Filmagic/The Distributor's Group**, 204 14th St., N.W., Atlanta, Georgia 30318; 874-1661. NAVA booth 279.
- Genarco, Inc.**, 97-04 Sutphin Blvd., Jamaica, N.Y. 11435; 658-5850.
- General Electric Co.**, Photo Lamp Div., Nela Park, Cleveland, Ohio 44112; 266-2187. NAVA booth 138-141.
- General Electric Co.**, Visual Communications Products, 600 Old Liverpool Road, Liverpool, N.Y. 456-2237.
- Graflex, Inc.**, 3750 Monroe Ave., Rochester, N.Y. 14603; 586-2020. NAVA booth 132-147.
- Gruber Products Co.**, 5254 Jackman Rd., Toledo, Ohio 43613; 474-2261. NAVA booth 338-339.
- The Harwald Co.**, 1245 Chicago Ave., Evanston, Ill. 60202; 328-7070. NAVA booth 223.
- Karl Heitz, Inc.**, 979 Third Ave., New York, N.Y. 10022; 212-421-5220.
- Hoffman Information Systems**, 2626 Peck Rd., Monrovia, Calif. 91016; 442-0123. NAVA booth 165.
- Honeywell, Inc.**, Photographic Products Div., P. O. Box 1010, Littleton, Colorado 80120; 303-771-4700.
- Hudson Photographic Industries, Inc.**, 2 Buckhout St., Irvington-on-Hudson, N.Y. 10533; 591-8700. NAVA booth 36.
- Infonics**, 1823 Colorado Ave., Santa Monica, Calif. 90404; 213-451-4866.
- Jayark Instruments Corp.**, 10 East 49th St., New York, N.Y. 10017; 751-3232.
- The Kalart Co., Inc.**, Plainville, Conn. 06062; 203-747-1663. NAVA booth 164.
- Jetronics Industries**, Main & Cotton Sts., Philadelphia, Pa., 19127.
- The Klitten Co., Inc.**, 1213 N. Amalfi Dr., Pacific Palisades, Calif. 90272; 213-454-6922.
- Knox Mfg. Co.**, 9715 Soreng Ave., Schiller Park, Ill. 60176; 678-1666. NAVA booth 309-312.
- LaBelle Industries, Inc.**, Oconomowoc, Wisconsin 53066; 414-567-5527. NAVA booth 106.
- L-W Photo, Inc.**, 15451 Cabrito Road, Van Nuys, Calif. 91406; 213-781-0457.
- Maier-Hancock Sales, Inc.**, P. O. Box 5135, Sherman Oaks, Calif. 91413.
- Magnasync/Moviola Corp.**, 5539 Riverton Ave., North Hollywood, Calif. 91601; 877-2791.
- 3M Company**, Visual Products Div., 3M Center, P. O. Box 3344, St. Paul, Minn. 55101; 612-733-0460. NAVA booth 294-295.
- McClure Projectors, Inc.**, 1215 Washington Ave., Wilmette, Ill. 60091. 273-2310. NAVA booth 246.
- Montage Productions**, 49 West 27th St., New York, N.Y. 10001; NAVA booth 139-209-324.
- Motiva Ltd.**, 87-73 Kingston Place, Jamaica, N.Y. 11432; 212-526-7242. NAVA booth 202A.
- Movie-Mite Corp.**, 1004 Jefferson Ave., Detroit, Mich. 48207; 961-5540.
- MPO Videotronics**, 222 E. 44th St., New York, N.Y. 10017; 212-867-8200.
- Nagra Magnetic Recorders, Inc.**, 565 5th Ave., New York, N.Y. 10017; 212-661-8066.
- Neumade Industries, Inc.**, 720 White Plains Rd., Scarsdale, N.Y. 10583; 725-4900. NAVA booth 245.
- Paillard Incorporated**, 1900 Lower Rd., Linden, N.J. 07036; 201-381-5600. NAVA booth 340-341.
- W. A. Palmer Films, Inc.**, 611 Howard St., San Francisco, Calif. 94105.
- Panacolor, Inc.**, 100 E. 42nd St., New York, N. Y. 10017; 682-5711. NAVA booth 213A-214A.
- Panasonic/Matsushita Electric Corp. of America**, 200 Park Ave., New York, N. Y. 10017; 973-5700.
- Paulmar, Inc.**, 464 Central Ave., Northfield, Ill. 60093; 312-446-5340. NAVA booth 110.
- Plastic Reel Corp. of America**, 604 S. Commercial Ave., Carlstadt, N. J. 07087; 867-4020. NAVA booth 264.
- Polacoat, Inc.**, 9750 Conklin Rd., Blue Ash, Ohio 45242; 791-1300. NAVA booth 226-227.
- Projection Optics Co., Inc.**, 219 E. 18th St., East Orange, N. J.; 676-6509. NAVA booth 123.
- Radiant Corp.**, 8220 N. Austin Ave., Morton Grove, Ill. 60053; 966-4200. NAVA booth 201.
- RCA Corporation**, Front & Cooper Sts., Bldg. 15-6, Camden, N. J. 08102; 963-8000. NAVA booth 271.
- Richard Mfg. Co.**, 5914 Noble Ave., Van Nuys, Calif.
- Shure Brothers, Inc.**, 222 Hartrey Ave., Evanston, Ill. 60204; 312-328-9000. NAVA booth 211-212.
- Sony Corp. of America**, 516 West Florence Ave., Inglewood, Calif. 90301. NAVA booth 282-286.
- Smith Systems Mfg. Co.**, 57 S.E. Emerald St., Minneapolis, Minn. 55414. NAVA booth 350-351.
- Spindler & Sauppe, Inc.**, 1329 Grand Central Ave., Glendale, Calif. 91201; 213-247-4200. NAVA booth 214.
- Standard Proj. & Equipment Co.**, 1911 Pickwick Ave., Glenview, Ill. 60025; 729-4200. NAVA booth 214.
- Strong Electric Co.**, 87 City Park Ave., Toledo, Ohio 43601; 248-3741. NAVA booth 355.
- Teaching Dynamics**, Div. of Jetronics Industries, Main & Cotton Sts., Philadelphia, Pa. 19127. NAVA booth 303A.
- Technamation, Inc.**, 16 Sintsink Drive, E., Port Washington, N.Y. 11050; 883-8800. NAVA booth 131.
- Technicolor Corp.**, P. O. Box 517, 1300 Frawley Drive, Costa Mesa, Calif. 92627; 540-4330. NAVA booth 256.
- Viewlex, Inc.**, Broadway Ave., Holbrook, N. Y. 11741; 516-589-6600. NAVA booth 393-397.
- Visual Impact Materials, Inc.**, 613 Mill Ave., Tempe, Arizona 85281; 602-966-7891.
- Visual Instruction Systems**, 46 West 46th St., New York, N. Y. 10036; 212-247-0335.
- Vis-U-Line Systems, Inc.**, 5319 Hollywood Blvd., Los Angeles, Calif. 90027; 467-3041.
- Westrex**, Div. of Litton Industries, 1136 N. Las Palmas Ave., Hollywood, Calif. 90038.
- H. Wilson Corp.**, 555 West Taft Drive, South Holland, Illinois 60473; 312-339-5111. NAVA booth 100-103.

reference shelf

helpful books and literature

• MAINE •

Headlight Film Service, 111 Ocean St., So. Portland, Me.

• MARYLAND •

Stark-Films, Inc. (Since 1920)
537 N. Howard St., Baltimore
Md. 21201. Phone: 305/539-3391

• WASHINGTON •

"The" Film Center, 915 12th St.
NW, Washington, D. C. 20005
(202) 393-1205

• NEW YORK •

Buchan Pictures, 122 W. Chippewa
St., Buffalo 2, N.Y.

Cine Communicators, 777 Third
Avenue, New York, New York
10017, (212) 682-2780

The Jam Handy Organization, 1775
Broadway, New York 10019.
Phone 212/Judson 2-4060.

Projection Systems, Incorporated,
202 East 44th Street, New York,
New York 10036 (212) MU 2-
0995

Training Films, Inc., 33 Laurel St.,
Butler, N.J. 07405

Visual sciences, 599BS Suffern, N.Y.
10901

• PENNSYLVANIA •

Appel Visual Service, Inc., 12
Eighth St., Pittsburgh 15222.

Audio Visuals Center, 14 Wood St.,
Pittsburgh 15222, Sales, Rentals,
& Repairs.

Oscar H. Hirt, Inc., 41 N. 11th St.
Philadelphia, 19107. Phone: 215/
923-0650.

J. P. Lilley & Son, Inc., Box 3035,
2009 N. Third St., Harrisburg
17105, (717) 238-8123.

L. C. Vath Audio Visuals, 449 N.
Hermitage Rd., Sharpsville, 16150.
342-5204.

• FLORIDA •

Jack Freeman's, 2802 S. MacDill
Ave., Tampa (813) 839-5374.

• GEORGIA •

Colonial Films, 752 Spring St. N.W.
404/875-8823, Atlanta 30308.

• LOUISIANA •

Delta Visual Service, Inc., 715 Girod
St., New Orleans 70130. Phone:
504/525-9061.

• ILLINOIS •

The Jam Handy Organization. 230
North Michigan Avenue, Chicago
60601. State 2-6757.

Midwest Visual Equipment Co., Inc.
6500 N. Hamlin, Chicago 60645.
Phone: (312) IR 8-9820, and
Two equipment rental locations:
571 W. Randolph — AN 3-5076.
O'Hareland: 6600 Mannheim Rd.
at O'Hare Inn—Phone 296-1037.

• MICHIGAN •

The Jam Handy Organization, 2821
E. Grand Blvd., Detroit 48211.
Phone: 313/TR 5-2450.

• MISSOURI •

Cor-rell Communications Co., 5316
Pershing, St. Louis 63112. Equip-
ment rental (314) FO 7-1111.

Swank Motion Pictures, Inc., 201 S.
Jefferson Ave., St. Louis, Mo.
63103. (314) JE 1-5100.

• OHIO •

Academy Film Service, Inc., 2110
Payne Ave., Cleveland 44114.

Sunray Films, Inc., 2005 Chester
Ave., Cleveland 44114.

Twyman Films, Inc., 329 Salem
Ave., Dayton 45401.

M. H. Martin Company, 1118 Lin-
coln Way E., Massillon.

• CALIFORNIA •

Coast Visual Education Co., 5610
Hollywood Blvd., Hollywood
90028. 466-1651

The Jam Handy Organization, 305
Taft Building, 1680 N. Vine St.,
Hollywood 90028. HO 3-2321.

Photo & Sound Company, 870 Mon-
terey Pass Road, Monterey Park,
91754. Phone: (213) 264-6850.

Ralke Company, Inc. A-V Center,
641 North Highland Ave., Los
Angeles 36. (213) 933-7111

SAN FRANCISCO AREA

Photo & Sound Company, 116 Na-
toma St., San Francisco 94105.
Phone: 415/GARfield 1-0410.

• COLORADO •

Cromars' Audio-Visual Center, 1200
Stout St., Denver 80204.

• NEW MEXICO •

**University Book Store Allied Supply
Company**, 2122 Central East, Al-
buquerque 87106.

• OREGON •

Moore's Audio Visual Center, Inc.
234 S.E. 12th Ave., Portland
97214. Phone: 503/233-5621.

• UTAH •

Deseret Book Company, 33 East
South Temple St., Salt Lake, 10.

Sky-Diving Stock Shots

What may be the world's smallest stock-shot film library also is probably the world's largest of its kind. It covers parachuting, sky-diving, and aerial/aircraft background material. Footage is available in 35mm or 16mm, and is all in color. A catalog is available without charge from Dave Burt, Parachuting Associates, Inc., 1011 Cole Avenue, Hollywood, California 90038.

Motion Picture Catalog University of Iowa

More than 275 films produced by the University of Iowa are described in a catalog that contains brief summaries of each film by category.

Included for quick reference is a classified index and detailed information on the rental or purchase of each film. The date of production or revision of each film is also included.

For a copy of the catalog, write Audiovisual Center, Division of Extension and University Services, University of Iowa, Iowa City, Iowa 52240.

Tungsten-Halogen Lamps

A new brochure on the recently introduced 2000 and 5000-watt tungsten-halogen lamps is available from the Photolamp Division of Sylvania.

The new tungsten-halogen lamps, designed for application in studio, theatre and television lighting, have uniform light output throughout the life of the lamp and color temperature remains constant. The lamps have at least double the rated life of conventional incandescent lamps, and are directly interchangeable with

The brochure, WC-15, is available without cost by mail from Sylvania Electric Products, 1100 Main St., Buffalo, N.Y. 14209.

VTR Data Sheets

Two four-color data sheets for new video equipment are available from Sony Corporation. The four-page brochure details the latest addition to Sony's EV-310 Video Cassette Recorder, and includes complete specifications, callouts of all controls, and brief descriptions of optional accessories. Another sheet describes in detail the other options, the Color Video Color Pack, which provides an economical way of recording and playing back tapes on the EV-310 and P

Data sheets may be obtained from John McDonnell, Corporation of America, 10 Van Dam Street, Long Island City, New York 11101.

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Audiences for Business Films
 Modern Talking Picture Service has published an illustrated booklet called "Your Key to Successful Film Distribution" to relate the business film story for advertising, public relations and marketing executives. The booklet describes the audience opportunities that have been developed at schools, airports and colleges.

The various types of film suitable for each case are discussed, as are promotional effort for film programs, techniques for securing audience exposure and reaction. Modern's network of film libraries. Replies for copies should be addressed on a plain letterhead to Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York 10036.

Canadian Film Directory

1,000 free films, and the 488 sources in which they are available, are listed in a directory published by Crawley Films Limited. Covering a wide variety of subjects, the films are mostly in color and many have alternate versions. Copies of the directory are available to Canadian organizations by writing to Crawley Films Limited, 19 Fairmont Avenue, Ottawa or from the company's offices in Toronto and Montreal.

Bell & Howell Catalog

A up-to-date catalog of Bell & Howell Audio-Visual products available under the Rental Supply Schedule is now being distributed. The catalog contains descriptive information and prices for Bell & Howell overhead projectors, 16mm projectors and camcorders, 35mm filmstrip projectors, and the complete line of accessories. Names and addresses of local service stations are also included. Copies are available by writing Government Sales, Department 8536, Audio-Visual Products Division, Bell & Howell Company, 150 McCormick Road, Chicago, Illinois.

Videotape Producers Manual

A complete how-to-do-it guide for television videotape production is now available for radio-visual directors and educators from Bell & Howell Company. The 42-page, illustrated book called the Videotape Producers Manual, is being offered by the Magnetic Products division, manufacturers of "catch" video and audio recording tape. The book takes the reader through each step from the planning of the television fact itself to the handling of the finished product. A complete glossary of terms used in television videotape production is contained in the back of the book.

The book offers in-depth treatment of subjects such as the use of visuals, lighting, production team, the video tape-tape recorder relationship, care and handling of tape and suggestions on how to get the most from a videotape system.

The manual is available free from: 3M Company, Magnetic Products Division, Market Services Department, 3M Center, St. Paul, Minnesota 55101.

Used Film Materials

Used motion picture, general photographic, and graphic arts film materials, which can pose a costly disposal problem at time of discard, have a salvage value through Western Used Films Ltd. which recovers silver from emulsions. The firm buys both positive and negative film in black and white, but not color film, clear sheets or photographic paper products. In quantities of 400 pounds or more, the company will handle all documentation necessary for shipment of the material to its Canadian destination.

A buying schedule and information on procedures is available on request from Gordon L. Lott, Western Used Films Ltd., 1827 Victoria Dr. Diversion, Vancouver 12, B.C., Canada.

Film Chain Bulletin

A bulletin illustrating and describing the Kalart/Victor low-cost 16mm TV Uniplex Film Chain System is available. This system consists of special 16mm sound film projector adapted for television use, TV camera, adjustable camera mount and mounting base. A 16mm TV film chain is used for showing one film on television at one or many remote locations by means of closed circuit television. The system can also be used for recording 16mm film on video tape for storage purposes and future replays. Both TV camera and projector can be used apart from the film chain for maximum equipment utilization. Complete specifications are included in Bulletin #2675, The Kalart Company, Inc., Hultenius Street, Plainville, Connecticut 06062.

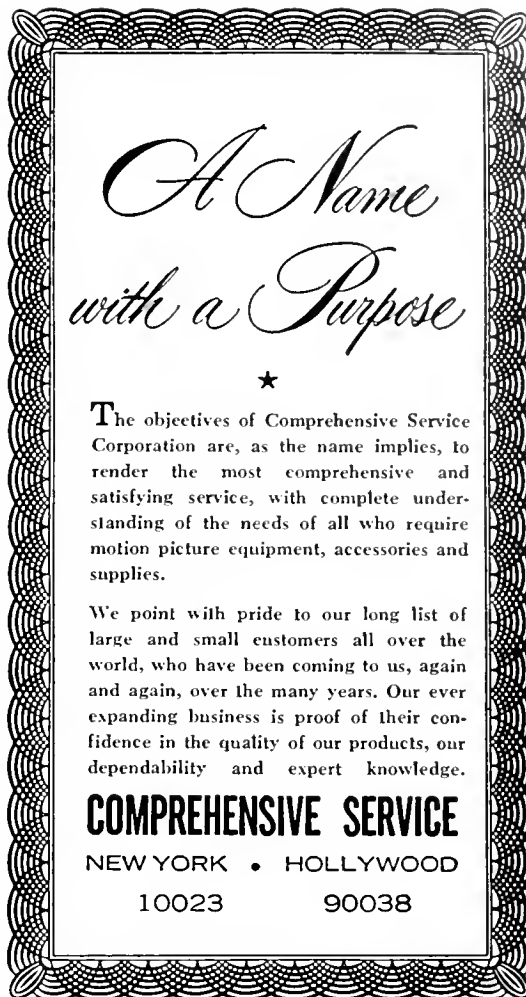
New Ewing Galloway Catalog

Filled with reproductions of timely, lively stock photos the new Ewing Galloway catalog of their latest photos has just come from the press. It represents hundreds of shots, trend setting, current and representative of the more than a million and a quarter available from this long established house.

The catalog is free to potential users of stock photos who write to Ewing Galloway, 420 Lexington Avenue, New York, N. Y. 10017, mentioning this magazine.



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Chicago Festival to Show Industrial Films Alone

In a move long advocated by this publication, sponsors of the 5th Chicago International Film Festival, headed by Michael Kutza, will judge and exhibit information, business and sponsored motion pictures in entirely separate facilities this year.

Utilizing a growing corps of recognized leaders in information and sponsored film production and distribution, the festival should gain wider appeal to this phase of its 1969 program. Heading the arrangements committee for this segment of the November 8-19 program is Jack Behrend, president of Chicago's Behrend's, Inc.

For festival entry forms, write the Chicago International Film Festival Inc., 235 W. Eugenie St., Chicago, Ill. 60614.

Hack Swain Honored

Sarasota (Fla.) film producer Hack Swain was recently named the outstanding industrialist of Sarasota County. The honor was bestowed upon the chairman of Hack Swain Industries by the Industrial Development Council.

Swain, a resident of Sarasota since the 1940s accepted the award saying it was the highlight of his career. Included in the tribute were congratulatory messages from Jack Paar and Don McNeill (former host of the Breakfast Club). All had worked with Swain at the Sarasota studio.

An outstanding honor to a most deserving man.

Kodak Gets "Emmy" for TV Film Processing System

At its annual "Emmy" awards presentation in New York's Carnegie Hall, the National Academy of Television Arts and Sciences presented Eastman Kodak Company one of its gold statuettes in recognition of the company's development of a fast, practical color film processing systems for television use.

Making the presentation, TV personalities Werner Klemperer and Celeste Holm read the Academy's citation: "To Eastman Kodak Company for the ME-4 process, making it possible to develop color film with greater speed and sharper images than

ever before, materially facilitating the presentation of news and other programs."

Dr. Norwood L. Simmons, assistant vice president and general manager of the company's Motion Picture and Education Markets Division, accepted the award. "This is indeed an honor," he said.

New Atlanta Site for Jam Handy Organization

The opening of a new Atlanta location for The Jam Handy Organization has been announced by Jamison Handy, president of the Detroit-based national business communications company. The office is located at 1800 Peachtree Center, 230 Peachtree St. N. W. in the Georgia metropolis.

Handy noted that the Atlanta facility is set up to serve JHO clients throughout the burgeoning South, with the entire staff of the Organization's creative and production specialists available to that area. Principal client served by Jam Handy in Atlanta is The Coca-Cola Company and its various divisions, including the Foods Division located in Houston.

Heading the new facility is James A. Ruwoldt, vice-president, who has been associated with JHO since 1948. In 1960 he assumed the post of full-time contact for production activities with Coca-Cola and was promoted to account executive in 1965. He was transferred to Atlanta in 1967 to facilitate services of the Organization in the Southeastern states.

The local staff includes Charles

Wilson, field services representative; Robert H. Thomas, Jr., creative consultant responsible for liaison with writers and production specialists, and Cliffe H. Sparks, senior vice-president.

Paul Woodbridge Dies

Veteran film writer Paul Woodbridge, 62, died unexpectedly in a Hanover, N.H. hospital recently.

Woodbridge had written more than 350 scripts during his career and since 1946 had operated his own film agency. During his writing and advertising career he worked for Eastman Kodak Co., CBS, the federal government and several advertising agencies.

Radiant Corp Acquires John Coburn Associates

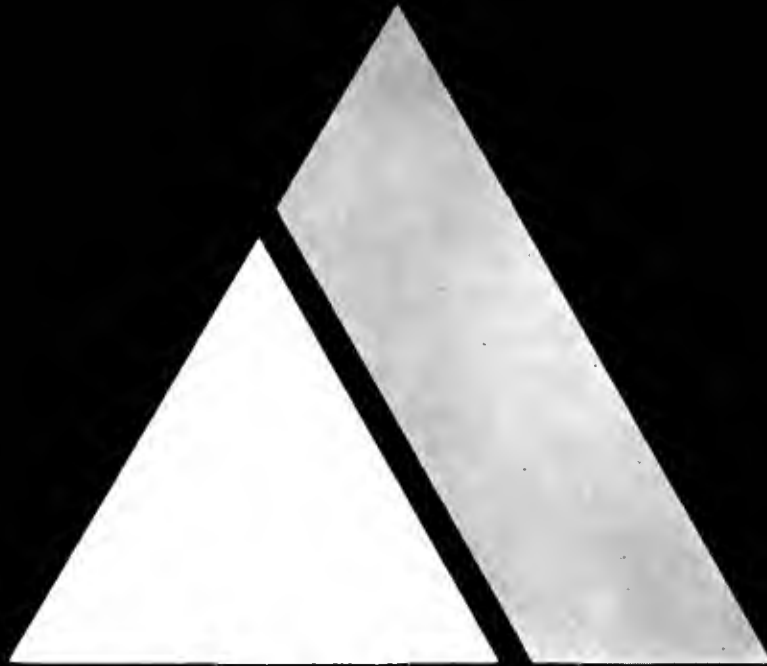
Radiant Corporation of Morton Grove, Ill., has acquired John A. Colburn & Associates business and educational film producers.

Radiant will distribute Colburn-produced films on a national basis and John Colburn will become midwest film distributor for Radiant Education Products, such as its Knowledge 8 film series division.

Kodak Associate Company Established in Norway

Kodak Norge A/S, a new associate company of Eastman Kodak, has begun distribution of Kodak photographic products in Norway as the result of an agreement between Kodak and J. Nerlien A/S.

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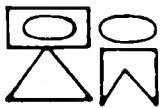
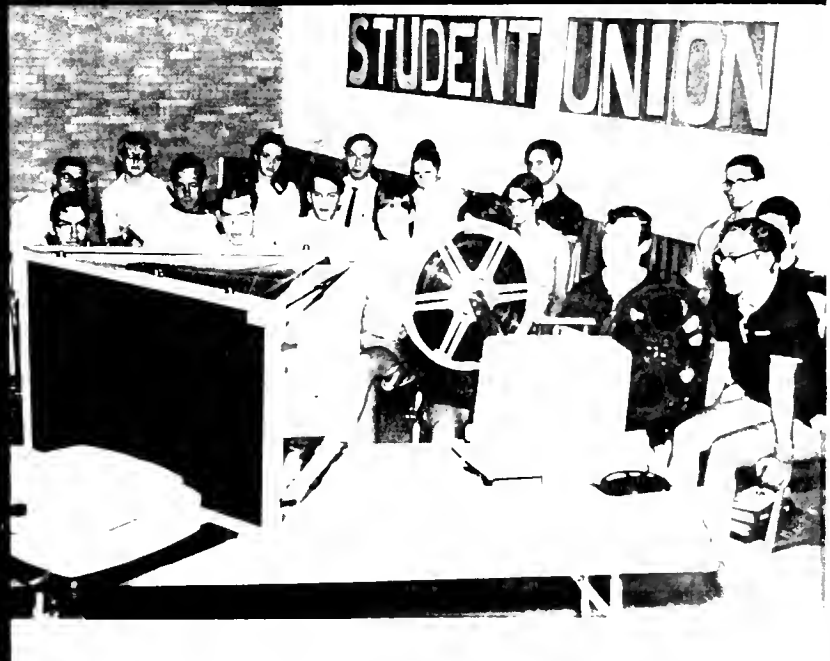
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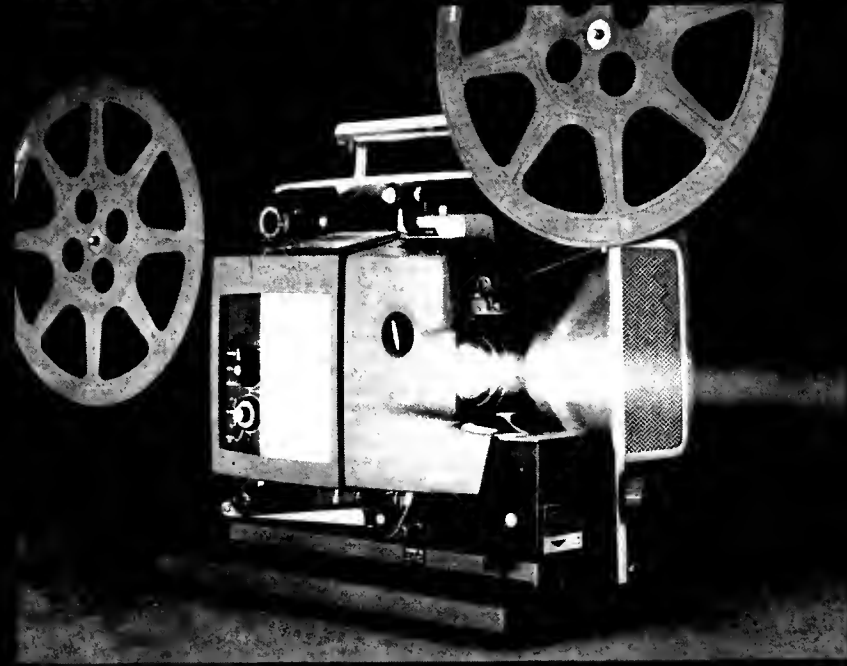
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BUSINESS SCREEN

AUGUST, 1969 • VOLUME 30 • NUMBER 8

*The Magazine of Audio and Video
Tools and Techniques of Communication*

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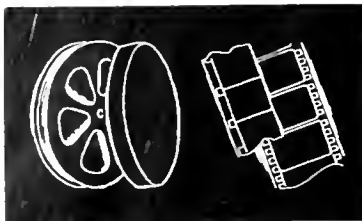
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Xerox Corporation Adds Film Production Arm

Xerox Corporation's Education Group has created a new company in the motion picture production and distribution business.

Called Xerox Films, the new organization will be located at Xerox Education Group headquarters in Stamford, Conn.

In making the announcement, Dr. Robert W. Haigh, Education Group president, said "While we initially plan to concentrate on educational films for use in elementary and secondary schools, we ultimately expect to offer a wide range of audio visual products beyond formal education to the more informal adult education market and eventually to the home consumer market.

"The initial emphasis of providing imaginative, high interest films to formal schools," he continued, "provides us with the op-

portunity to enlarge, through varied media, our already established capability in textbook and classroom periodical publishing. Due to the increasing acceptance and use of multi-media materials in schools, we feel the market is extremely promising and we expect such materials to become an increasingly important part of our product line."

Named by Haigh as president of Xerox Films is Vincent J. Byrne, formerly manager of business development and planning for the Education Group.

ASFA Film Exposition Sept. 17-19 in Washington

The American Science Film Association will hold its 1969 conference and science film exposition at the Shoreham Hotel in Washington, D.C., September 17-19.

Program highlights include discussion on the use of science films on television and in higher education. In addition, a special film show open to the public is slated the first day of the meeting.

Reeves Production Services Opens in Washington

Reeves Washington has opened at 1516 P Street N.W. The office of Reeves Production Services is under the management of Art Singer, formerly director of development for Channel 26 (WETA) in Washington.

The office will serve primarily as liaison between government agencies and local producers and Reeves Production Services which include Reeves Sound Studios, Reeves Video and Action Corporation.

SMPTE Plans Super 8 Symposium at Conference

In an experimental program format designed to present topics of current interest and of applicability corresponding with recent developments in the motion picture industry, a special Symposium on Super 8mm Production Techniques will be held during the final two days of the 106th Technical Conference and Equipment Exhibit of the Society of Motion Picture and Television Engineers, Sept. 28-Oct. 3, at the Century Plaza Hotel, Los Angeles.

SMPTE Vice-President for Motion-Picture Affairs and Program Chairman for the Symposium, Dr. Richard J. Goldberg, Houston Fearless Corp., Los Angeles, has announced that the program mainly of tutorial papers specially invited for the two-day

Continued on page 6

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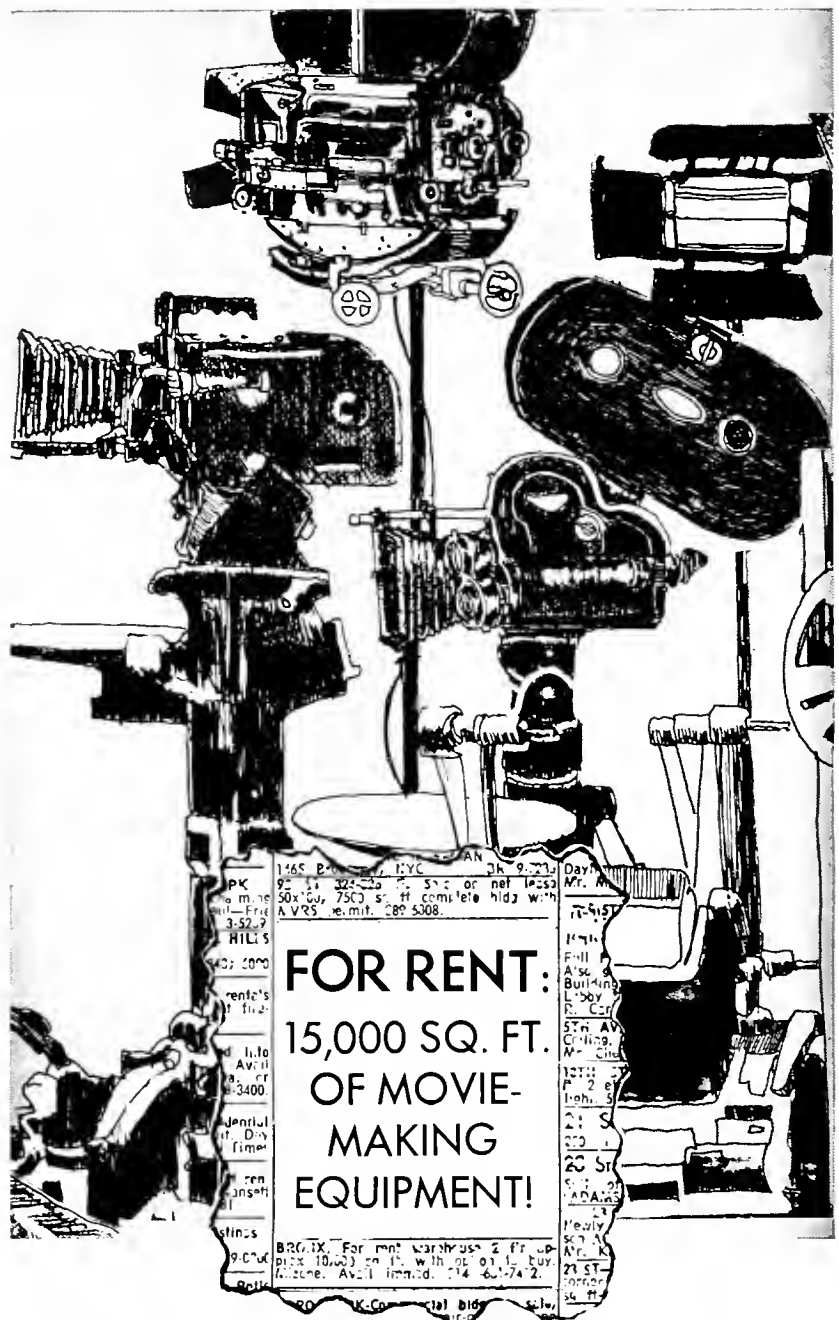
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event. "We will attempt to define where we are, where we've been and where we are going." Dr. Foldberg said, "and in particular we want to thoroughly explore optical vs. magnetic track recording and loop vs. reel-to-reel concepts of presentation as well as other pertinent topics." Ten papers will be scheduled, some of which will be from abroad. Each paper will deal with a different aspect of super 8 production.

Movielab, Inc. Acquires Berkey Lab Facilities

Movielab, Inc. has acquired the professional motion picture processing and video divisions of Berkey Photo, including laboratory facilities in New York and Los Angeles.

The acquisition was made for notes and cash in excess of \$10,500,000.

Optimedia Systems Opens New Jersey Headquarters

OptiMedia Systems, Inc., has opened new headquarters at 1080 Route 46, in Clifton, New Jersey. The firm provides total capability audio/video communications services to business, government, industry and education.

In their new facilities, OptiMedia offers professional quality television studios equipped with broadcast type switching and special effects units, film and slide chain, plumbicon cameras and high band videotape recorders with electronic editing.

Typical applications include sales training, management development, classroom instruction, advertising, manufacturing, and research and development.

Modern Opens Skyport Cinema at Kennedy

Modern Talking Picture Service opened a new Skyport Cinema in the International Arrivals Building at Kennedy International Airport July 1.

Entertaining shorts will be screened 10 to 12 hours a day, seven days a week, in a lounge area which travelers and their guests can enter and leave as they please.

The films will cover a wide

variety of subjects, including travel, sports and business.

The lounge is the 12th Sky Cinema operated by Modern Talking Picture Service, Inc. Another Skyport Cinema is already in operation at Kennedy Airport in the United Air Lines Terminal.

Writer Jim McGovern Opens Own Script Firm

Jim McGovern, award-winning film producer-writer-narrator of Twin Cities television stations, has formed his own film script firm.

McGovern won the National Headliners Award in 1964 for the best public affairs television documentary in the U.S. In 1965 he received acclaim from the American Association of University Professors for a documentary he produced on academic freedom.

McGovern's offices are located at 934 Hampden Ave., and University Ave., St. Paul, Minn.

Canadian Film Institute Plans Film Study Center

Following a recent meeting of the Board of Directors, the Canadian Film Institute President Jean Clavel announced that the institute would establish a Centre for the Advanced Study of Film. Commenting on this decision, he said, "The explosion in the study of film and television in Canadian universities and colleges and the cultural use of films generally makes essential this development in CFI's programme. The serious student of cinema must be provided with resources equal to those provided for his colleagues working in the other arts".

Clavel said the Centre will already have extensive resources. CFI's Reference and Information Centre (documentation on 10,000 films, a 4,000-volume bibliography, film periodicals from 20 countries) will be considerably expanded over the next 18 months, with the aid of a grant from the Canada Council. The Centre will form the core of the new Film Study Centre. Special emphasis will be placed on the development of resources for the study of the Canadian cinema.

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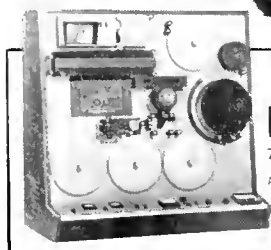
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**the
 screen
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**Reeves Names Power as VP
 Enlarges Sales Exec Staff**

Charles H. Power has been named vice president, engineering, Production Services Division of Reeves Telecom Corporation. Power will have engineering responsibility for the Sound, Laboratory and Video Services. Power joined Reeves in 1960.

Reeves has also enlarged its staff by introducing Robert E. Hoffman and Donald H. Buck as sales executives.

Hoffman joins Reeves following associations with ABC and CBS TV, while Buck's previous experience was with WOR and Lewron.

**Dornseif Heads New
 Hospital Department**

Rockford Memorial Hospital, Rockford, Illinois, has named Robert Dornseif to head a new Department of Audiovisual Aids. Many departments in the hospital carry on active teaching programs, and the overlapping needs for equipment and service have made necessary the formation of the department.

Dornseif will serve as consultant to all departments of the hospital, and all audiovisual equipment and service needs will be coordinated by him.

**Reeves Combines Three
 Operations: Names Mgrs.**

Reeves Sound Studios, Reeves Video Division and Action Corporation have combined to form the Reeves Production Services Division.

This new division will provide



HODGES



LANG

increased flexibility in all production and post-production services for producers in all TV media.

Full sound services for both motion pictures and television will be provided.

The new division will be managed by a centralized group consisting of: Bruce R. Lang, president, formerly assistant to president, Reeves Telecom Corporation; John F. Vorisek, executive vice president, operating formerly president, Reeves Sound Studios; E. Grey Hoffman, senior vice president, marketing, formerly acting general manager, Reeves Video Division; John Barwick, senior vice president, formerly president, Actron Corporation.

**Ampex Division Manager
 Elected Vice Presidents**

Ronald A. Polster and Albert Sroka have been elected vice presidents of the Ampex Corporation.

Polster was previously the



POLSTER



SROKA

general manager of the special products division, while Sroka is general manager of the professional audio products division.

Polster has been employed by Ampex since 1959.

**Boyko to Executive VP of
 Capital Film Laboratories**

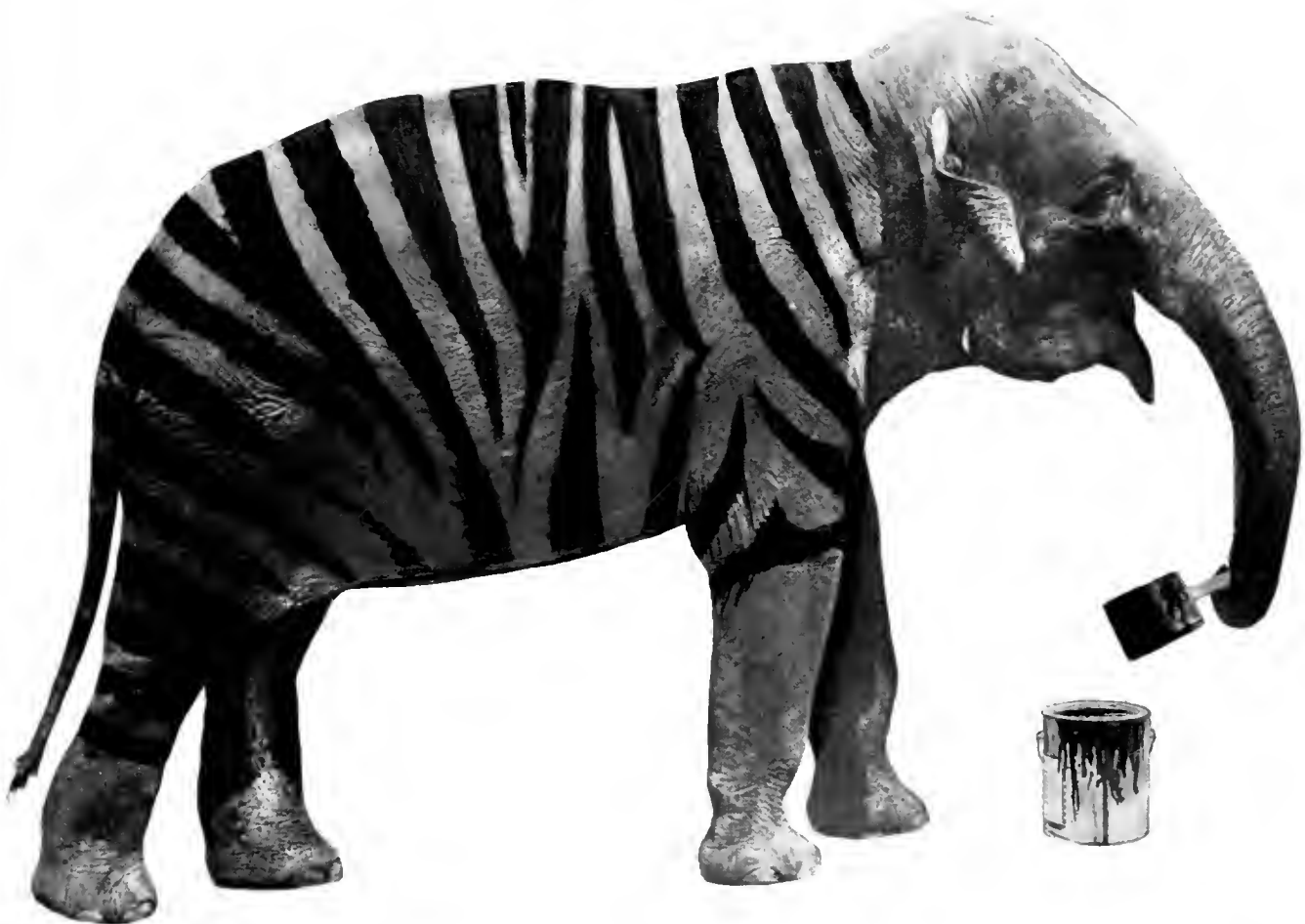
Colonel Peter Boyko, retired, has been elected executive vice president of Capital Film Laboratories, Inc.

In his new post, Boyko will be in charge of Capital's Washington, Detroit and Miami laboratories. Super 8 City in Alexandria, Va.

**Rasp Elected President of
 Contact Corporation**


Edward C. Rasp has been elected president of Contact Corporation.

Continued on page 9



who's kidding whom?

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screen executive . . .

continued

Corporation, New York.

Rasp is one of the co-founders of Contact and has served as executive vice president and director of its audio-visual division since 1967. Preceding Contact, Rasp was associated with advertising for fourteen years at Klemtner Casey Incorporated.

Bokmuller Appointed Regional Sales Manager

Hervic Corporation has appointed Carl Bokmuller as its regional sales manager. Prior to his appointment, Bokmuller was with Berkey-Colortran Incorporated.

Bokmuller's territory will consist of Ohio, Michigan, West Virginia, Kentucky, Tennessee and Western Pennsylvania.

Hervic Appoints Miner Regional Sales Manager

Martin F. Miner has been named as regional sales manager at the Hervic Corporation. In his new position, Miner will be marketing products being distributed by Hervic's three divisions.

Previous to this appointment, Miner was associated with Angenieux Corporation of America.

Hanf Appointed Sales Engineer at OptiMedia

Joseph W. Hanf was recently promoted to sales engineer for industrial-educational markets at OptiMedia Systems, Incorporated. Hanf has over five years of specialized training in electronic manufacturing, design and engineering.

Hanf has previous experience with I.T.&T. and Western Electric.

O'Sullivan Named NAVA Director of Training

P. Kevin O'Sullivan has been named director of training for The National Audio-Visual Association. O'Sullivan will be responsible for the development and implementation of new and existing training and education program.

O'Sullivan has over thirteen years of experience in audio-visual communications and training.

Kelly to Pelican Films As Producer/Salesman

Geoffrey Kelly has joined the staff of Pelican Films, Inc., in New York, as a producer/salesman.

Previously, Kelly was with Foote, Cone & Belding, in New York. His experience covers a wide range of both film and video tape, in the U.S. and Europe.

McDonald Appointed as President of UVEA

Universal Education and Visual Arts has named Peter McDonald president. McDonald spent the past ten years as vice president of MCA-TV, serving internationally.

Cassette Corp. of America Names Kahn Sales Manager

Alan J. Kahn has been appointed as sales manager of the Cassette Corporation of America, Carlstadt, New Jersey.

Kahn was previously self-employed in the importing business.

Around the Industry

Among the newly-named executives at Argus Incorporated are: *Richard T. Cox*, regional sales manager; *Peter Turgeon*, district sales manager; *William Hayes*, sales manager for the North Texas/Oklahoma territory for Atletta Distributors in Dallas; *James Davis*, district sales manager for East Texas and Louisiana; and *Gordon Ross*, district sales manager for upstate New York . . . *Charles T. Gindhart, Jr.* has been promoted to regional sales manager at WRS

Motion Picture Laboratory . . . *John W. Mort* becomes director of western regional sales, for CBS Electronic Video Record Division . . . *Ron Tunis* becomes associated with Imagination, Incorporated, working with the director of animation . . . *Ludy Spegg* was appointed controller for Audio Graphic Films . . . Modern Teleservice, Incorporated has appointed *Benjamin DeSio* president and chief operating officer . . . Modern Teleservice also has appointed *Richard Russell* to executive vice president for operations and *R. Ritenour* as a consultant directly responsible for new business development . . . *Roy Paman* has joined Reeves Video as a sales executive . . . Eastman Kodak Company has named *Charles E. Lyons* coordinator of employee publications, a *Arthur C. Wood* editor-in-chief . . . *Harry Anger* joined St. Becker, Inc., as vice president and member of the Board of Directors . . . *Robert L. Klein* was appointed vice president and general manager of Sylvania Lamp Division . . . Bell Howell has named *Douglas Dring* district sales manager for the company's line of audio tape recorder players . . . *Ron Tunis* has joined Imagination, Inc., and will be working with the director of animation . . . *Donald Komny* has moved to Chicago sales office for Modern Talking Picture Service . . . *John V. Galt* has joined Academy-McLarty as producer-director . . . *Paul Long* has also joined Academy-McLarty's as part of its writing staff . . . *Gene Brewer* has been appointed national sales and promotion manager of Superscope's new recording division . . . *Bob Warner* has become a senior television producer at Ogilvy & Mather Inc. . . . *Gene W. Davis* has joined Jamieson Film Company, where he will assist in the company's business/industrial film division . . . *Jeffrey Mitchell* has rejoined Ken Saco Assoc., as an associate member . . . Clo Plenum Productions has named *C. Anthony Pecorelli* to serve clients in production of audio-visual training programs . . . *Ray Allen* has been elected vice president of sales for Audio Magnetics Corporation . . . *Robert R. Crittendon* has become manager of advertising and sales promotion for Beckman Instruments Incorporated.

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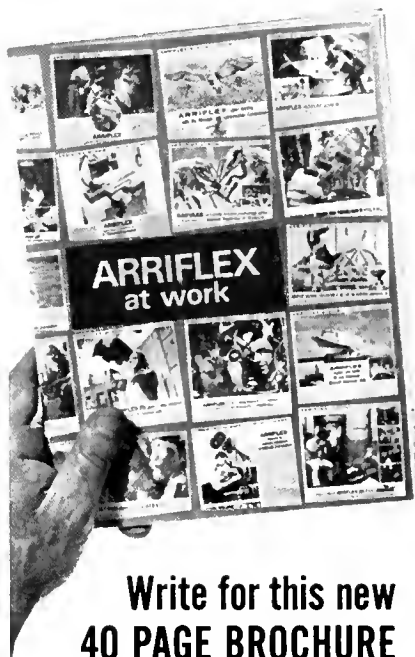
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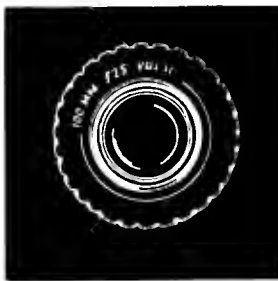
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the camera eye

By O. H. Coelln

The Audience is the End-Result of All Our Creative Production Efforts

THE EVER-EXPANDING AUDIENCE for sponsored motion pictures and videotapes is reflected in the Special Report featured in these pages. The movement of these film and tape prints to thousands of adult and youth audiences, both in the U.S. and abroad, is a thoroughly-organized effort by experienced film distribution companies and by the sponsors themselves, especially when their libraries are of size to validate such operations.

The activity of these sponsors in the past year is also reflected in our Annual Survey of Sponsor A-V Activity. These columns go beyond the *public, external* aspect of audiovisual media, of course, and include the many specialized kinds of filmed and taped presentations used for internal training, etc.

The *size* of the public audience, however, has grown constantly and the means of reaching them have increased proportionately. Well over a half-million 16mm sound projectors (still the basic equipment) are owned by all kinds of groups: industry, schools, churches, lodges, clubs, unions, etc. Beyond that *basic* outlet, there are other important channels of sight/sound distribution:

1. Public-service television showings account for thousands of shipments and millions of viewers who see informative, interesting sponsored films and videotape messages in the comfortable privacy of their living rooms.
2. Theaters, both at home and abroad, comprise another key channel of sight/sound distribution. 35mm and 70mm widescreen prints of informative short subjects are being welcomed by the theater owner, *providing they are professionally produced and of real interest to this paid audience.*
3. Specialized channels, such as the well-developed Airport Cinema operation originated by Modern Talking Picture Service, and Resort Cinema, reaching influential group audiences during the summer (and winter ski) periods, have enlarged the available group audience.
4. The very important international audience has also been provided for through the facilities of the worldwide Inforfilm organization whose activities are described in these pages. From world headquarters at Brussels, Belgium, Inforfilm maintains contact with member companies throughout Western Europe (from Austria to Sweden) and has widened its influence into the Middle East, New Zealand and Japan.
5. College and university students are also viewers of well-made sponsored films. This

audience may well represent the most important groups of all as films help bring to a better choice of careers, improve corporate understanding and aid in instructional background on science, management, etc.

The economic impact of sponsored film and tape distribution is truly enormous. For laboratory, print orders exceeding 300, and 1,000 prints per single title, are becoming commonplace for 16mm color subjects. Each of these prints requires its own reel and shipping case. But the impact of these sight/sound subjects extends to continuous use of 16mm sound motion picture projectors, lamps, replacement, etc. And the appetite for *realistic* creative images is voracious: *this is the heart of the business for qualified, specializing film and tape producers* who must be constantly responsive to public interests and the demand for professional quality in both production and content.

How long has this been going on? Universal, one national distributor dates its development back to 1911 when pioneer George Zehn founded the "YMCA Motion Picture Service." Equally famed for the development of "mass audience techniques" is The Handy Organization, the first company to bring automotive-sponsored films to organized audiences. Modern Talking Picture Service, spawned by the Western Electric Company and its ERPI counterpart, grew into its present international scope under the guidance of the late Frank Arlinghaus. Columbia Pictures, merged into United World, is the active United World Free Film Service, an activity of Universal Education and Visual Arts. And under the public-spirited leadership of president Roger Cahaney, Stearns Movies, Inc. has helped expand the audience for sponsored films and tapes.

The remarkable thing about this great opportunity for American and overseas business is the comparatively low-cost of delivering a sponsored film message. An average 10-minute motion picture, for example, reaches its intended audience at lower cost than newspaper print media, taking into account the length of time/exposure to the message.

New forms of distribution will emerge. Super-8 projectors extend their influence into schools and among groups; as CBS Laboratories' VTR equipment is attached to home and group-owned TV monitors. But the present, with its millionfold viewers seeing sponsored films every day and night of the year, is sufficient to attract and serve industry. It is into this picture; it's tremendous and rewarding to the company, trade group or to any organization using these channels.

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ARTIE ■■■ Portrait of a ghetto youth ■■■ Produced for The American Foundation · Institute of Corrections.



AUDIENCES AND DISTRIBUTION TODAY

By LON B GREGORY
Editor

THE ROLE OF today's professional distributor is unique in that he serves as the catalyst necessary to obtain a reaction between the filmmakers' production and the intended audiences. Because of this, the distributor is in constant contact with the broadest possible representation of the general public. He is in the mainstream of opinion and therefore becomes the focal point at which data can be collected, analyzed, evaluated and he can forecast trends as they develop (many have in articles in this issue).

Though there are many new formats available to today's A-V communicator, 16mm and 35mm motion pictures remain the most widely accepted and in greatest use. The audience opportunities for these formats are divided into three segments: 35mm theatre audience; television audience and 16mm projector equipped audiences.

The theatre audience is an excellent audience opportunity for creative industrial films

— "creative" here used in its fullest sense since, obviously, the sponsored film is in an environment of highly creative use of the motion picture. (See page 32 for additional commentary on this subject).

A good entertaining short can run in theatres for several years, with a total audience running into millions. Theatre audiences comprise a first rate audience for the short (10 minutes or less) sponsored film. In terms of reaching a mass audience, it is second only to television. But, always remember the vital importance of quality production and entertainment value for theatre audiences.

Television

The total hours of free TV time obtained by industry is not recorded as are the relevant statistics for non-theatrical audiences. This writer estimates that the increases in the total hours of free TV time is declining and, further, that the rate of increase has dropped each year since 1964.

This does not mean that the total free time made available by television stations is formidable. In researching this article it was revealed that one distributor obtained a total of 14,000 hours in a recent 12-month period. The estimated audience for this time was over 500 million. Obviously, free TV time represents an impressive audience opportunity for industrial motion pictures and other industry sponsored visuals.

The point to be made here is that, for the past few years, there has been a gradual, but steady, increase in the amount of time local television stations are giving to local-originating programs. The effect of this has been to reduce, in some degree, the amount of free time available for quarter and half-hour free film. At the same time, it has opened up opportunities for shorter motion picture clips, both in a news and feature kind.

16mm Projectors

The technical mechanics of most industrial motion pictures continue to make progress

Continued on page

THEATRE AUDIENCES

There are 14,900 35mm theatres in the country today, including four-wall and drive-ins. Drive-in theatres represent about 4,000 of this total. These 14,900 theatres have a seating capacity of about 12 million and an average weekly attendance estimated at 40 million.

Of these theatres, some 460 are first-run houses, situated in 110 metropolitan areas of 250,000 or more population. These theatres are primarily located in upper-middle income suburban areas and in the downtown areas of major cities. Since the mid 60's about 75% of a new theatres (200 per year) are located in suburban shopping centers in these metropolitan areas.

TELEVISION AUDIENCES

Commercial stations as of July, 1969	667
Educational stations as of July, 1969	183
Total television stations July, 1969	850
591 of these 850 stations are able to originate color motion picture programs.	
Total U.S. Households	61,019,690
Total U.S. Households with TV	57,522,300
Total U.S. Households with Color TV	20,309,700
Total U.S. Households with more than one TV	20,913,500
94% of U.S. Households have TV sets	
36% of U.S. Households have more than one set	
35% of U.S. Households have color sets	

16mm PROJECTOR EQUIPPED AUDIENCES

(Estimated 16mm sound projectors in use in U.S. as of August, 1969)

School systems including college and university	412,000
Business and industry	242,000
Religious includes churches, church bodies	162,000
Government (Local, State & Federal)	114,000
Personal (Home)	83,000
Community agencies	70,000
Medical and Health	24,000
Projected total number in U.S.A.	1,107,000

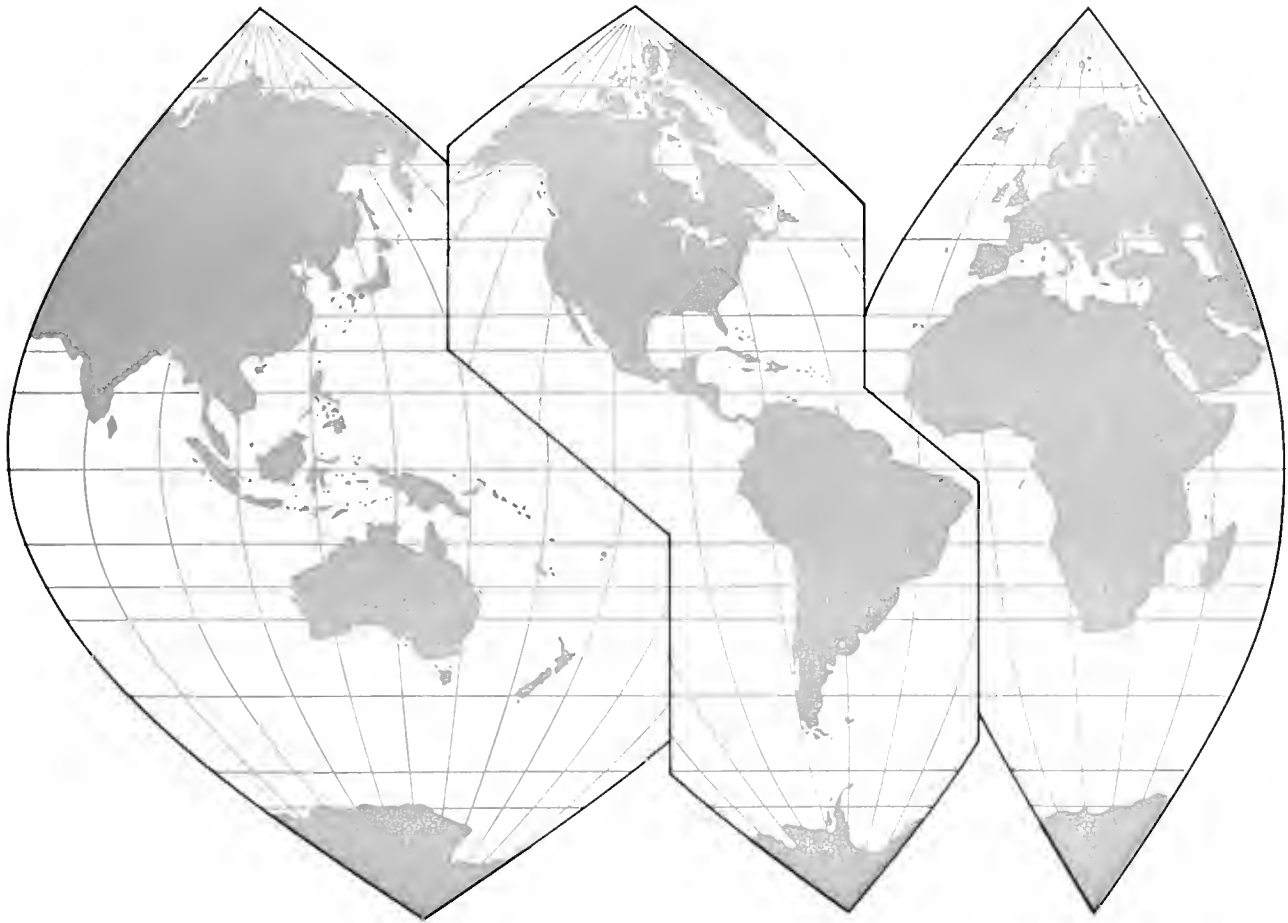
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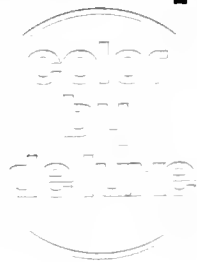


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continued

color, editing, excellence of production — an perhaps most significant of all — the decline of the “hard sell” has improved the image of these films. The classroom teacher, on all academic levels and in most curriculum disciplines, continues to demonstrate enthusiasm for the industry sponsored film.

The reason for this, I believe, is that teachers reflect a natural appetite for knowledge. This may seem to be a paradox in that most industry sponsored films are not teaching films but more “experience” films which support the process of learning. Yet they have earned a permanent spot in this very select environment.

Adult organizations have shown, on the other hand, some marked and variable trends. Well-organized groups, such as the leading civic organizations — Rotary, Kiwanis, Lions etc. — tend to be much more selective. A “good” industry film does not attract them as it did five years ago. Their involvement in their own programs is a principal reason. Another is their desire to come to grips with problems and challenges that characterize their own communities. Another is the growth of a “social consciousness” which has increased the significance of “message” films to them.

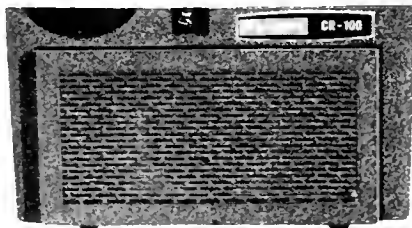
Other, less formalized adult audiences such as church groups and many membership organizations, continue to have a broad range of subject interests, so that the “industry” picture itself still has a potential viewing audience of several million. In the view of one leading industry figure, the sponsored motion picture audience “compares favorably in size with that of a successful entertainment-type feature picture.” This comment assumes that a picture is allowed to run its normal course of exposure which should be at least five years.

The trend, in this writer's opinion, that stands out most is that of the industry film sponsor seeking new subject areas to represent his company to the general public.

We do see evidence that some of our most forward looking leaders in industry are moving in this direction. It may even be truer of the young middle echelon management of today who will be the industry leaders in the near future. Tomorrow's executives may force business to finally give up its passive role in our society that has been traditional with it and as it gets involved and takes a stand, it will need more than ever to communicate its ideas and its attitudes, its programs and its results to the American public. There will be a new impetus, and a new energy to communicate. I don't know how much of this communicating will be entrusted to the sponsored film as we know it today, but if film makers utilize the business film potential — its immediacy, its impact, its convenience, its unexcelled ability to influence, the sponsored film will get its share and more.



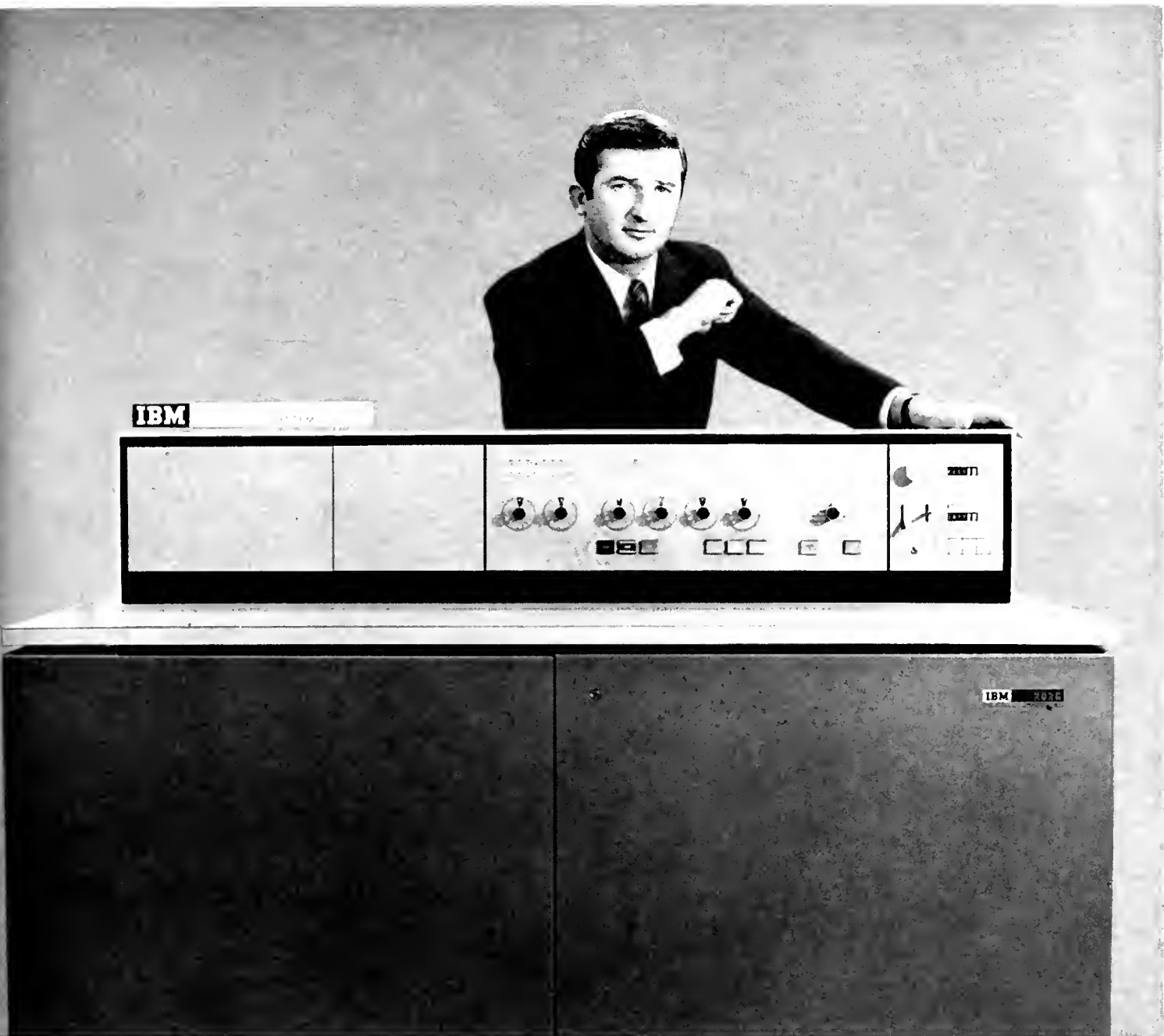
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The Rivals.

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Why then do we look upon our computer as a sort of rival? A matter of temperament, mainly. It doesn't have an ounce of business instinct. Doesn't really care about your film at all (a thing we regret deeply).

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PULL YOUR FINGERS OUT

Jane Senior reports on the British Industrial Film Festival where film makers were challenged to use their media to the greatest advantage.

Opening the British Industrial Film Festival was the first film ever to be made by a trades union — *The Inheritance* sponsored by the Amalgamated Clothing Workers Union of America, in 1914.

Commenting on the use of film for industrial relations, British government spokesman for industrial productivity, John Williams, pleaded with employers to use films rather than house magazines 'which no one reads'.

Said Williams, "film is a powerful motivational tool and should be used as such — and then hung up until it is needed again."

Scriptwriter Ted Willis, now a member of the House of Lords gave the following advice to employers, unions and film makers:

1. Film professionals should change their image and show themselves as responsible communicators who can play an important part in industrial communications.
2. Closed circuit television using motion pictures and video tape should be more exploited.
3. Regular programs of film pro-

duction rather than the occasional use of film should be regarded as an important feature of industrial budgetting, both for management and unions.

4. To obtain acceptance of the importance of film in promoting good industrial relations, there should be a planned campaign to get rid of the ignorance and mystique which surrounds the process of making a film.

Willis concluded with the direct, but non-aristocratic phrase 'pull your fingers out' — which is equivalent to the American "get off your fannies and get on with the job."

Forty-two films were screened at the three-day Festival attended by Britain's leading industrial film sponsors, producers marketing and public relations specialists. The motion pictures they saw were selected from an original entry of 170 films representing the work of 74 British production companies through 1968-9.

For the second year running Britain featured a special cate-

gory for films which have a direct sales objective, in line with the current trend in British sponsorship. This was the largest category, with an entry of 41 films.

Among them were films sponsored by the European divisions and subsidiaries of North American companies, including: *Focus on Value* (Caterpillar Overseas S.A.), *Micro-reproductions* (Oz-alid), *Take a Man Like You* (I.B.M. (UK)), *Who is this Man?* (Mobil Europe Inc.), *The World of Real Time* (Univac Division of Sperry Rand) and *Your Face is Your Fortune* (Alcan (UK)), *Fifth Era* (Parker Pen).

Discussing the use of film as an export sales tool, Lord Brown, Minister of State of the Board of Trade said that of the films which had been screened at the festival, ten were being used by the British Government to sell British goods overseas. Three hundred copies of these films were now circulating in 10 language versions — at the low cost of \$14,000.

The award winning films reflected the widespread use of films in Britain today.

In the public relations categories *Music* (National Music Council of Great Britain/James Archibald & Associates) and *Mullardability* (Mullard Ltd./Ronald H. Riley & Associates) proclaim British achievements in music and electronics for international audiences.

An industrial prestige film *The Curious History of Money* (Barclays Bank/Larkins Studios) not only won a Festival Gold Medal but the director, Beryl Stevens was honored by industrial film journalists as the year's outstanding creative artist.

Other films which demonstrated a high degree of communications in marketing were *Hallmarking* (The Goldsmith's Company/Kenneth Myer Productions) which will shortly be seen in U.S.A.; *One of Our Own Kind* (Vickers Ltd./Vickers Film Unit) — printing machinery; *Shellgrip* (Shell International Petroleum/Shell Film Unit) — a new method of road surfacing; *The Chequerboard* (H. H. Robertson (UK) Ltd/Robertson Film Unit); *Elegant Girl* (Vauxhall Motors (GM subsidiary)/Anthony Kilkison Associates) — launch of a new car; *No Ordinary Shower* (Walker Croweller/Rayant Pictures) — bathroom equipment.

In the training field, *The Behaviour Game* (Barclays Bank/Lion Pacesetter — Charles Barber) offered a new approach to the training of bank tellers.

Two awards honored films for specific purposes — the award for the best export film went to *Profiles* (high Duty Alloys/Ronald H. Riley Associated) designed with precision engineering at the award for the film which contributed most to the awareness of the contribution of science and technology to social progress went to *The Land Must Provide* (Shell International Petroleum made to show Shell's support of the F.A.O./Fertiliser Industry Co-operative Committee.



A still from "The Curious History of Money" made for Barclays Bank Limited in association with Charles Barker & Sons Limited by Larkins Studio in Association with The Film Products Guild Limited.



Lord Jackson of Burnley, FRS, President of Imperial College London and Past President of the British Association for the Advancement of Science, presenting the Science Award to Mr. Hugh Wickman, Shell International Petroleum Co. Ltd. for the film "The Land must Provide" (Sponsored by & produced by Shell International Petroleum Co. Ltd.).



Lord Brown, Minister of State, Board of Trade, presenting a bronze award to Edgar Anstey, British Transport Films for "Right Time Means Right Time."

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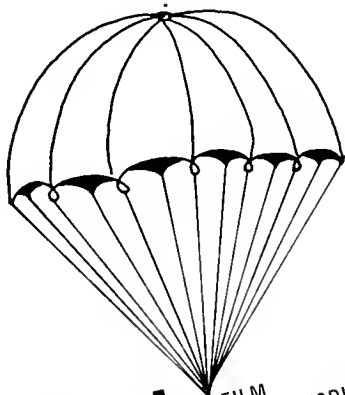
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By JAN BOTERMANS
General Secretary
INFORFILM

INFOR

MOVING TOWARD COMPLETION of its 10th year of activity, Inforfilm, the International Association of Informational Film Distributors, now covers 20 of the most important markets of the world.

Since its conception, Inforfilm has learned a lot about sponsors and film distribution. Our main idea at the start was to provide sponsors a network of reliable distributors throughout the world.

But the facts were different. We discovered that in many countries this kind of distribution was not even organized. We discovered that a lot of sponsors were not even distribution conscious.

Developing the effective network now covering 20 countries was quite a job. Constant selection and adaptation gradually led to the international standards developed by Inforfilm, 20 countries. They are: Austria, Belgium, Canada, Czechoslovakia, Denmark, Finland, France, Germany, Great Britain, Holland, Italy, Japan, Middle East, New Zealand, South Africa, Spain, Sweden, Switzerland, Turkey, United States of America.

Some of them had to be promoted by Inforfilm itself since no suitable outlet was available. Complete new services were created in Austria, Denmark, Italy, South Africa. We have one major purpose in mind: to keep Inforfilm a high standard organisation and to progress surely but safely.

Each year the members meet together — early May 1969, the Inforfilm General Assembly was held in Copenhagen — exchanging experience and knowledge, concentrating on efficiency and on better servicing of the sponsors.

For sponsors' facility, all Inforfilm members have agreed to a unified international tariff of \$3.50 per booking, proved by an individual showing report completed by the borrower of the film. One tariff instead of all the different national ones. It enables the sponsor easily to survey his distribution effort, to calculate the cost per spectator, to compare the results of the different countries, to estimate his budget.

A second help to the sponsor is the General Secretariat in Brussels, Belgium, available to organise the complete distribution of sponsors' films in those member countries which are of interest for that particular sponsor.

What audiences can be reached through Inforfilm? Any audience equipped with a projector in all member countries represents a potential audience. This includes schools,

Reaching the leading worldwide markets with sponsored films is the task of Inforfilm . . . providing a potential audience of 650,000,000 persons in 20 countries.

clubs, organisations, military services, factories, resorts, etc. . . . adding up to a total potential audience of 650,000,000 persons. This means hundreds of thousands of bookings a year reaching people hungry for information provided by sponsored films.

And, in some countries, TV and theatre audiences can also be effectively reached. A quick check with the Inforfilm member in a country can determine this.

By organising Inforfilm, we hoped to reach each sponsor at his headquarters and his subsidiaries in all member countries.

Again, the facts were different. Quite often there was no money allotted for a film's distribution. We even found some sponsors believing that once they paid for the production of a film, audiences would pay to see it.

The best way to have films distributed and seen is to make sure yourself that they are. We in Inforfilm think that it is in part due to our action that more and more big companies come to entrust their film distribution to independent specialists we offer.

Many companies already guide their subsidiaries and representatives to contact these specialists. Some companies even do it them-

selves and also centralise the payment of the distribution in view to get a well coordinated and fully efficient job done which they entirely can survey and control.

Inforfilm has one member per country. Why? Because film borrowers prefer to dispose of one main source for getting films. And because concentrating a big choice of film at one place means that the borrowers will concentrate their interest there.

To work with Inforfilm means to use the biggest available instrument to bring your film to non-theatrical audiences and to get proven results. Work with Inforfilm means to work with an international group of people bringing their experience and knowledge together further the cause of providing audiences with business films.

And since distribution is a close collaboration between sponsor and distributor, Inforfilm is awarding yearly, at the occasion of the International Industrial Film Festival in Europe, an INFORFILM Award to a film best suitable for international distribution.

Those are only some of the facts about Inforfilm, because you cannot generalise distribution. If the instrument is always the same, the films are different and each film collection, each film needs the special knowledge and experience of the distribution specialist who even can advise already in the production stage.

After 10 years, the Inforfilm idea has become a success. More and more official organisations and state authorities have gone to Inforfilm for the distribution of their film collections.



INFORFILM members during a panel discussion of film distribution earlier this year in Copenhagen

BEEN TO THE FOX THEATER IN PHILLY LATELY?

Or the Randolph? Or the Stanley? Or the Trans Lux? Or Eric I & II? Unless you've been to one of these key motion picture theaters very recently, we know something you don't (but should).

There's something new and important happening to PR film distribution in movie theaters all over the country. Sure, some movie houses have always shown free films, but today, it's a whole new medium.

Take what happened with one of our clients a few weeks ago:

In just four short weeks, over 136,000 people in the Philadelphia area saw (and loved) a beautiful 13-minute PR film as part of the program at their favorite movie theaters.

Our film played all through the market, including a number of big, downtown houses like the Fox, which had **never used free films before.**

How come? It's really simple. As more and more of the major presentation houses go to

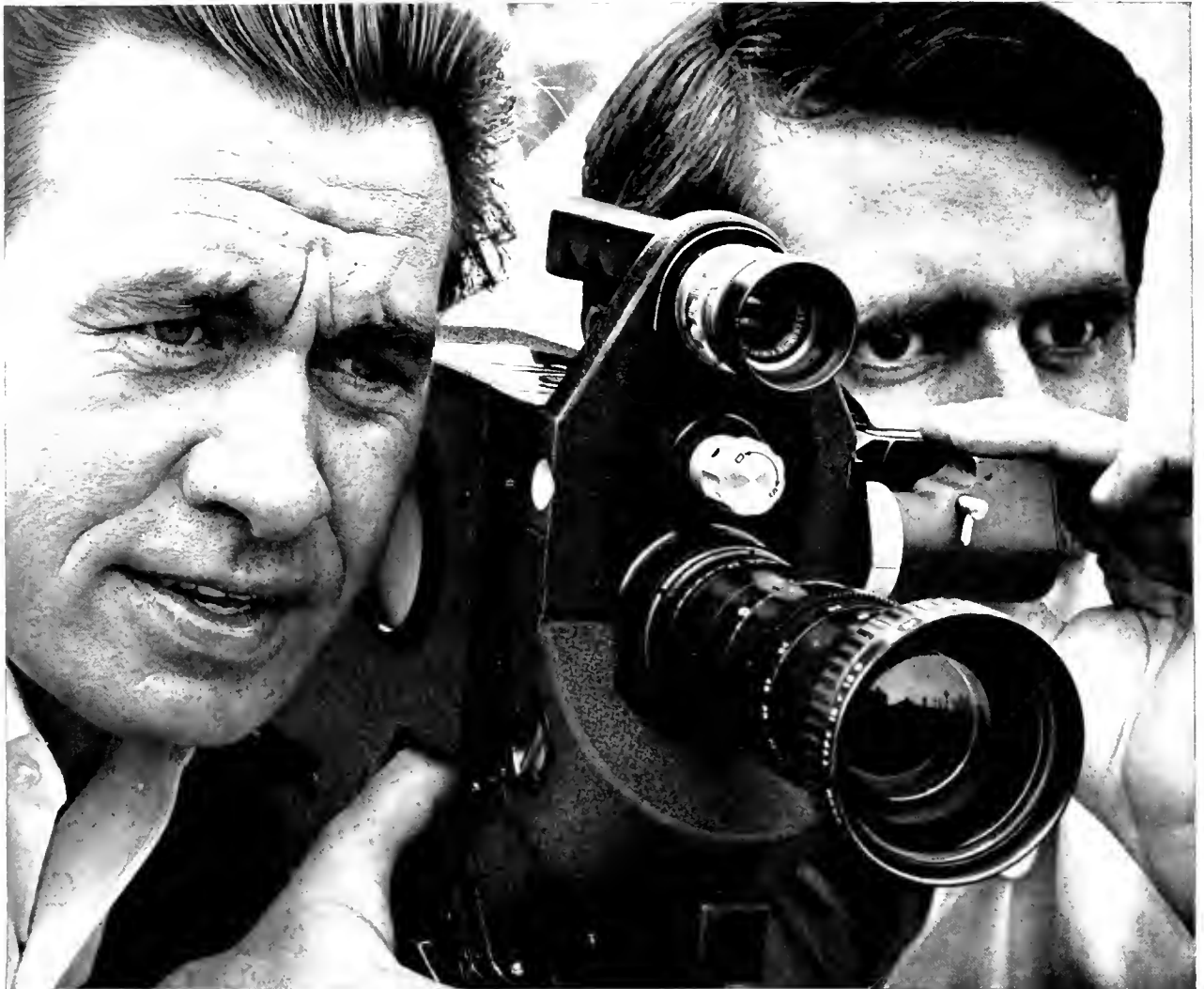
one-feature bills, they need more short filler subjects to stretch out their programs. Because so few short subjects are being produced today, free films have become a very important source of program material for these theaters.

The biggest and best of them are suddenly joining the parade in a very big way, and delivering **measurable** audiences for PR films at cost efficiencies that are almost unbelievable.

The Fox, for example, played to 56,750 people during those four weeks. The total cost to the client was exactly \$38.00, which comes out to **six one-hundredths of a cent** per viewer!

Now that it's so easy to convert your 16mm PR film into the 35mm format the movie houses require, there's no reason why you can't enjoy the same bonus audiences at the same low-cost efficiencies for **your** film. If you'd like to know more about reaching this "new" distribution channel, just call the man from United World.





Rent an NPR: see if you get more shot in one day.

Sync sound without a blimp and five-second magazine changes aren't built into the NPR just to make life easier for the cameraman. He's getting paid anyway. It's the *producer* we care about. The NPR makes life cheaper for him because he's able to get more shot in a day. Shooting sync sound is just as easy with the NPR as shooting silent. And sync sound effects save editing and dubbing time.

The NPR lets you spend the day *shooting*, not setting up. It weighs only 21 pounds with Angenieux 12-120 zoom lens and 400 feet of film. You can climb a tree with it in one hand, like a briefcase. The rotating turret will accept any two lenses you

like. And since they're not inside a blimp, you can get at them fast. The magazine is threaded when you load it, before shooting starts. Changing magazines takes five seconds, and you don't need to touch the film.

The NPR needs no blimp, no AC power and no clapstick. It uses a battery operated constant-speed motor with a sync-pulse generator and an automatic clapper. Moving the NPR and tripod from one studio setup to another is a fast one-man operation. Try that with a 70 pound blimp. The NPR's precise reflex viewing lets you see what's just off-screen in the viewfinder. No more microphones getting into the shot.

If you are a producer, you'll agree there's something in our claim that this spontaneous camera is liable to pay for itself quicker than most. If you are a cameraman, try renting an NPR for more good first takes. The producer might think it's you.

For a free copy of the NPR brochure, just contact Eclair at 7262 Melrose Ave., Los Angeles; (213) 933 7182. Or at 18 West 56th Street, New York City; (212) 247 0350. No obligation.

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motion picture cameras since 1909

"IT'S IN THE CAN" is an expression used by film producers to indicate that a motion picture sequence, or indeed the complete motion picture is all wrapped up, completed, "in the can." So — now what?

A lot of good it's going to do you, your target audience, or Actor's Equity to leave here. But stay there it might, except for occasional viewing by "JB upstairs," those of you who conceived, labored and delivered and/or the producer who, when selling a prospective client says, "Here's the film I did . . ."

Impossible? Well, if you look around, and you could find somebody to admit it, you'd find an above statement more truth than fiction.

How does it happen? — Case in point. Let's say you have produced a film and it's in the can, and your target audience lies outside the structure of your own organization. If you've not talked to a distribution professional long before now you will have made your biggest mistake — you're six months to a year late in contacting a distributor.

This business of developing motion picture programs . . . or should I say talking picture programs . . . there's nothing these days that as an audio-visual communications tool has to be on celluloid, or have emulsion and sprocket holes. Videotape, EVR, and whatever is just around the corner are all "talking pictures," all communicate, in their proper place as well as film and should be considered on their merit. But we digress.

This business of creating audio-visual communications tools is analogous to building a 3-sided pyramid, the pinnacle of which, for all you see, will be your completed program. Its success, how well it holds up, and who sees it will depend upon the support that's been built up to it.

The supporting sides of your audio-visual program involve *three* areas of expertise which must be consulted before any communications tool will predictably succeed. Obviously the first side is your own, what you know your problems in communications to do with whom they exist, and *what* it is you'd like to say in an attempt to solve those problems. In analyzing your own situation then, you decide that "maybe a motion picture will assist in solving this problem." So you call in the second expert — the producer. These people, chosen wisely, are skilled in the art of taking what it is you have to say and translating it into the language of audio-visuals. But please don't stop here, because in actuality all you've done is identified a problem, a possible means of solution, and hired a translator — a very creative translator, granted — but a translator. At the very moment that you begin a dialogue with your producer, you should also begin a dialogue with a distributor. And the logic of this step is irrefutable.

You're at a decision point, and in order to properly make the decision whether or not to proceed with an audio-visual communications tool you must determine:

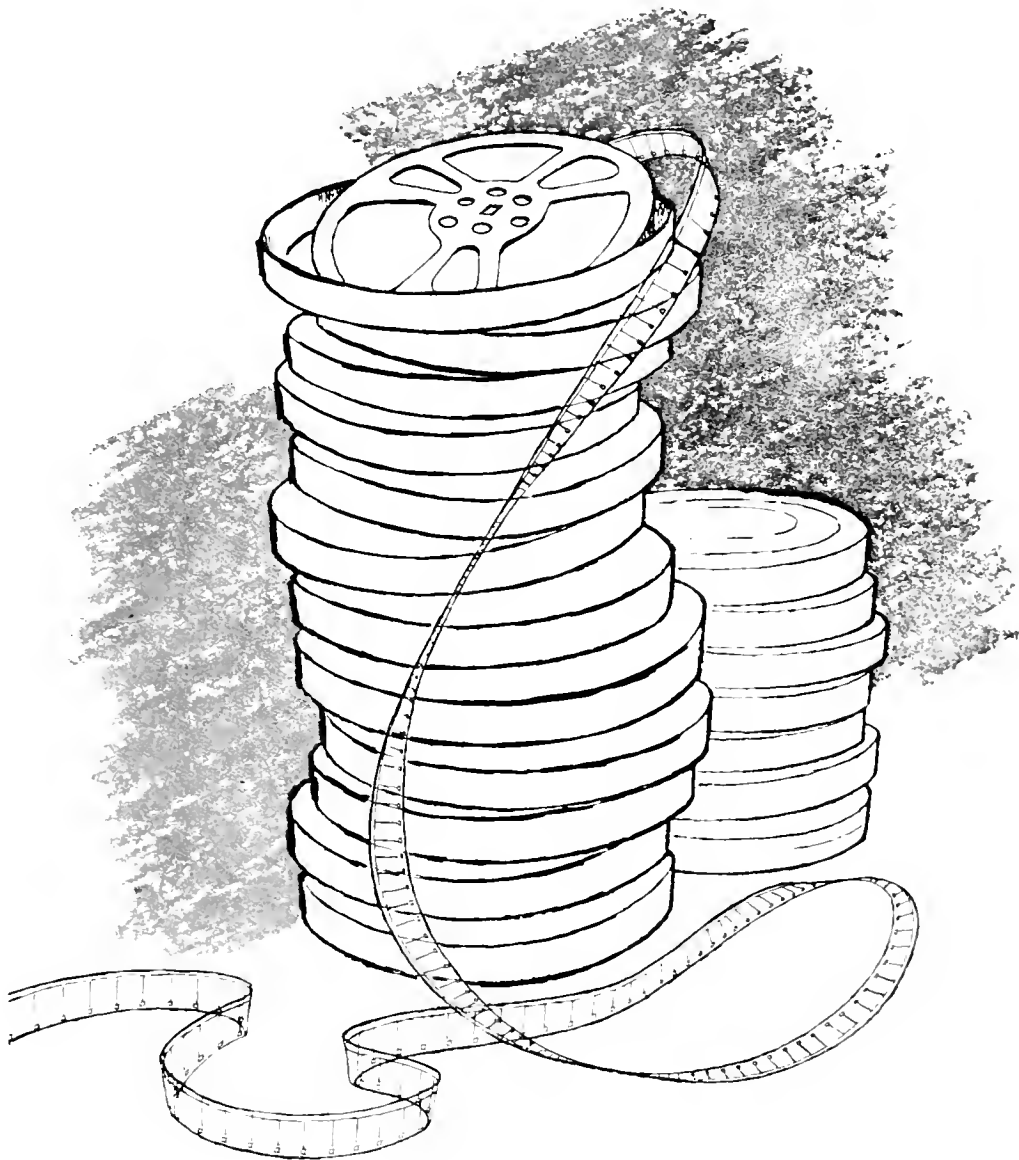
► can the target of my communicate be reached via films? (If the answer to this question is no, you've found it out at a

Continued on page 26

IT'S IN THE CAN — NOW WHAT?

Editor's Note: Business Screen opens its special report on audiences and distribution with the following article on proper planning for reaching target audiences. On the following pages, the broad realm of film and audiovisual distribution is examined in depth by the specialists who know audiences and how to reach them. Though one theme is repeated often on the following pages, it cannot be reiterated enough . . . and that is that proper advance planning for getting your message seen by the right audiences is as vital as all other phases of production.

By EDWIN L. SWANSON
Account Executive
Modern Talking Picture Service, Inc.



ARRIFLEX[®] 35 digs in to score for Harry Hamburg's V-8 Cocktail Juice Commercials

V-8 Cocktail Juice wanted to present themselves as the 'different' kind of drink . . . and so in doing, gave Harry Hamburg Productions, New York, a wildly different kind of assignment.

"The central theme," writes Harry, "involved a typical American family living in a 'rut' because they all drank the same old breakfast juice. After trying V-8 they came charging out of their ruts, ready to face the day."

But most producers would have required a more potent beverage to face the day that shooting began on the commercial series. "The logistical problems proved to be unbelievable. Ruts—holes 15 feet square and 9 feet deep, had to be dug in the loveliest neighborhoods we could find, in California, New York and New Jersey." The problem, of course, was how the neighborhoods might react when they found Harry, his crew and equipment, the cast, a couple of steam-shovels and a bulldozer or two on local park lawns. It was a situation requiring exceptional tact on Harry's part, and failing that, exceptional speed.

"We often started shooting before the holes were finished, and started filling in while we were still shooting. Have you ever tried to be creative with irate citizens breathing down your neck? And how do you keep a white tablecloth white with those machines spewing earth and dust all over the place?"

Harry recalled, "with location problems, tight shooting schedules, difficult angles and uncertain weather, the only thing that didn't give us trouble was our camera. We exposed 55,000 feet of color film for the 30 second commercials. The Arriflex 35-2C was chosen because it's always been our favorite—for portability, bright reflex viewing, quick-change magazines and exceptional all-around operating convenience."

In view of the traveling, and the many elements he had to coordinate and transport, Harry could allow for only one camera—that he chose an Arriflex was typical. Because cinematographers the world over have come to trust Arriflex for critical 'one chance' shooting in every kind of production, under all conceivable conditions. Its mobility, unique in the 35mm field, is one major reason. Its ability to adapt from a hand-held 'wild' camera to a complete blimped studio-sync-sound system is another. Its A-Z capability has helped users all over the world avoid getting stuck in a cinematic rut.

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Camerman - Mario DiLeo

it's in the can — now what?

continued

very good time. You've invested very little time and absolutely no money. If the answer is yes, then you know you're on the right track.)

- ▶ If yes, in what numbers can they be reached?
- ▶ Where are they? and,
- ▶ what's it going to cost to reach them?

Only a distributor can answer these extremely important questions in detail, and in such a way that you may proceed in full confidence that a motion picture is going to aid in the solution of your difficulty. Look at your plans for a motion picture and its distribution in terms of a package, and before you commit any funds for anything "get to know the territory."

An added advantage to proceeding in this fashion is that you will also know *all costs* before you begin. The producer, once he knows

exactly what you have in mind, can quote a production figure. The distributor, once he knows whom you want to reach and in what numbers, can quote costs for that service. This answers question #4 stated above, and tells you right away whether or not the solution to your problem is worth solving via films — or perhaps worth solving at all.

Actual distribution, of course, cannot take place until ideas have been generated and approved, the script written, the cameras turned, the film processed, cut, edited, the track conceived and executed, etc., etc., etc. However, this purely chronological fact does not remove the function of the distributor from the early creative stages of the motion picture.

Once the four above-stated questions are answered, and the medium of film has been chosen, then you must ask other questions which are far more theoretical, but no less important.

- ▶ Is film treatment idea "A" more effective than film treatment idea "B" in reaching our target audience?
- ▶ Will this idea reach our audience at all?
- ▶ Will it "grab" them? (Or in present day vernacular — Is your "thing" gonna be their "thing" baby?)
- ▶ Which approach will be more acceptable to TV?
- ▶ Neither?
- ▶ Why?
- ▶ What can be done to make it acceptable to television?
- ▶ Theaters?
- ▶ For international distribution?
- ▶ What running time is best for my audience?
- ▶ For TV?
- ▶ For theaters?
- ▶ What "spin-off" audience can also be reached which, even though they're not the main target, are valuable and would help amortize the overall cost of this project?
- ▶ What other films have already been done on the subject?
- ▶ By competitors?

Obviously questions for people who deal in motion pictures and their audiences, people whose only reason for existence in the business world is to assist companies such as yours in communicating efficiently and effectively with the general public or segments of it. The answers to these questions are vital to your planning and ability to fulfill your responsibility to your organization.

Effective tool

The motion picture (or talking picture, depending upon the physical format selected) is without a doubt, and has been proved to be the most effective communications tool —

when used properly in attacking a clearly stated and specific communication objective. There is little doubt that Eastman-Kodak is entirely correct when they say "Movies Move People." (The title of a brochure available from Kodak.) But they quickly go on to say (and I guess a lawyer would call this admission against interest) ". . . but is a motion picture the best way to do it?" And we must go on to ask, even if the answer to that challenging question is yes, is it the *only* way to do it? The same question must be asked of all potential media as well!

Any medium must be proved effective before it is considered for any share of your communications budget. The most successful communications campaigns, be they centered in public relations, sales promotion, advertising, marketing or merchandising, are those which use a well balanced, carefully thought out and coordinated attack via several media.

The Fifth Medium

Film is the fifth medium — not fifth in importance, it is the situation that dictates the value of the vehicle. Fifth, unfortunately, is that many businessmen think of motion pictures only after they think of newspapers, magazines, radio and television. But a survey of modern day communications will show immediately that motion pictures are a primary method of business communication, and their use is constantly on the increase. Therefore the motion picture must be considered equally on its own merit as a full and equal partner of newspapers, magazines, radio and TV.

Case histories are not hard to find, nor are they confined to any one industry or area. They include automotives, breweries, distillers, educational and charitable organizations, associations, governmental agencies and religious organizations. Many campaigns are built around a motion picture, but an equal number use a motion picture in support of other media. It all depends.

Keep it out of can

The real challenge is to keep your film out of that film can and in a projector. A good film is no good until it's seen, and getting it seen is as big a challenge as getting it made. When those challenges are successfully met, you will have created one of the most exciting, effective and efficient communications tools that it is within your capabilities to create. A tool of great emotional impact, which utilizes the combination of sight and sound, thus producing memorability — a tool which (except on TV) counts every viewer after isolating them in a controlled environment for maximum attention potential and concentration — and a tool which carries with it a built-in prestige by virtue of the fact that you have used a "glamorous" and *apparently* expensive medium.

You're not going to cultivate a good film program by scratching your head. Call in the experts — the producer — the distributor. Make them "sell" you on the merits of solving your communications problems using motion pictures (excuse me — talking pictures — we've come full circle). If you've never done this, I guarantee you'll learn something!

ABOUT THE AUTHOR



Ed Swanson, Chicago account executive for Modern Talking Picture Service, Inc. entered distribution work with Modern in 1965 with a background in both film and TV production. In 1960-61 he was a director of a Ford Foundation closed circuit television experiment and taught television production at Northwestern University during the same period. From 1961 until 1965, he worked in both production and sales for Gilbert Altschul Productions. For two years he was responsible for production coordination within the organization, and later served as an account supervisor prospecting, selling, and producing audiovisual aids for Altschul accounts.

PROFESSOR DOOLEY once remarked that he wasn't sure whether people make things change or "whither it's just a matter of smart people takin' credit for the good things and passing on the blame for the others."

There's a general undertone of agreement that things are changing in the industrial film business, but little agreement as to just what they are or why they are happening.

As usual, the fellow who is happy with things as they are can be depended on to say there's nothing really going on. He might well be wrong, but he's at least comforting to live around. It's the fellow with the antenna aimed to the future that we all have to watch. He feels every shift in the wind, even when there's just a mild breeze blowing. The trouble is he can't pinpoint directions. There still doesn't seem to be any.

What makes this question so tantalizing to a distributor is that we're inclined to think we have our finger in the wind more than anyone else. Assuming the truth of the old saying that producers don't talk to each other and film sponsors talk only to God, consider the film distributor for a moment.

He talks to everyone, for the expedient reason that everyone seems to influence his business. He screens scores of films each week, more often than not under the burden of passing judgment on them as to their effectiveness. He has responsibilities to himself and to his clients require that he also check literally thousands of comments from audiences. It's a fairly simple exercise in computer logic to juxtapose comments and film, so that by doing a little more than using his eyes the film distributor becomes an authority on the subject that finally motivates all of us: the audience.

With credentials like these, it doesn't take much courage to offer our own view on the question of changes taking place in our industry. Courage aside, it needs to be done for no other reason than everyone else is doing it. The general upheaval in almost all of our social disciplines has everyone — government, educators, artists; experts familiar and new from sociologists to ecologists — trying to fathom today's topsy-turvy so that they might speculate where the future will take them.

Finally, if any further reasons are needed, there seems to be a reluctance in the field to publicly speculate about such things, and some of us feel it's time to do something about it. Professor Dooley's uncertainty about how changes take place has more than a little relevance to the industrial film business. Yet there are certain clear evidences of change that we can all agree to. The least questionable one is that industrial films, considered their special identity as a creative/technical product, have been improving in quality for a good many years. Today, the outstanding creative/technical film is a fairly frequent occurrence.

Another developing characteristic—although not yet widespread—is that films are being targeted toward audiences on a preferential basis, so that selectivity among audi-

OUR CHANGING AUDIENCES

ences is becoming a major consideration in the production of films rather than an afterthought, as it has been for many years. As proponents of selective distribution for many years, Sterling Movies sees this as a positive change, one that carries within it the hope of more purposeful use of film as a communications tool.

This is by no means a thought that will win common assent, nor does it need to. There is, and will continue to be, a place for the shotgun industrial film that is designed, because the interests of the sponsor so dictate, to reach as many people as possible with as many prints as possible. If there is a point worth quibbling over here, it is that so long as the shotgun film is generally accepted as the best representation of the industrial film, there would seem to be little future for it except to turn out a better creative/technical product.

On the other hand, there is a refinement in the use of the industrial film—and a corresponding growth—if it continues to be recognized as a tool that can be brought to bear on a broad base of business problems and opportunities. This would seem to fall in line with the accepted idea that corporate public-relations today is a matter of relations with

many publics. The notion that a single film can adequately represent a corporation is yielding to a more scientific pursuit of film, of the publics that are known to be out there, with all their differences intact.

It is precisely these "publics" that are at once the source and the inspiration of much of the feeling that the industrial film is in a stage of transition. None of us are so far outside the mainstream of public-relations, (or even marketing) that we don't share in some degree an awareness that different audiences need to be approached in a way that expresses an appreciation for their differences. This point goes beyond argument where a special-interest film (designed to serve a company's recruitment program, for instance) is involved. But to maintain that today's public audiences are different only by classification (students, shareowners, housewives, etc.) misses the point.

The point is, I believe, that today's audiences are *different in their roles as viewers of industrial films* than they were just a few years ago and, in all probability, they're changing all the time. One of the truly hoary old chestnuts of our business is the phrase, "Audiences are more sophisticated today." Assuming this is so, what does it mean? It can mean a lot of things that are no more clear than "sophisticated," such as "discriminating." Yet they are that, too. Our records clearly show it in a comment that appears all too frequently on the audience-report cards we receive: "Not suitable for our audience."

Perhaps I only add to the general obfuscation in trying to wrap up a complex situation in a single word. But it often seems that audiences today are more *demanding* than they have ever been. And it's not too difficult to understand. Two generations of Americans have been weaned and have matured along with the sight and sound media—television and the entertainment motion picture. American audiences have had ample time to learn what they like in motion pictures and what they don't like. It has been said that one cannot compare the entertainment motion picture and the industrial film, yet we show our films to the same people. Our purpose is not to make an audience laugh or cry, but we must capture and hold their interest no less, and even create an emotional response, if we are to be successful.

Both motion picture and industrial film are an emotional media before they're anything else. It may well be that the industrial tradition of addressing a *message* to an audience on film is going out of style.

Or put another way, it may well be that the technique of using moving pictures as an emotional tool in support of a sponsor's *rationalized* message is no longer effective, because it is a pairing that fails to move people. It may well be that the industrial filmmaker will look ahead best if he searches not for better ways to make films in the same mold, but to explore altogether new ones. In any event, there is enough evidence of change in audiences' reactions to suggest that we in the industry ought to make an effort to catch up with them. •



By G. ROGER CAHANEY
President
Sterling Movies, Inc.

PLEASE...

DON'T SAY DISTRIBUTION!

By ROBERT FINEHOUT
Vice President
Association Films, Inc.

FOR AN INDUSTRY founded essentially as a photographic art form we are singularly bereft of creativity when explaining what we do. What, for example, could be more negative or apologetic than the term "non-theatrical"? Why not call a plane a "non-auto"? Or a buggy a "non-horseless carriage"?

Take the word "distribution." (Please!) What word in the motion picture lexicon is so restrictive, unimaginative and, really, so imprecise? If film distributors are to survive in the communications market place we had better excise the word from our thinking and glossary of terms. At least we had better euphemize it to mean more than just the shipping of prints.

We are no more just a "distributor" than a TV station is a signal sender or an advertising agency an ad placer.

The railroads learned to their dismay that — the mystique of "high iron" notwithstanding — they had better get into the transportation business, be it truck, trailer or piggy back. They've containerized, palletized and computerized in an effort to compete. And, as the final gesture, the venerable steam engine has been cashiered to some happy Valhalla designed by Disney out of an idea by Lionel.

The motion picture distributor is, or should be, a total entity in communications. He may not in the final analysis create the product — film, filmstrip, videotape or integrated teachers kit — but he *should* be the stimulus behind the materials.

Because our job is one of delivering messages to the desired publics — as effectively and efficiently as possible — we are apt to cast ourselves in the exclusive role of traffic expeditors. While we may use United Parcel Service to meet a showdate we are not a delivery service as such. Rather, we are a full service industry, or we had better hurry up and become one!

Frequently the driving forces behind change and expansion of services come from the desires of clients and the unpredictability of audiences. Many sponsors with highly-specialized films rightfully insist that a distributor seek out new ways of reaching a target market. Within the past few years traditional methods of distribution have been vastly augmented by innovations that in themselves have done much to obsolete the word "distribution."

Among our more recent marketing concepts is *On Campus Sponsored Film Services*, developed by Association Films to help spon-

sors reach the elusive, but highly-desirable, college market. By their very nature most sponsored films do not qualify for in-classroom use at the college level. They are not — and are not intended to be — teaching aids in higher education. How, then, could sponsors tap this rich audience lode?

On Campus seemed to be the answer. The plan is really quite simple: employ student representatives who will show college-acceptable sponsored films in non-classroom situations. We launched *On Campus* last fall on some 50 college campuses. The representatives, working under our aegis, were loaned brand new 16mm sound projectors and screens, provided with promotional materials and given a *modus operandi* for contacting student leaders and setting up programs.

By June we were reaching 25,000 students a month in fraternity houses, sororities, dorms, social clubs, student unions and other places where collegians meet for relaxation and fun.

Distribution? Perhaps, better, just one of the many roles we must play if we are to reach one of the most challenging, questioning, idealistic, and influential audiences in the country. There are seven-million college students enrolled today. Their numbers understate their influence on our times.

The need, increasingly, is to mobilize our business, that is to take the story to the audience, not just sit back and wait for the morning mail to bring a raft of film orders. (As the disc jockey said, "Keep those cards and letters coming, folks.") Businessmen — traditionally a difficult segment of the total audience to reach because of the demands on their time and leisure activities — are now within range of sponsored films via such innovations as TravelCinema, the network of 16mm "theaters" in air terminals. According to the airlines, about 70% of all air travel is by businessmen. On-the-ground delays — a natural by-product of this burgeoning industry — have made TravelCinemas attractive oases in busy terminals. Sponsored films are shown continuously in waiting areas and adjacent to in-terminal attractions for the convenience of travelers awaiting flights.

Sponsors not only reach air travelers with films but through off-screen identification as well. The sponsoring company's name appears near the screen as the film is shown. Convenient materials display racks are located within the TravelCinema area. These are well-stocked with sponsor brochures, information cards and other point-of-sale items.

Distributors can't be content, however, with merely finding a better way to get a

sponsor's story to particular public, no matter how innovative or imaginative the methodology used.

It is estimated by reliable industry sources that just under one million (997,000 to be exact) 16mm sound projectors are in use in the United States. Of these, some 224,000 are being used by business and industry for training, indoctrination, motivation, etc. In spite of wide acceptance of 16mm by industry, we felt that there was an unrealized and unusual opportunity to reach adult audiences, especially in remote industrial park complexes. Desirable as these plant locations are, from a standpoint of natural aesthetics, employees (at all levels) do not have much opportunity during lunch hours and work breaks to get away from in-plant surroundings.

On the boards and ready for fall inauguration is a new concept, *Investors Cinema*, to be comprised of films of particular interest to securities analysts, investment clubs and other groups interested in investments and finance. The films will be offered in several unique ways.

A flourishing new Association Films' activity is AF/35, our theatrical division responsible for placing sponsored shorts in motion picture theaters. The films in our show subjects portfolio range from a period music with *Seven Brides for Seven Brothers* overtones to a superbly-photographed mood piece on the manufacture of the Bible. We have found, too, that fashion shorts are very popular with exhibitors, perhaps because of the demise of newsreels with their inevitable fashion segments. A 4½-minute Fieldere fashion reel is heavily booked in hardtop as well as drive-ins all over the country. We anticipate that theatrical playdates will greatly increase because of the impressive "show casing" a sponsored film gets, the unusual large audience per playdate (2,500 to 3,000 persons), and the fact that movies are still *in thing* with the younger generation who comprise 50% of today's population.

EVR, VTR, ITV — are sophisticated new ways of reaching audiences. The array of hardware available to communicators is awesome and mind-boggling. None is yet the panacea, the magic communicator that will make obsolete existing methodology.

What is important is the development of total programming — distribution service that will make what sponsors have to say valid, useful and memorable. Heretical as it sounds, a sponsor's message may *not* be best told with films. For that matter, our industry has unnecessarily been stultified by dogma and tradition. For example many have come to believe that what's best for TV is okay for all. Hence the 28-minute, 14-minute, 5-minute yardsticks. Did anyone ever buy a painting by the yard or a book by the number of pages?

Suppose, just suppose, for school purposes your story could be told in eight minutes. Why then make it 14? Or, to put it another way: Why shouldn't we make films for various media, longer ones for TV, 10 minute versions for theaters and colleges, 20 minutes for clubs and classrooms?

Part of total programming is the development by distributors of conceptual packages at meet the needs of *audiences*. The distributor must find out what is really needed this fast-changing, shibboleth-challenging world of ours.

Our recently-completed Consumer Education survey was a revelation to us. We found it, for example, that this subject area is far more widely taught and in many different curricula than we had ever imagined. The 1,000 teachers we surveyed told us what kind of equipment they use, what kind of mate-

rials they need, and how many 16mm films they use every month (41.6% show three to 10 sponsored films).

Like most surveys, statistics tell only part of the story. Twenty-five per cent took the time to tell us *in their own words* what they want and how they feel about Consumer Education. Out of these written remarks we have developed the idea of offering teachers a *Consumer Education Resources Service*, a single source for sponsored films, filmstrips, study guides and other non-textbook aids.

This survey, and others we have in prepara-

tion, will make it possible at last to find out how we and sponsoring companies and associations can meet specific requirements with *total* programs that provide meaning and substance. And, after all, isn't this really the name of the game? To serve a purpose by fulfilling a need?

Distribution? Better a total service that will meet the need and reach the audience in the most efficacious way possible. Perhaps communicators is a better term for us distributors. To paraphrase McLuhan the message is *still* the medium. •

WHEN THE MEN of the distant future—sages all, perhaps, living in some golden re- nity—look back at the twentieth century, they will see an age of enormous change.

They will see that the world changed more dramatically in our century—even in its first 9 years—than in all the preceding nineteen centuries since the birth of Christ.

They will see us torn by two great world wars, unlocking the awesome energy of the atom, making great medical breakthroughs, wrestling with the population explosion, discovering the computer and putting it to work, and venturing into outer space.

But the most affecting development of all, I think they may say, was the audio-visual medium of television.

This was the great invention that brought knowledge to all people everywhere in a new and immediate and vivid way.

The invention that has already permeated our society—and yet has just begun to show its influence. For only now, some 18 to 20 years after its introduction, do we have a generation that has *grown up* on television, and has known it all its life.

It has been estimated that the average child today sees 15,000 hours of television by the time he graduates from high school . . . and 5,000 hours before he even enters kindergarten!

However precise those figures may be, it is obvious that the child of today, at a very tender age, is flooded with information that he receives only as adults. And that tender age, we know, is the receptive age, when the mind soaks up information like a sponge.

The influence of television is surely one reason for the dramatic increase in the use of films in schools. (In 1942, Modern Talking Picture Service distributed 28 sponsored films. Today the number is over 1,500.)

As Newsweek put it, "The beauties of new classroom films can be seductive to a whole new army of kids that travels on its eyes."

And what will happen now that the teachers themselves are those kids of the television generation grown up?

Advertising men have discovered that you can communicate faster in film now because people can read it faster. That's the influence of television commercials, which everybody sees—and in which filmmakers are challenged to say everything in a matter of seconds.

THE AUDIOVISUAL KNOWLEDGE EXPLOSION

Some old filmmakers have known this potentiality of the medium for a long time. Orson Welles has said, "I believe that films should be able to tell a story quicker than any other medium."

Film is frequently referred to as the "in" medium of today, the twentieth-century art form and so on. It has been enjoying a remarkable renaissance in theatres, at international expositions, with community groups and "undergrounds," as well as in the schools and colleges.

Life magazine put it this way: "The U. S. has bred a generation zonked on films."

A recent survey by the American Film Institute showed that 219 institutions of higher learning now have film courses, an 84%

growth in the last five years; that some 5,300 students are preparing for a career in film production, scholarship or teaching; and that tens of thousands of other students are taking elective courses in film history, appreciation or production. Imagine the influence these young people will have on communications when they become teachers, advertising men, engineers, politicians, preachers, parents.

Television is a motion picture medium that has dramatically helped film rather than replaced it . . . and film in turn has helped television. I expect to see the same effect from the newer media and formats, such as video tape, Electronic Video Recording, 8mm and super 8mm.

We are also witnessing a development of new outlets or showcases for the motion picture image: airport theatres and college campus cinemas for sponsored films, demand screenings of educational films in university libraries, a magazine motion picture projector for quick random access and computer assisted instruction.

And as equipment provides the vocabulary of film, that vocabulary is growing. It is only recently, for example, that we have had equipment light and flexible enough to enable us to observe and record with a minimum of interference into what's going on.

The effects of technology on film style and an indication of some of the new directions film may take are summed up very interestingly in "The Shape of Films to Come," one of Union Carbide's TV show-films.

If the men of the distant future are indeed sages all, won't it be because we brought them knowledge? And isn't part of the future's "knowledge reservoir" being filled by today's sponsored film? Millions . . . student and adult . . . would answer in the affirmative. •



By CARL H. LENZ
President, Modern Talking
Picture Service, Inc.

By **ALAN ROBERTS**
Director, United World
Films Distribution Services

THE SCENE IS the Board Room of a large corporation. The occasion, the final review of the next marketing program. The Public Relations Director speaks:

"Gentlemen, here's how our new film fits into the marketing plan. We'll reach 5 million viewers in the top 40 markets within the next 120 days. We've already arranged with the Sales Department for local tie-ins in key markets. And our average cost per viewer will be a half-cent apiece. Here are the facts. . ."

Surprising as it may seem to some members of the sponsored film distribution industry, the above is an accurate description of what the business is all about today.

We do have the facts. We do have the advance-planning capability. And we do have a new, more effective relationship to the company's total marketing effort. The good old days, with their casual, "show-biz" approach to film distribution, are gone.

Of course, sponsored films aren't a new marketing tool. What is new is how fast we've

the numbers of viewers to be reached, or the cost of reaching them. Nor was there any efficient way to coordinate the film's use with other company marketing activities.

As a result, the same Advertising or Public Relations Director who was able to present fact-filled, tautly drawn plans to his management when it came time to present advertising budgets, found himself in the unhappy position of seeming to ask for a blank when it came to producing and distributing a new film or continuing distribution of an existing one.

Not surprisingly, management was often less than generous in its budget allocations for sponsored films, if budgets were approved at all.

Each film must still be considered individually. Just as one advertisement will out-pull another in the same medium, a given film will generate better or poorer results depending on its quality, timeliness, length, and similar factors.

However, assuming that these criteria are met, we are now able to apply many of today's market planning techniques to the development of a distribution plan which provides management with the same type of advance data as the advertising plan.

our budget in advance for the concentrated impact required.

- We can plan to "blitz" a city, county, state, region, or the entire country, as needed.
- We can plan to pinpoint one market where a special promotion might require special coverage.
- We can plan to target our message at or those demographic groups which fit our marketing profile.

In short, sponsored film distribution has matured into an efficient, measurable medium capable of truly supporting the total marketing effort, and capable of providing management with the advance numbers on which to base its decisions.

Movies Are Better

More and more, today's motion picture theaters are showing one feature film, not two. Because they need to stretch out their programs, the demand for short filler material has increased greatly. And since few people other than the PR film producer are making short subjects today, a new theatrical opportunity has developed for PR film distribution.

Improved techniques now enable us to make a simple conversion from 16mm to the 35mm format required by movie houses, without sacrificing quality.

As a result of these developments, there has been a dramatic increase in PR film use in movie houses throughout the country, including many who had never used such material before.

For example, the Fox in Philadelphia, one of the country's best downtown houses, has just used sponsored films for the very first time. They're delighted with the results, and what a bonus the sponsor is getting!

During a recent 4-week period, the Fox played to 56,750 Philadelphians, who saw through a beautiful 13-minute film by Lenora China, and loved it. The total cost to the sponsor was exactly \$38.00, which comes out to \$.00069 per viewer, or less than 70¢ per thousand!

Movie theaters throughout the country are playing sponsored films in record numbers. In one 4-month period one client enjoyed a total national movie theater audience of 5,054,000 viewers at an average cost per viewer of \$.00494. Another example, covering just one month, covered 1,965,055 viewers at an average cost per viewer of \$.00366.

It's also interesting to compare the manner in which theater-shown sponsored films are viewed, compared to other forms of advertising messages. While a newspaper or magazine may guarantee its circulation, the really isn't much they can do about actual readership of a given ad, or even prove that every reader saw that particular issue.

By contrast, every movie theater audience is measurable, right down to the last individual. Sitting in the darkened theater without distractions, they are also far more receptive to our message than they would be through other media.

With our newly-found capability to precisely schedule play dates at local theaters, new tie-ins with local dealers are now possible. Cross-

DISTRIBUTION'S NEW MARKETING LOOK

learned to understand and speak management's new, marketing-oriented language.

Film budgets and distribution costs are no longer accepted as a vague, non-accountable part of the company's total effort. Management today views its PR film investment in exactly the same, hard-nosed manner as it views its other marketing investments, such as advertising. And so we've learned to develop and provide the same data as advertising, to enable corporate planners to evaluate PR films more effectively.

Defining the Problem

Since business itself is numbers-oriented, advertising quickly became numbers-oriented too. We are accustomed to buying advertising "by the pound," so to speak. Newspapers and magazines sell on their ability to reach a specific demographic segment efficiently, at so much per thousand readers. We buy TV time by the rating point.

Whether or not the numbers eventually prove to be accurate, they are available in advance of the expenditure, enabling market planners to document to top management how their recommended advertising expenditures and media strategy would fit the marketing objectives of the company.

Sponsored films have never before had this in-advance number capability. Each new film was an unknown quantity. There was no plan. There was no way to anticipate accurately

We begin by starting earlier; much earlier. This in itself is a radical departure from the good old days when film distribution wasn't even considered until after the film was "in the can."

Now, with an understanding of the company's marketing goals, we are able to custom-tailor a distribution program very similar to the advertising media program.

● Where advertising identifies specific publications or broadcasters, we identify key distribution channels such as schools, clubs, TV studios, or movie theaters. With the advent of the computer, our ability to maintain continuing data on our "media" has increased by quantum jumps.

● Where the advertising schedule calls for specific insertion or on-the-air dates, we are now very often able to schedule similar play dates *in advance*. Not only does this tell management exactly where and when the film will be seen, but by whom, by how many, and at what cost. This is particularly true in the theatrical distribution area, which will be discussed shortly.

● Additionally, since we can now plan specific play dates, we can also plan local tie-in promotions with participating company dealers. And we can budget for that in advance too!

● If the company's program centers around a specific time period, such as an anniversary, a sale, or other special promotion, we can plan

displays, with product on display in the theater and movie posters on display in the store windows are an effective plus which can now be added to the marketing effort. Depending on how much lead time is available, a wide variety of local promotions can be built into a film distribution program with movie houses. The important point to keep in mind is that these promotion extras are now possible to a far greater degree than ever before. Any good film distribution plan will prob-

ably include TV stations, schools, clubs, fraternal organizations, and other groups as well as motion picture theaters. Our emphasis on movies in this article is merely to illustrate the new possibilities in this area, not to suggest that movies are the only effective way to achieve market coverage.

Naturally, company marketing objectives are not all alike. A public information film distribution program will obviously provide greater marketing support to some, less to

others.

However, today's new capabilities do have *this* application for all companies: Because so much more advance cost and audience data are now available (as with advertising media) it is now possible to evaluate the public information film as a business investment, in terms the businessman understands. We've come a long way from the old "show-biz" days and are finally coming of age as an effective and modern marketing medium. •

THE GENERAL MOTORS Public Relations Staff Film Library is over 30 years old. It was formed in 1938 with a nucleus of several films produced for the Chevrolet Motor Division. Many of the early films, produced primarily for use within General Motors, were so widely used and so well accepted by GM groups that they were felt they might be of interest to outside organizations. The response to the offer was excellent and schools, business groups, clubs and civic organizations became frequent users of our motion pictures. As more and more films were produced for use within GM, they were released to the general public. Motion pictures on the subjects of driver and industrial safety, supervisory training, mass production methods, science, research, and engineering were added to the library.

From 1938 to the present a total of over 200 individual subjects have appeared in the GM annual film catalog. Some go back many years. *We Drivers* was first produced in 1938. It has been revised and completely remade several times, and is still one of the most popular films in the library. Others, such as *ABC of Hand Tools* and *ABC of Internal Combustion*, deal with their subjects in a basic and elementary manner, and have been at the top of our popularity list some years without revision.

The Public Relations Staff Film Library, located in Detroit, Michigan presently has 45 16mm sound subjects in circulation with a combined print inventory of 2,000. The films are available to any organized group within the continental United States at no charge on a "first-come-first-served" basis. We ask only that the exhibitor assume the shipping charges for returning the film. During 1968 GM Film Library subjects were seen by over 20,500,000 viewers. In addition, 284 showings were recorded by

TV stations around the country.

Most of the films in our library were developed by and produced for the General Motors Public Relations Staff. Occasionally, a film produced for a General Motors Division is added to the library when it is felt the subject matter and information will be of interest to our audiences. The Film Distribution Section reserves the right to decide what films will become part of our library.

About 95% of our requests come from secondary schools throughout the country and a great majority of these are "repeat customers" who have been users of GM films for many years.

Two promotions a year, one in the spring and one in the fall, keep our exhibitors informed of any changes or additions to the library. The fall mailing consists of a complete, illustrated, bound catalog and is sent to approximately 35,000 public, private and parochial high schools in the U.S. Copies of this same catalog are distributed to the General Motors Divisions who, in turn, circulate them to their dealers and field personnel for use as reference material. A supply of the catalog is kept on hand to answer inquiries received during the year about the use of GM films. The spring mailing includes a one sheet film listing/order blank and is sent to the same address list as the catalog. No other distribution of the film list is made.

In addition to these mailings, several widely circulated national film directories carry listings of our current film subjects. The listings are revised as changes or additions warrant it. The promotions plus regular routine correspondence keep us in touch with exhibitors throughout the year.

The direct sponsor-exhibitor relationship, we feel, is an important part of our film distribution program. The entire operation, from the receipt of the request,

Distribution by General Motors

By **BROOKS MARSHALL**
Manager, Production & Distribution

through the scheduling of the show, to the return of the films, is a General Motors operation. In addition to the film, the correspondence, the shipping label, and the report card all carry the General Motors identification. Besides the impression gained through the use of the film, the corporate identity is evident through all phases of the program. This, we feel, is an excellent extra bonus.

Although we maintain a complete film distribution unit, we do not overlook the value in using outside film distribution sources. On occasion, we employ commercial distributors to reach specific audiences with a particular film. This is particularly true in the case of television where a number of prints are turned over to a commercial distributor for a designated period of time to gain a certain amount of TV showings. This special distribution is carried on while the same subject is being distributed to non-TV audiences through our own distribution center.

Because of the demand for our films and the limited number of prints of certain of our subjects, we cannot always schedule prints for the exact dates they are needed. For this reason, some exhibitors prefer to have a personal copy of a film on hand to meet their schedules. We cooperate with these exhibitors by selling them our prints at actual print cost, not including any production costs. One of the conditions of purchase is that the exhibitor report is made as painless as pos-

sible through the use of a printed form which is sent to the purchaser prior to the reporting date. The number of purchases has varied from a low of 15 in 1943 to a high of 899 in 1966.

The basic source of information about our films is the audience report card returned to us following each scheduled showing. About 80% of the cards come back to us completed. In addition to the usual figures on number of showings and the size of the audience, exhibitors use these cards to transmit information on print condition, shipping time, service, suitability of the subject, and recommendations for improving the present film or for developing a new one. The information contained on these cards becomes the balance sheet of our entire operation. It forms the basis of our report to management on the state of the business. Film titles, number of showings, size of audiences, types of audiences, and geographic locations are transferred to data processing equipment. A comprehensive print-out, made monthly, enables us to determine quickly any changes in film use or film users.

In addition, the miscellaneous comments on these cards, of which there are many, are very valuable to us and are considered carefully. They help guide us in phasing out old films, revising them and selecting subjects for new films. They also offer helpful suggestions for revising and keeping track of our methods and the efficiency of our service. •

SHORTS-SHRIFT

... Or, whatever happened to those natives bidding us a fond adieu?

By **ARTHUR McLAUGHLIN**
Manager, AF/35
Association Films

ONCE UPON A TIME, in the dear dead days before "block booking" was decreed an evil by the Government, moviegoers would be served-up quite a cinematic smorgasbord with their double feature: a newsreel (defined by Oscar Levant as a series of disasters climaxed by a fashion show), Leon Errol two-reeler, a brace of coming attraction trailers, and a Fitzpatrick Travel-talk, or "house emptier," so called because many in the audience would bolt for the exits when it came on.

Audiences were never polled as to whether they liked or mere-

ly tolerated short subjects. They did, however, expect them. Nowadays shorts produced by the majors are a rarity. Even Disney has ceased making short cartoons, except for those very special instances where the subject matter has a 16mm educational potential, as with *Donald in Math Magic Land*. The last newsreel faded from the screen two years ago, the "Eyes and Ears of the World" now provided by the likes of Cronkite, Huntley and Brinkley.

Independently-made shorts, imported cartoons (some of them delightful, highly-imaginative and adult, too), murky travelogs that would shame old Fitz and reissues of *The Road Runner*, Warner Bros. supersonic sadist, are what audiences see now.

For us in the sponsored film business the gradual extinction of shorts is a boon. Theaters, hard-pressed to find suitable shorts, are turning to sponsored films increasingly to fill the bill. Their popularity with exhibitors is due in no small measure to the fact that they're free. However, sponsored shorts are coming into their own as entertaining, informative curtain raisers before feature.

For that matter, many sponsored shorts boost production budgets that even the most optimistic major studio would consider a foolhardy financial investment. Aside from their production values, sponsored shorts can be a unique film form, providing more thoughtful audiences with an interlude of substance and artistry. Such a film is "The Light in Shadows," a handsomely-wrought tribute to the science of radiology. Sponsored by du Pont, this Peckham Production uses the photographic medium with taste and imagination to tell a story that, if it weren't for corporate sponsorship, would certainly not be seen in theaters.

Far different is *Opening Day at the Golden Rule*, a 9-minute mini-musical from J. C. Penney

that bounces along *Seven Bride for Seven Brothers*-style as it nostalgically recreates Mr. Penny's first business venture.

Bright as the future is for the atrical shorts, sponsors should remember that theater audiences go to the movies primarily to be entertained. Tasteless, conspicuous or overtly commercial shorts can cause considerable audience resentment.

Theater audiences are very choosy these days. Some of the most highly-touted, overly-budgeted pictures have failed to make the grade. On the other hand, today's moviegoers are young — almost 50% of them are under 30 — and eager to see good films. This summer and fall the big films are shaping up as: *The Wild Bunch*, *Romeo and Juliet*, *If . . .*, *True Grit*, *Goodbye, Columbus*, *Lion in Winter* and *Midnight Cowboy*. These are the films audiences will be flocking to see for the next few months. These are also the films that sponsored shorts will accompany. The opportunities are indeed exciting — for the sponsored short that has that unique amalgam of entertainment, substance and message.

50 YEARS OF FILMS

One of the pioneers in industrial films, U.S. Steel has been producing and distributing them for more than a half century.

By **R. E. DOYLE**
Film Supervisor
U.S. Steel Corp.

U.S. Steel is a granddaddy of the industrial film business. It has been at that job for over 50 years. Shortly after 1912, it produced a short film entitled, *An American in the Making*, and exhibited it in theaters throughout the country. Since that time films numbering in the hundreds have been made by the corporation, either for internal use or for distribution to the public.

One of the most popular films distributed by U. S. Steel was one produced back in the late 30's entitled, *Steel — Man's Servant*. This first industrial film to be produced in sound and color was finally retired from circulation in

1960, and replaced by *Modern Steel Making*. But during its life span, *Steel — Man's Servant*, without the benefit of television or theatrical distribution, was shown over 10,000 times to a total audience of approximately 10,000,000 persons. Even today, nine years after its retirement, the corporation occasionally receives requests for it. *Modern Steel Making* in turn, has been updated this past year to include a short sequence on one of the steel industry's latest major innovations, the basic oxygen process.

Today, U. S. Steel distributes, free of charge, over 50 different 16mm films to colleges, trade associations, business and community groups and television stations. In addition more than 30 films are available to junior and

senior high schools. The subjects include steel production, research, fabrication and construction, general interest, agriculture, and safety. All but two films are in color.

Films are distributed under the direction of five U. S. Steel film centers — Birmingham, Chicago, New York, Pittsburgh, and San Francisco. Prints are on deposit with an outside distribution agency, Association Films, Inc. In addition to handling film requests for its own area, Motion Picture Distribution in Pittsburgh also coordinates total system distribution for the corporation's other four film centers. Foreign distribution is made through USS International in New York City.

Film requests are received by both the U. S. Steel film centers and Association Films. Those received by U. S. Steel are sent to the respective Association Films office for booking and shipment. All USS films are listed in Association Films catalog under the heading "Free Loan Films from United States Steel" in order to retain corporate identity. In addition, all literature and confirmations also are identified with

United States Steel. The corporation also distributes two catalogs of its own — one listing films available for school grades seven through twelve, and the other listing those available to adult groups, those of college level and above.

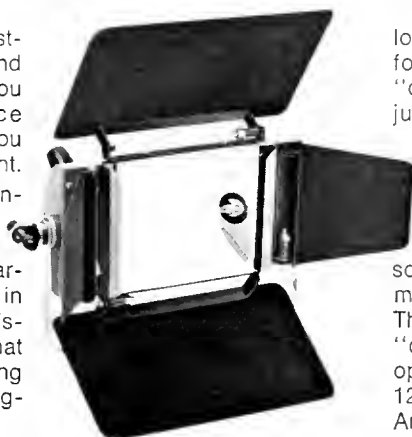
With the exception of two safety films, which may be purchased through the film producer, prints are not available for purchase. Prints are available on a short term loan basis only, and are not deposited with individuals or organizations regardless of the quality of their film handling equipment. This long-standing corporate policy was established to insure that USS films are made available in A-1 condition, as quickly as possible, to any point in the United States where they are to be shown. This involves a system of continual inspection and renovation to guard against the possibility of an exhibitor receiving a USS motion picture which is dirty, poorly spliced, badly scratched, cluttered with torn sprocket holes, or ineffective because of missing footage.

In 1968 U. S. Steel films were shown nearly 37,000 times to almost 23 million persons.

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MAKING



Key man in the production and planning of United Air Lines films is John Grember (left). Here, he discusses scene from new film "The Man Up Front" with Arnold Palmer, who appears in the film about United's pilot training.

Proof of the effectiveness of United Air Lines' successful film program lies in the popularity of the films with diverse audiences and the number of awards received by the films. Here is how United successfully mixes the best cinematographic techniques with corporate goals to produce meaningful films.

PROBLEM: MIX THE BEST cinematic talent available with the goals of the industrial firm sponsoring the film. OBJECT: A motion picture that is both artistically excellent, yet meets the company's needs. Result: Catastrophe? Not at all.

United Air Lines has made a number of award-winning films over the past few years, but the task has not been simple. Balancing creative fervor with corporate goals requires a strong, guiding hand. At United, this role has been filled by John Grember, manager of film production.

"I'm sort of a referee," Grember admits. "We try to get the best creative people we can and guide them in the right direction to make sure we achieve the effect we want."

"My job is unique because I am involved in every phase of the production. I work with the writer, director and am involved in casting, editing and choosing the music composer."

The production of films, both for external distribution and internal use is not his only responsibility. Grember also is charged with coordinating still photography for print media; handling advertising promotions, direct mail and display photography; and approving or disapproving tie-in advertising.

Nevertheless, about 50 per cent of his time is spent on outside film projects, and about 20 titles are in distribution, including "Discover America" and the five "Swing Cities" films.

Like his counterpart in most other companies, Grember is heavily involved in the early stages of the film. With others, however, once the script is finished, the project is usually given to the producer to handle through completion. But at United, Grember functions as the executive producer, and works closely with the production staff until the film is completed.

The budget and distribution of the film are also his responsibilities and it is he who must decide how much should be spent on production and how much saved for distribution.

"I don't pretend to be a technical expert," Grember said. "We hire top creative people for that. I may start out with a director for the first few days, make sure he is headed in the right direction, and then leave him."

"Discover America," produced two years ago, is probably one of the most successful sponsored films ever produced. Grember, who functioned as executive producer on the film, recalls how the idea finally reached completion.

"Reid Ray Films brought the idea for the

FILMS AT UNITED

...m to us at United. A film on Europe called *High Journey*, produced by the North Atlantic Treaty Organization, had used shots from various types of military aircraft but we visualized a film to be shot entirely from helicopter.

"We hired Bill Bernal to do the script and put him on a pre-production tour. We told him to avoid the obvious, and not only look for the landmarks identified with cities, but also the unusual things. For example, we needed a closeup of a white cottage with a green lawn and the viewer assumes it is a suburban rural setting, but the camera pulls back to show a penthouse on a building on the Chicago lakefront.

"When Bernal had finished we saw we had enough for a two-hour film, much too much. We started cutting, and when we were done, we ended up covering 38 states in 46 minutes.

"We put a rough together and showed it to Igor Stravinsky so he could get some ideas for a score. Except for using portions of Stravinsky's *Firebird Suite*, and for the Hawaiian segment, it was all his original music. "Once the film was done, we premiered it before the U.S. Travel Service and the U.S. Information Agency. They both liked it and we ended up making prints in seven different languages for use by foreign airlines and the U.S. government.

"Next we showed it to Paramount Pictures. It had been entirely our project up until that time. They had been looking for an eight-to-twelve minute short, but after seeing it, they decided to leave it just the length it was. We gave them the theatrical distribution rights around the world and they agreed to hire it with a main feature, 'Barefoot in the Park'. The two-year contract with Paramount has expired and we now have more than 100 prints in 16mm for distribution to non-theatrical outlets."

If *Discover America* is the most successful to date, probably the best of the new films is *Honolulu*, one of the five 13½-minute "winging Cities" films. The script follows a mother, father and 21-year-old daughter from the Mainland on holiday in Honolulu. They separate and the daughter follows the young man and set through the city, while the parents seek out their own entertainment.

"While the film is slanted toward the young adult, it also shows that there is something for everyone in Honolulu," Grember said.

But the thing that sets *Honolulu* apart is the techniques used—split-screen and multiple pages with a combination of still, freeze-

Continued on next page



Numerous awards won by "Discover America" are pictured above. At right, Grember discusses musical scoring of film with Producer Reid Ray and Composer Igor Stravinsky. Below, helicopter mounted camera is readied for filming sequence of "Discover America", much of which was filmed from the air.



making films at United . . .

continued

frame pictures and live action—which rarely is seen in a sponsored film. Like all current United films, the music is original and written specifically for the film.

The films on Honolulu and New York were released earlier in the year while "Las Vegas," "San Francisco" and "Los Angeles" were released in July.

Man Up Front, another film soon to be released, is aimed at the non-flier and features golfing great Arnold Palmer, a pilot himself. The film follows three United pilots through training at United's Flight Training Center in Denver.

"Hopefully, the viewer, after watching the intensive training pilots receive at least every six months, will realize that if an airline goes through all this effort to increase the knowledge and experience of its pilots, it undoubtedly practices the same extra care in every aspect of its operation," Grember said.

Why does United go to all the trouble and expense of producing these films?

Grember explained. "Out of United's total advertising expenditures, the greatest single portion is spent on television. We have been committed to film for some time, because we feel it has the advantage of combining color, motion and sound. Research has shown that people remember a message longer from a film."

These films are simply an extension of our commitment to the medium Grember continued, but they are not just 13½- or 46-minute commercials.

"We try to present something entertaining or educational with only subtle United identification. One person told me, 'I enjoyed it so much, I didn't realize it was a sponsored film,' which indicates to us that we are handling the identification right.

"We feel a film should whet the viewer's appetite," Grember said, "not only for a particular destination, but to stimulate a general desire to travel, then a desire to travel by air, and then, perhaps, to travel on United."

Serving as the middleman between the creative talent and the company, Grember has developed a certain *modus operandi*, or philosophy toward his task.

On the story line:

"The script is not cast in bronze, it's just a working guide line. I'm open to suggestions if the script can be improved. We are working with experts. Their job is making motion pictures and I respect their opinions. I try to be easy to work with, and make changes when they are for the better. The main thing, after all, is to get a good picture."

On talent:

"We want the best in creative talent—writer, director, music, etc. We want quality and we realize we will have to pay for it.

They tell me the best techniques to use and if it isn't contrary to company policy and within the budget, I will go along with the

On balance:

"Sometimes you see a movie and all remember is the girl in it, or maybe music—one single thing was just too overpowering. We try to get a balance so viewer won't miss the whole, because part has dominated. 'Discover America'—this type of blend of music, photography, editing—good balance with no one thing dominating."

Has the approach United has used been effective?

"The proof, I feel, is in the increased business to United, and also the awards we have won," Grember said.

During the last few years, United's *Discover America* has won about 10 significant awards. And, if the "Swinging Cities" series of films is any indication, the end is not sight.



During a break in the filming of "Honolulu," Grember and family enjoy a rare moment of relaxation.



Arnold Palmer with instructor and class at United's Flight Training Center in Denver during filming of "The Man Up Front."



Filming within the confines of airplane cabins is a regular chore in United films and requires careful technical planning.

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This third Business Screen Index to the active sponsors of motion pictures, slide-films, and audiovisual presentations covers only titles produced during 1968. In most cases statistics have been verified through direct contact with the respective sponsors. This exclusive report on audiovisual media produced during 1968 will be concluded in the September issue.

—A—

AAVS (1)
 Abbott Labs. (2) (2-sf)
 ABS (1-sf)
 Accurate Diamond Tool Corp. (1)
 ACI Productions (1)
 AC Sparkplug (8)
 Acushnet Co. (1)
 Adams Productions (1)
 Adams & Sturman Inc. (1)
 Admiral Corp. (1) (2-sf)
 Ads Audio Visual Prod. (1)
 Advertising Council (1)
 Advisory Council on College Chemistry (1)
 Afro American News (1)
 Aguro Productions, Mario (1)
 Aid Association for Lutherans (1-sf)
 AID United Givers (1-sf)
 Airequip Corp. (1)
 Air India (1 AvP)
 Air Reduction Co. (1)
 Alabama, State of (3)
 Alaska Hydro-Train (1)
 Alcoa (1)
 Allied Chemical Corp. (1-sf)
 Allis Chalmers Mfg. (3)
 All-Pro Chicken Inc. (1)
 Allstate Insurance Co. (2) (2-sf)
 All State Welding Alloys (1)
 Aluminum Ltd. Inc. (1)
 Amateur Softball Assn. (1)
 American Advertising Federation (1)
 Americana Entertainment (1)
 American Airlines (4)
 American Assoc. of Junior Colleges (1)
 American Automobile Assoc. (1)
 American Bible Society (2)
 American Bowling Congress (1)
 American Broadcasting Co. (9) (1-sf) (2 AvP)
 American Business Press (1)
 American Cancer Society (12)
 American Can Co. (1)
 American College of Cardiology (1)
 American College of Surgeons (3)
 American Craftsmen's Council (1-sf)
 American Cyanamid Co. (1-sf)
 American Dairy Queen (3-sf)
 American Dental Assn. (2)
 American Enka (1)
 American Express (6)
 American Forest Institute (1)
 American Foundation/Institute of Corrections (1)
 American Foundrymen's Society (1)
 American Furniture Mart (1-sf)

American Heart Assoc. (2)
 American Home (1-sf)
 American Institute of Architects (3)
 American Institute of Foreign Trade (1)
 American Institute of Men's & Boy's Wear, The (3)
 American Insurance Assoc. (1)
 American International College (1)
 American Legion, The (3)
 American Machine & Foundry (3) (2 AvP)
 American Medical Assn. (3)
 American Meteorological Society (1)
 American Motors (2)
 American Nurses Assoc. (1-sf)
 American Oil Co. (5)
 American Optometric Assoc. (1) (1 AvP)
 American Osteopathic Assoc. (1)
 American Petroleum Institute (1) (1-sf)
 American Pipe & Construction Co. (1)
 American Safety Razor Co. (1-sf)
 American Seating Co. (1) (5-sf)
 American Smelting & Refining (1)
 American Soybean Assn. (1)
 American Stock Exchange (1)
 American Tel. & Tel. Corp. (12) (2-sf) (3 AvP)
 A.M.I. Inc. (1)
 Amoco Chemical (1)
 AMP Inc. (1)
 Anderson Fulmer Group (1)
 Anderson Madison (1-sf)
 Aopa (2)
 Appalachia Educational Lab. (1)
 Appalachian Power Co. (1)
 Appalachian Trail Conference (1)
 Appaloosa Horse Club (1)
 Aqua Chemical Inc. (1)
 Aqua Velve (1)
 Aquaytia Group and Mobil del Peru, The (1)
 Arbor Acres Farm Inc. (1-sf)
 Arbor Advertising Agency (1)
 Arctic Enterprises (1)
 Ariens Mfg. (1)
 Arizona Boys Ranch (1)
 Atarco Steel Corp. (1) (65-sf) (1 AvP)
 Armour & Co. (1)
 Armstrong Cork Co. (9) (12-sf) (5 AvP)
 Arndt, Preston, Chopin, Lamb & Keen (1-sf)
 Arno Press Corp. (1)
 Around Town Prod. (1)
 Arriflex Corp. of America (1)
 Arrow Shirts (1)

ARU Inc. (1)
 Ashland Oil & Refining Co. (1)
 Asian Screen Inc. (1)
 Asphalt Roofing Mfgs. Assoc. (1)
 Association of County Commissioners (1)
 ATA Foundation (1)
 Atamil Inc. (1)
 ATCOR Inc. (1) (2-sf)
 Athletic Institute, The (1)
 Atlanta 500 Race 1968 (1)
 Atlantic Nat'l Adv. Agency (2)
 Atlantic Richfield (1)
 Atlas Rubber Co. (1)
 Audioland Inc. (1)
 Audiscan (1-sf)
 Audubon Society (1)
 Aunt Jemima/Quaker Oats (1)
 Aurora Toy Co. (1)
 Australia Tourist Comm. (1)
 Automatic Electric (1-sf)
 Automation Industries (1)
 Automotive Service Industry Assoc. (1-sf)
 Audio-Visual (1-sf)
 AVCO (1)
 Avon Products (4) (2-sf) (4 AvP)
 Ayerst Labs. (1)
 Azalea Trail Inc. (1)

—B—

Babbitt Productions, Hal (1)
 Babson Bios. Co. (1)
 Baby-Mate (1)
 Badger Meter (3)
 Badische, Don (1 AvP)
 Bailey Films/CBS (1)
 Baker, Johnson, Dickinson, (1)
 Baker Process Co. (3)
 Ball Bros. Co., Inc. (1)
 Bankers Trust Co. (1)
 Bank of America (2) (3-sf)
 Bank of Savings (3-sf)
 Bank Public Relations, Marketing Assoc. (1-sf)
 Baptist General Convention of Texas (2)
 Bard Inc., C. R. (2)
 Barnes Champ/S.D.G.E. (1)
 Baton Rouge Chamber of Commerce (1)
 Bavarian Alpine Inns Inc. (6-sf)
 Baxter Labs. (1-sf)
 Bay Area Rapid Transit (1)
 B.B.D.&O. (1-sf)
 Beatrice Foods Co. (3)
 Beauti Glide (1-sf)
 Becton, Dickinson & Co. (1)
 Beech Nut, Inc. (1)
 Beeline Fashions (3)
 Beeman, J. M. (1-sf)
 Bell & Howell (1) (1-AvP)
 Bell & Stanton (1)
 Bell Tel. Co. of Pa. (3sf)
 Bell Tel. Labs. (9)
 Benedict, Tony (1)
 Benson's Bakery (1-sf)
 Benton & Bowles (1) (5-sf)
 Beseler Co., Charles (1-sf)
 Beta Sigma Phi (1)
 Better Selling Bureau (7-sf)
 Big Dutchman (1)
 Big Eight Conference/Frontier Airlines (1)
 Biggs Antiques (1-sf)
 Birmingham Festival of Arts (1)
 Bissel (1)

Black & Decker (1)
 Black Mercedes Co. (1)
 Black's Photo Sales Co. (2)
 Blind Children's Center (1-sf)
 Blodgett Co., The G. S. (1)
 Bloom Advertising (1)
 Blue Cross & Blue Shield (1)
 Blue Ridge Parkway Assoc. (1)
 BNA Films Inc. (1)
 Bnai B'rith (1)
 BOAC (1) (1-sf)
 Boating Industry, Assn. (1)
 Boehm, Edward H. Inc. (1)
 Boeing Co., The (2) (1-sf)
 Bonne Bell (1)
 Booz Allen & Hamilton (1-sf)
 Borden Can Co. (1-sf)
 Borden Chemical Co. (2-sf)
 Borden, Dr. Gale (1)
 Bordens (1)
 Borg-Warner (1)
 Boy Scouts of America (1)
 Boys' Life Magazine (1)
 BPMRA (2sf)
 Bradham Adv. (1-sf)
 Branigar Organization Inc. (1-sf)
 British Industries (1) (1-sf)
 British Overseas Airways Corp. (1-sf)
 British Travel & Holiday Association (1)
 Brower Co. (1)
 Brown & Bigelow (1)
 Brown Forman (1)
 Brunswick (1)
 Bivant Awards, Lane (1)
 Bucknell University (1)
 Bucvics Erie Co. (1)
 Buffalo Bd. of Education (1-sf)
 Buick Motor Div. (1) (2 AvP)
 Burlington Hosiery (1 AvP)
 Burlington Industries (2) (1-sf)
 Butler Machinery Co. (1)
 Butler Mfg. Co. (1)
 Butler National (1)

—C—

Cadillac Motor Car (4 AvP)
 Cadwell Davis Co. (1)
 Cahner Publishing (1-sf)
 California Alumni Assoc. (1)
 California Car Wash System (1)
 California City, Los Angeles (1)
 Californians for a Creative Society (1)
 California Orange Coast College District (1)
 California Peace Officers' Assoc. (1)
 California Plant Protection (1-sf)
 California Grape Growers Assoc. (4)
 California State Plan (2-sf)
 Calfex (1)
 Calvert Distillers Co. (1 AvP)
 Campbell Silver Cosby (1)
 Campbell Soup Co. (1-sf)
 Camp Olympia, Texas (1)
 Cancer Care, Inc. (1)
 Carborundum (1-sf)
 Career Academy (1)
 Cargill Inc./Nat'l Assoc. (1)
 Carl Advertising, Len (1)
 Carnation Co. (2)
 Carnegie Foundation (1)
 Carrier Air Conditioning Co. (2)

Carson Roberts Inc. (1)
 Case Western Reserve (1)
 Caterpillar Tractor Co. (1)
 Catholic Diocese of Okla. (1)
 CBS News (11)
 C. E. Corporation (1)
 Celanese Corporation (4)
 Central Arizona Project (1)
 Central Machine Works (1)
 Centrex (1-sf)
 Century Homes Components Inc. (1-sf)
 Cessna Aircraft (1 AvP)
 Ceylon Government (1)
 Chamber of Commerce Wis. Dells (1)
 Champaign Nat'l Bank (1)
 Champions Meet the Challenge, The (1 AvP)
 Chesapeake Adv./Smith Douglas (3-sf)
 Chester Products (1)
 Chestnut Hill College (1)
 Chevrolet (4)
 Chevway Corp. (1-sf)
 Chicago Art Institute (5)
 Chicago Black Hawks (1)
 Chicago Bridge & Iron (1)
 Chicago, City of (1)
 Chicago Merc. Exchange (1)
 Chicago Molded Prod. (1)
 Chicago Museum of Science & Industry (1 AvP)
 Chicago Tourism Council (1)
 Chicago Tribune (1)
 Children's Aid Society (1)
 Chris Craft Corp. (1)
 Christian College Challenge Fund (1)
 Christian & Missionary Alliance (1)
 Chromalloy American Corp. (1)
 Chronicle Productions (1)
 Chrysler Corp. (1) (2 AvP)
 CIBA (1)
 Cincinnati Historical Society (1)
 Cincinnati Milling Machine Co. (1)
 Cincinnati United Appeal (1)
 Cities Service Oil (1)
 Cladco Assoc. (1-sf)
 Clairol (1) (2-sf) (2 AvP)
 Claremont Mens' College (1)
 Clark Co., David (1)
 Clark Equipment Co. (2)
 Classroom Educational (3)
 Cleereman Machine Tool Corp. (1)
 Clemis, Dr. Jack D. (1)
 Cling Peach Advisory Board (1)
 Club Continental Ltd. (1)
 Coca-Cola Co. (5)
 Codman & Shurtliff Inc. (1)
 Cohen, Dr. Melvin R. (2)
 Cognac Growers of France (1)
 Colgate-Palmolive Co. (2) (1-sf) (3 AvP)
 Colorado City, Colorado (1)
 Colorado Div. of Commerce & Development (1)
 Colorado General Assembly (1)
 Colorado Springs Chamber of Commerce (1)
 Colormax (16)
 Columbia Helicopters (1)
 Columbian Fathers (1)

To be concluded
 in September

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IFPA JOURNAL

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Conference Program Announced

Bill Blume, conference program chairman, has just announced a tentative program for the Annual Conference to be held in San Francisco at the Sheraton Palace, October 16-18.

Carrying through on the theme: "The Shape of Things to Come", the conference will highlight the new look in audio-visual communications for the 70's.

The keynote address will be "Markets of Change", given by Don Fabun of Kaiser Industries, author of the celebrated book: "The Dynamics of Change". Other highlights will be:

THURSDAY

"The New Wave" — "A Look to the Future" — Dr. Bernard Kanter, USC, Cinema

American Film Institute Presentation
"Trends in Media Utilization in Training and Education" — Dr. Richard Lewis and Dr. Jerry Kemp, San Jose State College

Super 8mm Program on Polaris Subs — Captain Guy Leonard, USN, Director LEAD Project

"Threshold in Educational Communication — Random Access Information Center" — Maynard J. Kuljian, Special Productions Div., Ampex

An AVCOM Program for Western Airlines — Don Adams, Eastman Kodak Co.

"Pre-Testing Instructional Film" — Captain Jay Sedlick, U.S. Air Force Academy

FRIDAY

"Visual Literacy and the New Audiences" — What Commercial Market Research Contributes to Other Communication Media

"Film and TV—The Marriage" Bob Day, Ampex Corporation

"Communication — Impact or Apathy" — "Information Retrieval — Glenn McMurry, National Audio-Visual Center

ERIC Project — Don H. Coombs, ERIC Clearinghouse on Media & Technology Institute of Communications Research, Stanford University

SATURDAY

Film and Exploration — National Geographic Society

Apollo Moon Photography — NASA Information Film Production Abroad — Mr. Bruce Hershensohn, Director, Motion Picture & Television Service, USIA "An Invitation to Expo 70" — Japan Consulate, San Francisco National Tourist Organization

Other conference programs will be announced as they are confirmed.

The highlight of the conference will be the film awards banquet at which time twenty four Cindy's will be awarded to the producers of the winning films.

Beck's "Crystal Trip" Marks Los Angeles June Meeting

IFPA's Los Angeles Chapter experienced its first technical session in expanded cinema with the June 19 meeting headlined by Bob Beck, president, Color Control Company, Hollywood.

Beck, a cinema engineer in addition to heading his own company, spoke to an enthusiastic audience on "Metaphysics/Tools/Techniques of Expanded Cinema."

Beck started the meeting off with a flash, literally, as he screened *The Crystal Trip*, a Beck original, demonstrating modification of existing equipment to produce unique special effects.

A Bell and Howell Tandematic fader pro-



Los Angeles Chapter Chairman Michael Rye (left) visits with Bob Beck and his associate, Doris Spencer, following June meeting.

ector for was used. This was equipped with two sets of polarizing filters: the first between light source and slide holder (polarizer), the second rotated in front of the lens (analyzer).

The slides were Leitz 2" x 2" cover glass plates heated at a low temperature, with birefringent chemicals melted on one plate, sandwiched by the second plate, then cooled. Chemical crystals remained invisible until the two crossed polarizers were used to view them. And all this to a score by Debussy!

In addition to how-to-do-it tips on special effects, "the poor man's computer", and "do it yourself labs", Beck screened the prize-winning films "Lapis" (James Whitney), "Off-On" (Scott Bartlett), "Cybernetik 53" (John Stehura) and "Genesis Titles" (Pat O'Neill).

The event was staged at the Union Oil Center, Los Angeles by Program Chairman Jack Meakin. Chapter Chairman Michael Rye helmed the meeting.

IFPA Display on the Road

Bob Montague, chapters vice president and membership—West, has announced a schedule for IFPA's new display which is currently functioning at Norton Air Force Base, California, Motion Picture Center. Newcomers to that facility in motion picture operations, have an opportunity to see the IFPA story.

The new membership applications/brochures are also available at Norton, other chapter locations and from the National Office in Hollywood.

Future schedule of the display will take it to San Francisco from August 11-14, for the S.P.I.E. Annual Conference at the Jack Tar Hotel, then it will be moved to the Cow Palace on the 19th for Wescon. In September it will appear at the Super 8 Seminar in San Diego, the SMPTE Semi-annual convention at the Century Plaza in Los Angeles, and in October it will greet the IFPA members for the first time at the Annual Conference at the Sheraton Palace, October 16-18, in San Francisco.

Requests for future bookings are solicited by the IFPA National Office and will receive consideration in order of request.

San Diego Books Roadshows

San Diego Chapter booked another Road Show presentation. ASC, award winning cameraman Joseph V. Mascelli, the author of the well known book "The 5 C's of Cinematography", previewed the new book on which he is working, dealing with new techniques in lighting for documentary and theatrical production. The meeting was held in San Diego on July 24th for members of both IFPA and SPIE.

Another road show appearance of Eustace Lycett is scheduled for the August 21st meeting of the San Diego Chapter. To be held in an intimate theatre setting, Mr. Lycett will present film clips from *Mary Poppins*, *The Gnomobile* and *Love Bug*, as he did at Disney Studios. Detailed explanations and de-

scriptions of how special effects, combining animation and live characters, are accomplished and can be applied by the information film producer.

Arrangements are being made for a Super 8 seminar, similar to the one recently presented in San Francisco. This will be an all day seminar on Saturday, September 20th and will be open to professionals and amateurs alike. Area residents interested may make advance reservations with Griff Davies, Seminar Chairman, c/o Rohr Aircraft Co., Motion Picture Dept., Chula Vista, Calif.

Inland Empire Chapter Chartered

Thursday evening, June 12, 1969, IFPA National President Mitch Rose rapped for order and the first business meeting of the Inland Empire Chapter was in session. The Inland Empire consists of the San Bernardino-Riverside-Colton-Palm Springs area.

Meeting in a small auditorium at the Aerospace Audio Visual Service Headquarters Norton Air Force Base, California, the group consisted principally of the Chapter Members and four National Officers.

After a few words of encouragement from President Rose who read the letter of application to the National Board, the Charter letter was presented to Chairman Pro Tem Col. James P. Warndorf. Col. Warndorf then assumed the role of presiding officer, but temporarily returned the floor to President Rose for some suggestions on handling future meetings.

A vote was taken that the temporary officers: Col. Warndorf, Chairman; Lt. Col. Larry Albers, Program Chairman; Roland Beech, Membership Chairman; and M. Ray Ussery, Secretary-Treasurer remain in office until permanent officers are elected.

Longtime IFPA member Bob Engel suggested that the Inland Empire Chapter, taking into account that the rural complexion of the San Bernardino/Riverside area did not offer a wide assortment of employment opportunities for the youth, should sponsor instruction and coaching to the young people of the area in film making principles. It was agreed that a program of this importance should be started by the chapter.

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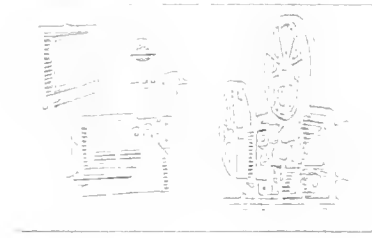
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Go Anywhere With New Background Effects

A joint effort by General Electric and Front Projection Corporation has resulted in a new color TV, motion picture application. GE manufactures the PJ-400 Color Video Projector which offers a giant size color TV image; Front Projection manufactures the Studio 90-M which allows GE's large TV image to be re-photographed with live models for color broadcast or filming capability. Television and/or motion picture producers can choose any full color background, any off-the-air TV broadcast, any video tape, or anything that can be fed from a telecine center, such as slides, filmstrips or movies. After choosing the background any full color subject may be selected and the two can be put together with totally realistic effects and full studio convenience.

The GE PJ-400 is fed from telecine and it projects into the Studio 90-M; the Studio 90-M projects onto the Retro-Reflex screen. The image returns to the broadcast camera through the Studio 90-M. From there it is on the air or on tape.

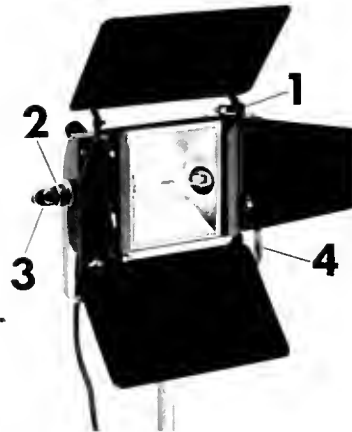
A demonstration film is available from Front Projection Corporation.

For information on the PJ-400 write General Electric's Visual Communications Products Department, Electronics Park, Syracuse, New York 13201. Information on the Studio 90-M is available from Front Projection Corporation, 10-40 45th Avenue, Long Island City, New York 11101.

Bardwell & McAlister Maximizes the Mini

A line of Mini-Mac 650 and 1000 watt quartz lights has been introduced by Bardwell & McAlister. These lightweight, portable minis were designed for broad fill and flood lighting applications for TV and motion picture studios, and are also effective for still photography. Barndoor "creep" has been eliminated by

new products review



A full range of accessories is available for the Bardwell & McAlister Mini-Mac.

use of spring-loaded hinges attached to each barndoor, assuring stability. A thrust-bearing unit has been inserted between the yoke and lamp housing, maintaining constant tension for more positive rotational control. Adjustment knobs are coated with a permanent heat-resistant material. The compact housing design allows for a substantially greater range of rotation within the yoke.

The minis are available with a wide range of lamps in different wattages, color temperatures and intensities. A brochure is available. Write Bardwell & McAlister, Inc., Department 895, 6757 Santa Monica Boulevard, Hollywood, California 90038.



This Lumipoint illuminated tip pointer, especially designed for rear screen projection presentations features a three foot shaft that separates into three sections and packs conveniently into a fitted leather carrying case. More information is available from Spindler & Sauppe, Inc., 1329 Grand Central Avenue, Glendale, California 91201.

Porta Studio Provides Simple Quick Lighting

The Porta Studio provides simple and quick lighting installation for remote or studio applications. Spring-loaded Pole Kings, which do not require bolting to floor or ceiling, provide support for hanging fixtures over the set. Porta Studio is lightweight, portable, rugged, and features long-life tungsten-halogen quartz lighting. Offices, school rooms, dens, showrooms can be converted to a Porta Studio for a one or two camera set-up. The lighting equipment provides for key, fill, back and set lighting applications. Power is supplied from existing wall circuits.

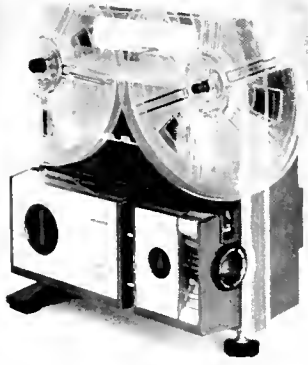


The Porta Studio provides quick easy lighting for black/white or color programming.

For more information write Berkey-ColorTran, Inc., 1015 Chestnut Street, Burbank, California 91502.

Paillard Introduces Silma Duo Projector

A flick of the switch is all that's needed to show 8mm and Super 8 films with the Silma Duo projector from Paillard Incorporated. This projector is compact and weighs little more than nine pounds. It will thread film automatically up to the take-up reel. A super-rewind provides for instant replay and a fast advance is included for skipping to selected scenes. The rapid transport feature can move a full reel of film (400 ft.) forward or reverse in 60 seconds. A switch disengages all mechanisms freeing the film to move on rollers so there



The Silma Duo is ruggedly constructed with a die-cast metal frame and has a snap-on cover.

is never a possibility of damaging the film.

A Dichroic reflector lamp and a sharp ISCO 15-27 mm f/1.3 zoom lens combine to give vivid and evenly illuminated projection. Variable projection speeds are electronically controlled from 16 to 24 fps by a knob located at the back of the projector. All controls are located in one panel. Write Paillard Incorporated, 1900 Lower Road, Linden, New Jersey 07036 for more information.

Ampex Introduces One-Half Inch Video Tape

A one-half inch wide video tape for use on closed circuit videotape recorders and offering improved dropout performance and increased recorder head life compared to similar tapes has been placed on the market by Ampex Corporation. The 163 Series video tape is manufactured with an oxide formula which provides greater signal to noise performance and tape life than similar tapes now on the market. The new binder results in a smoother surface finish which allows long still frame operation and the extended head life.

The tape is designed for vid-



This 1/2 inch tape is designed for both color and monochrome closed circuit recording applications.

otape recorders using the 1/2-inch wide tape format used in business, industry, medicine, education and other closed circuit television applications. It is available on a 7-inch plastic reel which holds up to 2,400 feet of tape and is capable of one hour of playing time at a recorder speed of 7 1/2 inches per second.

The tape is available from Ampex magnetic tape division, Opelika, Alabama 36801.

KEM Editing Table Offers Versatility

The KEM 8-plate Universal editing table is a completely modular system and may be used with 3 pictures and 1 sound track, or two pictures and two sound tracks, or 1 picture and 3 sound tracks and it will run 16mm or 35mm or any combination of 16 and 35mm in sync.



The Keller editing table is completely noiseless and will pass the poorest splice or torn sprockets.

On special order 65/70mm, Super 8 or 8mm transports may be had. A wide range of speeds is available from 4 fps to 144 fps forward or backward and the tables front plates will wind or rewind at even higher speeds. Sync can be advanced or retarded. 100 watt quartz-halogen lamps project on the picture module.

Picture modules for CinemaScope or Techniscope are also available, as are sound modules for 17.5mm in addition to the

full range of 16 and 35mm. Even a TV module may be dropped in place of a picture viewer for use with a video monitor whereby an optional frame counter could be superimposed onto the screen or video tape.

Write The Intercraft Corporation, 354 West 45th Street, New York, N.Y. 10036 for more information.

Shure Microphone Mixer Has Built-in Reverb

Shure Brothers' Model M68-RM microphone mixer has adjustable, built-in reverberation and is suitable for the full range of multi-microphone applications in commercial public address and paging systems. It is fully transistorized and features four microphone input channels, each with an individual volume control and an individual slide switch to select high or low impedance. One of these channels also doubles as an auxiliary high-level input that accepts tape recorder, tuner and accessory signals for maximum flexibility.



The Shure Model M68M microphone mixer has optional accessories including battery power supply, output cable kit, locking panel, phono pre-amp, rack panel kit and stacking kit.

With its adjustable reverberation capability, the Model M68-RM can simulate the acoustics of a large concert hall and a master volume control governs the volume of all four inputs simultaneously. Other features include a jack that accepts a remote on-off switch, female Cannon-type connectors on all four microphone inputs, and a facility for stacking two or more mixers. More information may be obtained by writing Shure Brothers, Inc., 222 Hartrey Ave., Evanston, Illinois.

Tape Duplicator Designed For Educational Uses

Telex's reel-to-cassette tape duplicator, the model 235-CS, consists of an open reel master transport and cassette slave modules. Each slave module contains three cassette transports. Both master and slave transports

Continued on page 44

The new Norelco FP-16 16mm Projector that...

BRINGS BIG-THEATRE PERFORMANCE to your auditorium. This remarkably rugged projector is engineered to the same high standards demanded by professional motion picture theatres.

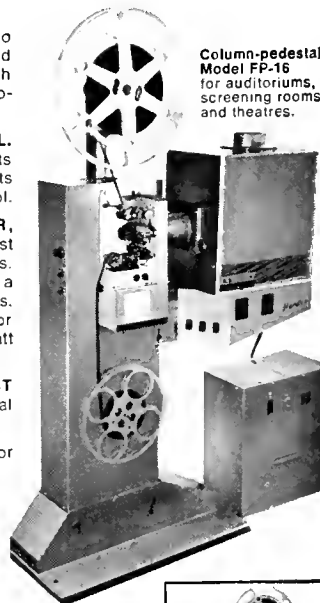
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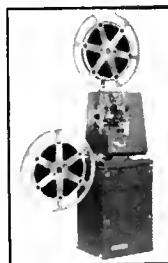
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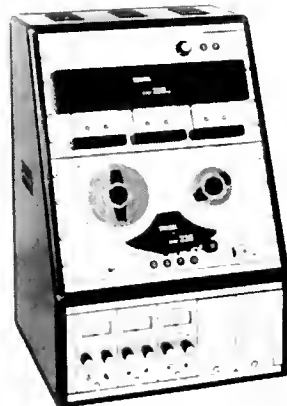
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continued

feature two-speed hysteresis synchronous motor drive with the master operating at 15 and 7.5 ips, and the cassette slaves at 7.5 and 3.75 ips. Wide band, solid state electronics are of modular plug-in design. The system can be expanded by adding slave modules. It is solenoid controlled and operated by push-buttons from the master transport.



Cassette slave modules for this duplicating system are compatible and interchangeable with existing model 235 open reel duplicators.

The duplicator will be available in half-track single and dual channel, quarter-track dual channel, as well as quarter-track four channel configurations. More information may be obtained from Telex, Communications Division, 9600 Aldrich Avenue South, Minneapolis, Minnesota 55420.

Tilt Screen Controls Angle-of-Reflection

The Raise-N-Tilt screen provides the opportunity to control the angle of reflection regardless of room layout, position of the projector or the presence of ambi-

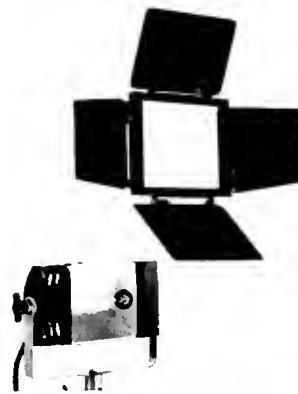


The Raise-N-Tilt screen can be easily mounted on wall or ceiling.

ent light. The screen tilts, raises and lowers with a slight touch. Used as a corner mount near a window, the screen virtually disregards most of the direct light coming from outside because the controlled projected light is being bounced directly back to the audience. For information write Brandons, Inc., 1027 Mary Street, Jacksonville, Florida 32207.

Hervic Corporation Has Location Lighting Kits

Hervic Corporation is offering a range of seven different location lighting kits, each designed to fit into a single carrying case. All lighting units and accessories are also available as separate units for replacement purposes and for separate use when required. The Hervic 1000-watt and 650-watt quartz miniature fill lights are provided with a rugged new housing design which allows flo-thru convection cooling, reducing heat-load and increasing unit life. These units are designed as high-intensity, continuous-duty quartz light sources. A wide range of



The Hervic 1000-W Mini-Quartzlit features removable barndoors.

tungsten-halogen quartz lamps are available for use in these lighting fixtures which permit operation directly on a 120 or 230 volt line. The four-leaf barndoors can be adjusted individually for positive lighting control and extremely sharp edge cut-off.

Barndoors are removable when not needed and the fill lights have one-piece reflectors which increase light output without peaking and help provide a smooth, even flat light pattern over a wide area. More information is available from Cinema Beaulieu, 14225 Ventura Boulevard, Sherman Oaks, California 91403.

Hercules Cam-Link Tripod Holds 80 Pound Loads

The Hercules tripod head supports loads up to 80 pounds and incorporates a springless Cam-Link movement and Quick-Or mounting plate. The Cam-Link head, by providing an engineered cam action, does not raise or lower the center of gravity of mounted equipment and completely eliminates the possibility of "nose-diving". This mechanical leverage allows a finger-tip control of position. The Quick-

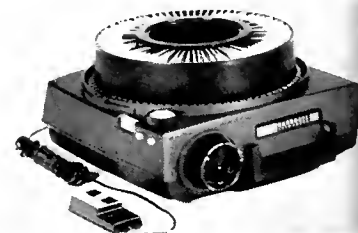


This medium priced Hercules tripod features better bearing and braking systems.

On mounting plate provides instant mounting and removal of equipment and allows a single man to mount a camera weighing 80 pounds. Both the panning and tilting mechanisms operate on sealed ball bearings for a smoother operation. Complete information is available from Quick-Set, Inc., 8121 Central Park Ave., Skokie, Illinois 60078

Carousel 860 Now With Remote Control Focus

The Kodak Carousel 860 projector offers remote control focus in addition to automatic focus. This is especially helpful to lecturers or others who operate away from the projector and have a mixture of glass-mounted and cardboard slides in the same tray and wish to adjust focusing during a presentation. The showing of slides can also be controlled automatically (with a choice of

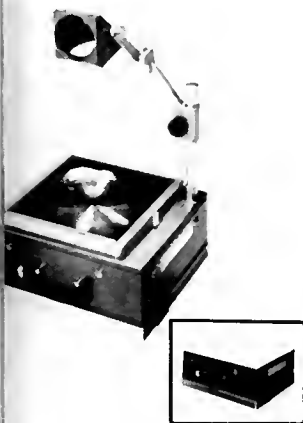


This Carousel projector has a 12-foot remote control cord.

5, 8 or 15-second intervals), by remote control or by push button on the projector itself. More information is available from Eastman Kodak Company, Rochester New York 14650.

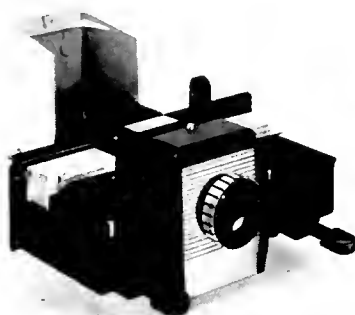
isting supplement to . . .

Audiovisual Equipment Buyers Guide



The **Carri-Vue** Overhead Projector has simple press-a-lever action which stores the die cast aluminum projection arm and head within the body and results in a compact, lightweight luggage type carrying case complete with handle that weighs only 18 lbs. Write **T. M. Visual Industries, Inc.**, 25 West 45th St., New York, N.Y. 10036.

Stackloader automates the TMC woff, a lightweight, portable, wet projector for filmstrips and slides. Up to 40 slides can be stacked in the holder. Write **T. M. Visual Industries, Inc.**, 25 West 45th St., New York, N.Y. 10036.



The remarkably small size of the **Institutur** Super 8 cartridge sound projector makes it an ideal tool for the salesman. Show pictures on its 9 x 12 inch screen or project them on a wall screen up to 6 ft. wide. Write **Bohn Benton, Inc.**, 110 Roosevelt Avenue, Mineola, N.Y. 11501.



Model 11-1-P portable tape recorder is made especially for professional cameramen and audio engineering use. Compatible with 16 and 35 mm cameras, it records sound with full synchronization with film. It is a solid state, full track, battery operated recorder with four tape heads. Write **Tandberg of America, Inc.**, P.O. Box 171, Pelham, N.Y.



The **Pro-Gramo** Carovox cartridge sound base for Kodak Carousel slide projectors automatically advances slides and shuts off at the end of a program. The projector is easily mounted with no modifications. The Carovox has 10 watts of hi-fi audio power. Write **Pro-Gramo Inc.**, 44 West 44th St., New York, N. Y. 10036.

Continued on page 46

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• NEW YORK •

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St., Buffalo 2, N.Y.

Cine Communicators, 777 Third
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10017, (212) 682-2780

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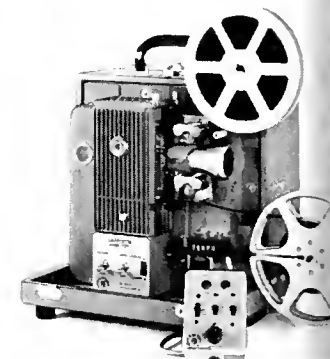


The Media Master 600 is a complete-
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programmer for multi-media, multi-
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The Lafayette Analyzer Projector
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Some Afterthoughts

Nearing completion of this issue, after several weeks of conversations, phone calls and letters compiling data and securing the commentary of specializing leaders of the distribution field, it occurs to us that perhaps some explanation of purpose and intent should be added.

This issue from the start was intended as a definition and broad presentation of the most widely accepted means of reaching the general public through audiovisuals.

Even though the recent decades have provided technological advances and new formats, hardware and tools —as yet the professional distributor cannot statistically document their effect. We do not want to imply that evolving formats like Super 8 sound, videotape and electronic video recording have not made a significant impact on the total audience available, for they have. But for various reasons these formats have not yet achieved widespread acceptance and use by much of the general business and private public.

Of more immediate significance to today's A-V communicator, we believe, are the many new programs and services avail-

able for getting a program *seen now*. Airport theatres, resort movies, college programs, special promotional literature and broader international capabilities, we believe offer today's A-V communicator even more than he needs to reach his audience.

And, we believe that as professional distributors expand into new areas like Modern Learning Aids, Sterling Communications and other communications realms, the ultimate result cannot help but be beneficial to all—making better communicators of them, and of greater value and service to industrial sponsors.

Growth in Atlanta

THE SECOND ANNUAL ATLANTA International Film Festival, June 16-21, was marked by tremendous growth. More than 800 films (500 above last year) from 32 countries were entered in this year's competition.

Film-makers from throughout the world responded to the incredible growth of the festival.

Among those presenting special awards were three distinguished Atlantans: Former Governor Carl Sanders, The Rev. Martin Luther King, Sr., and

Frank Carter, President of the Atlanta Chamber of Commerce.

The Golden Phoenix, grand award for Best of Festival, was awarded to William E. Barnes for his highly innovative first film, *Recess*. This 90 minute color feature, best described as "tribal movie making," combined the talents of nine young actors, among them Heather MacRae, currently starring in *Hair*.

Silver Phoenix winner in the feature film category is *Double-Stop*, a first feature effort by George and Gerald Sindell, two young brothers from Cleveland, Ohio. This film is especially noteworthy because of its beautiful photography and meaningful poetic visualizations concerning the pressures and complex problems of today's world.

Capturing the top short subject Silver Phoenix is a remarkable film entitled *Amblin* by Denis Hoffman. The Festival felt that this is the most meaningful and important featurette to appear on the screen in years. It probes deeply into the human relationships between a boy and girl of different backgrounds and outlooks. *Space Oddity* by Ed Seeman of Gryphon productions was awarded the Silver Phoenix for best experimental film.

The United Air Lines/MPO Productions film, *Once Upon a Time* . . . was selected as the world's best documentary film and received The Silver Phoenix in that category. This motion picture proved again how powerful cinema can be in telling a story without any narration whatsoever. Following a beautiful young girl on her first visit to New York, the whole story of the excitement of the city unfolds in a bright, fresh new way.

For the second year in a row,

J. Walter Thompson and E. J. Man Kodak captured The Silver Phoenix for the world's best television commercial, *Anticipating*.

The Golden Dove, created a special award to honor film contributing to world peace, was presented to Fred A. Niles, President of Fred Niles Communications Center by the Rev. Martin Luther King, Sr. The presentation was highlighted by a moving and meaningful speech by the Rev. King. The President of Atlanta Chamber of Commerce Frank Carter made the special presentation of the Forward Atlanta Award to Cox Broadcasting/WSB TV for their film, *The Return of Private Youngblood*. Former Governor Carl Sanders presented the Gold Medals for Best Political Film and TV commercial.

Matt Farrell Succumbs

Matt Farrell, president of Matt Farrell Productions, Inc., New York City, died June 30 of a heart attack at his Connecticut home. He was 62 years old.

One of the pioneers of business filmmaking, Matt formed his own company in 1951, and was responsible for a steady list of product and institutional motion pictures of uncompromising craftsmanship for the past 20 years. He was a charter member, co-founder and former vice president of IQ, the International Quorum of Motion Picture Producers.

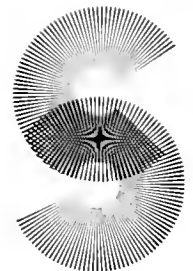
The company will remain in business and will continue to uphold the standards of quality and integrity that Matt established. New officers of Matt Farrell Productions are C. L. Farrell, president; Edward R. Murkland, vice president; and William H. Branagan, secretary/treasurer.

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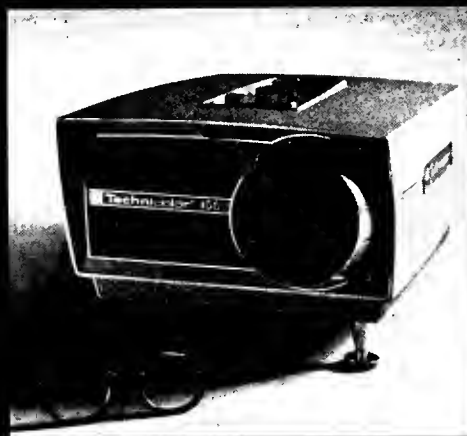
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BUSINESS SCREEN

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*The Magazine of Audio and Visual
Tools and Techniques of Communication*

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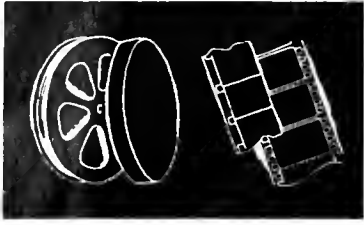
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United Air Lines Opens Chicago "Mini-Library"

A mini-library of aircraft and airport stock footage has been opened in Chicago by United Air Lines to provide Midwestern film producers and editors facilities for viewing selected scenes in the airline's film library and for faster service in placing orders for scenes from the film library catalog.

Scenes stocked in the mini-library include jet aircraft landings, takeoffs and inflight sequences, as well as establishing shots of various U. S. airports.

A 16mm color-viewing reel is available for screening in Chicago. 16mm color prints and masters are stocked in the mini-library for immediate service on film orders.

Mini-library services may be obtained through Doug Timberlake, Regional Publicity Man-

ager, United Air Lines, 33 North Dearborn Street, Chicago, Ill. 60602 (phone: 312/726-5500).

Bebell & Bebell Now in Larger New York Facility

On September 1 all four lab divisions of Bebell & Bebell Color Laboratories, Inc. will be housed and operating from a new and enlarged facility in the heart of the New York City motion picture district, near the Film Center Building.

The new lab includes associated office space, screening rooms, and vaults. The street-level shipping and receiving area was expressly designed to include a convenient parking garage.

Bebell & Bebell Color Laboratories, Inc. new address is 416 West 45 Street, New York 10036. Their new phone is (212) 245-8900.

CINE Awards, Exhibition Slated Friday, Nov. 14

CINE, the Council on International Nontheatrical Events will hold its annual awards banquet and exhibition, Friday, November 14, in the NEA Building in Washington, D.C.

A total of 206 Golden Eagles will be presented during the ceremonies, along with 28 Eagles for amateur films. The 206 Golden Eagles represent an all time high of winning films, selected this year from 769 entries.

Most of the winning films are now competing in international festivals and competitions throughout the world.

A.V.E. Corporation Opens Canadian Branch

A.V.E. Corporation, designers and manufacturers of audiovisual equipment, has opened a Cana-

dian branch at 4980 Bouchard Street, Montreal 308, Quebec.

The complete line of A.V.E. equipment and services available in New York will now be offered in Canada. The new office, headed by John Lush, adds to A.V.E.'s distribution and service centers in Italy, Holland, Australia, New Zealand, India, Africa and Spain.

New York Festival Makes Seminar Program Plans

"Computerized Films," "Creative Salesmanship," "How To Merchandise Your TV Commercials to the Trade" and "Videotape Productions and Techniques" are only a few of the themes to be covered at the elaborate lecture program and seminar scheduled during the 12TH International Film & TV Festival.

Continued on page 8

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LIGHTING AND GRIP DIVISION: 887 NINTH AVENUE
PHONE: 212 • 757-6977

Camera Mart offers the most complete line of Angenieux lenses anywhere:

- 16mm Zoom Lenses from 17-68mm f/2.2 to 12-240mm f/3.5
- 35mm Zoom Lenses 35-140mm f/3.5 and 25-250mm f/3.2
- Fixed focal length 16mm lenses from 5.9mm f/1.8 to 150mm f/2.7
- Fixed focal length 35mm lenses from 14.5mm f/3.5 to 100mm f/2.0

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NEW MODELS
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right off the newsreel . . .

continued

of New York, October 14-17 at the Americana Hotel.

No less than three films, with a total running time of 47 minutes, will describe methods by which a computer can be used to perform much of the tedious work involved in the production of animated movies. The technique involves the use of a computer-controlled microfilm recorder and the use of a programming language and system designed specifically for movie-making. In this way, simple animated movies can be produced quickly and economically.

Jack Upham, Staff Creative Consultant for The Chartmakers, Inc., in his presentation called "The Care and Feeding of Sponsors or The Role of Creative Salesmanship", will discuss and document the need—for producers and sponsors alike—to create better understanding and more effective, honest communication concerning the best ways of obtaining professional results.

With the rising production costs today, the lecture "How To Merchandise Your TV Commercial To The Trade" will show how a sponsor can get as much benefit out of his commercial as possible, how he can increase his sales volume and in this way get the fullest possible value out of the commercial. A seminar, under the Chairmanship of A. Tennyson, vice president of the J. Walter Thompson Agency, will diagnose "The Changing Relationship Between Sponsor, Ad Agency and Production Company," and a full day with 7 different lectures, demonstrations and visits to leading studios as well as production houses is dedicated to "Video Tape Productions and Techniques."

Full details about this four day session can be obtained from Industrial Exhibitions, Inc., 121 West 45th Street, New York, N.Y. 10036.

Technical and Optical Opens New York Branch

Technical and Optical Equipment Ltd. of Canada has opened a New York branch office at 250 West 54th Street.

The new office will enable Technical and Optical Ltd. to distribute, sell and service their

complete line of high quality professional photographic equipment throughout the United States.

Capitol Hi-Q Opens New York Music Office

Capitol Production Music has opened a New York office at 1650 Broadway, to serve area film producers and advertising agencies with modern production music through the Capitol Hi-Q Library and the Media Music Series.

Heading the new office is Steve Cagan, eastern operations manager.

Camera Mart Incorporated Makes \$100,000 Acquisition

An acquisition of over \$100,000.00 in new equipment has been made for the Camera Rental and Lighting and Grip Division of The Camera Mart, Inc., New York.

Turner Receives Award For Professional Improvement

Richard G. Turner, film producer, has received the Farn Foundation's \$500.00 Professional Improvement Award for his production of *Land in Jeopardy*.

Honorable mention certificate and checks for \$50.00 were given to Norman Virag of Michigan State and Ralph Mills of North Carolina State University.

Project Empathy Gains Certificate of Merit

The State Division of Human Rights has been awarded the Certificate of Merit of the Art Directors Club of New York for *Rejected Child* and *Dead End Day* two 60 second messages in the Project empathy series now being broadcast by radio and television stations throughout New York State.

Cineffects Color Lab Expands Existing Facility

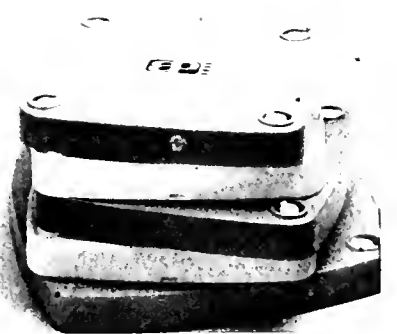
National Showmanship Services, Inc., is expanding its Cineffects Color Laboratory, Inc. subsidiary to keep up with steadily increasing sales. At the same time

Continued on page 10



a small miracle at \$875

The right community relations tool at the right time at the right price. It's *The New Thrust in Education*, a five film library showing how today's exciting breakthroughs in education can help communities attack their most pressing problems: unemployment, drug abuse, illiteracy, student motivation, etc. These motion pictures inform, stimulate, motivate positive action. A small miracle to reach mass audiences. Sets are yours to give to school districts in your plant communities. Your cost? Only \$875 per library. We'll add your company credit on each film, if you wish. Produced under sponsorship of The National Laboratory for the Advancement of Education, letters of endorsement have come from the U.S. Office of Education, The National Education Association, Even Encyclopaedia Britannica. Our brochure, *The New Thrust in Education*, tells you everything. Write or phone for a copy.



Audio Productions / Educational Services

Contact: Thomas Pyle, Executive Producer (212) 757-0760
630 Ninth Avenue, New York, N.Y. 10036

a division of NOVO



right off the newsreel . . .

continued

it was reported that both sales and earnings for the first four months of 1969 were well ahead of last year.

The expansion — to an additional floor in their present building — will add 4,500 feet of space to Cineffects' existing space.

Ultrasonic Shovel Breaks Ground for DuKane Corp.

An ultrasonic shovel broke ground July 12 on the new national headquarters of DuKane Corporation, St. Charles (Ill.) based maker of audio-visual, communications, and related electronic equipment. The ultrasonic shovel was built specially for the event by DuKane engineers by linking a DuKane Ultrasonic Amplifier to a standard construction shovel.

According to DuKane president J. Stone, the new multi-million dollar building will house the firm's corporate offices, research and development laboratories, and production plant.



Breaking ground for the new DuKane headquarters are DuKane president J. M. Stone (center); Howard Turner (left), manager of the A-V division; and Stephen Nardi, president of realty organization which acquired the land for DuKane.

Hollywood Video Center Triples Scenic Capacity

Hollywood Video Center has tripled its Scenic Services Division capacity with completion of additional facilities at 1237 N. Vine St.

The expansion now gives the division a total scenic services capacity.

Technicolor TV Division Doubles Daily Capacity

Daily film capacity of the Television Division of Technicolor, Inc., will be doubled by the end of July, it was disclosed today (10) by Technicolor president Paul W. Fassnacht.

The greatly expanded capacity of the division is being made possible by adapting existing printers and machinery to a new type of film transport which permits operation of the equipment at accelerated speeds.

Midwest Visual Expands Through Northern Illinois

Midwest Visual Equipment Co., Inc., Lincolnwood, Ill., has expanded its coverage to include the upper one-third of Illinois with the acquisition of the audio-visual division of Lundgren's, Inc., Rockford.

A camera store chain, Lundgren's is owned by Gene Lundgren, a pioneer of more than 20 years in the audio-visual field. Lundgren's complete audio-visual division staff is being retained by Midwest Visual to serve the Northern Illinois area.

According to Midwest Presi-

dent, Helen S. Roberts, the acquisition adds 19 counties to the six counties which the audio-visual dealer presently serves in the Chicago metropolitan area.

Capital Systems Adds Capital Film Services

Newly formed Capital Systems, Inc., has acquired all of the outstanding stock of Capital Film Services of Lansing, Mich.

Capital Film Services is now a subsidiary of Capital Systems, Inc., presently involved in a comprehensive expansion program headed by T. James Herrmann, newly appointed president.

Capital Systems plans expansion into the areas of educational programs, film production and film processing.

United Communications Forms Production Division

United Communications Corporation, Jenkintown, Pennsylvania has formed United Film Productions to handle the production of industrial films and television commercials.

The new division is headed by John Heidenreich, executive vice president.

**5th
Chicago
International
Film Festival**

November 8-19

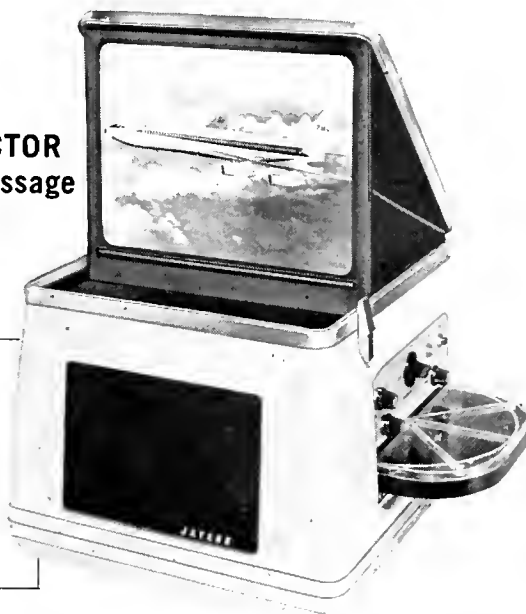
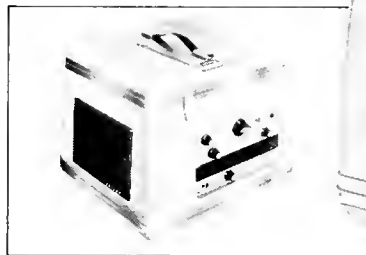
Competitive categories include:
Theatrical Feature Films Short Subjects
Industrial Films Educational Films Student Films
International Television/Theatrical Commercials
U.S. Television Commercials Television Productions

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SOUND-MOVIE PROJECTOR**
Communicates your message
instantly in dramatic
live action. In full color
with sound.



FULLY AUTOMATIC ■ EASY CARTRIDGE-LOAD OPERATION ■ DEPENDABLE ■ PORTABLE

It Sells. Even less skilled salesmen become powerful producers with a JAYARK Super/8® Projector to show your products in live action. **It Demonstrates.** Set up a JAYARK Super/8® Projector at your trade show booth and it delivers your message hour after hour. **It Teaches.** In the classroom a JAYARK Super/8® Projector makes it easy to enrich lecture material with visual supplements. **It Trains.** Nothing like a JAYARK Super/8® for shortening training time for skilled or unskilled workers. **It Communicates.** JAYARK Super/8® cartridge-loaded films are easily mailed to branch offices for the presentation of new products, methods, policies.

Kodak Super 8 format assures longer film life. Less film replacement means greater economy. Pre-stripped for magnetic sound and balanced on both picture sides. ■ Long-life, cool burning 80 watt Quartz Halogen lamp. ■ Transistorized amplifier; audio output 5 watts; freq. response – 100 to 8000 cycles ■ 4" x 6" oval

speaker. ■ Power controlled film travel. ■ Automatic cartridge holds up to 30 minutes super 8 color sound film. ■ 9" x 12" non-glare Polacoat Lensscreen. ■ Controls: Tone, volume, focus, cartridge lock, framer, jack and remote control outlets. ■ Instant start and stop buttons.

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... with 14 meetings on the attitudes and techniques of helping people buy benefits. Complete with 7 sound color filmstrips, Leader's Manual, Salesmen's Manuals, Workshops, Quizzes, Evaluations, Summaries, Diplomas, etc.

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MAIL THIS COUPON NOW!

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1150 W. Olive Ave., Burbank, Calif. 91506
Please send me complete information regarding CREATIVE SELLING and your Preview Offer.

name _____ title _____
company _____
address _____
city _____ state _____ zip _____



the screen executive

TNT Communications Names Freidman VP

Robert Freidman has been appointed vice president and general manager of the TNT Electronics division. Freidman is directly responsible for many advanced design concepts and innovations in use today.

Berkey Color-Tran Names Allen Marketing Manager

David L. Allen has been appointed southern marketing manager at Berkey Colon-Tran, Inc. Allen will service Color-Tran franchised dealers in nine southern states and will headquarter at Alexandria, Virginia.



ALLEN



MURRAY

Bardwell & McAlister Appoints Murray Exec VP

John Murray has been promoted to executive vice president and director of sales at Bardwell & McAlister, Inc.

Murray will be employed at the company's headquarters in Hollywood, California.

Marker Is Promoted at Houston Fearless Corp.

Marvin C. Marker has been promoted to director of marketing at Houston Fearless Corporation's Westwood division.

Marker will be responsible for both military and commercial areas of activity.

Brodsky Joins Amega As General Manager

Irving Brodsky has recently joined Amega Corporation as general manager of their new facility in Northridge, California.

Brodsky was formerly associated with Magnasync/Moviola as sales manager of the studio equipment division.

Bill Stokes Associates Name Tuuk, Curran VP's

Robert D. Curran has been named vice president-executive producer of Bill Stokes Associates, Inc. Curran will be working at the audiovisual design and services company in Dallas.

Bill Stokes has also appointed Robert Q. Tuuk vice president of marketing. Tuuk will be responsible for the marketing and sales activities of the organization.

McPoland, Renko Named VPs at Modern

James D. McPoland has been elected vice president of Modern Talking Picture Service, Inc. In his new post, McPoland will supervise the network of film libraries in the United States and Canada through which Modern distributes sponsored and educational motion pictures and other materials.

Modern also named James J. Renko a vice president of the company. Renko is the general manager of the Modern Learning Aids division of Modern, which markets educational and training films, filmstrips, records and other materials.

Both McPoland and Renko will be stationed at Modern's headquarters in New York.



RENKO



McPOLAND

NAVA Names O'Sullivan Director Of Training

The National Audio-Visual Association (NAVA) has named

P. Kevin O'Sullivan director training for the association.

O'Sullivan will be responsible for the development and implementation of new and existing training and education programs.

Moran Named Controller at F&B/CECO Industries

R. Neil Moran has joined F&B/CECO Industries, Inc. as controller. Formerly an accounting manager for IBM, Moran will be employed at the company's New York office.

Xerox Corp. Names Byrne President of Xerox Films

Vincent J. Byrne has been named president of Xerox Films, a new organization which will operate as part of the Xerox Education Group, headquartered in Stamford, Connecticut. Xerox Films will concentrate on producing educational films for use in elementary and secondary schools.

Kowalak Appointed Exec VP Of Moviola

John J. Kowalak has been appointed executive vice president of Moviola Inc. Kowalak will be in charge of engineering and overall plant operation. He will supervise the transition of the recently acquired laboratory divisions.

In another move, Robert Crane, formerly president of Berkeley Pathe labs, was named vice president of national sales at Moviola.

Around the Industry

Eastman Kodak Company has named two new directors. Edward H. Cann is director of sales development and product planning for photofabrication markets and William F. Swann is director of sales development and product planning for scientific photography for the division. . . . Bruce D. Oyen has been named manager of commercial sales, eastern division, of Western Video.

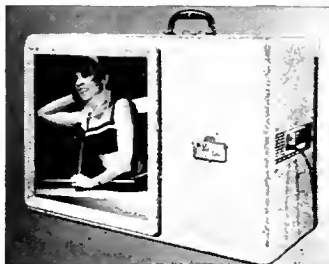
tries, Inc. . . . Modern Talking Picture Service has named *Ker- Cable* to Detroit branch man- r . . . *Pierre Brunelle* has been promoted to Eastern Canada as representative for Modern Learning Aids, international distributor of educational audio-visual materials . . . Also from Modern Learning Aids, *Tom* has been named Northeast-regional sales manager and l continue to work out of the Washington D.C. office . . . *Joe* has joined the Jamieson Company as a producer/ector . . . *Floyd M. Roberts*, of ng Beach, California, has been elected the 1970 president of the Professional Photographers of America, Inc. . . . Temple University's School of Communica-ns and Theater has appointed *Raymond Fielding* as profes- of communications, effective s month . . . *Joseph P. Sanford* been elected vice president d treasurer of Western Video dustries, Inc. . . . *Bell & Howell* appointed *Joseph T. Kazimer* he newly created post of mar- development manager for the npany's line of audio tape ducts . . . *Harry Stone* *Roque* Anderson executive producer *Jack R. Rabi* has been pro- ted to regional sales repre- ve for WRS Motion Picture oratory to service in Mich- n, Illinois, Wisconsin, South- Indiana and Western Ken- ky . . . *Alfred R. Tennyson* s recently elected to the board irectors of the International m, TV and A-V Producers As- iation (IFTAPA) . . . *Ludwig* gg has been appointed con- dler for Audio Graphic Films Hollywood . . . Widely ac- imed animator, *Ron Tunis* be- nes associated with Imagina- 1, Inc. . . . *John W. (Jack)* rt is now director, western re- nal sales, for the CBS Elec- nic Video Recording Division Argus Incorporated has made following changes in its sales onnel: *Peter Turgeon* to dis- t sales manager of Argus' De- it/Cleveland market; *William* es to district manager for the rth Texas/Oklahoma territory; *mes Davis* to district sales man- r for East Texas and Louis- a and *Gordon Ross* to district es manager for upstate New rk . . . WRS Motion Picture oratory has named *Charles Gindhart, Jr.* regional sales representative to service in New rk, New Jersey, Delaware,

Washington D.C., the New Eng- land states and the Philadelphia area . . . *Richard Z. Cox* has been appointed central regional sales manager for Argus Incorporated . . . *Robert R. Crittendon* has been named corporate manager of advertising and sales promo- tion for Beckman Instruments, Inc. . . . Modern Teleservice, Inc. has appointed *Benjamin DeSio* president and chief op- erator of the company . . . *Roy Passman* has joined Reeves Vide- o as a sales executive . . . Kodak has appointed two men to promotions. *Charles E. Lions*, industrial relations editor, was appointed coordinator of em- ployee publications and *Arthur C. Wood*, assistant editor of Kodakery, is the new editor-in-chief . . . *Harry Anger* has joined Starbecker, Inc. as vice president and member of the board of di- rectors . . . *Robert L. Kleinfield* has been appointed vice president and general manager of Sylvania's Lamp Division . . . *Douglas E. Dring* has become a district sales manager for Bell & Howell's line of audio tape recorder players . . . *Donald P. Kenny*, an ac- countant executive with Modern Talking Picture Service, has transferred from Pittsburgh to the midwest office in Chicago . . . Academy-McLarty has named two new staff members. *John V. Gates* is presently pro- ducer-director, with special re- sponsibilities in the area of Tele- vision commercials and *Paul F. Long* has joined Academy-Mc- Larty as a writer-director . . . *Gene Brewer* has been appointed national sales and promotion manager of Superscope's new re- cording division . . . *Bob War- ner* becomes a senior television producer at Ogilvy & Mather where he'll supervise production on Gaines, Shake'n Bake, Her- shey, Sears and Uncle Ben's . . . *Gene W. Dennis* has joined Jamieson Film Company, Dallas, Texas and is employed in the business/industrial film division . . . *Jeffrey Mitchell* has rejoined Ken Saco Associates as an asso- ciate member of the company . . . *C. Anthony Pecorelli* has joined Close/Plenum Productions, Inc. as Philadelphia regional manager . . . *Ray Allen* has been elected vice president of sales for Audio Magnetics Corporation . . . and *Ruth Thompson* has joined Four- ways Productions as executive assistant and production super- visor of INTRA, the In-Transit Programming Division of Four- ways.

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Advanced audio-visual film projection systems

SLIDES



BUSCH Cine-Slide Projectors have many special features, including: Big 14" x 14" built-in Daylight Screen; 80-slide capacity; automatic or manual operation with Kodak Carousel projector. Available with or without sound unit. The Busch Cine-Slide Projector is versatile, dependable, portable and lightweight.

16 MM



BUSCH Cinesalesman self-contained, continuous 16mm projectors are dependable, portable, versatile. Available in variety of models to meet any requirement for continuous or rear-screen projection. Unit has 20 years of proven performance with many patented, exclusive features found only on world-famous Busch Cinesalesman projectors.



BIG SCREEN

The Big Screen 16mm continuous BUSCH Cine-Educator Projector is dependable, self-contained, mobile and beautifully finished in Walnut Formica. Special features are: push-button start; automatic cycling stop; auxiliary cooling system, and high-quality sound. Heavy-duty projector units with many exclusive features. This unit can also be supplied with Slide Projector in place of the 16mm Projector.

SPECIAL UNITS

We have 25 years of experience in the design and manufacture of complete Audio-Visual systems for schools, business and government. We can engineer and manufacture any requirement you may have for Special Projection devices or systems such as multi-screen projection systems, synchronized projection, complete remote control or projectors and many others.

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The only completely inclusive Festival which encompasses all phases of film productions starting with Filmstrips, Industrial Films, Television and Cinema Commercials up to Filmed Introductions and Lead-In titles as well as Public Service Television Programs and Multi-Media Productions. Featurettes, Promotional & News Films.

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will explore again the new techniques, concepts, and breakthroughs now on the horizon and beyond, all of which can have a significant influence on the production of the commercial and industrial presentations of tomorrow. Among the subject will be Video Tape Production and Techniques (1 complete day seminar), Computerized Films, The Changing Relationship Between Sponsor, Ad-Agency & Producer, How To Merchandise your TV Commercial to the Trade, Men's Journey Into Space (with latest NASA films), New Approaches in Training Films, The Care and Feeding of Sponsors or The Role of Creative Salesmanship, Screening of Outstanding Films and Commercials, etc., etc.

Full details available from:

INDUSTRIAL EXHIBITIONS, INC.

Herbert Rosen, President

121 West 45th Street • New York, N. Y. 10036

Phone: (212) 246-5133

THE BUSINESS SCREEN SURVEY OF SPONSOR A-V ACTIVITY

This third Business Screen Index to the active sponsors of motion pictures, slide-films, and audiovisual presentations covers only titles produced during 1968. In most cases statistics have been verified through direct contact with the respective sponsors. This exclusive report on audiovisual media is continued from the August issue.

- 3 —
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| <p>Combustion Engineering Inc. (1)
Comerford Associates (1)
Comet Industries (1-sf)
Commerce Employment Agency, Inc. (1)
Communications Commission (1)
Community Chest of Rochester (1)
Community Fund of Chicago (1)
Communitytype Inc. (1-sf)
Compton Advertising (2)
Computer Sciences Institute (1)
COMSAT (1 AvP)
Con Edison (1)
Conservative Baptist Foreign Mission Society (1)
Continental Assurance (1) (1 AvP)
Continental Can (2) (2-sf)
Continental Oil Co. (1)
Continental Trailways (1)
Control Data Corp. (2)
Converse Rubber Co. (1)
Convertors Inc. (1)
Cooper Co., O. A. (1)
Cooper Tire & Rubber Co. (1-sf)
Coors Co., Adolph (2)
Copley Press, The (2)
Copper Development Assoc. (1-sf)
Copperweld Steel Co. (1)
Corning Glass (1)
Cory Corp. (1)
COSMOS Broadcasting Corp. (1)
Cotton Council (1)
Coty (1)
Crane (1)
Cronk (1)
Crown Zellerbach Corp. (1)
Crush International (2) (2-sf)
Covovac (1 AvP)
Cue Recordings (1-sf)
Cumbetland Corp. (1-sf)
Cuna Mutual Insurance (1)
Curtis, Helene (1)
Cyril Bath Co. (1)
Czech Society of America (1)</p> | <p>Dartnell Corp. (1)
Data Documents (1-sf)
Data Films (1)
Davis Family Foundation (1)
Dawson/Myers (1)
Dealers Supply Corp. (1-sf)
Deere & Co. (2)
DeKalb Agency Research (1)
DeLaval Separator Co. (1-sf)
Del Monte (1)
Deltona Corp. (1-sf)
DeLuxe Check Printers (1-sf)
Dennison Mfg. Co. (1) (1-sf)
Denver Mile High United Way (1)
Denver Organizing Committee for the 1976 Winter Olympics Inc. (1)
Detroit News (1 AvP)
Diamond Labs., Harry (1)
Diamond Walnut Growers (1-sf)
Diapulse Corp. of America (1-sf)
Dien, A. B. (2) (5-sf) (3 AvP)
Diet Imperial (1)
Diocesan Development Fund (1)
Discover America Inc. (3)
Dodge, F. F. (1-sf)
Dodge Ridge Ski Resort (1)
Donahue Sales Corp. (2 AvP)
Donnebrooke Inc. (1)
Dorfile Inc. (1-sf)
Dorr Oliver Inc. (1-sf)
Doubleday & Co. (1)
Doughboy Industries (1)
Downes Communications Inc. (1)
DPMA (1)
Drackett Co. (1-sf)
Drake Technical School (1)
Dresser Mfg. Co. (1)
Drexel Institute of Technology (1)
Dristan (1)
Du Bois Chemical Co. (1) (1-sf)
DuKane Corp. (1-sf)
DuPont de Nemours, E. I. (6)
Dutch Wonderland Inc. (1)
Duval (1)</p> |
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- 3 —
- | | |
|--|--|
| <p>Dairy Council of Ca. (8)
Dallas County United Fund (1)
Dallas Independent School Dist. (1)
Dana Corp. (1)
Dancer Fitzgerald-Sample (1)
D'Arcy Advertising (1)
Darer Corporation (1)</p> | <p>Ealing Corporation (1)
Eastern Airlines (7) (1-sf) (12 AvP)
Eastern Baptist College (1)
Eastern Media Assoc. (1)
Eastern Chemical (1)
Eastman Kodak Co. (12) (110-sf) (8 AvP)
East West Center (1)
Eaton Labs. (6)
E.C.A. (1)</p> |
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D.C. (3-sf)
 elman Co., Daniel J. (1)
 Educational Communication
 Assoc. (1)
 Educational Service Bureau
 Inc. (1)
 Educational Teaching Tool
 (3)
 Electronics Inc. (1)
 Eco Products (1)
 Edon Toy (1)
 Electronics Distributing
 Assoc. (1-sf)
 Ekmann Adv. Co., Inc (1)
 Elman-Lonchamps (1)
 El Monte School District (1)
 Elc (1)
 Encyclopedia Britannica (1)
 Eljay Chemical Corp. (1)
 Environmental Science
 Service Administration (1)
 Elc (1-sf)
 Epilepsy Foundation (1)
 Eco Corp. (1)
 ESO Research &
 Engineering (2)
 Eta Kappa Nu (1)
 Elc (1)
 Elcicon Labs. (2)
 Eugene Register Guard 1968
 (1)
 Elerssharp (1)
 Elc-Cell-O Corp. (1)
 Executive Clubs and Student
 Assoc. (1)
 Eotech Inc. (1)
 Explorers' Club (1)
 Explorers' Research Corp.
 (1)
 Extra Holidays (1)

—F—

F.A.A. (1)
 Factory Mutual Engineering
 (1)
 Fhlgren & Co. (1)
 Filance Productions (1)
 Fstaff (1)
 Family Circle Magazine (1)
 Farmers Ins. Group (1)
 Fashion Institute (1)
 Federal Aviation
 Administration (1)
 Federal Highway
 Administration (1)
 Federal Products Corp. (1)
 Federal Security System
 (1-sf)
 Finga & Berkovitz Inc. (1)
 Fimwood Hotels Inc. (1)
 Fberglas (1 AvP)
 Fldcrest Mills (1) (1-sf)
 Fm Assoc. of Ca. (2)
 Fms of the Nations
 Educational Systems (2)
 Fm Syndicate Ltd. (1)
 Fmwrights (1)
 Fnk, Dr. Alfred (1)
 Frestone Tire & Rubber
 Co. (2)
 Fst Equity Security Life
 Ins. Co. (1-sf)
 Fst Investment Annuity Co.
 of America (1)
 Fst National Bank (1)
 Fst National Bank of
 Atlanta (1-sf)
 Fst Penna Co. (1)
 Fschel, Victor (1-sf)
 Fushman-Hilliard-Wilson &
 Ferguson Inc. (1)
 Florida Board of Parks and
 Historical Memorials (2)
 Florida Citrus Commission
 (1)
 Florida Development Comm.
 (1)

Florida Flood Control Dist.
 (1)
 Florida State Comptroller's
 Office (1-sf)
 Florists' Transworld
 Delivery (1)
 Folger Coffee Co. (1)
 Food & Drug Administration
 (1)
 Foote, Cone & Belding (1)
 (1 AvP)
 Ford Industries (1)
 Ford Instrument Co. (1)
 Ford Marketing Institute (1)
 Ford Motor Co. (3) (3-sf)
 (2 AvP)
 Forrest Lawn (1)
 Foster & Kleiser (1) (3-sf)
 (1 AvP)
 Foster Parent's Plan (2)
 Foster-Wheeler (1-sf)
 Fram Oil Filters (1)
 Franklin Fife Insurance Co.
 (1)
 Freedom Celebration
 Committee (1)
 Freeman, W. H. (1)
 Free Methodist Church (1)
 French Government Tourist
 Office (1 AvP)
 Friends of the World Tour
 Association (1)
 Frito-Lay (1 AvP)
 Fruehauf Trailer Corp. (1)
 Fuller, Tom (1)
 Funtastic (1)

—G—

Gabriel Shock Absorbers (1)
 GAF Corporation (1)
 Gamon/Calmnet (1-sf)
 Garrison, Joseph & Rose (1)
 Gater Bowl Association (1)
 Gates Rubber Co. (1)
 Gateway Transfer Co. (1)
 Geigy Pharmaceutical (1)
 Gemcor Inc. (1)
 Gemeinhardt Flutes (1-sf)
 General Adjustment Bureau
 (2-sf)
 General Development Corp.
 (3) (3-sf)
 General Dynamics (1)
 General Electric (32) (3-sf)
 (2 AvP)
 General Foods (4) (3-sf)
 (1 AvP)
 General Learning Corp. (1)
 General Marketing System (1)
 General Motors Corp. (8)
 (3-sf)
 Georgetown University
 Medical Center (1)
 Georgia-Pacific (1-sf)
 Georgia-Pacific Corp. (1)
 (3-sf) (1 AvP)
 Georgia, State of (1)
 Gerber Legendary Blades
 (1-sf)
 German Television Inc. (1)
 Gichner Mobile Systems (1)
 Giddings & Levis Inc. (1)
 Gillette (1) (1 AvP)
 Gilman Machine Co. (1)
 Girard Trust Bank (1-sf)
 Girl Scouts of the United
 States of America (1-sf)
 Gleason Works (2)
 Glendinning Co. (1)
 Glenn, Dr. Frank (1)
 Glidden Co. (10-sf)
 Gold Bond Stamp Co.
 (1AvP)
 Golden Arrow Dairy (1)
 Goldstan Processing (1)
 Goodall Rubber Co. (1-sf)
 Goodrich Chemical Co., B. F.
 (1 AvP)
 Goodyear Tire & Rubber Co.
 (1)

Gotham Rhodes Ltd. (1)
 Grace, W. R. (1-sf)
 Grand Rapids, City of (1)
 Grange Insurance Agency
 (1-sf)
 Grant Advertising (1)
 Grant Co., W. T. (3-sf)
 Gray, Dorothy (1)
 Great Commonwealth (1)
 Greater Seattle Inc. (1)
 Greater Yakima Chamber of
 Commerce (1)
 Great Falls, Montana (1)
 Great Northern Pacific &
 Burlington Railways
 (1AvP)
 Great Northern Railway
 Co. (1)
 Great Southwest Corp. (1)
 Grede Foundries Inc. (1)
 Greek Orthodox
 Archdiocese (1-sf)
 Greenwood Community
 Chest (1-sf)
 Greer Co., J. W. (4)
 Greer Hydraulics (1-sf)
 Grey Advertising (1-sf)
 Grey Rock Division of
 Raybestos Manhattan (1)
 Griffin Wheel (1-sf)
 Grinnell College (1)
 Grumbacher, M. Inc. (1)
 Gulf Oil (1)
 Gulfstream Park (1)
 Grodyne Corp. of America
 (1)

—H—

Hallmark Cards (3)
 Hamilton Watch Co. (1)
 Hammond Organ (1)
 Hamms' Beer (1) (1 AvP)
 Handi Mart (1-sf)
 Hanna Enterprises (1)
 Harbert Construction Corp.
 (1)
 Harding College (1)
 Hardlines Distributors Inc.
 (12-sf)
 Haroldson Assoc., C. O. H.
 (3-sf)
 Harper & Row Publisher
 (30)
 Harrison Radiator Corp. (1)
 Harshe, Rotman & Druck (1)
 Hartford Insurance Group
 (1)
 Hartford National Bank (1)
 Hartley Productions (1)
 Hart, Shaffner & Marx (1)
 (6-sf) (1 AvP)
 Hart Ski Mfg. Co. (2)
 Hawaii, State of (1)
 HC Products (1)
 Head Ski Corp. (4) (2-sf)
 (2 AvP)
 Heald International
 Colleges (1)
 Heart Fund (1 AvP)
 Helms Bakeries (1-sf)
 Hercules Inc. (3)
 Hess & Clark (1)
 Heublein Inc. (1)
 HEW (1)
 Hi-Ad Films Inc. (1)
 Hialeah Race Course (1)
 Highland Church of Christ
 (26)
 High School Geography
 Project (1)
 Hill Chemical Co. (1)
 Hill & Knowlton (1)
 Hiram Walker (5 AvP)
 Hixson & Jorgenson (1)
 Holt, Rinehart & Winston
 (168) (85-sf)
 Honey (1)
 Honeywell Inc. (12) (50-sf)
 Honig, Cooper, Harrington
 (1-sf)

Hood College (1)
 Hopkins University, John (1)
 Houghton Mifflin Co. (1)
 House Beautiful Magazine
 (1-sf)
 Houston, City of (1)
 Howmet Corp. (1)
 H & R Black (2)
 Huck Mfg. Co. (1)
 Hughes Tool Co. (1)
 Humble Oil & Refining Co.
 (5)
 Hunt Wesson Foods (1)

—I—

Iberia (1)
 IBM Corp. (31) (4-sf) (4 AvP)
 Ice Follies (1)
 Idaho State University (1)
 I.D.E.A. Inc. (1)
 Illinois Gas Co. (1)
 Ill. School Dist. 65 (1)
 Illinois Sesquicentennial
 Comm. (1)
 Illinois, State of (1-sf)
 ILWGU (1)
 IMC Corp. (2)
 Imperial Oil Ltd. (1 AvP)
 Independent Productions (1)
 India Tourist Office,
 Government of, (2)
 Indianapolis "500" Classic
 1968 (1)
 Industrial Gas Cleaning (1)
 Institute of Life Insurance
 (1-sf)
 Institute of Texas Cultures
 (2)
 Institutional Industries (1)
 Insurance Information
 Institute (1-sf)
 Interchem Corp. (1)
 Intercontinental Marketing
 Corp. (1-sf)
 Inter-Media Foundation (2)
 International Campus
 Crusade for Christ (1)
 International Harvester
 (1 AvP)
 International Marketing
 Co. (1)
 International Minerals &
 Chemical (1 AvP)
 International Nickel Co. (1)
 International Ski Shows (1)
 (1 AvP)
 International Travel Bureau
 (1-sf)
 Interpace Corp (1)
 Investors Diversified Service
 (1)
 Isaacson & Assoc. (1)
 Israel Memorial Park, Beth
 (1)
 ITT Cannon, L. A. (3-sf)
 ITT Gilfillan (1)

—J—

Jacobs Mfg. Co. (1) (1-sf)
 J.A.J. Productions (1)
 Jamaica Information
 Services (1)
 Jantzen Inc. (4)
 Japanese Broadcasting
 Network MBS (1)
 Jerico Corp. (1)
 Jerrold Electronics Corp. (1)
 Jewish Institute of Geriatric
 Care (1-sf)
 Johns-Manville (2)
 Johnson Motors (4) (2 AvP)
 Johnson Products Co. (2)
 June 7 (1)
 Junior Achievement of
 Union County (1)
 Junior League of Hawaii,
 Inc. (1)
 Juniper Productions (1)

Continued on next page

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continued

—K—

Kaiser Aluminum (2)
 Kaman Aircraft Corp. (1)
 Kansas City Chiefs (1)
 Kappa Kappa Gamma (1)
 Kearney Trecker Co. (1)
 Keith Prod., Allan, Inc. (1)
 Kelly-Springfield Tire Co. (1)
 Kelmar Productions (1)
 Kelsey Hayes Co. (2)
 Kelco Co. of San Diego (1)
 Kellogg Sales Co. (1)
 Kellwood Co. (1)
 Kenecott Copper (1-sf)
 Ken-L-Ration (1)
 Kennedy Memorial Foundation, Robert (1)
 Kenner Products Co. (1)
 Kent County Intermediate School District (1)
 Kentile Floors, Inc. (1 AvP)
 Kentucky Department of Education (1)
 Kenworth Motor Truck (1)
 Kerkow, Herbert, Inc. (1)
 Keystone Sight and Sound (1-sf)
 KIME (1)
 Kieley, J. J., (The) Co. (1-sf)
 Kimberly Clark (1)
 King Fifth Wheel (1)
 King City Election Officials (1)
 Kinkead Industries (1-sf)
 S. Kirk and Sons (1)
 Kliklok (1)
 Knox Reeves Advertising (3)
 Kline, Robert, Advertising (1)
 Kling, Vincent, Ass. (1)
 Knutson Co. (The) (1-sf)
 Kodak-Chevy (1)
 KOMO Radio (1-sf)
 Koppers Co. (1)
 KPGE Broadcasting (1)
 Krispy Kist Korn Machine Co. (1)
 KSD TV (1)
 Kuppenheimer, Inc. (1)
 K W Dart Truck Co. (1)

—L—

Lake Minnewaska Mountain Homes (1)
 Lake Tahoe Assoc. (1)
 Lane County Assn. for Retarded Children (1)
 Lane Company Memorial Blood Bank (1-sf)
 Lando Advertising (1-AvP)
 Lane and Young Inc. (1-AvP)
 Lankenau Hospital (1-AvP)
 LaPointe Machine Tool Co. (1)
 La Roche, McCoffrey and McCall (1)
 Larson Industries (2)
 Lavutan Corp., The (1-sf)
 Law Enforcement Training Inc. (1-sf)
 Lawson, H., Doctor (1)
 Lacom, Inc. (1)
 Lawry's Foods (1)
 Leeming Paquin (1-AvP)
 Lehigh Inc. (1) (1-sf)
 Lever Bros. (3-sf)
 Leo N. Levi Hospital (1)
 Levitt and Sons, Inc. (1-sf)
 Lexington-Fayette Cty. Planning Commission (1)

Lexington, Kentucky, City of. (1)
 Libbey-Owens Ford (3) (1-sf)
 Liberty Mutual (1)
 Liggett and Meyers (1)
 Life Insurance Company of Georgia (1)
 Lightohir Inc. (1)
 Lilly, Eli (5)
 Lincoln Mercury (2)
 Lions Blue Grass Fair (Kentucky) (1)
 Lipton, Thomas J., Inc. (1)
 Litton Industries (1)
 Lockhead Electric Co. (1)
 Lomac Motors Inc., Portland, Oregon (1-sf)
 Lone Star Gas (1)
 Long Island Lighting (1-sf)
 Lord and King Assoc. Inc. (1)
 Los Angeles County Fair Assn. (3)
 Los Angeles Foundation of Otolary (1)
 Louisiana Alumni Council (1)
 Louisiana Dept. of Wildlife (1)
 Lousanne Tourist Office (1)
 L.P. Systems, Inc. (1)
 LTV Corporation (1)
 Luckie and Forney (1-sf)
 Luthansa Airlines (1)
 Luminous Ceilings, Inc. (1-sf)
 Lummas Corp. (1)
 Lunmas Cotton Gin Co. (1)
 Lumpp and Fillman (1)
 Lutheran Church in America (1)
 Lutheran Council, The (1)
 Luther, L.L., High School (1)
 Linzier, Inc. (2-sf)
 Lynch, Merrill (1-sf)

—M—

Mac Manus-John and Adams Advertising (1-sf)
 Macmillan Co., The (1)
 McAnn, Thom (1-AvP)
 McCalls (1-sf)
 McCann-Erickson, Inc. (1) (1-sf)
 McCormick Advertising, Amarillo, Texas (1)
 McCulloch Corp. (1)
 McDermott, J. Ray, and Co. Inc. (1-sf)
 McGraw-Hill Text Films (786) (70-sf) (1-AvP)
 McGregor-Domgir Co. (1)
 McKesson Liquor (2)
 McLaughlin Research Corp. (1)
 McQuay-Norris (1)
 Macy, R. H. (1) (1-sf)
 Madison Project (1)
 Madison Square Garden Hall of Fame (1)
 Magic Mirror Salons (1)
 Marc and Co. (1)
 Marche, Bon (1-sf)
 Margate, City of (1)
 Maremont Corp. (1)
 Maxicopa County Jr. College Dist. (1)
 Marriott Motor Hotels (1-sf)
 Marsh and McLennan (1-sf)
 Martin-Marietta Corp. (3) (1-sf)
 Maryland, Masonic Homes of, (1)

Maryland, State of, Dept. of Chesapeake Bay Affairs (1)
 Maryland, State of, Dept. of Economics (1)
 Maryland, State of, Racing Commission, The (1)
 Masonite Corp., The (1)
 Mass. Dept. of Industry and Commerce (1)
 Mass. Institute of Technology (1)
 Mass. Port Authority (1)
 Massuman, James H., M.D. Marvin Woolf, PHD. (1)
 Masson, Paul (1)
 Mastech Computer Systems (1)
 Master Chemical Corp. (1)
 Matt Foundation, The (3)
 Mattel, Inc., Toy-makers (1)
 Maxwell House Coffee (1)
 May Department Stores (1-sf)
 Mayflower Moving (1-sf)
 Mayo Clinic (1)
 Maysles Films Inc. (1)
 Maytag (2)
 Mechanics Illustrated (1-sf)
 Medicenters, Inc. (1)
 Melroe Manufacturers (2)
 Merced River Development Project (1)
 Merchandising Group, Inc. The (2) (1-sf)
 Merck Sharp and Dohme (3)
 Metal Powder Industries Federation (1-sf)
 Metalwork Industries (1)
 Metal Working Magazine (1)
 Methodist Children's Home of Ark. (1)
 Metradon (1)
 Metro Golden Mayer (4)
 Metro Media (1)
 Metropolitan Life Insurance Co. (1)
 Michigan Assn. of Non-Public Schools (1)
 Michigan League for Crippled Children (1)
 Midway College (1)
 Milady Publishing Corp. (3)
 Miles Lab (1)
 Miller Brewing Co. (2) (1-sf)
 Miller-Stoll (1)
 Miner, W. H. (1)
 Mine Safety Appliances (1)
 Mini-Cinemas, International (1)
 Minnesota Mining and Mfg. Co. (7)
 Minn., State of, Department of Economic Development and Aeronautics (1)
 Mint Hotel, The (1)
 Mirawal (1)
 Miss. Baptist Children's Home (1)
 Missouri Library Assoc. (1)
 Montana, Public School Retirement System of, The (1)
 Missouri Tourism Commission (1)
 Miss Universe Inc. (1)
 Mixing Equipment Co. (1)
 MIT (1)
 Mobay Chemical Co. (1)
 Mobil Oil Corp. (6) (1-sf)
 Modern Mfg. Magazine (1-sf)
 Modern Marketing Programs (2-sf)
 Mogan David Wine Co. (1)

Mohawk Airlines (1)
 Monroe Auto Equipment Co. (3) (1-sf) (1-AvP)
 Monsanto (3)
 Montgomery Ward (3) (9) (5-AvP)
 Mooreman Mfg. Co. (1)
 Moritz (1-AvP)
 Morse Cutting Tools Inc. (1-sf)
 Morton Salt Co. (1)
 Morove Electronics (1)
 Mosler Safe Co. (1)
 Mosquito Control Assn. (1)
 Motion Picture Assoc. of America (2)
 Motorola, Inc. (2) (1-AvP)
 Mountain States Telephone, Denver (1)
 Mount Mansfield Corp. (1)
 Munsingwear (1)
 M and T Chemical Co. (1)
 Murray, J. F. (1)
 Mutual of Omaha (1-AvP)
 Myerson Tooth Corp. (1-sf)

—N—

Nalco Chemical Co. (1-sf)
 NASA (25)
 National Assoc. of Engine and Boot Mfgs., Inc. (1)
 National Assoc. of Letter Carriers (1)
 National Assoc. of Life Underwriters (1)
 National Assoc. of Manufacturers (4) (1-AvP)
 National Basketball Assoc. (1)
 National Biscuit Co. (1-AvP)
 National Board of Medical Examiners (1)
 National Broadcasting Co. (2)
 National Business Systems (1-sf)
 National Cash Register Co. (1-sf) (2-AvP)
 National Center for Urban and Industrial Health (1)
 National Cleaning Co. (1)
 National Council on Alcoholism (1-AvP)
 National Council of Churches (1)
 National Dairy Council (1-sf)
 National Date Festival (1)
 National Education Assoc. (2)
 National Educational TV (4)
 National Foundation, California Chapter, The (1)
 National Foundation, March of Dimes (1)
 National Funeral Directors Assn. (1)
 National Grange, The (1)
 National Home-Improvement Council (1-sf)
 National Institute of Dental Research (1)
 National Institute of Health (1)
 National Institute of Mental Health, Northwestern Univ. (1)
 National Institute, Real Estate Brokers (1-sf)
 National Life and Accident Insurance Co. (1-sf)

National Livestock and Meatboard (1)
 National Marketing Service Agency (1)
 National Music Corp. (1)
 National Park Service (2)
 National Piano Foundation (1-sf)
 National Retail Furniture Assoc. (1-sf)
 National Rifle Assoc. (1)
 National Safety Council (1)
 National Sanitary Assn. (1)
 National Science Foundation (2)
 National Screw Machine Products Assoc. (1-sf)
 National Ski Patrol (1)
 National Society for the Prevention of Blindness (1)
 National Soft Drink (1)
 National Trust for Historic Preservation (1)
 National Tuberculosis Respiratory Disease Assoc. (1)
 National Wildlife Federation (1)
 Naussan County (1-AvP)
 Naval Weapons Center (1)
 NDR Television (1)
 Necchi (1)
 Neighborhood Cleaners Assn. (1-sf)
 New Detroit Committee (1)
 New England T and T (1)
 New Hampshire, State of (1)
 New Holland Machine (7)
 New Idea Farm Equipment (2-sf)
 New Jersey Business Magazine (1)
 New Jersey, State of (1-sf)
 Newport News Shipbuilding and Drydock Corp. (1)
 Newsweek (1)
 New York-Connell Medical Center (1)
 New York Eye Bank for Sight Restoration (1)
 New York Fur Dressers (1)
 New York Life Insurance Co. (2) (5-sf)
 New York Medical College (1)
 New York State (1)
 New York Telephone Co. (2) (10-sf)
 New York Times (1-sf)
 New York University (1)
 Niagra Mohawk Power Corp. (1)
 Noble-Drury (1) (1-AvP)
 Norelco (1-AvP)
 Norfolk Redevelopment and Housing Authority (1)
 Norman, Merle, Cosmetics (1) (1-sf)
 Norocol Chemical Co. (1)
 North American Van Lines (1-sf)
 North Carolina Department of Welfare (1)
 North Dakota Economic Development Commission (1-sf)
 North Dakota Foundation (1)
 North Dakota University (2)

To be concluded in October

AIA NAMES

"PLANE-MATE"

BEST INDUSTRIAL

Plane-Mate, sponsored by the Budd Company of Philadelphia, has been named the Best Industrial Motion Picture of the Year in the 3rd Annual Industrial Film Festival run by the Association of Industrial Advertisers. The Budd Company film, which was produced by Donati & Friends, New York, was selected from an entry list of 55 films submitted to the AIA. Additional award follow:

**FREE
NFL
football
films**

See attached
insert

of advertising and public relations, Leach Corporation; Charles Palmer, executive producer, Parthenon Pictures; William Northridge, vice president, Ramsey Advertising; and J. A. Wright advertising manager, Essex Manufacturing Company.

Plane-Mate, the 8½ minute motion picture which won the AIA's Best Industrial Picture of the Year Award, covers 30 years of airline history, but carefully leaves room for Budd's solution

to one of the air transport industry's fastest-growing problems.

The film, all live action, took just 13 working days, from conception to delivery of answer print. First showing of the picture took place at the opening of the Budd Company's mock-up of its *Plane-Mate*, a self-contained "boarding area on wheels" capable of shuttling between airport terminals and airplanes with from 100 to 150 passengers at a time. *Plane-Mate*, according to Budd, can be positioned in seconds to fit any terminal gate, or any airplane now in operation or in prospect. It is aimed at giving "instant expansion" to any airline passenger-handling facility.

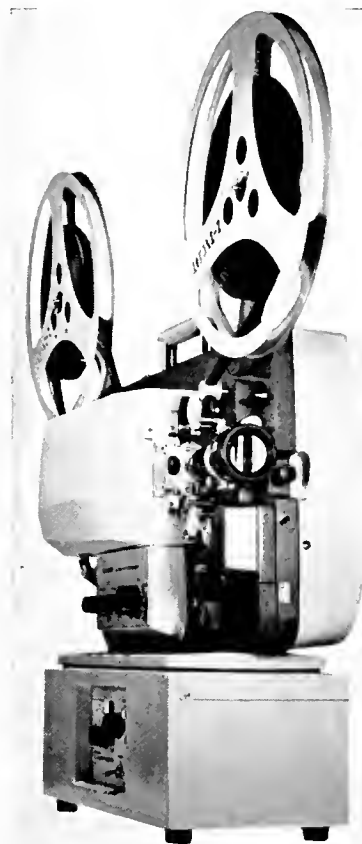
Budd asked Donati & Friends, Inc. for a film which could be shown in the mock-up to groups of prospective purchasers, and which could be shown in other settings as well, to accompany detailed sales presentations by company officials.

Donati & Friends came up with an abstract view of the airline story, involving two young actresses and 117 individual, varicolored blocks of wood. Following the narrator's lead, the actresses place the blocks, representing terminal structures and planes, on an airport, showing how the pace of air transport has grown in size and complexity. The stars of the picture—ten blocks representing *Plane-Mates*—come onstage, much in the manner of the U.S. Cavalry in a western, to save the airline from profit-killing, temper-fraying airport delays.

The film was narrated by Howard daSilva. It was conceived and written by R. H. Sutherland, shot by Mike Konkos and Bob Swenson, and produced and directed by William Donati. Supervising for Budd were Michael Heffner and Paul O. Sichert. Other Friends were in attendance throughout.

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THE BUSINESS SCREEN SURVEY OF SPONSOR A-V ACTIVITY

continued

—K—

Kaiser Aluminum (2)
 Kaman Aircraft Corp. (1)
 Kansas City Chiefs (1)
 Kappa Kappa Gamma (1)
 Kearney Trecker Co. (1)
 Keith Prod., Allan, Inc. (1)
 Kelly-Springfield Tire Co. (1)
 Kelmar Productions (1)
 Kelsey Hayes Co. (2)
 Kelco Co. of San Diego (1)
 Kellogg Sales Co. (1)
 Kellwood Co. (1)
 Kenecott Copper (1-sf)
 Ken-L-Ration (1)
 Kennedy Memorial Foundation, Robert (1)
 Kenner Products Co. (1)
 Kent County Intermediate School District (1)
 Kentile Floors, Inc. (1-AvP)
 Kentucky Department of Education (1)
 Kenworth Motor Truck (1)
 Kerkow, Herbert, Inc. (1)
 Keystone Sight and Sound (1-sf)
 KLME (1)
 Kieft, J. J., (The) Co. (1-sf)
 Kimberly Clark (1)
 King Fifth Wheel (1)
 King City Election Officials (1)
 Kinkead Industries (1-sf)
 S. Kirk and Sons (1)
 Klirklok (1)
 Knox Reeves Advertising (3)
 Kline, Robert, Advertising (1)
 Kling, Vincent, Ass. (1)
 Knutson Co. (The) (1-sf)
 Kodak-Chevy (1)
 KOMO Radio (1-sf)
 Koppers Co. (1)
 KPGE Broadcasting (1)
 Krispy Kist Korn Machine Co. (1)
 KSD TV (1)
 Kuppenheimer, Inc. (1)
 K W Dart Truck Co. (1)

—L—

Lake Minnewaska Mountain Homes (1)
 Lake Tahoe Assoc. (1)
 Lane County Assn. for Retarded Children (1)
 Lane Company Memorial Blood Bank (1-sf)
 Lando Advertising (1-AvP)
 Lane and Young Inc. (1-AvP)
 Lankenau Hospital (1-AvP)
 LaPointe Machine Tool Co. (1)
 La Roche, McCoffrey and McCall (1)
 Larson Industries (2)
 Lavutan Corp., The (1-sf)
 Law Enforcement Training Inc. (1-sf)
 Lawson, H., Doctor (1)
 Lacom, Inc. (1)
 Lawry's Foods (1)
 Leeming Pacquin (1-AvP)
 Lehigh Inc. (1) (1-sf)
 Lever Bros. (3-sf)
 Leo N. Levi Hospital (1)
 Levitt and Sons, Inc. (1-sf)
 Lexington-Fayette Cty. Planning Commission (1)

Lexington, Kentucky, City of, (1)
 Libbey-Owens Ford (3) (1-sf)
 Liberty Mutual (1)
 Liggett and Meyers (1)
 Life Insurance Company of Georgia (1)
 Lightohr Inc. (1)
 Lilly, Eli (5)
 Lincoln Mercury (2)
 Lions Blue Grass Fair (Kentucky) (1)
 Lipton, Thomas J., Inc. (1)
 Litton Industries (1)
 Lockhead Electric Co. (1)
 Lomac Motors Inc., Portland, Oregon (1-sf)
 Lone Star Gas (1)
 Long Island Lighting (1-sf)
 Lord and King Assoc. Inc. (1)
 Los Angeles County Fair Assn. (3)
 Los Angeles Foundation of Otolology (1)
 Louisiana Alumni Council (1)
 Louisiana Dept. of Wildlife (1)
 Lousanne Tourist Office (1)
 L.P. Systems, Inc. (1)
 LTV Corporation (1)
 Luckie and Forney (1-sf)
 Lufthansa Airlines (1)
 Luminous Ceilings, Inc. (1-sf)
 Lummas Corp. (1)
 Lummas Cotton Gin Co. (1)
 Lumpp and Fillman (1)
 Lutheran Church in America (1)
 Lutheran Council, The (1)
 Luther, L.I., High School (1)
 Linzier, Inc. (2-sf)
 Lynch, Merrill (1-sf)

—M—

Mac Manus-John and Adams Advertising (1-sf)
 Macmillan Co., The (1)
 McAnn, Thom (1-AvP)
 McCalls (1-sf)
 McCann-Erickson, Inc. (1) (1-sf)
 McCormick Advertising, Amarillo, Texas (1)
 McCulloch Corp. (1)
 McDermott, J. Ray, and Co. Inc. (1-sf)
 McGraw-Hill Text Films (786) (70-sf) (1-AvP)
 McGregor-Domgir Co. (1)
 McKesson Liquor (2)
 McLaughlin Research Corp. (1)
 McQuay-Norris (1)
 Macy, R. H. (1) (1-sf)
 Madison Project (1)
 Madison Square Garden Hall of Fame (1)
 Magic Mirror Salons (1)
 Marc and Co. (1)
 Marche, Bon (1-sf)
 Margate, City of (1)
 Maremont Corp. (1)
 Maxicopa County Jr. College Dist. (1)
 Marriott Motor Hotels (1-sf)
 Marsh and McLennan (1-sf)
 Martin-Marietta Corp. (3) (1-sf)
 Maryland, Masonic Homes of, (1)

Maryland, State of, Dept. of Chesapeake Bay Affairs (1)
 Maryland, State of, Dept. of Economics (1)
 Maryland, State of, Racing Commission, The (1)
 Masonite Corp., The (1)
 Mass. Dept. of Industry and Commerce (1)
 Mass. Institute of Technology (1)
 Mass. Port Authority (1)
 Massuman, James H., M.D. Marvin Woolf, PH.D. (1)
 Masson, Paul (1)
 Mastech Computer Systems (1)
 Master Chemical Corp. (1)
 Matt Foundation, The (3)
 Mattel, Inc., Toy-makers (1)
 Maxwell House Coffee (1)
 May Department Stores (1-sf)
 Mayflower Moving (1-sf)
 Mayo Clinic (1)
 Maysles Films Inc. (1)
 Maytag (2)
 Mechanics Illustrated (1-sf)
 Medicenters, Inc. (1)
 Melroe Manufacturers (2)
 Merced River Development Project (1)
 Merchandising Group, Inc. The (2) (1-sf)
 Merck Sharp and Dohme (3)
 Metal Powder Industries Federation (1-sf)
 Metalwork Industries (1)
 Metal Working Magazine (1)
 Methodist Children's Home of Ark. (1)
 Metradon (1)
 Metro Golden Mayer (4)
 Metro Media (1)
 Metropolitan Life Insurance Co. (1)
 Michigan Assn. of Non-Public Schools (1)
 Michigan League for Crippled Children (1)
 Midway College (1)
 Milady Publishing Corp. (3)
 Miles Lab (1)
 Miller Brewing Co. (2) (1-sf)
 Miller-Stoll (1)
 Miner, W. H. (1)
 Mine Safety Appliances (1)
 Mini-Cinemas, International (1)
 Minnesota Mining and Mfg. Co. (7)
 Minn., State of, Department of Economic Development and Aeronautics (1)
 Mint Hotel, The (1)
 Mirawal (1)
 Miss. Baptist Children's Home (1)
 Missouri Library Assoc. (1)
 Montana, Public School Retirement System of, The (1)
 Missouri Tourism Commission (1)
 Miss Universe Inc. (1)
 Mixing Equipment Co. (1)
 MIT (1)
 Mobay Chemical Co. (1)
 Mobil Oil Corp. (6) (1-sf)
 Modern Mfg. Magazine (1-sf)
 Modern Marketing Programs (2-sf)
 Mogan David Wine Co. (1)

Mohawk Airlines (1)
 Monroe Auto Equipment Co. (3) (1-sf) (1-AvP)
 Monsanto (3)
 Montgomery Ward (3) (9) (5-AvP)
 Mooreman Mfg. Co. (1)
 Moritz (1-AvP)
 Morse Cutting Tools Inc. (1-sf)
 Morton Salt Co. (1)
 Morove Electronics (1)
 Mosler Safe Co. (1)
 Mosquito Control Assn. (1)
 Motion Picture Assoc. of America (2)
 Motorola, Inc. (2) (1-AvP)
 Mountain States Telephone, Denver (1)
 Mount Mansfield Corp. (1)
 Munsingwear (1)
 M and T Chemical Co. (1)
 Murray, J. F. (1)
 Mutual of Omaha (1-AvP)
 Myerson Tooth Corp. (1-sf)

—N—

Nalco Chemical Co. (1-sf)
 NASA (25)
 National Assoc. of Engine and Boot Mfgs., Inc. (1)
 National Assoc. of Letter Carriers (1)
 National Assoc. of Life Underwriters (1)
 National Assoc. of Manufacturers (4) (1-AvP)
 National Basketball Assn. (1)
 National Biscuit Co. (1-AvP)
 National Board of Medical Examiners (1)
 National Broadcasting Co. (2)
 National Business System (1-sf)
 National Cash Register (1-sf) (2-AvP)
 National Center for Urban and Industrial Health
 National Cleaning Co. (1)
 National Council on Alcoholism (1-AvP)
 National Council of Churches (1)
 National Dairy Council
 National Date Festival
 National Education Assn. (2)
 National Educational Television (4)
 National Foundation, California Chapter, (1)
 National Foundation, Museum of Dimes (1)
 National Funeral Directors Assn. (1)
 National Grange, The (1)
 National Home-Improvement Council (1-sf)
 National Institute of Dental Research (1)
 National Institute of Health (1)
 National Institute of Mental Health, Northwestern Univ. (1)
 National Institute, Real Estate Brokers (1-sf)
 National Life and Accident Insurance Co. (1-sf)

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 National Marketing Services Agency (1)
 National Music Corp. (1)
 National Park Service (2)
 National Piano Foundation (1-sf)
 National Retail Furniture Assoc. (1-sf)
 National Rifle Assoc. (1)
 National Safety Council (1)
 National Sanitary Assn. (1)
 National Science Foundation (2)
 National Screw Machine Products Assoc. (1-sf)
 National Ski Patrol (1)
 National Society for the Prevention of Blindness (1)
 National Soft Drink (1)
 National Trust for Historic Preservation (1)
 National Tuberculosis Respiratory Disease Assoc. (1)
 National Wildlife Federation (1)
 Naussan County (1-AvP)
 Naval Weapons Center (1)

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 Norocel Chemical Co. (1)
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 North Carolina Department of Welfare (1)
 North Dakota Economic Development Commission (1-sf)
 North Dakota Foundation (1)
 North Dakota University (2)

To be concluded
 in October

AIA NAMES

"PLANE-MATE"

BEST INDUSTRIAL

Plane-Mate, sponsored by the Budd Company of Philadelphia, has been named the Best Industrial Motion Picture of the year in the 3rd Annual Industrial Film Festival run by the Association of Industrial Advertisers. The Budd Company film, which was produced by Donati & Friends, New York, was selected from an entry list of 55 films submitted to the AIA. Additional award follow:

Second place: *Color Sells*, sponsored by Therimage Division, Dennison Manufacturing Company, Framingham, Mass., and produced by TR Productions, Boston.

Third place: *Public Transportation — Who Needs It!*, sponsored and produced by Southern California Rapid Transit District, Los Angeles.

Merit Award: *Subject: Packaging*, sponsored by Forest Products Division, Owens-Illinois, Toledo, Ohio, and produced by Oldsholl & Associates.

A special Pioneer Award was presented to *Why Man Creates*, sponsored by Kaiser Aluminum and Chemical Corporation, Oakland, Calif. It was produced by Al Bass & Associates, Los Angeles.

Chairing the board of judges who selected the winning entries was Marvin Bryan, executive producer of Wonderland Productions. His group of judges included Beverly J. Johnson, director of advertising and public relations, Leach Corporation; Charles Palmer, executive producer, Parthenon Pictures; Wilton Northridge, vice president, Ramsey Advertising; and J. A. Wright, advertising manager, Esch Manufacturing Company.

Plane-Mate, the 8½ minute picture which won the AIA's Best Industrial Picture of the Year Award, covers 30 years of airline history, but carefully leaves room for Budd's solution

to one of the air transport industry's fastest-growing problems.

The film, all live action, took just 13 working days, from conception to delivery of answer print. First showing of the picture took place at the opening of the Budd Company's mock-up of its *Plane-Mate*, a self-contained "boarding area on wheels" capable of shuttling between airport terminals and airplanes with from 100 to 150 passengers at a time. *Plane-Mate*, according to Budd, can be positioned in seconds to fit any terminal gate, or any airplane now in operation or in prospect. It is aimed at giving "instant expansion" to any airline passenger-handling facility.

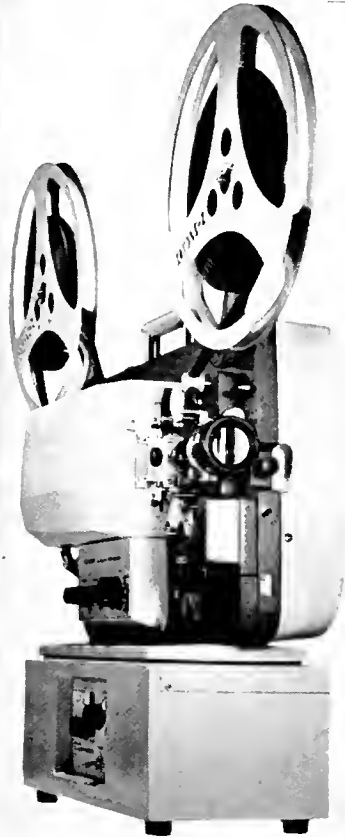
Budd asked Donati & Friends, Inc. for a film which could be shown in the mock-up to groups of prospective purchasers, and which could be shown in other settings as well, to accompany detailed sales presentations by company officials.

Donati & Friends came up with an abstract view of the airline story, involving two young actresses and 117 individual, varicolored blocks of wood. Following the narrator's lead, the actresses place the blocks, representing terminal structures and planes, on an airport, showing how the pace of air transport has grown in size and complexity. The stars of the picture—ten blocks representing *Plane-Mates*—come onstage, much in the manner of the U.S. Cavalry in a western, to save the airline from profit-killing, temper-fraying airport delays.

The film was narrated by Howard daSilva. It was conceived and written by R. H. Sutherland, shot by Mike Konkos and Bob Swenson, and produced and directed by William Donati. Supervising for Budd were Michael Heffner and Paul O. Sichert. Other Friends were in attendance throughout.

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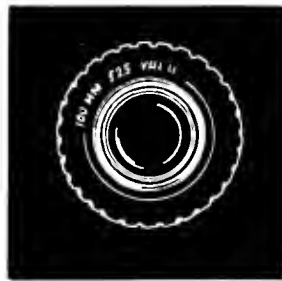
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the camera eye

By O. H. Coelln

Mission Europe: a Preview of the 10th Int'l Industrial Film Festival

BUSINESS SCREEN renewed old acquaintances and visited with new friends in Western Europe during our annual summer pilgrimage to the Continent. "Mission Europe: 1969" included CINE contacts on behalf of the U.S. film festival clearing house; the Council on International Nontheatrical Events; updated looks at the state of the industry in burgeoning West Germany, Holland, Switzerland and France, and very depressing day's journey through East Berlin, behind the Wall.

We shared the glory of Apollo 11's historic moon landing with a cheering throng of Berliners watching the satellite-beamed images on a Philips TV receiver in the lobby of the Bristol Kempinski on Sunday evening, July 20. At Cologne, Hamburg, Amsterdam and Paris Europeans were enthusiastic beyond anything we've experienced in the past five years of annual visits! All it took was our American accent to get a broad smile and salute to the gallant astronauts from business leaders, waiters, cabdrivers and hotel people!

No question about it: one top leader in European affairs summed it up when he said: "*Apollo 11 and its proof of your country's tremendous genius in technology did more for the United States than a decade of Aid and propaganda!* The Soviet's ill-fated crash of Luna, at first indicating an attempt to match the American success, was nearly as complete a disaster as their Czech invasion.

Prime targets for our July visit to West Germany were organization headquarters at Cologne and the showcase in Berlin for the forthcoming 10th International Industrial Film Festival coming up November 11-15. The United States will compete in all categories with 15 entries. Win or lose, the "best of U. S. industry" will be screened in what is easily the finest meeting hall in the world: Berlin's *great* Congress Hall. And a warm welcome to a U. S. delegation was assured by this year's Festival hosts: the principal West German industry organizations and the City of West Berlin.

Key figures from German industry, busy with arrangements for this worldwide gathering of topflight industrial film-makers, sponsors and distributors, are Dr. Hugo Ritter, of the Bundesverband der Deutschen Industrie E.V. and Will Riesenber, with whom we visited at Bundesvereinigung der Deutschen Arbeitgeberverbände headquarters, in Cologne. Our National Association of Manu-



Auditorium: Congress Hall in West Berlin

facturers' people in Manhattan should see the towering new building which will shortly house West Germany's industrial association along the banks of the Rhine in Cologne!

And the important role accorded television in the Federal Republic was emphasized by the square block of shining white buildings for the new studios, offices and equipment of that government's regional Television Centre in this almost completely rebuilt and building city. Even the hallowed Dom square in front of the great Cathedral is the site of a huge pit where an underground parking garage is being built. Across the Rhine, the sprawling exhibit halls where we toured the biennial Photokina show last fall, lay silent awaiting the 1970 show! Short of workers pressing for time and long on Europe's "hardest" currency, the West German mark, the resurgence of this country's cities and industries is a most fitting backdrop for this fall's Industrial Film Festival.

A Pan Am jet threaded its way into the fairly tight confines of Tempelhof for our pre-Festival tour of West Berlin's awe-inspiring "Kongress Halle" and other visit around and about this beleaguered area. For those who contemplate joining a U.S. delegation to the fall meetings and showings we'll try to recreate our impressions of what is easily the finest meeting center anywhere.

Berliners call the Congress Hall the "Pregnant Oyster" with good reason. The circular slanting "free form" roof looms high above an imposing plaza. Beneath are a main auditorium which most comfortably seats 1,260 persons (or provides table-style seating for 600) and a large "lecture room" seating 392 (or 200 at individual tables). Seven additional conference rooms range in size from accommodations for 150 persons down to rooms which seat from 18 to 30.

The main auditorium, large lecture room and two of the largest conference rooms all equipped for simultaneous translation every seat in five languages! This priceless set for international showings and meetings served from the same number of translator booths above each facility. Plug in your phones and pick your channel!

Acoustics were so good that we even tried the proverbial pindrop while standing at the back of the auditorium. No planner of meeting rooms or corporate theaters, schools, etc. could be without the colorful brochure describing in detail this model for either domestic or international programs.

The Congress Hall is literally a symbol of freedom, a forum for free discussion and exchange of ideas, dedicated to the memory of Benjamin Franklin. Enshrined are Franklin's words:

"God grant that not only the love of liberty, but also a thorough knowledge of the rights of man may pervade all the nations of the earth, so that a philosopher may set his foot anywhere on its surface and say "this is my country."

It was designed by the American architect Hugh A. Stubbins and erected in 1956-57 in cooperation with two Berlin architects, W. Wittmann and F. Mocken as the United States' contribution to International Building Exhibition: Berlin 1957. This year's Industrial Film Festival gathering will be the second time that event has been held in the Congress Hall.

Film projection is provided, of course, for all gauges in every dimension, from 70mm to smaller gauges as well as five types of slide projection. Simultaneous translation in five languages can also be switched through a central control room to every conference room. The five smaller conference rooms are equipped with loudspeakers, also served from the central control area. Radio and TV broadcasters have both studio and transmission equipment at their disposal in the Hall. And the Pressroom facilities were so inviting we wanted to do our columns from the Hall until November.

Crowd control will seldom be a problem in the Congress Hall. Spacious outer lobbies, linking a very large Exhibition Hall (for booth setups, etc.) lead to sitting rooms and lounges, the very large and efficient checkrooms and inviting main restaurant and bar facilities. There's a complete post-office with booths for local and long distance phoning. The Federal Post Office, which handles Germany's phone system, has a standby exchange with 18 additional booths and a telex installation ready for use when required.

The wreckage of war still pervades in both Berlins but the decay is most evident beyond checkpoint Charley, now the sole entrance from the West to the dubious "glories" of the East. On a bright Sunday when Apollo 11 neared the moon's surface, when West Berlin's sidewalk cafes, her lovely Zoo and wide avenues were thronged with young and old, only handfuls of East Berliners were out. A final postscript on Berlin must include mention of two events: a visit to the U.S.

mission opposite the U.S. military base well away from West Berlin's center and conversations with Dr. A. Bauer, organizer of the theatrically-oriented Berlin Film Festival, on behalf of CINE. At the U.S. mission, we chatted with John L. Sandstrom, Information Unit Chief for the U.S. Information Service and at his suggestion visited Amerika Haus, in "downtown" West Berlin, where a large and well-patronized U.S. informational film library is maintained. Mr. Sandstrom, please note, has a real need for a good videotape console. Pickups of East Berlin television programs, frequently featuring North Viet Nam propaganda films, as well as other TV fare, would be greatly facilitated by acquisition of this gear.

By jet again, swiftly up out of Tempelhof and within the hour into Hamburg's spacious air terminal, Berlin memories a mixed bag of elation and despair. The battle against the noose laid around the gallant symbol of Western tenacity and love of freedom is a very costly affair, not only in terms of garrison troops but in subsidies necessary to attract youth to its schools and factories and to provide for a large and steadily-growing segment of elderly Berliners. Berlin industry must also be subsidized to offset the high costs of East-restricted rail and water transport. Raw materials going in and finished products outward bound pay tribute to East Germany.

Hamburg is a different matter. Beautiful homes and gardens of those who have attained riches in a little over two decades since the war, line the banks of the placid Alster See. The great harbor is filled with the shipping of the entire world. And producers, like the highly-creative and well-patronized Gong-Film Studio of Bodo Menck (a top prize winner at last year's International Industrial Film Festival in Vienna), are actively at work. A very good new DuPont (Deutschland) EastmanColor film *Linien-Geheimnisse* has just been completed by Menck. Promoting Lycra textiles, *Linien* may well win screen time in U. S. theatres. It was shot aboard a tour liner, with some eye-filling sequences in salons, along the decks and around the swimming pool. Fashion scenes abound with pretty girls to match!

To Amsterdam, with its never-to-be-forgotten Canals and great Museums. And then to Paris, Versailles, the Champs and a final Sunday afternoon atop Montmartre on the steps of Sacre Couer! You can devalue the franc but you can't repress the Parisians, like the cab driver who wheeled us out to Orly for our homebound flight.

We were well out on the new freeway when he turned to us with a broad smile:

"Voila, m'sieur, you are American, no? I see your astronauts on the moon, it was very thrilling. Vive Apollo!"

Good to be an American. Good to have shared our all-too-few weeks with the people of Europe and never have a bad moment. No surly waiters, no unwilling porters, nothing but the constant reminder that, with all our faults, the U. S. has millions of friends in Europe with long memories, most of them in our favor. —OHC

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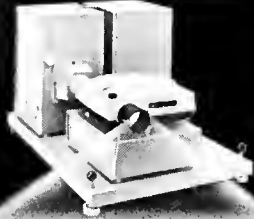
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Cindy Entries Set Record

Ira Thatcher of United Airlines, IFPA Film Competition Chairman, states that this year's entries far exceed those of any previous year. "Broadening the categories has opened our competition far greater than we expected," stated Thatcher, who added that the films are currently undergoing screenings at the various chapters. Winners of the highly sought after twenty four Cindy Awards will be announced at the awards banquet climaxing IFPA's annual conference, October 18th, in San Francisco.



Joseph Mascelli (left) demonstrates unique lighting approach using W.F. Carter as a model.

More Participation Invited

More and more lately there have been joint meetings between IFPA and other creative and technical societies. In San Diego, for example, the July meeting was attended by SPIE members of the area, invited to share the talents of Joseph V. Mascelli, author of the book "The Five C's of Cinematography," who asked for reactions to a few unique lighting concepts and approaches he plans to fully expand in a forthcoming book. In August, SPIE, SMPTE, and the Art Directors Club, with guests and families, will be invited to enjoy a delightful and revealing evening with Eustice Lycette, head of Special Effects Department, Walt Disney Studios. Young and old, artist and craftsmen, operators and engineers, both creative and technical will watch excerpts from *Mary Poppins*, *The Gnomemobile*, and *The Love Bug*, and will learn the how's and why's of movie magic, and specifically the sodium screen process.

This year we are exchanging display areas with other groups at annual and semi-annual conferences and symposia. We can all learn from each other. The free exchange of ideas is the basis of our national philosophy and can make more effective our contribution as responsible film makers.

We invited other creative and technical information film and television groups to communicate with us, share with us, and yes, even socialize with us. We have common interests, goals, and aspirations. The interchange will enrich each participant and provide a catalyst for professional growth. How about the producers association in New York? And the society in Philadelphia? And your group? Write to our Executive Director, Ralph Hall and our Chapters Vice President, East or West, will respond.

Herschensohn Reports on Moscow

After a "shut down" for the summer, the Washington D.C. chapter of IFPA opens the fall season with a meeting that is a must for members and guests.

To be held at offices of USIA, meetings will be on 2nd Thursday, 11 September 1969. Bruce Herschensohn, director of motion pictures and TV, USIA, and chapter chairman, will be in charge of the program. Recently returned from Moscow, he will give a report on the Moscow Film Festival.

Boston Chapter Chartered

The Boston Chapter of Information Film Producers Association was installed July 23rd at a dinner meeting at Boston's Red Lion Grill. Art Rescher, IFPA-Vice President, Membership-East, of Washington, installed the chapter and Bob Scott, Chairman of IFPA's Board of Governors, outlined benefits which would come to its members by active participation.

Robert Berman, head of Magna Film Productions, Inc., of Boston, was elected and installed as chairman of the new chapter. Edward Palmer, director of audio-visual productions for New England Telephone Company was named secretary-treasurer, and Jack Eads, head of Communication Arts, Inc., was elected vice president. George A. Wells of the Massachusetts Department of Commerce and Development was named as



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publicity chairman and Paul Holzwarth of Communication Arts was chosen membership chairman.

Nineteen members were present for the initial organization meeting of the Boston Chapter.

A "Let's Get Moving" meeting will be held in September at a date yet to be set.

Conference Planning Continues

Dick Foster, conference chairman, and Bill Blume, program chairman, are in the final stages of planning and preparing for the annual conference to be held in San Francisco at the Sheraton Palace, October 16-18.

Foster announced that Headquarters Sixth Army will co-sponsor the conference in keeping with IFPA's government/industry interests. In a letter of endorsement, Lieutenant General Stanley R. Larsen, Commanding General, states:

"The conference program indicates a most interesting departure from past treatment of information films. It is noted particularly that the technology of film making for the Apollo moon mission will be among the several fields of interest presented at the conference."

Blume announced that Col. Stanford Roberts, Ass't. Chief of Staff, for Communications and Electronics from the Pentagon, will speak on "The New Look in Audio-Visual in the Army." In addition, such personalities as Mayor Alioto of San Francisco, Bruce Herschensohn of USIA, Professor Lewis and Kemp of San Jose State and Al Chopp of NASA's Manned Space Flight Center will present stimulating and diversified discussion on films and audio-visual communication.

Advance programs and registration forms will be sent to members soon. Non-members who are interested in attending the conference are invited to write the IFPA National Office.

Arthur Miller Visits San Diego

A most pleasant surprise visit was paid to the San Diego Chapters' July meeting by the three time Academy Award Winner for Cinematography, Arthur Miller. He will always be remembered in the motion picture Hall of Fame as the "dare devil cinematographer" of the *Perils of Pauline*. His awards were won for his cinematography in *How Green Was My Valley*, *Song of Bernadette*, and *Anna and the King of Siam*. His dogged search, tenacity, and determination accounts largely for the present existence of the Motion Picture Museum of the American Society of Cinematography.

Miller shared a few anecdotes of the past with the group that was present.

For his many contributions to the motion picture industry, Mr. Miller was presented with an IFPA active membership card and certificate, becoming the fifth oscar winner to become affiliated with IFPA. "I'll hang it right on my wall," Miller said, as Host and Vice President Bob Montague was making the presentation.

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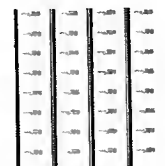
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A carpeted foyer leads into the auditorium, whose ramped floor bears 165 theater-type seats. Seats, walls, carpeting and other furnishings are a blend of excellent taste and serviceability. In front of the stage and on a lower platform are five chairs that provide seating for members of the Executive Council or for whoever else may be presiding or leading a discussion. A microphone is on the long desk before each chair.

Paneling is rich-appearing walnut. For every two or three seats there is a microphone, always in reach of anyone wishing to take part in discussion. The mikes are controlled at a console right of the stage.

At the rear of the stage, behind folding doors, are display panels and a sectional blackboard, 8' x 16', which slide horizontally into position or out of sight at the touch of a switch by the man at the console. One pair of panels is magnetic to allow easy display of informational material.

The console controls not only the microphones and screens, but also the projectors and every light in the room. Manipulation of the lights—ceiling, cove, flood and spot—sets the mood for a program or a meeting, varies them for audience participation or focuses them on a speaker or on a group.

An important use of the addition, besides that of an auditorium, is that of a theater. Behind the sliding screens and the blackboards is a 8' x 16' glass rear screen for the projection of pictures. It was lowered into place early in the construction schedule, and the building was erected around it.

The theater's equipment, coupled with the facilities of the Training Center's Audio-

visual section, will make possible the showing of any kind of film.

The projection system features the three random access slide projectors, one centered on the screen area and the other two filling the screen with side by side images. These three projectors can be manually remote controlled or programmed from audio tape automatically. The random access feature is most advantageous after a formal presentation to answer questions or reinforce a speaker's point. The console operator can punch up any of 288 slides from any of the three 96-slide projectors, for infinite combinations within a maximum retrieval time of four seconds! As a question may be asked from the floor, in anticipation, the operator can recall the desired slide, or set of slides that will help answer the question! The motion picture projector with special wide angle optical system delivers a very bright image 8 x 10' in size at the center of the rear projection screen area.

The basic audio system was designed for playback sound-on-film and sound-on-tape and also to provide voice reinforcement for speakers from a podium on the stage or from any of the five council members seated at the council table directly below the stage and between the first row of seats.

A special feature of the audio system is the 60 audience microphones, one to every two or three seats. These permit a delegate in the audience to ask a question or address the entire audience. He presses or address the entire audience. He presses his talk switch on the microphone. This indicates by a pilot light on the annunciator panel at the console his desire to talk . . . the console operator then controls the situation by switching in the desired microphone or microphones for the desired period of time which can be timed by automatic timer on console. He can make the decision which microphone to "turn-on" and when to "shut-off" the delegate that has the floor, etc.

The special volume controls in the console allow the operator to compensate for



Part of the projection equipment in the booth behind the rear screen.



Auditorium is shown (left) during a meeting with side by side slide images on the rear screen. At right, full illumination is used during a meeting. Note control console at lower right.

ry loud or very soft speakers either in
e audience or at the council table as well
e to adjust the playback audio volume.
nally, the operator can remotely record
y part of a meeting on audiotape when
sired!

The intercom system provides a private
ndset to each of the five council mem-
ers plus one for the console operator and
e for the equipment operator in the pro-
duction booth. Thus, private exchanges can
be made during a meeting when required be-
ween any of these parties.

A carefully designed lighting system pro-
vides twelve separate lighting circuits which
clude general flourescent room lighting,
all washers, indirect cove lighting, special
wn lights over the aisles and over the
dience areas, special spotlights over the
ouncil table, speaker podiums on stage and
er the display panels, each of which is on
separate motorized dimmer with a master
erall dimmer control so that any level of
hting or combination can be achieved for
ifferent types of meetings or presentations.
l can be remotely controlled from the
nsole.

Plans for the auditorium were adapted
om the very latest in ideas that have been
ed in a number of similar installations
ver the United States. As a result, the addi-
on is complete, efficient and economical.
s construction underground rather than
boveground, for example, brought a dis-
tinct saving in production cost.



Jim Bates, head of ITU's audiovisual section checks audio rack (left). Film editing room is shown at top right and the recording studio control booth is at lower right.

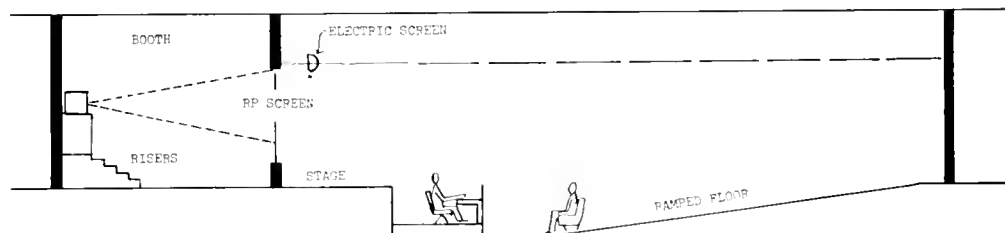
EQUIPMENT USED

SCREENS: Front, Radiant AS Autoelectric 10' x 10' matte white; rear, Polacoat Lens-screen 8' x 16' x 1/2" special wide angle formula.

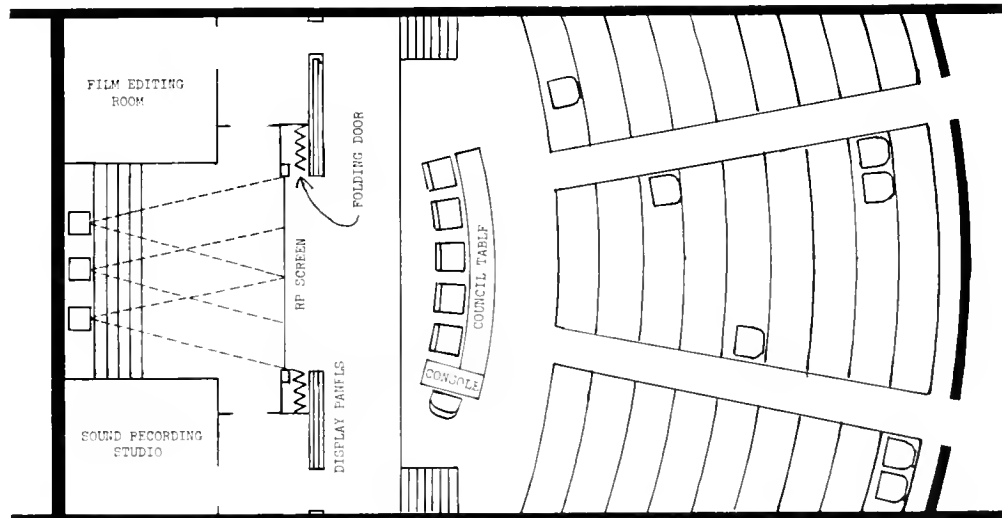
PROJECTORS: Three Spindler & Sautpe Selectroslide SLX 1200B dual random access Ultrabright units equipped with 3" F2.5 lenses; Kodak AV295 Pageant Arc 16mm with GE Arc 300 light source and power supple unit equipped with Buhl .8" ECU-RP mirror lens.

AUDIO SYSTEM: Roberts 455 3 motor remote control tape recorder Cue-Slide synchronizer, Grommes-Precision G-5 mixer/preamplifier and G-51 power amplifier; two Frazer F8-60 sound column speakers and Frazer-White #3040 equalization feedback filter system; five Norelco AKG D-200E microphones at council table; 60 Turner SR-90 microphones in audience area; and Bogen TQ-6A telephone intercom system.

CONTROL SYSTEM: Custom built console by Colorado Visual Aids featuring custom enunciator panels for control of the 60 audience microphones, a "count-down" timer for speakers, custom remote volume controls, custom controls for tape recorder, custom random access remote controls, custom controls for audio channels, 16mm and 12 lighting circuits each with motorized dimmer control. Remote controls were also provided for electric screen, folding door in front of RP glass screen and for six motor driven display panels that cover the front of the rear screen. Most controls are duplicated in the booth.



Diagrams of the ITU facility show how various elements are arranged. Longitudinal diagram above shows how facility was built to existing terrain.



Concerto for NPR and Orchestra

Shooting a hundred-man symphony orchestra that is getting paid by the hour, you obviously need to use multiple cameras, arrange to stagger the film runouts and hope to avoid retakes.

For the Bell Telephone Hour "Sounds and Sights of Chicago," Director of Photography Andrew Costikyan used three NPRs to cover the Chicago Symphony in a special concert for the show.

Two of the cameras were placed in the audience for wide-angle shots of the whole orchestra, for cutaways of the audience and for telephoto closeups of the players and the conductor.

But the director needed some shots of the conductor from the players' point of view, and some wider angle closeups of the players themselves, to provide the feel of being right in the orchestra.

So Mr. Costikyan put on white tie and tails, and sat right in the orchestra with an NPR. This meant that, for the other two cameras, he was right in the shot!

But the NPR is an unobtrusive camera, so it worked. If you saw the show on NBC-TV, did you notice that one of the performers was playing an NPR?

For an NPR brochure, write Eclair;
7262 Melrose, Los Angeles 90046.

Andrew Costikyan is the man holding



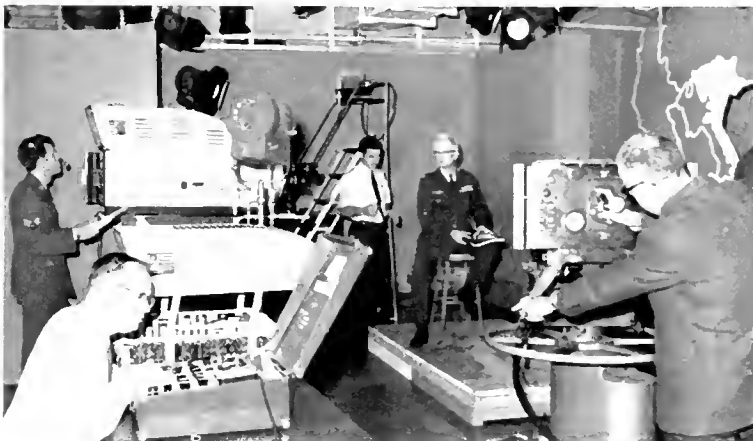
eclair

hograph. He is a member of the IATSE Chicago local 666 and has been a first cameraman for 22 years.



USAF PENTAGON PRESENTATIONS

By **LT. COL. J. C. STOKES**
Chief, Presentation Division
Directorate of Administration



The Hq USAF CCTV studio. Videotaped briefings are transmitted on call to viewing monitors in key rooms and to nearby Andrews Air Force Base. Two-way conference participation expedites briefings and discussion.



The Air Force War Room in the lower regions of the Pentagon is open around the clock. After hours calls for key personnel are received here and direct lines connect the White House and Air Force Commands.

THE SOLE MISSION of the Air Force Presentation Division in the Pentagon is to assist the Air Staff and the Office of the Secretary of the Air Force to improve briefings, speeches and other presentations made by officials in Air Force Headquarters.

I think this Division is unique. It is not quite a complete AVCOM package but with TV and motion picture services available through other offices it comes pretty close to it. I don't know where else in the military, or the federal government for that matter, such an AVCOM package can be obtained.

The Division can produce a presentation live, using film, photo and foil slide projectuals for instant response and then can record the same for later documentation. We can in turn produce this on video tape through Hq USAF closed-circuit television facilities, and by local or contract arrangement further reduce this to either 16mm or super 8mm film for distribution to the field.

Thus, we can make presentations available for all size audiences. The video tape, for example, can be shown in monitor equipped offices, rooms and theaters in the Pentagon. The 16mm kinescope provides viewing for all audiences where video tape facilities are not available and super 8mm projectors can be used for individuals or small groups.

These methods can provide viewing for up to 500 people, if necessary, or down to one person who wants to review a presentation on his office wall. In the latter instance, super 8 cartridges are especially compact, easily filed by subject, and portably projected for self-indoctrination by a new employee. In this manner, we offer a capability not to replace a live speaker but to supplement, augment him to allow his message the flexibility to reach any audiences — locally and Air Force-wide.

The Division's key personnel are idea people, creative people. Their job is to interface with the customer and help him create a convincing character as an Air Force spokesman.

This Division provides three different but complimentary types of service — or any combination thereof — through its three branches.

One is the Writing Branch which will handle all types of writing, editing and publishing for presentation purposes. But these people are more than writers . . . they are what the Air Force calls "Presentation Advisors." That title may seem ambiguous but it identifies talent above writing, per se.

They advise Air Force presenters on platform personality and speaking techniques. They critique both the speaker and his presentation. They study the audience which he will address to determine its characteristics and any Air Force elements on which that audience may be misinformed or ill formed. They study the hall or theatre in which the presentation will be made for audio and visual characteristics.

The Division's elements of art and layout are available through the Graphic Arts Branch. Designers and illustrators offer such visuals as vugraphs, flip charts, slides, photography and display art, and they provide similar services in art, layout and typography for presentation purposes. The Visual Information Specialists collaborate with the Writers on projects containing both words and pictures, and they work with the project officer in cases involving illustra-



USAF executive conference room features wide screen rear projection and illuminated wall displays. The AF Secretary's office is beyond door under clock. Visiting officials use this facility.

THE AVCOM CONCEPT

One of two USAF theaters served from one projection booth behind the rear screen in each room.



This general purpose conference room seats 80 and is one of several equipped for front or rear screen projection, CCTV monitors, charts and chalk boards.



One of several briefing rooms adjoining Hq USAF TV facility. It includes smaller CCTV viewing rooms.



Partial view of projection equipment behind rear screens of multi-media conference center shown below.

Multi-screen presentations are viewed by top Air Staff officials and Joint Chiefs of Staff on occasion in this conference center. Tiered theater seats accommodate spectators in the rear.



The Air Force has been in the vanguard of those exploring the new concept of Audio Visual Communication (AVCOM) to determine its values for its own purposes. It has found many values and has launched upon a prototype program in AVCOM.

AVCOM is fundamental but its techniques are subtle — and sometimes vital — and its effects pervasive. Today's version updating the old Chinese proverb might read, "One picture with the right words is worth a thousand votes of confidence." AVCOM hits that target.

The Air Force knows that audio visual communication as the latest form of human communication is here to stay. And that many so-called experts, even some in its own ranks, fall far short of what should be called a true professional.

In view of its stance as big business the Air Force obviously uses the electronic wings with the speed of light primarily for management information, for decision making purposes and for command control. In the Pentagon, what is generically called the management information process also is vital to our AVCOM links with the President's Executive Office staff and with committees of the Congress.

These demand audio visual communications at their best in order to obtain the fastest means of data synthesis and information assimilation. The audio visual communicator has a unique value for such matters as we try to integrate various human and electronic information bearing media to effectively transfer thought and expressions be-

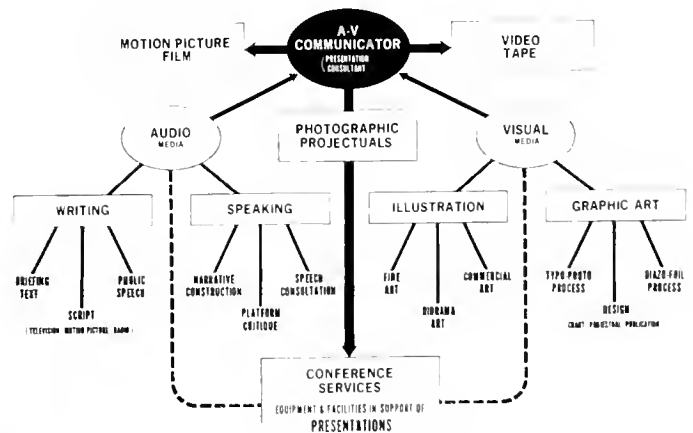
tween people or groups.

In our concept of AVCOM, representing the executive client and using the total military service resource, brings all Audio Visual Communication specialist elements together into a single team. Practitioners in today's components are learning to work together to plan and produce a complete word picture product utilizing all the existing media as required.

This in turn, we feel, points up the need for making the audio visual communicator a separate entity — to establish AVCOM as a clearly defined profession with its practitioners so-named. No longer should these experts work separately in the isolation of photography, in television, in motion picture films, in film libraries and laboratories, in graphic arts, in speech and written communications. Now these "pros" should be integrated into a coordinated, well managed AVCOM team to provide the best and most effective use of all these limited resources in concert. This concept calls for the establishment of career development within the broader AVCOM field in Civil Service and military grades.

Under the AVCOM concept, the professional may develop and progress through any of the components of this basic family, but as he progresses toward the top he moves from the role of specialist to that of a generalist with a working knowledge of all of the technological, creative and productive elements which may help improve the integrity and quality impact of any given presentation. He has then developed into a professional audio visual communicator. ■

The AVCOMMUNICATOR'S Functional Spectrum



USAF presentations . . .

continued

tions only. The staff occasionally produces scale models, oil and water color paintings, diorama displays, a variety of scrolls, certificates, brochures, program booklets, cover designs, layout and art for printed publications.

The third Branch is Conference Services. This Branch maintains a film library which has approximately 700 Air Force films for loan and has access to all Air Force and other Government films. They also have facilities and technicians for cutting and splicing film clips to aid the presenter.

They can loan 16mm and cartridge type super-8 sound motion picture projectors, overhead projectors for vugraphs, and slide projectors and provide personnel to operate the equipment or instruct the "customer" in its use. They also loan or operate tape recorders for recording, reproduction and playback of oral presentations and for use in conferences.

And the *Presentation Division* has several large and small conference rooms as well as two theaters equipped for use of video

monitors, still and motion picture projectors.

The Presentation Division continuously studies the AVCOM profession, both in and out of government, in search of new tools and techniques which might help do the job better or faster — or both. Let me give you some illustrations of the benefits derived from this realization.

An important new advance in rapid visual aid production being used by the Air Force Presentation Division is a new color-in-color dry process for reproducing multiple colors simultaneously from letter-size art work. A color glossy print can be made in seconds. It will also cycle to reproduce from a color original or print to a negative and transparency suitable for projecting on a screen. The system is completely dry . . . it needs no chemicals or plumbing. This greatly expedites high-value color reproduction capability in economic support of our writers and illustrators.

Still another innovation provides for a sound-slide projector system. In this case, around the picture of each slide is recorded

the audio message for that particular picture. The sound slide projector with a built-in sound system permits considerable flexibility to the organization of a briefing. Unlike film, any one picture and/or its message can be changed without disturbing the rest of the presentation. Or the slides can be re-arranged easily.

Other new equipment permits easy integration of slides and films into a single tape-controlled briefing package which does not require the attention of an operator once the button is pushed.

Still further flexibility is newly available to the presentation expert or the audiovisual communicator in a new type of hand-held projector. This particular inexpensive projection system allows the individual the opportunity to stop motion and to view single frame, backup to view a particular motion, or to play back scenes. This type of low-cost personalized viewing mini-projector can be issued to personnel for individualized training purposes.

Computers are now being developed which will generate three dimensional motion pictures. Previously, animated film were made a frame at a time. Now, however, special photo-optical equipment under control of a high speed digital computer is being used to generate animated motion pictures. We are studying this.

Training — On The Move

"Look," said the North American Van Lines agent, "If the customer wants her pussycat taken to the airport, we'll take her pussycat to the airport!"

That "Customer be served" attitude was representative of the working philosophy of fifteen of the leading agencies of North American Van Lines, interviewed this year as part of the research for a new series of training filmstrips. The interview was conducted by Sumner J. Lyon, the film's writer, who was sent all over the United States at the joint recommendation of Cal Dunn, veteran film producer, president of Cal Dunn Studios of Chicago, and Bill Baker, manager of Agency Training for North American and an authority on customer relations.

North American, which has the only full-blown Agency Training Department in the moving industry, has been concerned with a deteriorating image of the moving man in the eyes of some Americans. There has been some unfortunate publicity on the moving industry as a whole and North American Van Lines, so Jack Schang, vice president of marketing, decided to take a positive

stand by instituting a new long range personnel training program to improve the quality of service to its customers.

While North American was aware of the needs of its customers and how best to serve them, the company felt it would be wise for the writer of the films to get some first-hand "dope" from successful agents. Therefore, Lyon went from coast-to-coast, "picking the brains" of agents whose list of satisfied clients indicated that they knew "something special" about how to conduct their businesses. That "something special" turned out to be the simple fact that "the customer comes first."

It was clear to everyone concerned with the training program that the films would serve personnel best if they helped them serve customers better. Six films were scheduled for production for 1969. One of the films in this series is, naturally, *The Customer* — an exposition of the emotional state of the average housewife who suddenly finds she has to move. Being uprooted, and sometimes upset, the housewife has problems and worries which the moving company representative

must understand, and with which he must sympathize. He must respond to her doubts and fears with the help and services she is looking for, and needs. The agent, or his salesman, may have to show the customer what it is that she really needs in the way of services.

The other films in the 1969 series are also customer-oriented, with recommended attitudes, procedures and hints for improving employee service and increasing customer satisfaction.

North American's long range program of training slidefilms began last year, in 1968, with a series of six films dealing with various phases of packing and loading. These, as the subjects indicate, were designed primarily

to increase technical skills. Nevertheless, customer relations is always consciously maintained as a major factor, no matter what function or employee participation is being explained.

When North American's Bill Baker was asked for his evaluation of the film program, he said "We're very proud of our film strip training program. Training has never been easy. But we put a lot into it and . . . the filmstrip program is getting the job done."

"I've been in the training business a long time, and I've never seen a training program so enthusiastically accepted by such a large number of people. When thousands of people ask for more, you know you are on the right track."



Filming a scene for the training filmstrips on location with moving crew

Power Forum Suggests Electric

ONCE EVERY FIVE years Westinghouse Electric Corporation holds a Future Power Forum designed to provide information and ideas concerning projected load requirements of the utilities industry in years to come. Always a major public relations consideration for the company, the Power Forum is given before a group of top investment electric utility company executives in Pittsburgh, and once later to government power authority officials in Washington.

This year, the Sixth Future Power Forum was premiered on Feb. 10-13 at the Hilton Hotel in Pittsburgh with the purpose of stimulating its audience regarding the future possibilities of the electric utility industry. It pointed out many of the steps the industry can take to continue to provide reliable and efficient power despite the tremendous and almost overwhelming increase in demand. It also showed how the electric utility industry can improve the ecology of the land. The Forum is totally "soft-sell" with no sales or product pitch.

For the two-day sessions, Phil N. Ross, manager of Westinghouse Power Systems planning, and producer George A. McNulty, vice president of the Walter O'Connor Company, of Harrisburg, Pa., gathered together a presentation composed of a live show with original words and music performed by a cast of eight Broadway and TV musical performers, several motion pictures, and over 2000 slides, to explain Westinghouse's ideas on such subjects as rapid transit, waste disposal, pollution, beautification, electric living, safe living, and other desperate problems of urbanopolis."

The O'Connor organization, which has a long and successful background of cooperation with Westinghouse on presentation and training work, put the live performance features of the Power Forum together in New York rehearsal halls using top Broadway song writers, stage directors

and choreographers, while film production was carried out by the company's new and extensive facilities in Harrisburg. In addition, O'Connor supplied all projection equipment, labor and staging facilities used in the shows.

Following the two Power Forum live presentations, the show went into the O'Connor studios in Harrisburg where a motion picture was made of most of the musical numbers to be incorporated into a half-day meeting Westinghouse will travel to other utility management personnel in regional meetings throughout the country.

According to response from the utility executive audience, the show was a resounding success. Here are several excerpts of letters received by Westinghouse from important customers:

► "The program was excellent in every respect. The presentations by the Westinghouse people were interesting, informative, and very much to the point of our concerns. The skits were a most delightful part of the program and provided an ongoing theme for the Forum. The eight participants were very talented and added a great deal to the presentations. Altogether, the show was better than many a one that appears on Broadway."

► "The program was informative and enlightening, and I particularly enjoyed the very interesting manner in which the presentations were interspersed with good music and humor."

► "The entire presentation showed the obvious results of a tremendous amount of research, good planning and fine staging. The use of your excellent theatrical production added a fine touch to the whole affair, and made an otherwise fine affair an outstanding one."

► "Your Sixth Future Power Forum was filled with good information and new ideas and it made all of us in the electric utility business grateful to have a 'Westinghouse' for a partner."

No one could ask for more than that. •

Utility Future

Westinghouse's 1969 "Power Forum" for electric utility executives provided an advance look at future demands for power in terms of many desperate problems to be faced. A filmed version of the successful presentation is being shown regionally.



THE CASE FOR KINES

By RALPH COSTLOW
Manager, A-V Department
Motorola Semiconductor
Products, Inc.

This is the film editing area at the Motorola studio in Phoenix.



THE TRADITIONAL audio-visual presentation techniques — films, slides, tapes, etc. — have all won a useful place for themselves in industry by satisfying the objectives of a wide range of communications needs. Now, a new fast-rising star in the audio-visual spectrum, the Kinescope recording, has established a foothold and is growing like a prairie fire. This versatile new tool is being ingeniously used to meet demands for a method for producing films on very short notice, at extremely low cost, and with ultra simplicity of production.

An example of a unique application of the Kinescope can be found at Motorola's Semiconductor Products Division in Phoenix, Arizona. With semiconductor technology expanding at an explosive rate, the company finds itself introducing highly complex new electronic components aimed at every segment of industry at a rate of some 30 to 40 new devices *each month*. The task of communicating the details of each product to the company's 150-man sales force in some 35 separate office locations has grown to staggering proportions.

At first Motorola approached the problem using conventional means, such as district, regional, area, and national sales meetings. These meetings were liberally supplemented by individual "product bulletins" mailed to each man at the announcement of a new device. But, with the growing complexity of Motorola's product line (Motorola is the largest U.S. semiconductor manufacturer and has the broadest line), sales personnel were forced to devote an ever-increasing amount of attention to acquiring product knowledge with a resulting decrease in sales efficiency. It was concluded that some form of "controlled" audio-visual presentation approach would allow for maximum imparting of information — with minimum waste of sales time.

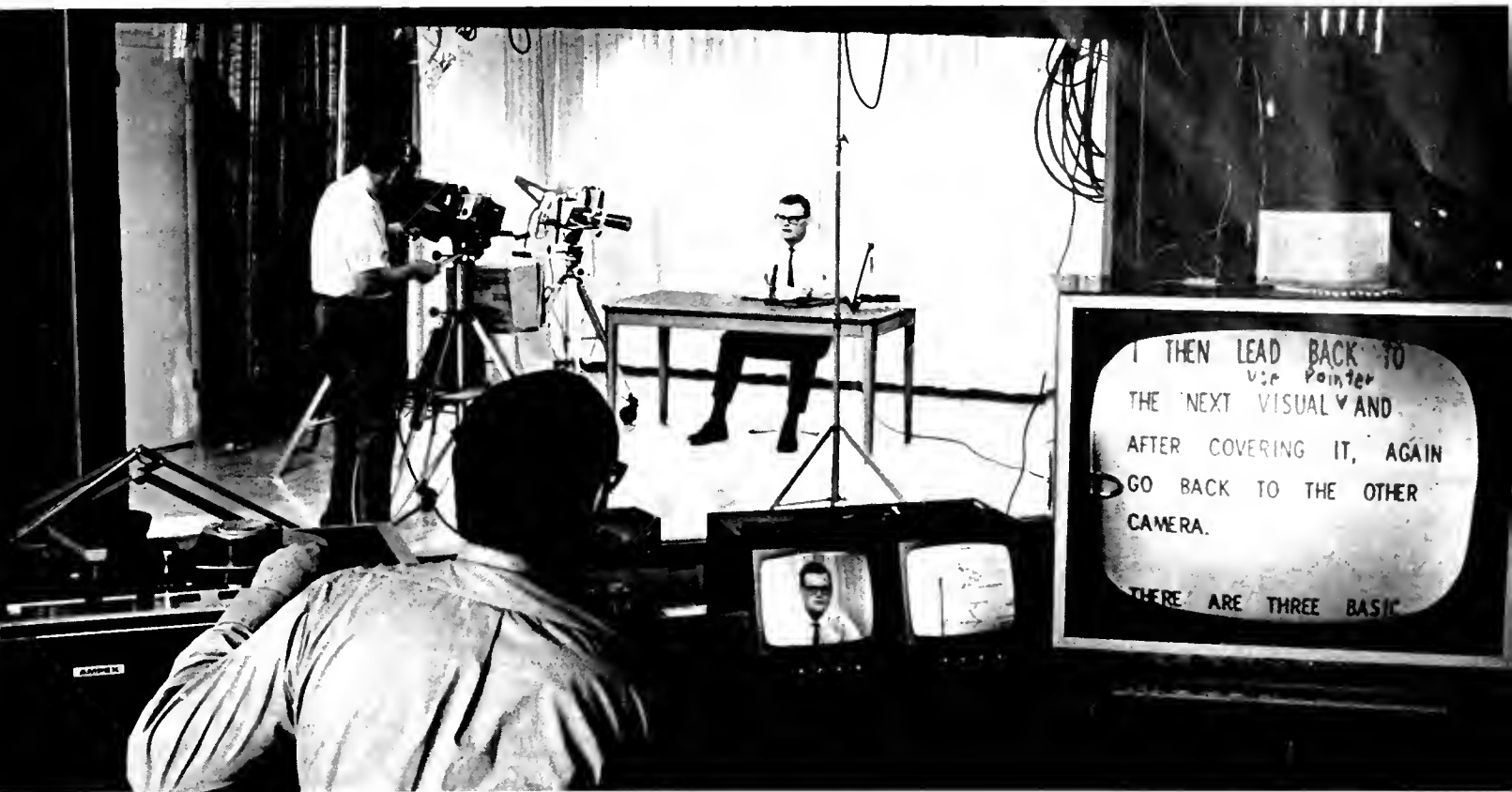
Slide-tape presentations were first considered. However, it was felt that the inability to use "motion" as one of the production techniques would prove to be too great a shortcoming over the long run. Motion picture films, themselves, were discarded as an approach — inasmuch as they did not allow for immediate evaluation of the material just filmed, required too much production and setup time and, as a result, would be too costly. What was needed here was an expedient means of communicating on a subject in a form that could be "discarded" after its short useful life was expended.

The obvious answer, the company felt, was to use video tape recordings. However, while VTR's would answer the needs of the program, there was a logistical problem in giving VTR presentations which require use of a bulky playback recorder plus five to ten television monitors for "screening" — depending on the number of people who would be viewing each presentation. There was also the problem of lack of interchangeability between tape recorders. Thus, Motorola turned to the Kinescope recording.

The Kinescope is nothing more or less than a black-and-white 16 millimeter movie of a closed-circuit television monitor. "Kinescopes" are not new. When the television industry was in its infancy, there was a need for a method to relay telecasts. Existing facilities, such as microwave relay systems or cable lines, were inadequate to serve all needs. There was also no means to handle delayed telecasts. Kinescopes filled the gap. As time went by, transcontinental cables and microwave links took care of the relay problem and video tape solved telecast delay needs. Kinescopes became *passé*.

One of the other immediate advantages Motorola found in going to Kinescopes was the relatively low dollar investment required to reasonably implement a closed-circuit television (CCTV) studio for video-taping. For example, Motorola elected to use a one-inch video tape system and uses the Ampex VR7800 recorder — costing about \$10,000 — as the basic component in the system. Coupled with three small studio cameras (\$3,000), quartz iodine lights (\$800), plus miscellaneous microphones, editing equipment, and minor studio support gear (\$2,500), the total cost of the studio equipment is actually little more than the cost of one top quality 15-minute color movie.

A typical production at Motorola is generated in the following manner: Concerned representatives from Sales, Product Marketing, Applications Engineering, and the A/V Department meet to discuss a proposed film or series of films to cover a specific subject. The planning is done in much the same manner as would be used



This is the view into the main studio from the control room (above). At right, monitor shows information from teleprompter. Teleprompter is shown in use (left), while "actor" in studio (below) follows cues from teleprompter as he is being filmed.



for any film endeavor, except that extensive scripting is not undertaken. Objectives and approach to be used are decided — and relative technical level of the presentation is established. (Because Motorola's products are of extremely high technology content, it is very difficult to communicate at the "right" level to a 150-man sales force whose backgrounds range from skilled engineers to "general" knowledge of specific product lines — without "talking down" on one hand or risking poor communication on the other.)

Since the films are generally of a product training nature, an application engineer who is thoroughly familiar with the customer's use of such products is used as the talent (or instructor) for each film. Each presentation is kept to no more than 20 to 25 minutes in length.

The performer outlines his script approach with the audio-visual department film production head. Together they establish the art, graphics and backgrounds (if any) that will be used. All necessary material is produced to normal television standards (black on blue charts, 3 by 4 proportioning, lettering size, etc.) by Motorola's own Graphic Arts Department.

Once the set is ready, the talent is brought in for the taping. The director and the performer do a walk-through while the cameramen look on. After this, a practice tape of several minutes is shot to give the performer an idea of how taping will proceed and also give him a chance to relax. Since he knows his subject well, scripts or notes are used only as a supplement.

The production is taped and the performer checks the playback for accuracy. If necessary, scenes are reshot. Most productions are done with three cameras and every attempt is made to use tight shots on the graphics for maximum legibility.

More elaborate productions make use of oscilloscopes, microscopes, or pieces of test equipment monitored by a standby camera. A monitor is also provided so the performer sees what is going on the tape. With the addition of a relatively inexpensive Special Effects Generator to the equipment complement, it is possible to get some highly professional effects on tapes. For example, horizontal and vertical wipes, corner inserts, and overlapped dissolves, are child's play with this type of equipment.

One of the specific problems Motorola encountered in its product training films was a means for showing the geometric patterns of some of its microscopic products, such as integrated circuits measuring only .050 inches square, yet be able to point out portions of

Continued on next page

case for kines . . .

continued

the tiny unit under discussion. Using one of the studio cameras rigged in conjunction with a microscope solved this problem. When the performer wanted to point at a specific area of the microscopic unit, a second camera focused on a pointer held against a blank wall was superimposed on the first shot. Thus, the performer, by observing the studio monitor, could move the pointer to indicate the desired area for discussion.

As might be assumed, a few of the engineers-turned-amateur-performers found it necessary to be able to read a script in order to give an adequate performance. Thus, it became necessary to devise a "prompter". To solve this problem, Motorola constructed a wooden stand with rolling pins at the top and bottom modified with crank handles. The script for a presentation is typed on a roll of teletype paper which is then wound around one of the rolling pins and the feeder end is attached to the other rolling pin. A studio camera is focused on the script stretched between the two rolling pines and the output of this camera is fed to a monitor mounted next to the performer's camera in the studio. As the rolling pin handle is turned, the script "crawls" across the monitor and the performer is able to read his material from it. This makeshift arrangement represents a total cost addition of about \$10 — yet essentially does the same job as an expensive teleprompter.

Once a filming session is completed, the tape is sent out for a film transfer (Kinescope) workprint. The workprint is edited and the negative is matched to it. Editing consists mainly of eliminating bad footage. If any of the footage needs to be darkened or lightened, those areas are indicated when the entire negative is sent out for duplication. A 20-minute show with a half-dozen prints can be created for under \$500 if no elaborate set decoration or special art is required. Shooting time runs one to two days depending on complexity of presentation format and it is relatively easy to turn

out a completed production in a week with a small crew.

There are several disadvantages to the Kinescope type of film presentation. The major drawback is that picture quality never reaches that of good black-and-white film photography. However, a giant step forward has been made in this area with the recent development of Electron Beam Recording (EBR). Simply stated, this technique uses the electronic signal from the video tape (or TV camera) to control the amount of light directed on an unexposed film. The film is then processed in the usual manner. This method of film transfer gives extremely fine resolution while still providing low cost and quick reaction time.

The problem of proper editing of films can be bothersome if you are using a single system (picture and sound transferred onto the film at the same time) approach. A compromise sometimes must be made between the picture and sound quality with the type of film used. Also, careful planning is required in editing to prevent cutting out some useful portions of the soundtrack. In addition, all splices show up on the screen. All of these problems can be eliminated, however, by going to a double system (sound on separate film) and doing "A" and "B" rolls. Optimum film can be used for picture and sound and splice marks can be eliminated. The double system approach does increase the cost and turn-around time slightly.

The advantages of Kinescopes are obvious. They provide a low cost, fast reaction method of producing films. New recorders, such as the Ampex VR7800 with electronic editing capability, eliminate the need for any editing of the film. Thus, a completed film can be created on very short notice and reviewed immediately in its entirety and processed quickly for use in emergency situations.

At Motorola, one of the first uses of this medium was the production of 12 tapes for a sales meeting, the tapes ranging from 7 minutes to 22 minutes in length — all of which were completely filmed in a 6-day period. Within 10 days, completed transfers were ready for immediate distribution.

This highly flexible capability does make a case for Kinescopes. •

Film Summarizes 6-Year Water Study

Looking ahead to the year 2020 is the major concern of the FAA, the CAB and the airlines as far as air travel is concerned, but other future-year plans are the concern of other groups in our country. The release of a 27-minute color film, *The Choice Is Ours*, presents the study of the future water and related land needs for the Upper Mississippi River Basin in the years 1980, 2000 and 2020. These years may seem far in the future, but time and a population explosion with an unrelenting increase in the water needs makes this a front rank problem.

The Choice Is Ours presents the recommendations from a six-year study of the Upper Mississippi River Basin Comprehensive Study Coordinating Committee on the conservation of water and related land resources, the pollution problem, flood control and management of flood plain areas, river navigation, preservation of lands for wildlife and water supply.

The study was conducted under the guidance of a committee of engineers, economists, and other specialists from the States of Illinois, Iowa, Minnesota, Missouri, Wisconsin, South Dakota and Indiana, along with representatives from the U.S. Department of Agriculture, Department of the Army, Department of Commerce, Department of Health, Education and Welfare,

Department of the Interior, and Federal Power Commission.

One of the unique features of *The Choice Is Ours* is the 318 separate scenes in the 27-minute film with locations in the north from Lake Itasca, source of the Mississippi, to Cairo, Illinois, the southern boundary of the Upper Mississippi Basin. Within this kaleidoscopic succession of colorful scenes the beauty of the four seasons are included as well as scenic views of lakes, streams, reservoirs and rivers with people enjoy-



At premiere screening, Col. Richard Hesse (left) and Col. W. C. Gelini discuss "The Choice Is Ours" with Reid Ray.

ing fishing, sailing, boating, swimming, and water skiing with little thought of the water resources they are using. Spectacular flood scenes of destruction graphically show the need for flood control planning along with the need for curtailment of soil erosion and the ugly effects of pollution.

The contract for the production of *The Choice Is Ours* was administered by the Department of the Army, Corps of Engineers, St. Paul District, under the direction of Colonel Richard J. Hesse. It was produced by Reid Ray Films, with veteran producer Reid Ray directing the film through five months of production. The script was written by Robert Tree West, photographed by Bernard Schleiter, edited by Robert H. Winter and narrated by Roger Krupp. Assistant directorial duties on many location scenes were handled by Ellsworth Polsfuss.

The story-line of the film presents facts to the audience concluding with the film's title, *The Choice Is Ours*. A final note as the film fades out is that the Committee can only recommend programs to meet future water and related land needs — the decision to initiate the program remains with the citizens of our country.

The film was released in August and is available for group showings from the Department of the Army, St. Paul District Corps of Engineers, Room 1225, U.S. Post Office and Custom House, St. Paul, Minnesota 55101. Or the Rock Island District Corps of Engineers, Clock Tower Building, Rock Island, Illinois 61201. •

Action—Agony—Accolades

JUST AS the National Football League opens another season this month, American Express begins another season of providing the very best of NFL thrills and game action films to adult audiences through its *NFL Action Films*.

These half-hour color films are available immediately after their showing on CBS television stations around the country. Providing only the best of game action, and purposely presenting the unknown, the unseen and the "inside" of the game, the *NFL Action* films approach an art form in some of the spectacular slow motion and frenzied action scenes.

But more than this, the films take the audience into the locker room, into the private lives of players and coaches alike. One of the films, *They Call It Pro Football* won first prize last year at the Cortina Film Festival—the first American sports film to ever do so.

All of the films are painstakingly planned and edited with film footage from as many as 15 cameras at a single game. From microphones wired into shoulder pads during a game, to living room interviews, professional football players explain their game. The audience hears their calls in the huddle, learns their feelings about the game, and sees in-depth studies of various positions.

Individual film studies includes *Search and Destroy* (the linebackers); *Eyeball to Eyeball* (the linemen); *Sunday's Cool Heroes* (the quarterbacks); *The Runners*; *The Receivers* and others.

The series of 28 films does not miss a single facet of the sport which fascinates people everywhere and dominates TV sets on Sunday afternoons from September through January. One film even shows the manufacture of game balls. Another presents the history of the game. And, *They Lead Two Lives* takes you into the private off-season lives of pro players. Where else could one learn that Green Bay Guard Jerry Kramer is a deep sea diver in the off season?

Nor are the rookies forgotten. From their arrival in training camps to their first pro game, three films in the series scrutinize the rookies. Recording their feelings, showing their work, the films exquisitely show the meaning of the word rookie in the NFL.

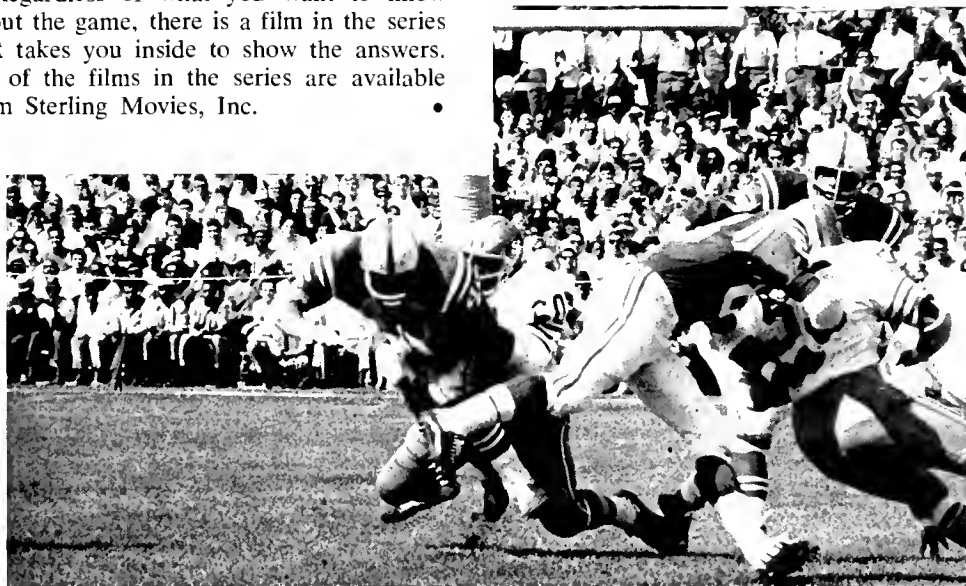
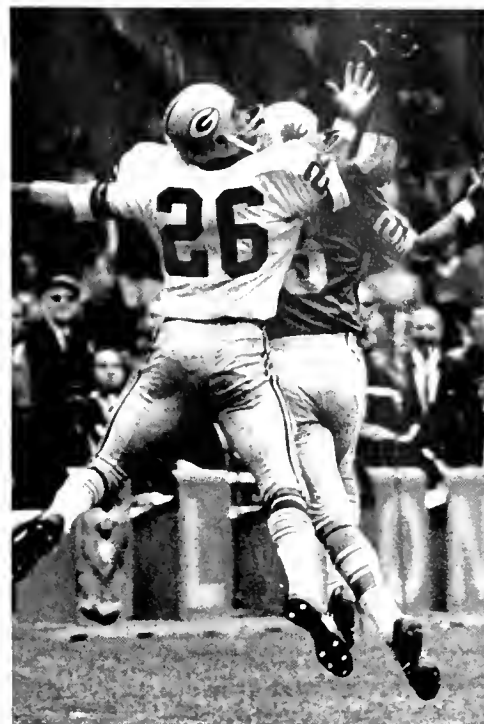
NFL Action films go beyond what armchair quarterbacks see of a game on a Sunday afternoon. Championship games are presented from angles and spots impossible for a TV camera to record. Close-ups show the pain, sweat and blood of a game-turning play, along with the jubilation or depression that follows its completion.

On the field, giants of men move with

the agility and grace of ballet dancers, attacking opponents with a ferocity perhaps unequalled in any sport. *NFL Action* shows this as well as the same men speaking softly on their sport from their living rooms, their gardens, and, in one case, from a pulpit.

Many-angle, aerial and slow-motion scenes show precisely why a play worked or failed; what caused a ball to be fumbled; and locker room pep talks that motivate teams to feats seemingly beyond their ability. Literally miles of film are compactly edited and scored to present the very best of the subject matter available for a particular half-hour film. Key plays are carefully shown and examined from every conceivable angle, to provide the viewer with the "inside" answers to a play or game.

Regardless of what you want to know about the game, there is a film in the series that takes you inside to show the answers. All of the films in the series are available from Sterling Movies, Inc. •



How Hoffman-LaRoche Audiovisualized

What stirs corporate management to decide that visual media are a necessary communications factor in a total management system? At Hoffmann-La Roche, an eye-opening, time-saving demonstration turned the trick, and brought about a sophisticated total A-V system.



Checking a computer readout on his office TV receiver is Leonard Gumley, audiovisual director. The same readout can be projected on a large screen in the executive conference room simultaneously.



Complete CCTV and videotaping facilities are available in the H-L studio. The versatile studio can be used for a wide variety of productions.

ABOUT THREE YEARS ago, Hoffmann-La Roche Inc., one of the country's largest pharmaceutical firms, was confronted with an annual presentation to management. Seeking a way to cut the length of this presentation and make it palatable Roche called in an outside management consultant team, headed by an audiovisual specialist. The consultant came up with a four hour slide presentation and the anticipated three-day session was cut to a comfortable and meaningful one-day meeting.

The immediate result was that Roche decided to set up an experimental A-V room to explore the feasibility of creating a full time A-V department. Roche had been on the verge of developing such a facility for some time. Its limited visual communications capabilities were adequate to accomplish slide programs for sales presentations training and promotional purposes, but beyond that all work had to be done outside.

Leonard Gumley, who had led the consulting project, was hired by Hoffman-La Roche to develop and operate a complete A-V communications center. Working with Tele-Measurements, Inc., of Clifton, New Jersey, Roche planned for as complete an A-V system as possible. The system provides total audiovisual communications for Roche's sales, promotional, training and educational programs, both in the corporate headquarters and in the field.

Space to house the A-V department was set aside in the new administration building under construction at that time. The installation was finished in the summer of 1968. It features a complete TV studio and control room, videotape recorders, film and slide chains, kinescope machines and an audio studio. The master control room transmits any medium, plus alpha-numeric computer read-outs, to any or all of 28 TV receivers located in offices throughout the building, via CCTV, now in the process of being extended via cable to other buildings in the Roche complex.

In addition to the 28 receivers, the major facilities for the output of information are two multi-media viewing rooms. The executive conference room and a general viewing room in the TV studio feature 16mm film projectors, large screen TV projectors, and DSI random access slide projectors — all designed for rear projection.

One of the unique problems in developing a visual management information system at Roche was the necessity of integrating computer data with standard video material using large screen projection techniques. Like many other major firms, Roche had become increasingly computerized, but the dissemination of the vast amounts of computer output had become cumbersome.

Output terminals for the General Electric #635 computer at Roche were GE Datanet 760 cathode ray tube data terminals. It was learned that GE had explored the compatibility of the Datanet units with standard closed circuit television.

Since Roche was already using the Datanet 760 CRT as terminal devices in the

Continued on page 38

DARKENED ROOMS are over.

Kodak announces the Ektalite screen.

With the new *Kodak Ektalite* Projection Screen you can turn on the lights, the projector, and your audience at the same time. That's because this new screen design is six times brighter than conventional screens. That's six times brighter! And it's a lot of ways better for you.

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The *Ektalite* Screen is extra bright because it uses a remarkable new screen material which rejects ambient light. And the

curved construction of the screen eliminates the "hot spot" found in ordinary flat, darkened-room screens. For less than \$66, you can have a 40 by 40-inch *Ektalite* Screen.



See your Kodak Audiovisual dealer for more information or contact one of the offices listed below. We know you'll agree that the *Kodak Ektalite* Projection Screen is a very bright idea.

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Hoffman—LaRoche

continued

computer system, a logical outgrowth of its use was to add standard industrial TV monitors directly to the Datanet CCTV system.

The video display of both computer and standard video information can be projected for large screen viewing in both the executive committee conference display facility and the downstairs viewing room by the large screen TV projectors.

The executive conference display utilizes two such projectors. Computer output from the Datanet terminals is relayed via the CCTV system throughout the Roche building to the projectors. The computer readout is normally projected up to three by four feet on the conference room screen.

Computer readouts are only a part of Roche's total Telebeam program. Under Gumley's direction, the pharmaceutical firm produces a wide variety of informational-education video tapes, kinescopes, slide programs and films for the medical field in addition to its own sales training programs, promotional programs and numerous other applications. All of these, plus off-the-air broadcasts can be brought to the large screen by the TV projectors in dimensions up to 5' by 7'.

Roche, an in-house producer of 8mm film cartridges for the past two years, is currently equipping each of its sales representatives with a Bohn Super 8mm film cartridge projector and much of its TV and film production is distributed via this medium. The bulk of the film lab work and cartridges production is handled by FBL Film Expediting Corp.

The total input facilities of the Roche

studio include three live TV cameras, two video tape recorders, 16mm film chain and 16mm projectors as well as several slide projectors. Roche points out two important factors when discussing the success of the Hoffmann-La Roche A-V communication program.

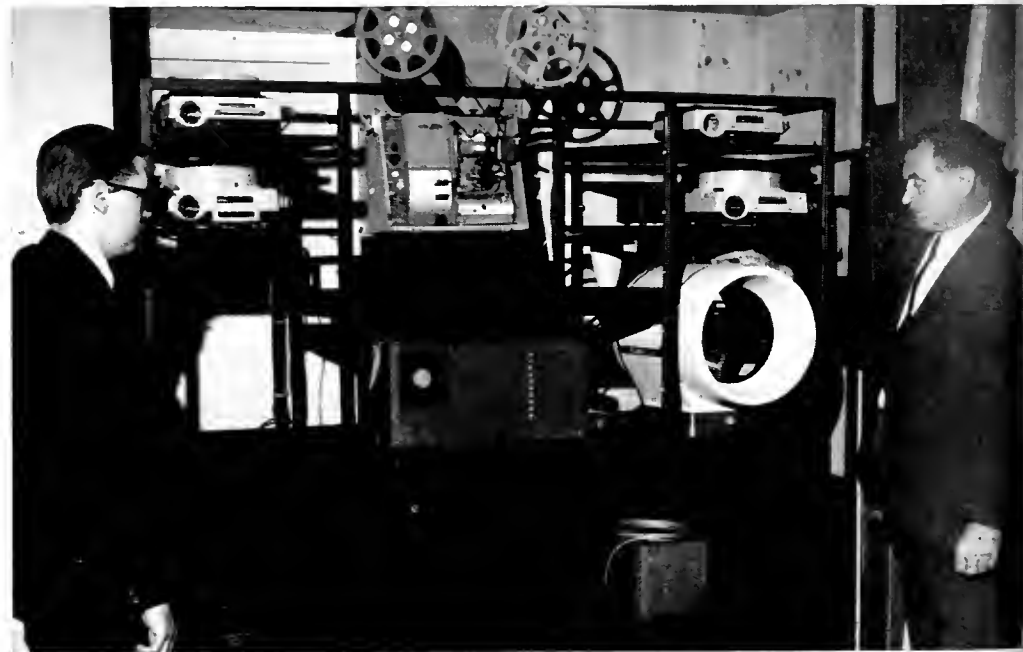
"First of all, no one should try to put together a system such as ours without first bringing in experienced professional employees to plan and man it." Gumley himself, an ex-network production supervisor brought Michael Fahy to Hoffmann-La Roche from one of the networks.

Fahy, an audiovisual engineer, worked with Gumley and Tele-Measurements, Inc. in the selection and installation of all equipment. "Only a person who has been involved in several aspects of this business can be fully qualified to specify equipment is the feeling expressed by Fahy.

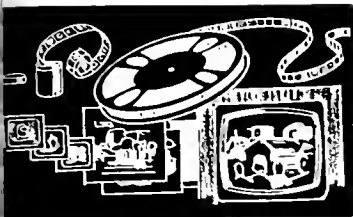
In addition to Fahy, George Ross was brought in from another of the networks to assist in the production of Roche's medical educational and training films, 8mm film cartridges, and video and audio tapes.

The liaison man between the A-V department and the using department at Roche is a most important function. If he has a full and complete understanding of what his department is trying to say and do, he can contribute a great deal to the presentation.

The end result is an extremely sophisticated A-V department and associated audiovisual usage throughout the company. Roche has already won two major awards in the A-V field for recent in-house productions.



Projectors are prepared for presentation in Hoffman-LaRoche secondary viewing room. A similar equipment rack is used in the executive viewing room, providing a variety of projection techniques, remotely operated from control panels designed by Decision Systems, Inc. AV Engineer Ed Johnson and Mike Fahy are shown.



picture parade

Skeet Shooting Champion Offers Tips to Others

Fred Missildine, recognized as the foremost instructor of shotgun shooting in the country, is featured in two new Winchester Western films entitled *Skeet Well* and *Tips on Trap*. Winner of over 30 national and world skeet and trap championships, Missildine offers personalized instruction with the aid of a unique slow-motion camera mounted on a shotgun. This remarkable filming device permits the viewer to see the proper swing, lead and follow-through necessary to become a skilled shooter.

The two 17-minute color movies illustrate from each station such fundamentals as proper stance and gun position. Missildine, supported by a cast of expert gunners, points out that the



The 16-pound Milliken camera mounted on the butt stock of a trap gun might prove too great a handicap for most shooters, but champion Fred Missildine handles it easily and to the viewers advantage.

most common mistake among skilled trap and skeet shooters is lack of concentration. "Every man, woman and youngster," says Missildine, "has the potential ability to break targets 98, 99 and 100 straight . . . the mark of a champion. It takes concentration."

Produced by Francis Carter Wood Productions, these fast moving pictures offer millions of

shooters an opportunity to come under the tutelage of a master teacher.

Prints of *Skeet Well* and *Tips on Trap*, may be obtained from Modern Talking Picture Service, Inc.

Architects Suggest Changes in Communities

The American Institute of Architects has released three films that take a serious look at the world around us. All are in color. *The Noisy Landscape* examines a land filled by an affluent society with wires, garish signs and visual confusion. It offers suggestions for civic ordinances that can develop a master plan spelling out what can be done to prevent such blight.

Right of Way contends that the highway in the city is a disaster, blighting waterfronts, taking valuable land from the tax rolls and dividing neighborhoods. The answer? Planning for transportation and careful designing by architects, engineers and economists.

The Best We Can Do shows that early villages and towns were designed for community living, but that today our non-communities are monotonous to look at and inefficient to live in. The film suggests amending local ordinances to create incentives for community design. All three films are available from Sterling Movies, Inc.

Boise Cascade Presents "The Significance of You"

The Significance of You is the end result of Boise Cascade Corporation's intent to produce a film of "substance and significance related to the importance of man as an individual, and the free enterprise approach to today's problem and tomorrow's solutions". This unusual corporate film deals with the individuality of man, the human condition, and the character of a unique corporate enterprise.

The producers, deMartin-Marana & Associates, toured the operations of Boise Cascade and talked to and recorded the dialogue of employees at all levels. They felt the vigor of Boise Cascade's operation and reinforced their concept of a free-form film portraying a creative, vigorous, youthful, dynamic company. They felt that current communications require dramatic presentation and tried to mix entertainment with the message. The result is the "now" kind of film which appeals to today's audience.

This 28-minute film is available through Modern Talking Picture Service, Inc.

"Water" Stresses Wise Use Of Natural Resource

Water sets out to create an informed appreciation of the importance of water, and to promote a wiser use and reuse of this most important natural resource. It not only achieves this aim in an academic manner, but satisfies the esthetic need of the viewer as well. Spectacular photography and an exciting, original music score spotlight water in its every form—from the tiniest drop to a roaring waterfall and



This Yosemite Valley cascade is one of many scenic shots in *Water*.

thundering ocean waves.

The film, sponsored by Morton Salt and produced by Cavalcade Productions, ranges far and wide to demonstrate that water is a limited resource, and must be more wisely used and reused. Included are sequences dealing with the hydrologic cycle, water chemistry, pollution, irrigation, industrial and domestic use. A significant portion of the film examines interesting examples of water conservation. This 27 minute, color picture uses animation to make clearly understandable the technical aspects of water chemistry.

Water is available through Modern Talking Picture Service, Inc., Prudential Plaza, Chicago, Illinois.

Artemis Expanding Pepsi's "Urban Focus" Series

Artemis Films, Inc. has announced that they have the go-ahead for the expansion of the *Urban Focus* film series being sponsored by the Pepsi-Cola company.

The series, which was begun two years ago, is a combination of motion pictures and film strips on the subject of the American Urban Environment and is designed for use in social studies classrooms. There are currently three films completed and being distributed nationally to school systems through Modern Learning Aids. A fourth film with its accompanying film strips will be released in September.

The films thus far deal with

Continued on page 40



The capillary action of water in plants is illustrated by this shot of a giant redwood.

picture parade . . .

continued

Urban Studies for classroom grade levels one through eight with the stress put on establishing strong personal orientation on the part of the classroom audience for the characters and situations within the films. The objective being to relate the concerns of the audience more clearly to the subject material and attitudes put forward in the films.

Meat Carving Methods Taught by Martha Logan

Too often even the most experienced homemaker will shine in the preparation of a succulent roast or turkey, only to flunk the final test: carving. Yet the carving of meat and poultry into skillfully-cut portions is an art anyone can master. In *The Art of Carving* home economist, Martha Logan, simplifies carving by grouping meats into categories, according to the carving method used. From selection of the proper knife to where and how to use it, she demonstrates the correct methods for carving steaks, hams, standing rib roast, lamb and poultry.

For more information, write Journal Films, 909 West Diversev Parkway, Chicago, Illinois 60614.

Wilbur's Winning Words Teach Better Writing

An audio-visual program on how to write better business communications, *The Winning Words of Wilbur Poe*, teaches any audience how to write more effective letters, memos and reports. This training program is based on six 35mm color filmstrip chapters, each running about 15 minutes, with the sound tracks available on either 6 records or 6 cassette-type tape cartridges.

"Wilbur" is one of the hardest-working salesmen in the company—but one of the poorest letter writers. "Wilbur" is taught how to write better, more result-getting letters, and how to incorporate in his correspondence the basic selling concepts which will sell an idea, a product or a service.

For more information, write Close/Plenum Productions, Inc., 2020 San Carlos Blvd., Fort Myers, Florida 33931.

Nuclear Energy in Space Probed in AEC Films

The Atomic Energy Commission has made available three films dealing with the applications of nuclear energy in space. These color motion pictures may be borrowed free-of-charge, or purchased.

The Weather Eye is the story of the design, development and fabrication of SNAP-19, a small, long-lived, radioisotope-fueled nuclear generator whose mission is to be the auxiliary power supply to produce electrical power aboard a Nimbus weather satellite 600 nautical miles above the earth. *The Atom and the Man on the Moon* describes SNAP-27, its mission and its role in the Apollo program. On an early Apollo flight, astronauts on the moon will install a small scientific laboratory to conduct lunar surface experiments. After they depart for earth, the laboratory will remain, transmitting its research data to receiving stations on earth.

Nuclear Propulsion in Space compares the heavy conventional chemical rockets of today with the nuclear-powered rockets of

tomorrow. For information on where these films may be obtained, write the United States Atomic Energy Commission, Washington, D.C. 20545.

A.M.A. Film Shows How To Minimize Injuries

A 28-minute, color motion picture showing the role of the team physician in the prevention and treatment of athletic injuries has been released by the Committee on the Medical Aspects of Sports of the American Medical Association. *The Team Physician* aims its message at physicians, coaches, school authorities, parents and the athletes themselves. It includes the five regulations laid down by the American Medical Association and the National Federation of State High School Athletic Associations—regulations which are "concerned with preventing injuries as well as treating them when they occur."

Bud Wilkinson, now on President Nixon's White House staff, and formerly head football coach at the University of Oklahoma and consultant to the President on physical fitness, narrates the film. The film was produced by Calvin Productions and is available from Modern Talking Picture Service, Inc.

Movie Industry Explains Voluntary Rating System

The Movie Experience: A Matter of Choice explains the movie industry's voluntary rating system. The film features the voices of Charlton Heston and Tony Randall who tell why the system was adopted, how ratings are determined, and what the symbols, G, M, R and X mean.

The film uses the Film-Of-Graph technique and live action sequences from current and classic feature films to describe the origin and significance of ratings for today's moviegoers.

This film is available from Association Films, Inc.

"Rye on the Rocks" — A Lesson in Conservation

Ask anybody in a mining town, anywhere, about tailings. Somewhere at the end of every mine there is a dump where tailings—a waste product—pile up and form an eyesore, black, glistening and visible for miles. Just outside of Sudbury, a city in north-

ern Ontario, International Nickel has turned the eyesore into acres of green. A permanent solution: grass and trees and even crops. The science of hydroponics: growing plants without soil, was used to develop a turf that would hold the tailings down; to do it one lifetime what nature does in centuries.

After three years, the experiment was declared a success, and over 500 acres have by now been converted to pasture lands. Trees are planting themselves and birds are returning.

Rye on the Rocks, produced by Westminster Films Ltd., tells this story. It can be obtained from the Audio-Visual Communications Department International Nickel Company, Inc., 67 Wall Street, New York 10005.

Film Provides Help In Dealing With Employees

Anticipating, Preventing and Resolving Employees' Grievance is a sound-slidefilm aimed at supervisors and line managers and offering a modern approach to the problem of handling labor problems. The film dramatizes representative common problems that any supervisor or manager can relate to his own situation. Instead of vague generalities, the presentation demonstrates specific, practical techniques for anticipating and "heading off" grievances, and includes a 7-step procedure for resolving those that do arise.

The film is equally effective for introducing newly appointed supervisors or managers to the behavioral aspects of supervision or for giving "old-timers" a refresher course in the solution of grievance problems. For more information, write Industrial Education Films, 200 Park Avenue, New York, New York 10017.

Videotapes Teach Public Relations

A series of 12 half-hour videotape lectures on professional public relations has been produced jointly by the Los Angeles area and San Francisco Peninsula chapters of the Public Relations Society of America. The monochrome programs are based on the book, "Effective Public Relations," by Cutlip and Center.

For more information, write Ampex Tape Exchange, 220 Estes Avenue, Elk Grove Village, Illinois 60007.

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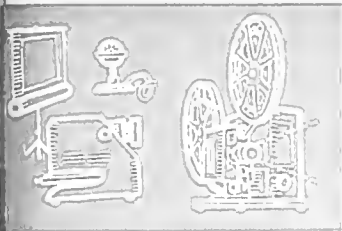
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new products review

Three Speed Stereo Deck Has Crossfield Head

The Model 1600X, 3 speed, self-track, all solid state stereo deck from Tandberg of America, features a crossfield (ias) head to assure better frequency response and signal-to-noise ratio. The 1600X may be used with high output, low noise tube and offers these features: VU meter, automatic tape stop assembly, pushbutton record/stop control, channel selec-

er than 1%. It can be operated by the average television technician and can easily be moved from room to room. For details write TNT Communications, Inc., 62-10 34th Avenue, Woodside, New York 11377.

Movie Camera Animates Computer Output

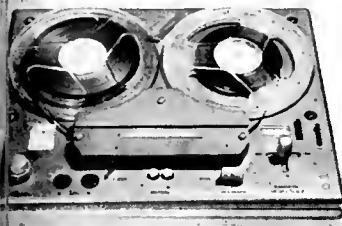
A movie camera accurate enough to animate computer output to motion picture industry

standards has been developed by Stromberg DatagraphiX. The camera features a special pin-registered movement which eliminates image jitter during a film run. Installed in a DatagraphiX 4020 or 4060 recording system, the camera photographs computer information as it is displayed on a Charactron tube inside the recorder, expanding its capabilities.

Shooting a maximum of ten frames a second, the camera can



This camera will perform tasks essential to professional fields utilizing computer-animated motion pictures.



This tape recorder was designed for variable, quality performance.

tr switch, "joystick" 4-way tape motion lever, 4 digit illuminated revolution counter, instantaneous start-stop control and a tape arster assembly for low wow and jitter.

Further information is available from Tandberg of America, Inc., P.O. Box 171, Pelham, New York.

Television Projector Magnifies Images

The Eidophor television projector, model EP-8, accepts any standard video signal originating from a camera, video tape recorder, broadcast tuner, etc. and projects a clear, bright magnification of the image on front or rear projection screens ranging to theater-size dimensions. It delivers a light output of 4000 lumens which, for a 9' x 12' screen with a gain of 2, results in a highlight brightness of 74.0 foot-lamberts.

The EP-8 also features a contrast ratio of 150:1, a resolution capability of 1000 lines minimum and a picture distortion no great-

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BRINGS BIG-THEATRE PERFORMANCE to your auditorium. This remarkably rugged projector is engineered to the same high standards demanded by professional motion picture theatres.

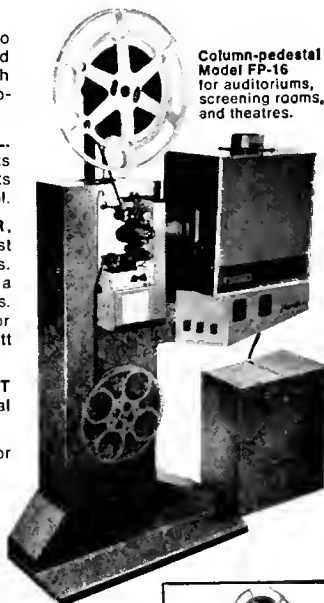
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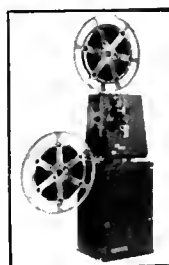
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FP-16 with column-pedestal EL-5100 Portable model

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Address _____

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B-4

produce either 16mm or 35mm motion picture film. For more information write Stromberg DatagraphiX, P. O. Box 2449, San Diego, California 92112.

Videotape Player Features Color Corrector

A closed circuit color videotape player, the model VP-4900C, uses one-inch wide tape. It features a built-in color corrector which permits simplified connection to a television monitor with a single wire. It may be



The Ampex VP-4900C provides simplified single wire monitor connection through use of internal color corrector.

used to play both color and monochrome tapes. The VP-4900C features a video bandwidth of 4.2 MHz and a monochrome horizontal resolution of 350 lines. Video signal-to-noise ratio is 43 dB. The VP-4900C has four-minute rewind and fast forward speeds on one-hour tape reels.

The unit measures 23¼" x 18¼" x 12½" and weighs 62

Continued on next page

new products . . .

continued

pounds. Like all Ampex one-inch videotape units, the VP-4900C operates at a tape speed of 9.6 inches per second, a writing speed of 1,000 in/s and offers one hour of playing time. This unit will be available in September. For more information write Ampex Corporation, 2201 Estes Avenue, Elk Grove Village, Illinois.

Kalart Projector Has Magnetic, Optical Sound

The Kalart/Victor model 82-25 MPR optical/magnetic 16mm motion picture projector features integral magnetic recording and playback capability. The combination magnetic-optical sound drum assembly provides for reproduction of either standard optical sound track or magnetically striped film by simple switching. It incorporates a full-power 25-watt RMS solid state amplifier with matching circuitry for the sound head. Magnetic recording and playback facilities plus mixing capabilities are all in a single,



This Kalart 16mm optical/magnetic motion picture projector features magnetic recording and playback capability combined into a single unit.

completely self contained unit.

A sound level meter provides for visual setting of level controls and separate earphone jack permits monitoring of recording input. The full 25-watt amplifier in conjunction with matching microphone provides for public address system without the need for additional accessories. The model 82-25 also features safety film trips and gentle pressure plate which safeguards film.

More information is available from The Kalart Company, Inc., Plainville, Connecticut 06062.

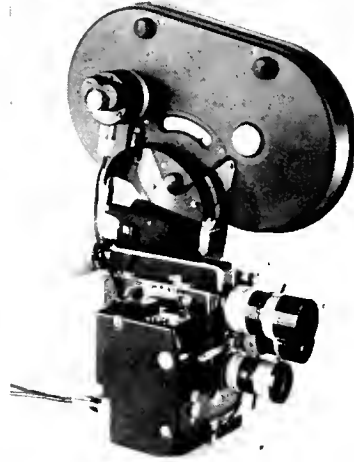
Fixed Focal Length Lenses Introduced for Bolex 16mm

The Switar 10mm f/1.6 and Macro Switar 26mm f/1.1 lenses for Bolex 16mm cameras are equipped with a preset diaphragm arrangement for more convenient filming. Dual levers on the diaphragm ring are pressed together and rotated for setting the diaphragm opening.

The macro focusing capability of the lenses eliminates the need



The Dynalens provides stabilization for the hand-held or vehicle mounted camera.



The Switar image quality through a combination of 9 lens elements in the 26mm and 10 elements in the 10mm lens holds true even at the extremely large f/1.1 aperture of the standard lens.

write The Camera Mart, Inc 1845 Broadway, New York N.Y. 10023.

Valentino Releases Six Background Albums

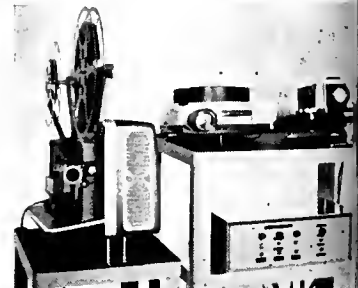
Thomas J. Valentino Inc., producers of Major Records, has released six albums to bring its Major Background Production Music Library to over 65 hours of modern music. The diversified material includes electronic music, hard-rock, string compositions, contemporary small group arrangements, descriptive travel sequences individually tailored for specific countries and music selections in the all-important space category.

The Major Background Music and Sound Effects Libraries are available in LPs and quarter inch tape. For more information write Thomas J. Valentino, Inc 150 W. 46th St., New York, N.Y. 10036.

Media III Makes Creative Programming Easy

The portable, multi-media projection system called Media III is designed for one-man presentation of film and sound program in three formats—16mm, film strip and slide. Creative programming can be displayed without complicated installation, excessive expense or professional projectionists.

Two models, Standard and Console, are available and both



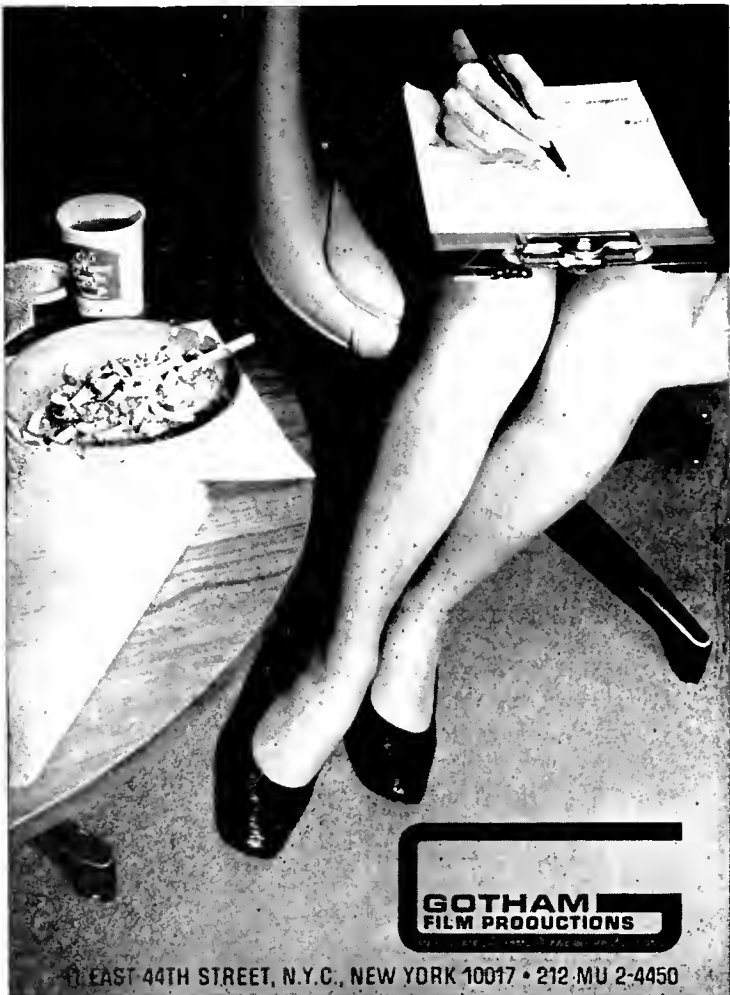
The Media III allows even a novice projectionist to present programs in three formats.

for extension tubes for normal close-up work. The Switar 10mm focuses down to about 1" measured from the lens covering an as small as 1½" x 2", the same area covered by the Macro Switar 26mm which focuses down to about 4" from the lens. Both lenses have the Visifocus automatic depth of field scale and a rotating rear ring for positioning the index. For more information write Paillard Incorporated, 1900 Lower Road, Linden, New Jersey 07036.

Stabilization Available For Hand Held Camera

The Dynalens, a product of the Dynasciences Corp., is available from The Camera Mart, Inc. Its function is to provide complete stabilization for pictures shot with hand-held or vehicle mounted 16 & 35mm cameras using zoom or fixed focus lenses. Of special importance is the fact that the Dynalens will provide image stabilization in motor boats and helicopters and will eliminate the coordination previously required between pilot and cinematographer.

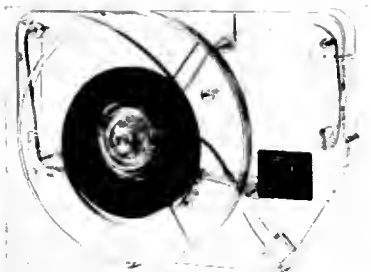
For additional information



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e Singer Company, 3750 Mon-
e Avenue, Rochester, New
ork 14603.



The Videotronics Super 8 cartridge keeps film and film path in view.

MPO's Super 8 Cartridge Increases Loop Efficiency

A metal Film Guide in the
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m the center of the coil. Even
en film becomes dirty with ex-
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ually eliminated.

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tal strips imbedded in the plas-
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tionary portion of the film
amber), insuring that only
tal will touch the film edges,
d avoiding magazine damage

due to roughness. All rollers are
of a wear-resistant nylon. More
information is available from
MPO Videotronics, Inc., 222
East 44th Street, New York
10017.

Adapt Slide Projectors to Filmstrip Projector

The Ektagraphic Filmstrip
Adapter quickly converts a
Kodak Ektagraphic or Carousel
slide projector into a 35mm single
frame filmstrip projector. The
Adapter handles filmstrips in
rolls or short lengths and can be
substituted for the lens in sec-
onds. The Adapter includes a
coated, easy-to-focus 3-inch

f/2.8 projection lens and a field
lens system for even illumination
and heat absorption.

Guide rails eliminate the need
for glass pressure plates. First and
last frames are projected with no
leader because the sprocket ad-
vance mechanism is in the gate
and film is advanced or reversed
by a knob that automatically
frames each segment. For more
information write Projection Sys-
tems, Inc., 202 East 44th St.,
New York 10017.

Elco Programmer-Recorder Converts Slide Projector

The Sound-O-Matic I pro-
grammer-recorder converts an



The Elco Optisonic Sound-O-Matic programmer-recorder is transistorized and operates on AC or batteries.

automatic slide projector into a
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sound/slide audiovisual system.
Incorporating complete cassette
recording capabilities as well as
playback and programming func-
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economically record his own au-
dio material.

Each cassette provides up to 60
minutes of high-quality audio.
Slide advance is controlled by in-
audible signals, recorded on the
tape by the unit itself, which can
be removed without erasing the
audio material. For more infor-
mation write Elco Corporation,
Willow Grove, Pennsylvania
19090.

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Continued on next page

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These Lekolite Spotlights by Century Lighting offer many fine features.

basic models include 6", 8", 10" and 12" lenses 500/1000 W. units. These spotlights feature heat resistant stepped lenses with opaque risers in optical combination with flatted ellipsoidal specular reflector, rugged corrugated steel body for flow-through cooling, offset yoke to permit full clearance of shutter controls and four-way push shutters or iris of heat resisting alloys designed for accurate beam control. For more information, write Century Lighting, Inc., 3 Entin Road, Clifton, New Jersey 07014.

AC Alternator Provides Power Where You Need It.

The JP 7091G is a portable, light weight power source. Its small size makes it ideal for under-the-hood installation in many types of vehicles or for connection to a power take-off or auxiliary gasoline engine. The JP 7091G is on a rotating field design and is designed to withstand temperatures up to 350° without failing. Windings are air cooled. Excitation is external. Standard pulley supplied is a universal 2 3/8" diameter, double grooved unit which will accommodate a 3/8" V type belt.



The JP 7091G is a compact and light-weight portable A.C. power source.

Control panel, wiring loom, pulley, U mounting bracket and belt tightening arm, control cable and hardware are supplied as standard equipment. For more information, write Jack Pill's Camera Equipment, 1135 N. Highland Avenue, Hollywood, California 90038.

Power Supply Introduced by Victor Duncan

The Model 50CC Crystal-Controlled Lightweight Inverter provides 60Hz 120 volt alternating current for running any Auricon camera, the Arriflex BL with sync motor, and the Eclair NPR with sync motor. Although it weighs only 4 pounds, this power



This power supply has more reserve power than its compact size reveals.

supply can run two converted Cine-Voice cameras simultaneously.

This power supply will prove useful in a wide range of field situations where an accurate, lightweight source of crystal-controlled AC is needed, especially for the news or documentary cameraman. For additional information write Victor Duncan, Inc., Dept., N, 11043 Gratiot Avenue, Detroit, Michigan 48213.

VTR Console Provides Safety and Flexibility

The Luxor VTR Console has been designed to facilitate utilization and application of video tape recording systems. It can be securely locked and five-inch ball-bearing swivel casters make it easily mobile. The recorder re-

mains in operating position at all times and the monitors, when not in use can be stored on the lower shelf. In addition to a storage area with an adjustable shelf for the camera, tape reels, cables and other accessories, per-



The Luxor VTR Console is constructed of all-welded, heavy-gauge steel and finished in two-tone charcoal texture.

manent rack-mounting rails for installation of rack-mounted components are also located inside the lower doors.

The console is ventilated to assure proper cooling and the inside of the upper portion is coated with a sound deadening material to help prevent recorder noise from being picked up by the microphone. A hinged power cord access door positioned on the back side of the unit provides easy access to connectors and cables. For more information write Jack C. Coffey Co., Inc., 104 Lake View Ave., Waukegan, Ill. 60085.

TV Control Console for Business and Education

The model TCC-100 series professional television control console is a complete, compact system designed for industrial and educational applications. The package system may be used with any video tape recording system



Designed specifically for the needs of business and education, the Concord's TCC-100 provides capabilities for producing professional, studio quality video tapes.

for professional studio quality recording capabilities. It includes such features as three preview

video monitors, a composite monitor, built-in switching and special effects panel, five audio inputs, built-in speaker for monitoring audio, recording VU meters, operator-to-cameraman communication provisions, a master audio and video control. A brochure is available. Write Concord Communications Systems, 1935 Armacost Avenue, Los Angeles, California 9002

Bell & Howell System Features Portability

Bell & Howell's "Rover" is a portable video camera-recorder combination which weighs only 21 lbs. It operates on either self-contained rechargeable battery pack or normal AC power. Recording time is 20 minutes with a 5" (800') reel of 1/2" video tape. Tapes can be played back on the Bell & Howell model 2966 1/2" video tape recorder.



The "Rover" is extremely portable and operates on battery pack or normal AC power.

The video recorder incorporates solid state circuitry and employs the 2:1 interlace recording system to assure high resolution. Literature is available from Bell & Howell, Video and Audio Products Division, 7235 N. Lincoln Ave., Skokie, Ill. 60076.

Synchronized Sound Available on Super 8 Film

A sound motion picture system which makes possible automatic lip-synchronized sound-on-film, the popular Super 8 size, is the Synchronex Sound Super 8. This system permits the sound track to be incorporated directly on the film, and can be shown on any Super 8 sound projector without the need of special equipment.

The system consists of a camera and a light-weight transistorized tape recorder which is attached to the camera for use. Standard Super 8 film is used. For more information write Rant Corporation, 8220 N. Aurora Ave., Morton Grove, Illinois.

Revealing Facts About Sponsored Films in Theatres

WHAT DO PAYING customers think about sponsored films in motion picture theatres? According to a survey recently conducted by the American Telephone and Telegraph Company, reactions to industrial shorts are positive, and the four Bell System films tested in the survey were acceptable to paying audiences. The survey also indicated that audiences can readily identify AT&T as sponsor.

So, the audience survey was undertaken to determine if paying customers resent industrial messages in commercial theatres, if the public enjoys Bell System films, and if the public can identify the company as a sponsor. The survey of theatre managers was conducted to find out if industrially sponsored films were acceptable, how much commercial message a short can contain before becoming objectionable, and the artistic and creative approaches preferred by managers of industrial shorts.

For the study, each of four Bell System shorts was shown once — once in an urban theatre and once in a suburban house, making a total of eight theatre audience tests. Theatres were located in four geographical areas: East, South, Midwest and West. At each theatre, Film Research surveys distributed response cards to the audience as they left the theatre after seeing a short and a feature movie. Return was 100 per cent of 1,070 cards, approximately 100 per cent.

For the theatre manager portion, telephone interviews were made by Jeanne Gyimes Research from listings of theatres provided by Modern Talking Picture Service, Inc., which distributes films to theatres for many Bell Associated Companies. Results were based on 515 interviews.

Here are some of the details uncovered by the Bell System survey:

• An average of 32 per cent of theatre audiences said they had objection to seeing shorts presented by business or industry.

• 31 per cent said if shorts were interesting or entertaining, they didn't care who sponsored them.

• Only 5 per cent said they

thought business or industry films were out of place in a movie house.

• . . . Almost half of those seeing the shorts were under 25 years old, and only a small per cent were over 65 years old.

• . . . Over nine of ten managers use rental shorts, and over eight of ten use free shorts.

• . . . Most theatre managers favor films in the 5 to 15 minute length. While there is no significant difference in the preferred length of free shorts versus rental shorts, heaviest users of both free and rental shorts book most often those of 5 to 10 minutes length.

• . . . While half of the theatre managers could think of no subject which would be unsuitable for showing, 15 per cent agreed anything too heavy in advertising or commercialism would not be shown.

• . . . Shorts dealing with progress in science and industry, travel and sports and educational subjects are most preferred by managers.

• . . . When asked if they would show shorts treating with urban problems, 27 per cent of theatre managers gave a definite "yes" and 19 per cent gave a "yes" qualified by "probably" or "maybe". Only 17 per cent said "no." . . . 27 per cent of theatre managers said no effort is made to keep shorts in the mood of the feature, and 16 per cent said shorts are booked only for time. On the other hand, only 11 per cent said shorts are kept in the mood of the feature, and only 7 per cent keep shorts in a different mood than the feature.

In a specific response to the survey, 68 per cent of theatre audiences rated the four Bell shorts tested as "excellent" or "good". Only 7 per cent rated the short they saw as "poor." Of those who saw the shorts, 81 per cent could identify AT&T as sponsor.

The four films shown in the survey were *Wire for Sound*, *Good Guys Are Faster*, *Memento* and *Incredible Machine*. These four films were judged by Information Department people as representative of current films sponsored by AT&T as well as representative of four diverse subjects and communications objectives. •

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industry news

Motion Associates Joins Science Management Corp.

Science Management Corporation, international management consulting firm, has agreed in principle to acquire Motion Associates East, Incorporated, and affiliated companies.

All outstanding stock of Motion Associates, which is privately held, would be exchanged for stock of Science Management Corporation, which is believed to be the only publicly held management consulting firm.

Motion Associates, an award-winning producer of television

commercials, "will continue operations under its present management, as a wholly owned subsidiary of Science Management Corporation," according to James H. Duncan, president of the consulting firm.

Headquarters of Motion Associates are in New York. Affiliated companies are Motion Associates West, Inc., in Hollywood, Motion Associates Mid-America, Inc., in Chicago, and MG Associates, Inc., a film contract finance company in New York. It also has production facilities in London and Tokyo.

Medion, Inc. Begins Film Work in San Francisco

Medion, Inc. has begun film production work from its newly opened facilities in San Francisco. The fledgling company is headed by Richard T. Heffron, Herbert F. Decker, and Claude Jarmon.

Heffron, a former partner in Guggenheim Productions has directed some 20 award winning documentaries. Decker was co-producer of the Oscar winning *Robert Kennedy Remembered*. Jarmon, currently is executive director of the San Francisco Film Festival.

Current Medion projects include a USA film on African economic development and a documentary on the Columbia River for Kaiser Aluminum and Chemical Corp.

Paramount Forms New Industrial Film Division

Paramount Pictures Corporation has formed a Special Film Projects Film Division for production of industrial, government, training and documentary films.

Production executive for the new division is Kenneth M. Rosen, former producer-writer at KNXT-TV. Lester M. Goldsmith is vice president and general manager of the division.

Rebco Audio Visual Co. Move Central Offices

Jack and Jim Rebert, co-owners of Rebco Audio Visual Company, have moved into their newly constructed central office and audio visual demonstration center at 675 West Imboden Drive, Decatur, Illinois.

The building has 5000 square feet of space divided into offices, demonstration areas, and warehouses.

The demonstration area is stocked with the latest manual and automatic audiovisual equipment and systems. It is equipped with a large rear screen projec-



Projection room at the new Rebco A-V Company offices in Decatur,

tion room with completely remote controlled projection and audio equipment. There is also on display the newest types of instructional materials, (filmstrips, slides, records, tapes, transparencies, 8mm loops, etc.) The new facility is also completely wired for the demonstration of closed circuit television and television video recording.

NVCA Sets Plans for 1969 "Days of Visuals"

The 16th annual Days of Visuals headed by the National Visual Communications Association has been set for November 16-18 at the Essex House in New York City.

Co-chairmen for the event are Les Waddington, J. C. Pennington, Co.; and Gordon Reynolds, Modern Talking Picture Service, Inc.

Present plans call for a film screening of award winning films to be shown the day prior to the seminar, with awards officially being presented on Monday evening at a banquet.

Quality Presentations Adds Producer Group

Quality Presentations, Inc., New York, a subsidiary of Q-T, Inc., which has been principally an industrial staging house, has expanded its operations by taking on a new producers group composed of Gus Eisenman, Paul Nemiroff and Ed Rasch, each of whom has had a long experience in all facets of business communications field.



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- Best quality domestic fibre
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Panorama Film Productions Formed In California

Standard Radio and Television has formed Panorama Film Productions at KNTV-Channel 11, 645 Park Avenue, San Jose, California, with Don Dulmage as general manager.

Panorama will offer complete motion picture film production services.

Hurlock-Cine World Opens in New York

Hurlock Cine-World, Inc., a new independent non-theatrical distribution organization, began operations this week from New York City with a library of 561 feature films, comprising the entire catalog of motion pictures produced or distributed by Allied Artists Pictures Corporation.

Under a long-term exclusive license, Hurlock Cine-World is to handle worldwide non-theatrical distribution of all future Allied Artists pictures, in addition to the current catalog.

The new organization will be headed by Roger W. Hurlock, former president of Allied Artists, who resigned that post last week to launch the new company, and who will be President of Cine-World.

Hurlock Cine-World will be located at 230 W. 41st Street in New York City.

Best of Industry" selections
compete in Berlin, Nov. 11 . . .

15 U. S. Films Selected to Compete in 10th International Industrial Film Festival

THE UNITED STATES will submit 15 "best of industry" motion pictures as this country's entries to the 10th International Industrial Film Festival being held November 11-15 in the imposing Congress Hall of West Berlin. This worldwide competition is sponsored by the Confederation of European Industrial Federations (CEIF). Industrial films of every Western European country compete for honors accorded by a representative international jury. In addition, past festivals have drawn entries from Australia, Canada, Israel, South Africa as well as the U. S. Selections must be submitted through the industrial federations of each competing nation. Traditionally, U.S. selections have been made by a special CINE-oriented committee serving the National Association of Manufacturers, America's host group.

Here are the 15 films chosen to represent the United States in West Berlin this fall:

CATEGORY A

(Films about industrial questions (economic, social, technical or scientific) of general interest and intended for showing primarily to the general public)

Operation, 7½ min. color, 16mm. Sponsor: Springs Mills, Inc. **Producer:** Concepts Unlimited, Inc. **Distributor:** Lester A. Schoenfeld Associates.

Gathering of One, 20 min. color, 16 and 35mm. Sponsor: IBM World Trade Corp. **Producer:** Henry Strauss Productions. **Distributor:** IBM World Trade Corp.

Remember the Day . . . in Pictures, 23 min. color, 16 & 35mm. Sponsor and Producer: Eastman Kodak Company.

CATEGORY B

(Films about specific industrial "realizations", products or materials, intended for general public showings)

North, 67 West, 27½ min. color, 16 & 35mm. Producer: Flickers, Inc. **Distributor:** Association of Industrial Films, Inc.

Accidents Spent, 3 min. color, 16mm. Producer: Gerald McDermott Films, Inc. **Distributor:** Edmark Educational Media, Inc.

The Royal Silk of Thailand, 13½ min. color, 16mm. Sponsor: Thai Airways International. **Producer & Distributor:** McDonnell Douglas Corp.

CATEGORY C

(Films which have the purpose of contributing to the prestige of the industry concerned or of a firm, intended primarily for the general public)

Astrocolor, 7½ min. color, 16mm. Sponsor: American Airlines (through Consolidated ElectroDynamics). **Producer:** Wilding, Inc.

The Significance of You, 28 min. color, 16mm. Sponsor: Boise-Cascade Corp. **Producer:** de Martin, Marona & Associates. **Distributor:** Modern Talking Picture Service, Inc.

CATEGORY D

(Films about specific industrial subjects, products or materials, primarily for "specialist" audiences.)

Skycrane, 27 min. color. Sponsor & Producer: Sikorsky Aircraft Company.

CATEGORY E

(Films on scientific principles and research with industrial application, intended for specialist audiences, including educational institutions)

The Discoverers, 20 min. color, 16 & 35mm. Sponsor: Union Carbide Corp. **Producer:** Peckham Productions, Inc.

CATEGORY F

(Films for manpower and management training, intended for an industrial audience, rather than the public)

Operator, 14 min. color, 16 & 35mm. Sponsor: American Telephone & Telegraph Co. **Producer:** Nell Cox Films, Inc.

A Place to Grow, 18 min. color, 16 & 35mm. Sponsor: Eastman Kodak Company. **Producer:** Peckham Productions, Inc.

Ounces of Prevention, 16 min. color, 16mm. Sponsor & Producer: Firestone Coated Fabrics Co.

CATEGORY G

(Films on accident prevention, occupational diseases, health, re-education and measures of social security, intended for industrial audiences, not for the public.)

What's It Going to Cost You?, 9 min. color, 16mm. Sponsor: Consumers Power Co. **Producer:** Portafilms. **Distributor:** Portafilms Management Services.



Whatever the condition of your film, Rapid can repair, restore and rejuvenate it.

No matter how scratched, brittle, oil-stained or dirty it is. No matter how badly spliced, Rapid can give it new life.

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• WASHINGTON •

"The" Film Center, 915 12th St. NW, Washington, D. C. 20005 (202) 393-1205

• NEW YORK •

Buchan Pictures, 122 W. Chippewa St., Buffalo 2, N.Y.

Cine Communicators, 777 Third Avenue, New York, New York 10017, (212) 682-2780

The Jam Handy Organization, 1775 Broadway, New York 10019. Phone 212/JUdson 2-4060.

Projection Systems, Incorporated, 202 East 44th Street, New York, New York 10036 (212) MU 2-0995

Training Films, Inc., 33 Laurel St., Butler, N.J. 07405

Visual sciences, 599BS Suffern, N.Y. 10901

• PENNSYLVANIA •

Appel Visual Service, Inc., 12 Eighth St., Pittsburgh 15222.

Audio Visuals Center, 14 Wood St., Pittsburgh 15222, Sales, Rentals, & Repairs.

Oscar H. Hirt, Inc., 41 N. 11th St. Philadelphia, 19107. Phone: 215/923-0650.

J. P. Lilley & Son, Inc., Box 3035, 2009 N. Third St., Harrisburg 17105, (717) 238-8123.

L. C. Vath Audio Visuals, 449 N. Hermitage Rd., Sharpsville, 16150. 342-5204.

SOUTHERN STATES

• FLORIDA •

Jack Freeman's, 2802 S. MacDill Ave., Tampa (813) 839-5374.

• GEORGIA •

Colonial Films, 752 Spring St. N.W. 404/875-8823, Atlanta 30308.

• LOUISIANA •

Delta Visual Service, Inc., 715 Girod St., New Orleans 70130. Phone: 504/525-9061.

MIDWESTERN STATES

• ILLINOIS •

The Jam Handy Organization, 230 North Michigan Avenue, Chicago 60601. State 2-6757.

Midwest Visual Equipment Co., Inc. 6500 N. Hamlin, Chicago 60645. Phone: (312) IR 8-9820, and Two equipment rental locations: 571 W. Randolph — AN 3-5076. O'Hareland: 6600 Mannheim Rd. at O'Hare Inn—Phone 296-1037.

• MICHIGAN •

The Jam Handy Organization, 2821 E. Grand Blvd., Detroit 48211. Phone: 313/TR 5-2450.

• MISSOURI •

Cor-rell Communications Co., 5316 Pershing, St. Louis 63112. Equipment rental (314) FO 7-1111.

Swank Motion Pictures, Inc., 201 S. Jefferson Ave., St. Louis, Mo. 63103. (314) JE 1-5100.

• OHIO •

Academy Film Service, Inc., 2110 Payne Ave., Cleveland 44114.

Sunray Films, Inc., 2005 Chester Ave., Cleveland 44114.

Twyman Films, Inc., 329 Salem Ave., Dayton 45401.

M. H. Martin Company, 1118 Lincoln Way E., Massillon.

WESTERN STATES

• CALIFORNIA •

Coast Visual Education Co., 5610 Hollywood Blvd., Hollywood 90028. 466-1651

The Jam Handy Organization, 305 Taft Building, 1680 N. Vine St. Hollywood 90028. HO 3-2321

Photo & Sound Company, 870 Monterey Pass Road, Monterey Park. 91754. Phone: (213) 264-6850.

Ralke Company, Inc. A-V Center, 641 North Highland Ave., Los Angeles 36. (213) 933-7111

SAN FRANCISCO AREA

Photo & Sound Company, 116 Natomia St., San Francisco 94105. Phone: 415/GARfield 1-0410.

• COLORADO •

Cromars' Audio-Visual Center, 1200 Stout St., Denver 80204.

• NEW MEXICO •

University Book Store Allied Supply Company, 2122 Central East, Albuquerque 87106.

• OREGON •

Moore's Audio Visual Center, Inc. 234 S.E. 12th Ave., Portland 97214. Phone: 503/233-5621.

• UTAH •

Deseret Book Company, 33 East South Temple St., Salt Lake, 10.



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Storage Planning Manual

Bernard Franklin Company offers hand handy new 96-page "Professional Storage Planning Manual, Volume 2, No. 2" for executives responsible for storage planning in warehousing, manufacturing, stock room or production areas. They will find this convenient, fact filled book extremely useful.

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For a free copy, write on your business letterhead to Bernard Franklin Company, 4045 Torresdale Avenue, Philadelphia, Pa. 19124. To those not in the photography field, a copy is available at the publication price of \$1.50 each post paid.

Gordon Equipment Catalog

The 76 page Alan Gordon Enterprises Inc. Professional Motion Picture Equipment Catalog is arranged and indexed for easy reference, with sections on such items as 35mm cameras, 16mm cameras, lights, sound, editing equipment, projectors, accessories, tripods and every other item of interest to the professional motion picture maker.

There is a special section on

the Dynalens gyro-stal lens system plus charts of particular interest to the cinematographer.

For your copy, write Gordon Enterprises, Inc. North Cahuenga Blvd., Hollywood, California 91606

Arriflex Case Studies

A 40-page brochure highlighting user applications of Arriflex 16mm and 35mm professional motion picture cameras presents twenty-four case studies, selected from the well-known "At-Work" advertising series. Each case study is a report by a cinematographer invited by Arriflex to detail how he solved particularly challenging, difficult or unusual assignments. Film may obtain a copy by writing to Technical Information Department, Arriflex Corporation, Box 1050, Westbury, New York 11377.

Bell & Howell Brochure

"The Challenge To Compete", a brochure describing Bell & Howell's full line of Audio-Visual products and explaining how their application can help the user meet his own challenge to compete is now available. Write to the nearest Bell & Howell Audio-Visual Products dealer or to Bell & Howell, Audio-Visual Products Division, 7100 McCormick Road, Chicago, Illinois 60631

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Career Guide

careers in Motion Picture Production" ins how film-making offers a wide va- of challenging careers and covers the ilities in Hollywood, television, busi- and industry, education, government, on, medicine and film teaching.

e pamphlet also discusses the advan- of formal academic training in the us phases of film production and offers rtial list of colleges and universities ng programs in the field. Write "Ca- in Motion Picture Production" (pam- C3-87), Dept. 454, Eastman Kodak any, Rochester, New York 14650.

Camera Compendium

e second (enlarged and revised) edi- of "The Technique of the Motion Pic- Camera" by H. Mario Raimondo Souto d be on the shelf of everyone working cameras. The 322-page book offers a ora of information on all types of mo- picture cameras for the professional and ner alike.

e volume is packed with vital opera- and maintenance data as well as de- sions of special use cameras for high- , stop motion, animation special ef- kinescope recording, underwater work much more. The author skillfully rounds he book with historical comments and information on filming techniques.

he Technique of the Motion Picture era" is published by Hastings House, shers, 10 E. 40th St., New York, N.Y. 6. It's \$16.00.

Recording Guidebook

Company has published a how-to-do- ndbook for more effective use of tape ding in business and industry. The book is concerned with "idea assembly" e way that a set of furnished plans is erned with "parts assembly." It attempts how you ways to communicate ideas, ctions, and information better through recording.

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For your copy of this cleverly illustrated guidebook "Better Communications Through Tape" write Magnetic Products Division, 3M Company.

Journal Films Catalog

A wide selection of 16mm motion pictures, Super 8 film loops and filmstrips is listed in the 19-page Journal Films catalog. A valuable resource for those involved in the learning process, the catalog offers program ideas for film societies and all concerned with the film making arts. For a copy, write Journal Films, Inc., 909 West Diversey Parkway, Chicago, Illinois 60614.

Sears Film Catalog

Eight half-hour motion picture films on subjects including economic education, juvenile delinquency, college selection, community improvement, home economics and the role of police in society are listed in a catalog of free films published by The Sears Roebuck Foundation.

Seven of the eight films have been released in the eight films have been released in the past 18 months. Each film was produced in cooperation with an outside agency in the field which the film covers. The catalog is available from Audio/Visual Department, The Sears-Roebuck Foundation, 7435 Skokie, Illinois 60076.

Large Screen TV Brochure

Large Screen TV Projector brochure illustrates and describes the Kalart TeleBeam large screen TV projector. Used in educational TV and instructional TV systems in education, medicine, industry, entertainment and multimedia AV systems, TeleBeam receives and projects closed circuit television inputs from TV cameras, video tape recorders or "off the air" broadcasts. Write The Kalart Company, Inc., Plainville, Connecticut 06062.

Tape Recorder Catalog

Applications, features and specifications of the Concord line of tape recorders are described in their 4-color 1969 catalog. It covers portable cassette and reel-to-reel models, cassette, 8-track and reel-to-reel tape decks, Radiocorders and stereo tape systems.

To obtain a copy, write Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Calif. 90025.

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Dartnell Names Ten Lombardi Trophy Winners

Sales and marketing divisions of 10 outstanding companies have received Lombardi Trophy Awards for excellent sales meetings built around the Vince Lombardi motion picture, *Second Effort*, William H. Fetridge, president of The Dartnell Corporation, film producers has announced.

A special award "for excellence in all categories" was given to Mack Trucks, Inc., of Allentown, Pennsylvania. The Mack entry was submitted by C. E. Hallock, manager of marketing promotional services.

Lombardi Trophy winners in Category A (company meeting for up to 50 salesmen) were as follows: Sealed Air Corporation, Fair Lawn, New Jersey; Lukens Steel Company, Coatesville, Pennsylvania.

Winners in Category B (company meeting for more than 50 salesmen) were the following: American Seating Company, Grand Rapids, Michigan. Kroehler Manufacturing Company, Naperville, Illinois. Emerson Television Sales Corporation, Stamford, Connecticut. Gulf Oil

Company — U.S., Los Angeles, California.

Winners in Category C (dealer or distributor meeting) follow: Hussman Refrigeration, Inc., St. Louis, Missouri. The Deltona Corporation, Miami, Florida. Southern Equipment & Tractor Company, Inc., Monroe, Louisiana.

The engraved trophies bear a replica of a football on a kickoff tee. Eighty-two of several hundred companies participating in the *Second Effort* competition received certificates of honorable mention.

The film, *Second Effort* applies to salesmanship the rugged determination displayed by Lombardi and his championship Green Bay Packers until the famous coach transferred his talents to the Washington Redskins. The film has topped all records for a sales motivational movie.

Unique Film Series Trains Bell Management

Many of the Bell System Companies are using a unique series of training films in Management Training Programs currently be-

ing conducted throughout the system. The films, *Operant Management, Parts I, II, III*, and *Communications*, produced by Gotham Film Productions, of New York, demonstrate a new and efficient method of supervision whereby supervisory personnel wait for a desired behavior to occur and, when it does, reinforce it with some form of reward. Reinforcing a desired behavior increases the probability of its happening again — even when the work activity is unsupervised.

The four films were shot in a simulated classroom, using actual supervisory personnel of the New York Telephone Company. The lecturer is the Canadian behavioral scientist and management consultant, Dr. Ralph W. Dent.

The films and related textural materials are designed for use by small groups of students, as a self-testing/self training programmed instruction course. Each of the four films contains a number of built-in Stops and Breaks, at which point the students turn off the rear-screen projector and refer to the related printed materials and test booklet. All textural materials were designed by Ted Taylor of AT&T's Commercial Division.

The film was shot during the actual, uninterrupted sessions given by Dr. Dent. Two cameras were used (one for Dr. Dent and the other covering the students' questions and responses). The editing was quite complex, in order to capture the interplay of question and response, action and reaction. *Operant Management* has a total running time of 90 minutes; *Communications*

runs for 15 minutes.

The series was produced and directed by Susan Wayne, Gotham Film Productions.

Furman Films Expands Office, Studios

Furman Films, San Francisco has acquired expanded facilities in a move from 1153 Kean Street to 300 Broadway. According to William Furman, president of the company, the new location provides a shooting stage, editing and projection rooms, conference room and offices. Ne phone number is 415/781-082

Vapor Corp. Film Part of Winning Ad Presentation

The film *Tomorrow's Speed System—Today!*, produced by Kirschner Studios of Chicago-Glenview, Illinois, was part of the award winning presentation recently submitted by Vapor Corporation in the Annual Gold Spike Award competition.

The film describes the operation of a new electronic speed indication and control system. It shows a digital readout speed indicator in use on a locomotive. It also shows the step by step operation of a speed control that maintains the speed of a 100-car train constant, regardless of the number of cars that are empty or loaded. This control operates from speeds as low as 2/10ths a mile per hour. Actual scenes show loading at a coal mine in Central Illinois and at a taconite mine in Minnesota.

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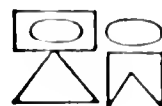
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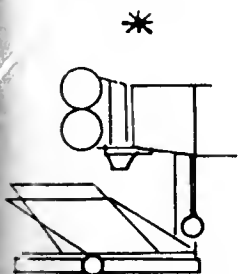
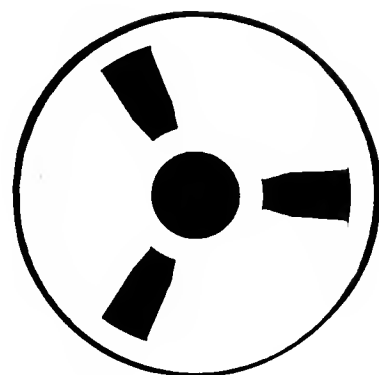
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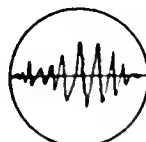
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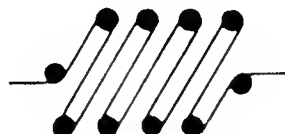
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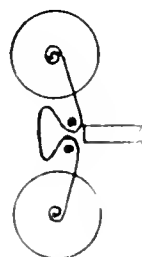
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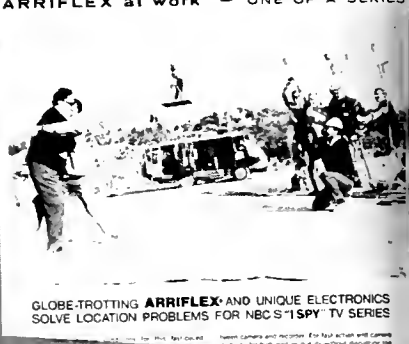
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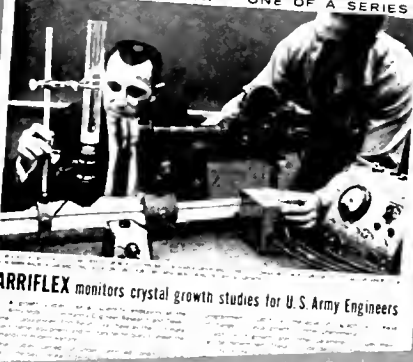
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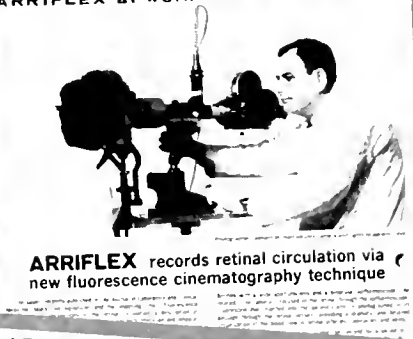
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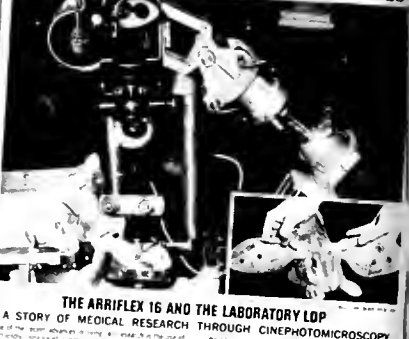
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The camera was used to scale the Alps, Andes, and Himalayas. The camera was mounted on a special rig that allowed it to move in any direction. This allowed us to get the most dramatic shots possible. The camera was also able to zoom in and out, giving us a variety of shot sizes. The result was a spectacular TV sequence that has never been seen before.



ARRIFLEX at work — ONE OF A SERIES*

ARRIFLEX COVERS OPEN HEART SURGERY FOR C.B.C. "CARDIAC TEAM"

The camera was used to cover open heart surgery. The camera was mounted on a special rig that allowed it to move in any direction. This allowed us to get the most dramatic shots possible. The camera was also able to zoom in and out, giving us a variety of shot sizes. The result was a spectacular TV sequence that has never been seen before.



ARRIFLEX at work — ONE OF A SERIES*

ARRIFLEX is astronomer's aide at Kitt Peak National Observatory

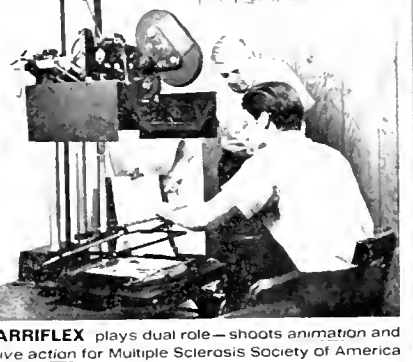
The camera was used as an astronomer's aide. The camera was mounted on a special rig that allowed it to move in any direction. This allowed us to get the most dramatic shots possible. The camera was also able to zoom in and out, giving us a variety of shot sizes. The result was a spectacular TV sequence that has never been seen before.



ARRIFLEX at work — ONE OF A SERIES*

ARRIFLEX plays dual role—shoots animation and live action for Multiple Sclerosis Society of America

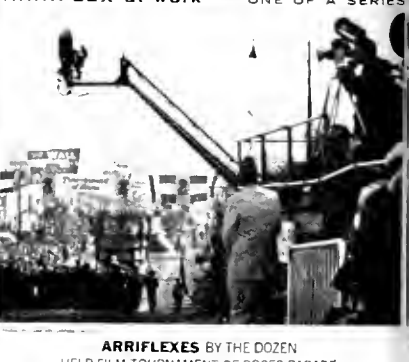
The camera was used to shoot animation and live action. The camera was mounted on a special rig that allowed it to move in any direction. This allowed us to get the most dramatic shots possible. The camera was also able to zoom in and out, giving us a variety of shot sizes. The result was a spectacular TV sequence that has never been seen before.



ARRIFLEX at work — ONE OF A SERIES*

ARRIFLEXES BY THE DOZEN HELP FILM TOURNAMENT OF ROSES PARADE

The camera was used to help film a parade. The camera was mounted on a special rig that allowed it to move in any direction. This allowed us to get the most dramatic shots possible. The camera was also able to zoom in and out, giving us a variety of shot sizes. The result was a spectacular TV sequence that has never been seen before.



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ARRIFLEX at work — ONE OF A SERIES*



ARRIFLEX gets the prizewinner

...close-up of Tony...
...dramatic punch into...
...which demonstrates...
...before appointed...
...Produced by Steve...
...the film has...
...American Film...
...the industry.

ARRIFLEX at work — ONE OF A SERIES*



ARRIFLEX goes hunting with the Missouri Conservation Commission

Filming a hawk's earth-plumber calls for sharp focus and accurate centering of the viewfinder image. That's one reason biologist Charles W. ...
...framed and focused exactly the way it's being filmed. Another reason... wide-angle and telephoto can be mounted side-by-side on the Arriflex turret, which diverges into a full 21° to ...

ARRIFLEX at work — ONE OF A SERIES*



ARRIFLEX DELVES THE OCEAN DEEP WITH RON CHURCH

...an effort to see their...
...Ron Church...
...the ocean deep...
...ARRIFLEX...
...Academy Award...
...expo67

ARRIFLEX at work — ONE OF A SERIES*



ARRIFLEX serves medicine in Cineradiography with

North American Philips Co. ...
...ARRIFLEX...
...Cineradiography...
...with

ARRIFLEX at work — ONE OF A SERIES*



ARRIFLEX achieves macrocinematographic objective for Moody Institute of Science

A 10-year project of photomicroscopy...
...Moody Institute of Science...
...ARRIFLEX...
...objective

ARRIFLEX at work — ONE OF A SERIES*



Academy Award-Winning team triumphs again at expo67

ARRIFLEX at work — ONE OF A SERIES*



I began again with an ARRIFLEX... STEICHEN

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...pictures into a film...
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ARRIFLEX at work — ONE OF A SERIES*




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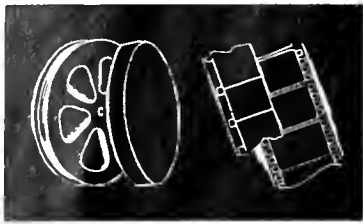
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right off the newsreel

Production '70 Slated During Late October

"Production '70", a two-day workshop in videotape television production methods will be held in two separate sessions this month in New York.

Participation in this second TV workshop sponsored by Reeves is limited to 100 persons in each of two separate sessions. The first, for educators and industrial users, will be October 22 and 23. The second, for those involved in production of commercials and programs will be October 29 and 30.

Industry leaders from throughout the country will share their production experience with participants, and each session will include a state of the art presentation, lighting demonstrations, and case histories.

Registration and other infor-

mation is available from Director of Workshops, Reeves/Actron, 565 Fifth Ave., New York, N.Y. 10017.

UFA/McGraw-Hill Scholarships Announced

The third annual University Film Association/McGraw-Hill Motion Picture Scholarships were recently announced. The scholarship competition is open to continuing graduate film students in UFA-affiliated university film departments. The scholarships, which are sponsored by the McGraw-Hill Book Company, are intended to recognize and encourage excellence in scholarship and in creative work in the area of film.

First prize of \$1,000 went to Chris Koch of the University of

Iowa, who is working toward his Ph.D. with a specialization in film history and criticism. Second prize of \$500 went to John Bartholomew of Temple University, Philadelphia, who is working for his M.S. degree.

Competitors came from virtually every American university film school. Judges were Dr. Richard MacCann, University of Kansas; Dr. Raymond Fielding, Temple University; Dr. Donald Staple, Ohio State University; and Prof. Frank Paine, Southern Illinois University.

Still Room in NAVA A-V Institute

There is still time for business training and audiovisual directors to enroll in the 6th Annual Audio-Visual Institute for Effective Communications, according to

Howard Turner, chairman of the planning committee. The Institute will be held November 9-11 at Indiana University and jointly sponsored by NAVA and the Audio Visual Center at Indiana University.

Participants learn the effective use of different kinds of projected materials in training; the preparation of low cost visual materials; the use of closed circuit TV and videotape and a number of other vital A-V functions. Ample time during the course is also devoted to "hands on" training with various types of equipment.

A highlight of this year's program will be a presentation by Harold Guzofsky, Audio Visual Consultants, Denver, a leader in the field of A-V systems installation and design.

Though enrollment is limited, *Continued on page*

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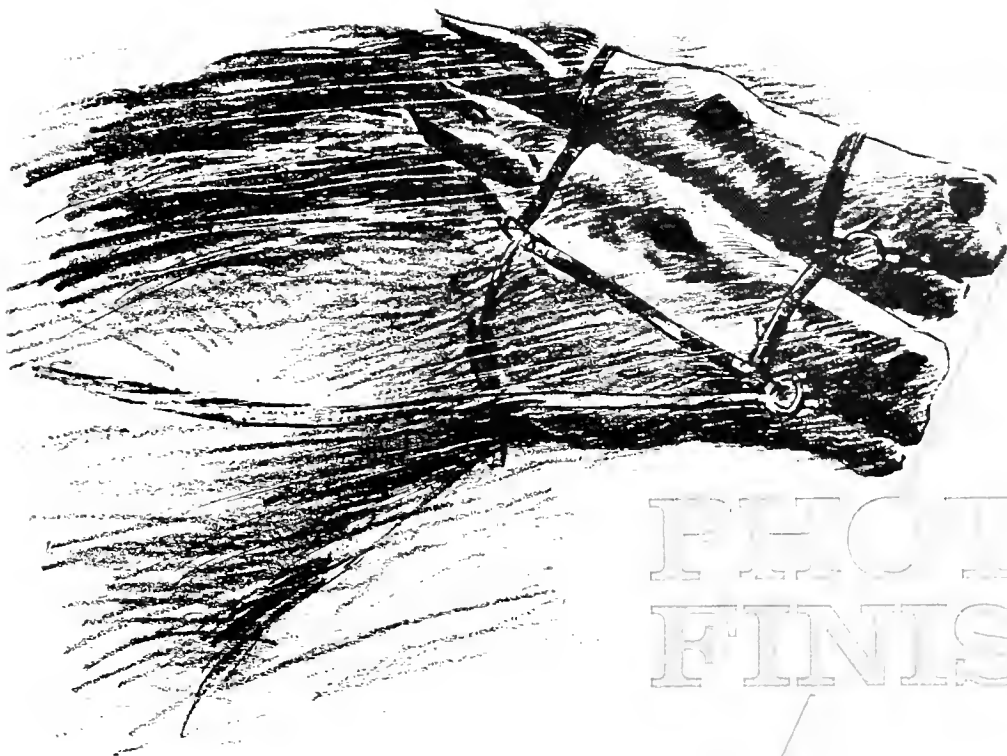


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continued

to 110 persons, there are still a number of vacancies for this year's Institute. For additional information, contact NAVA IU Institute, 3150 Spring St., Fairfax, Va. 22030. Telephone: (703) 273-7200.

"I-R 100" Competition Names Kodak Screen

The Kodak Ektalite Projection Screen has been named one of the 100 most significant new technical products of the year by Industrial Research, Inc. The 100 products are chosen on the basis of their technical importance, uniqueness and usefulness.

Winning developments are now on display at Chicago's Museum of Science and Industry.

FR Corp. Licensed to Make ME-4 System

Eastman Kodak has licensed the FR Corporation to manufacture the complete ME-4 chemistry system, used for processing

professional cine ektachrome emulsions.

The new FR ME-4 chemical packaging and preparation is especially designed to meet the requirements of the small quantity users who are not equipped to mix and consume large batches.

Spec sheets and price lists are available from the FR Corporation, 951 Brook Ave., Bronx, N.Y. 10451.

Reeves/Actron Sponsors Several TV Workshops

The Reeves/Actron Corporation is sponsoring several one-day workshops in television production. Two will be held October 14 and November 18.

Designed for persons with no television background, the workshops provide intensive studio orientation and production experience. They are being conducted by S. Douglas Gratton, vice president of production at Reeves/Actron.

For additional details, write Richard S. Christian, Reeves/Actron Corp., 565 Fifth Ave., New York, N.Y. 10017.

Modern Joins Offices In Central D.C. Location

The several Washington area offices of Modern Talking Picture Service are now located together in new quarters at 2000 L Street N.W. This space will house the film library, sponsored film sales office and regional offices of its educational division, Modern Learning Aids.

Screening facilities will be available for the convenience of Modern's clients and others.

NBC Documentaries Available to Public

Many NBC documentaries and specials are now available almost immediately after broadcast on a preview/purchase or rental basis. The NBC National Educational Film Library is a cooperative activity involving 12 major university film libraries. The libraries are located at the University of Arizona; University of California at Berkeley; University of

Illinois; University of Iowa; I State University, Ohio; University of Minnesota; University of North Carolina; Northern Illinois University, DeKalb; Oregon State University; Syracuse University; University of Texas and University of Wisconsin.

Each of these libraries have prints of selected NBC specials within four weeks of broadcast. Among the first to be available will be *Who Killed L. Eerie?*, *Down to the Sea in S* and *Mirror of America*.

Windsor Electronics Has New Videofilm Service

Windsor Electronics Systems Corp. is offering a new service for those involved in all types of audiovisual production and distribution.

With Windsor's new Video process, it is possible to take helical scan videotape in half-inch, one-inch, or two-inch mats and make a high quality transfer to 16mm motion picture film. The 16mm film can be used on a 16mm projector or reduced for use in cine 8 and super 8 formats.

For additional information
Continued on page

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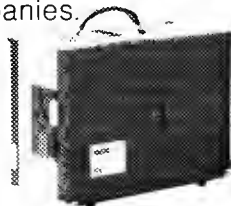
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crowd doesn't mess around. Before they decide to investigate. That's why the MPO Videotronic Super 8 projector is used by so many top companies.

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write Windsor Electronics Systems Corp., Dept. BSC, 230-08 S. Conduit Ave., Laurelton, N.Y. 11413.

Parents' Magazine Award To Da-Lite Screen

Da-Lite Screen Company, Inc. has again been awarded the Commendation Seal of Parents' Magazine for its line of slide and movie screens, including tripod, wall and ceiling, and electrically operated models.

Da-Lite Screen, located in Warsaw, Indiana, is this year observing its 60th anniversary as a leading manufacturer of slide and movie screens.

Universal Training Moves to Larger Quarters

Universal Training Systems Company has moved to newer, larger quarters. Additions to the staff and an increased flow of activity necessitated the move. The company creates custom training materials for industry, government and the financial community as well as distributing prepared programs for sales, clerical and management training.

The new address of the firm will be 7101 N. Cicero Avenue, Lincolnwood, Illinois 60646.

S. A. Productions Begins Work in New Jersey

Sidney R. Aronson, formerly executive producer at Vision Associates, has formed S.A. Pro-

ductions in Hillsdale, New Jersey to specialize in the production of documentary and educational motion pictures.

S.A. Productions has been working on a documentary for Roosevelt-Campobello International Park Commission deal with the island of Campobello and the years spent there Franklin D. Roosevelt.

S.A. is located at 305 Rd., Hillsdale, N.J. 07642.

R. M. League Shifts to Scripts and Consultation

Robin League, a television audiovisual writer/producer more than 15 years, reports R.M. League & Associates is specializing in scripting and active production consultation business and industrial clients.

The shift reflects the fact during the first half of 1969 the services accounted for nearly two-thirds of the firm's activity. League & Associates is located at 4426 Jarboe in Kansas City, Mo. 64111.

3M Opens West Coast Sales Outlet in L.A.

3M Company has opened a new West Coast sales outlet at 6023 Garfield Avenue in Los Angeles, California. The outlet will be the Western headquarters for sales of 3M Ferrania bromide motion picture raw stock.

James G. Maxwell has been named sales representative for the area.

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the screen executive

Electrographic Forms Communications Unit

The Electrographic Corporation has formed a marketing Communications Service unit, coordinating the capabilities of all of its film, videotape, illustrative, photography, graphics, laboratory, film distribution and sales promotion services into a new one-stop service.

Leon A. Kreger has been named vice president of the new unit.

Singer Appoints Barron VP, Marketing Division

Joseph W. Barron has been named vice president, marketing for the Education and Training Products Group of the Singer Company.

Barron will be in New York City and will be responsible for the organization and development of Singer's marketing programs in the field of education.

Chappell & Co. Elects Weiser Vice President

Norman S. Weiser has been elected a vice president of Chappell & Company, Inc., a music publishing organization.

Weiser will serve as general manager of the firm's music publishing operations in the United States.

Bradley Is Director at Elgin Nat'l Industries

Elgin National Industries has

appointed Robert J. Bradley a director of the company.

Bradley will be working in the New York office, supplying time products, appliances and leisure and home entertainment products and providing specialized engineering and constructive services for industry.

Stoneman to Chairman at Metro-Goldwyn-Mayer TV

Metro-Goldwyn-Mayer Television has named Russell C. Stoneman general chairman of the 10th annual International Broadcasting Awards, which will honor the "world's best" radio and television commercials of 1969.

The event is scheduled for March 10, 1970.

Vezenia Named Manager Bill Stokes Associates

Yves Vezenia has been named video-tape producer and production manager for Bill Stokes Associates, Inc., audiovisual design services.

Vezenia's responsibilities include total production through of films and television commercials.

Movielab Names Crane VP Of National Sales

Robert G. Crane has been named vice president of national sales for Movielab, Inc. Crane was formerly president of key Pathe Labs when they were acquired by Movielab last month.

Continued on page 11



"Who's watching the store?"

This famous old question has many answers at Geo. W. Colburn Laboratory. After the answer print, Raymond Czarnik is one of the most important of these answers.

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London Becomes Partner, Stockholder of Vision

Mel London, vice president of Vision Associates, Inc., has become a partner and stockholder of that company and its subsidiary, Vision Distribution, Inc.

Perry Heads Theatre Operations at Modern

Modern Talking Picture Service, Inc., has appointed Sy Perry manager of theatrical operations for the film distributing company.

Perry will supervise the distribution of free 35mm shorts to motion picture theatres throughout the United States.

Dowhen Appointed VP, Marketing at Filmedia

Garrick S. Dowhen has been named vice president of the marketing division at Filmedia Studios, Inc., in Washington, D. C.

Dowhen will be coordinating all sales and market research at Filmedia, with special emphasis on industry sponsored and educational motion pictures.



DOWHEN



MEUTH

Mueth to A-V Supervisor At Southwestern Bell

H. Ralph Mueth has been named general audiovisual supervisor for Southwestern Bell Telephone Company headquartered at St. Louis.

Mueth will be responsible for all audiovisual activities, including production, distribution and closed circuit TV.

Around the Industry

Among the newly-named plant managers for Photolamp Plants of Sylvania Electric Products Inc., are Eugene W. Desaulniers and Ward H. Powers . . . Carl D. Sallach has joined Modern Talking Picture Service, Inc., as

account executive . . . Richard Christian has been named director of workshops for Reeves Production Services . . . Kurt Openheimer has joined Reeves Actron as vice president, engineering . . . Audiscan, Inc. has appointed Wally Fontaine personnel and training director . . . R. Neil Moran is controller F&B/CECO Industries, Inc. . . . Superscope has appointed Rob D. Carrell director of the company's new tape duplicating division . . . Jack White has been named animation director for E Stokes Associates, Inc. . . . An Burd has joined The Film-makers as director/writer/producer . . . C. Jere Jones has joined Commercial/Photographic Productions as manager of business development . . . Reeves/Actron has appointed Ken F. Winslow as director of educational services . . . Arie Landrum has been named regional marketing manager at Berkey-colorTran, Inc. . . . Robert G. Forbes has joined Commercial/Photographic Productions, of Seattle, as recording engineer . . . A series of promotions, transfers and appointments have been made at the audiovisual products division of the Bell & Howell Company. Promoted were: Philip H. Rittmeyer, to manager, educational systems marketing, and Sherwin Leff, to manager of sales for casting and market analysis. Transferred were: Richard Bowden, to special services manager and acting regional sales manager, and Don G. Westergren to special industrial sales representative; Appointed were Norton Richards as manager marketing administration and Michael J. Jordon as regional sales manager for the eastern United States . . . Lynn Stewart has been appointed advertising manager for Bell & Howell video and audio products division . . . Ken F. Winslow has joined Reeves/Actron, a division of Reeves Telecom Corporation as a director of educational services . . . Hugh Robertson has been appointed midwestern regional sales manager, video products, Sony Corporation of America . . . Allegro Film Productions, Inc. has named Tom P. Hoppe producer for T.V. commercials and Bob Madero writer/producer for industrial film

Videotape Speeds Press Repair, Service Training

REPAIR AND SERVICE of large printing presses is taught more efficiently than ever before with the aid of videotape recording.

The Miehle division of Miehle-Goss-Dexter, Inc. (M-G-D), one of the world's largest manufacturers of printing presses, uses videotape recording to help train hundreds of manufacturing personnel at its Chicago plant and servicemen at nearly a dozen company service centers throughout the U.S. and Canada.

The Chicago-based firm has produced a library of 75 video tapes in the two years it has been using videotape recording in its training program. Video programs cover everything from technical demonstrations on methods of servicing and operating large and small printing presses to general information talks by Miehle officials.

The videotaped lessons effectively cover a subject in half the time it formerly took to present the material using standard audiovisual methods, according to Miehle training director Nick Heinz.

Videotape recorders, used with television cameras, record pictures and sound on magnetic tape for immediate or delayed playback on television screens, in much the same manner as home audio tape recorders record and play sound alone.

Heinz said there are presently four training and two sales conference rooms at the company's Chicago office with television monitors linked by cable to an Ampex VR-7000 closed circuit videotape recorder. A single training program can be viewed simultaneously in all four rooms.

In one recent week, 176 man hours of instruction for the manufacturing department were shown on video tape. Since then the company has acquired an Ampex VR-7500 to further expand the program.

On his cross-country trips, Heinz takes one of the Ampex recorders and one or more close-circuit television cameras. At each stop he rents or borrows television monitors. At each location he can present, to 50 or more employees at a time, a videotaped talk by a company official on quality control, efficiency or safety. He also presents to smaller groups (sometimes only five men) tapes explaining how to service machinery, how to identify problems or how to install a particular part of a press.

His trips often take him to printing plants using new M-G-D presses. With camera and recorder he records pictures of the new equipment on tape for replay later to employees all over the country.

Recordings of equipment in the field are usually made on the VR-7000. At the training office in Chicago, the tapes are edited on the more sophisticated VR-7500 until the recording is in presentable, logical form. A discussion of the visual material can be added to the audio track during taping or editing.

Heinz said employees are enthusiastic about the television presentations. "In a few minutes on tape you can show many aspects of a large machine. By the same token, you can demonstrate and discuss a tiny part that looms larger on the television screen than it would if you held it in your hand."



To videotape an instructional program on the production, repair or service of Miehle presses, a crew sets up recorder (left) and cameras to record the program for immediate or later use.

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the camera eye

By O. H. Coelln

Real "Film Awareness" is Basic Key to Need and Use of Sound Projector

THE SOUND FILM MEDIUM is the message. Constant awareness, through reading of these pages, through the catalogs and guides offered by distributors and producers of today's highly-useful factual motion pictures, and through the entry lists of domestic and overseas film festivals can enrich both educational and recreational programs of companies, trade groups and institutions.

Awareness of available free-loan and rentable (or purchased) factual films creates the need for projection equipment, screens and lamps: it is the most positive factor creating such demand. Awareness of today's excellent titles, widely available, takes the idle projector off the storeroom shelf and *puts it to work*. Your basic library is incomplete without the updated catalogs of such national film distributors as Association Films, The Jam Handy Organization, Modern Talking Picture Service, Sterling Movies, Inc., and United World Films.

Are you getting the "new release" mailings of such producers as BNA Films, Dartnell Corporation, Roundtable Films, to

name just three primary creative sources of most useful training films?

Alert to scientific progress, are you in contact with the Audio-Visual Branch, National Aeronautics & Space Administration (Washington, D.C. 20546) or the Office of Economic Opportunity, the Atomic Energy Commission? Assuming you're in "Bell System" country, have you asked the Information Department of your local Bell System office to keep you posted on important new films available?

It's always been the basic credo of BUSINESS SCREEN to keep our readers aware of useful, *available* new titles. You can expect that our pages in 1970 will be *even more functional* in this role. For these films are the lifeblood of communications' progress.

Let's be specific, get down to titles of recently outstanding films you must know about. Recent CINE "Golden Eagle" winners for 1969 include the following NASA titles: *America in Space: the First Decade*; *Apollo Mission Highlights*, and *Bridge to Space*. Ask your Bell System local film library about such titles as *Lasers Unlimited* and *Voices from the Deep*, both created by Jerry Fairbanks Productions.

Industrial research is well presented in

The Discoverers, sponsored and distributed by Union Carbide Corporation; Peckham Productions was the ingenious producer. World trade has no finer current advocate than *A Gathering of One*, produced by Henry Strauss for IBM World Trade Corporation.

The American scene is beautifully portrayed in such "Golden Reel" winners: *The American Trail*, co-sponsored by the U.S. Department of the Interior and Humble Oil. This Larry Madison production upholds a great talent in picturing the outdoor scene. It's widely available from Modern Talking Picture Service libraries.

And Modern also offers such a recreation: United Air Lines' fare as *Honolulu* the long-titled *Once Upon a Time a Beautiful Young Damsel Flew to New York Town on Silver Wings* (produced by MPO).

Association Films' long list of free-loan titles contains the CINE winner, *41 North 67 West*, on North Atlantic commercial fishing.

We're sure you know that a whole series of National (Professional) Football League films, sponsored by American Express, is available from libraries of Sterling Movie

Continued on page 18

Announcing the other half of your slide projector.



The half you hear.

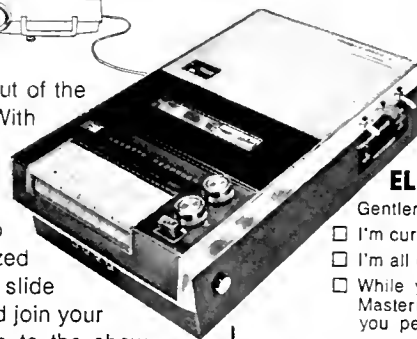
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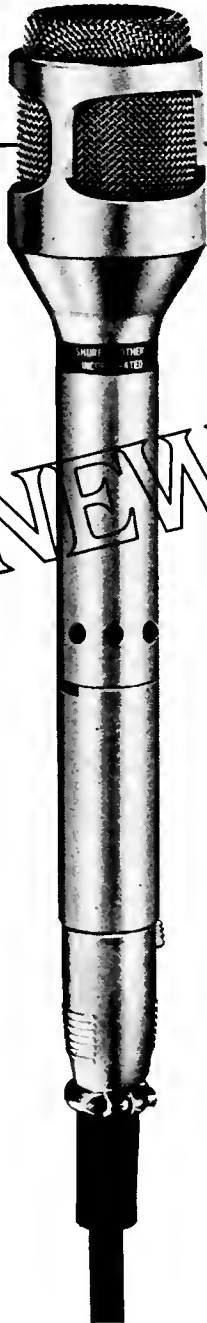
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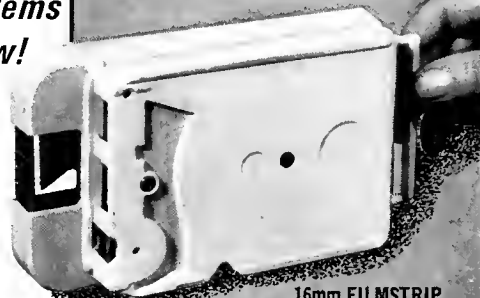
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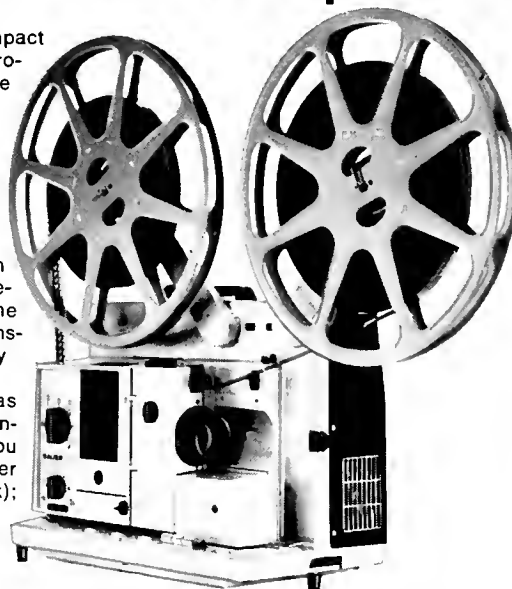
The p.a. system that shows pictures.

Bauer's P6 automatic is a compact 16mm auto-threading sound projector, of course. You can see that.

What you can't see is its remarkable 15-watt transistorized amplifier. But you can hear its effect. Clearly, cleanly, and (with optional 20W speaker) in most large size auditoriums, whether you use films with optical or magnetic tracks. Because this rugged, handsome projector takes either and transforms them into high-fidelity sound.

The P6 automatic also has magnetic recording capability (including sound on sound, so you can add your own comments over music you record on the track); mike, record player and tape recorder inputs; built-in 3W speaker; and separate volume, bass and treble controls.

Of course, this "p.a. system" is also a brilliant projector, with optional 4000' capacity and 2-speed film drive, forward or reverse. Bauer also makes the P6 automatic with a Marc-300' metal-arc lamp that puts out more than *four times* the light of conventional projector lamps. That you must see to believe.



See your dealer or write to: Allied Impex Corp., 168 Glen Cove Rd., Carle Place, L.I., N.Y. 11514. Chicago; Dallas and Glendale, Calif.



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automatic-M151

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camera eye ...

continued

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Know about Eastman Kodak's sponsorship of some of the nation's best factu films? Mort Goldsholl's production for E of *Worth How Many Words* should be every PTA or related community-school action program through the months ahead.

Every title we've named above is available on *free loan* for any sizeable group audience. Cost will be little more than the time to write or phone the source, plus little postage.

For a slightly larger budget, you can buy or rent excellent supervisory relationship management-oriented sound films from BNA Films or Roundtable Films. For sales-training, the major national source has to be Chicago's Dartnell Film Library.

So there's a beginning, if you haven't a ready made one. *Start an active, regularly programmed employee film "showcase" in your plant or office.* Watch these pages months ahead for (a) Reference Shelf listings of the latest film catalogs from every source; and (b) for classified listings of recommended new titles, reviewed by category, from "agriculture" to "X-ray."

You'll not only end up as "film-minded" you'll bring a world of *extra information* more *know-how* and *worthwhile recreation* to both executives and employees. You also increase your company's awareness of what's best in today's films and improve your next film production.

"Challenges of the 70's" Noted by Industrial Audio-Visual Association

Members of the Industrial Audio-Visual Association, all of them real "pros" in the business of communication in their respective companies, are meeting some of the real challenges of the 70's at their fall meeting in Philadelphia next month (October 14-17).

IAVA's program will also take up *pollution of our air and water; the population increase; black/white relations; human inter-relations; and human alienation.*

Credit is due the Eastern Region program committee for bringing to Philadelphia some extremely well-informed authority on these subjects. Dr. Rod Napier will enlighten these A-V executives on "Selective Perception and the Communications Process—Problem Solving." Dr. Donald Otterburg, of the Eagleville Rehabilitation Center will give his views on "Alcoholism at Drug Addiction in Industry." Obie L. McKenzie, experienced recruiter for Bethlehem Steel, will talk on "Recruiting the Black College Graduate."

The meeting is open *only* to IAVA members and prospective members. But the subjects are of universal concern and will be reported in-depth in these pages, with relevant film titles references where they are available.

—OH

your lab processor
will operate

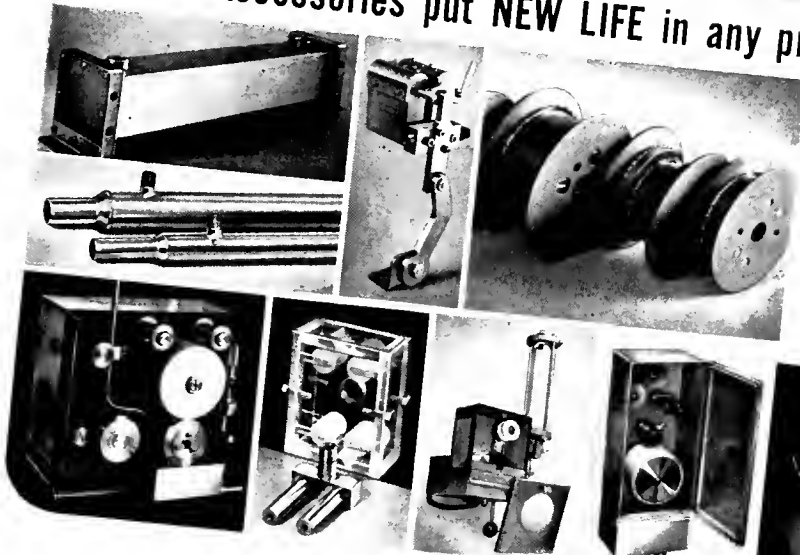
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THE A-V CALENDAR

OCTOBER

12th International Film & TV Festival of New York, October 14-17, Americana Hotel, New York City.

Industrial Audio-Visual Association (IAVA) Fall Meeting, October 15-17, Marriott Motor Hotel, Philadelphia, Pa.

10th Annual Conference and Cindy Banquet, Information Film Producers of America, October 16-18, Sheraton-Palace Hotel, San Francisco.

Production '70, videotape and TV seminar, sponsored by Reeves/Aetron, October 22-23, New York City.

17th Annual Columbus Film Festival, October 29-November 1, Neil House Motor Hotel, Columbus, Ohio.

NOVEMBER

5th Chicago International Film Festival, November 8-19, Chicago, Illinois

6th Annual Audio-Visual Institute for Effective Communications, sponsored by National Audio-Visual Assn., November 9-14, Indiana University, Bloomington, Ind.

10th International Industrial Film Festival, November 11-14, Berlin, Germany.

Council on International Nontheatrical Events (CINE) Annual Awards Banquet and Exhibition, November 14, NEA Building, Washington, D.C.

16th Annual "Days of Visuals", sponsored by National Visual Communications Assn., November 16-18, Essex House, New York City.

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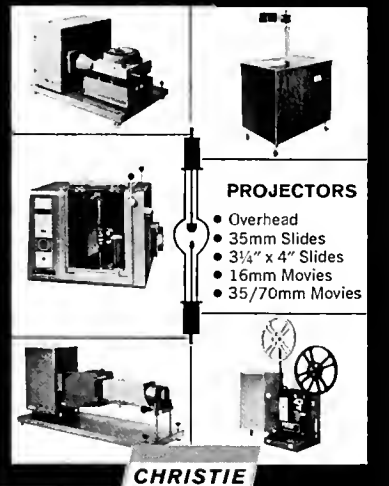
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There are only about 200 TV markets in the whole country, including a couple of places you've probably never heard of.

Most PR films that do get TV distribution wind up being seen in 50 or so markets. Occasionally as many as 75. And once in a very blue moon, somebody does a great distribution job for a great film and breaks the 100 market-barrier.

It takes an unusually good film to get that kind of acceptance. It also takes a real pro to make that kind of distribution happen. And it usually takes a year or more.

That's why we're so button-popping proud of what we've been able to do for "Our Man In The Middle", a new film about today's police officer produced for the American Bar Association in cooperation with the Chicago Police Department and the Sears-Roebuck Foundation.

The film is excellent. The topic couldn't be more timely. And we did get bookings with every one of the TV stations listed above within the first 30 days.

Whether it's TV, schools, clubs, movie theaters... or a mix of *all* of today's distribution media, if you've got the film, you'll find it really pays to talk with the man from United World.



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THE BUSINESS SCREEN SURVEY OF SPONSOR A-V ACTIVITY

This third Business Screen Index to the active sponsors of motion pictures, slide-films, and audiovisual presentations covers only titles produced during 1968. In most cases statistics have been verified through direct contact with the respective sponsors. This exclusive report on audiovisual media is continued from the August issue.

—O—

Oceania Foundation (1)
Official Sports Films (1)
Ogilvy and Mother (3)
O'hara, Eliot (1)
Ohio Bell Telephone (1)
Oil Shale Corp. (1)
Oliex Corp., The (1)
Olivetti Underwood (1)
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Orchard School for Special Education (1)
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Ortho Pharmaceutical Co. (1)
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Our Lady of the Snows (1)
Outdoor Power Equipment Institute (1)
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Owens-Illinois (1)
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—P—

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Pan Am (45) (2-AvP)
Paquin (1-sf)
Paradise Park, Inc., Hawaii (1)
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Penn Central Railroad (1)
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Pepsi-Cola Co. (6) (1-sf)
Perkins School for the Blind (1)
Perma-Foam, Inc. (1)
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PFC (1)
Pfizer Lab. (1)
Philadelphia College of Textiles and Science (1)
Philadelphia Electric Co. (1)
Philadelphia United Fund (1)

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Phillip Morris (1-sf)
Phillips Petroleum Co. (1) (1-AvP)
Phillips-Ramsey (3)
Phoenix Hockey Club (1)
Picatinny Arsenal (1)
Pickands-Mather (1)
Pick Foundation (3)
Piel Brewing Co. (1)
Piper Aircraft (1)
Playboy Magazine (3) (13-sf) (1-AvP)
Plimouth Plantation (1)
Pohlman Foundry Co. (1)
Point-of-Purchase Adv. Institute (1)
Pontiac (1)
Paper & Co., Wm. C. (1)
Porcelain Enamel Institute (1)
Porsche of America (1) (1-sf)
Porter, H. K. (1-sf)
Post-Keys Gardner (1)
Potomac River Comm., Soil Cons. Soc., N.A.H.B. (1)
Pomey Corp. (1)
Pratt Institute (1)
Pratt and Whitney Tool Div. (4)
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Pre-School Medical Survey of Vision and Hearing (3)
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Professional Research, Inc. (1)
Progresso Foods (1)
Provident National Bank (1-sf)
Prudential (1)
Prudential Life Insurance (1)
Public Broadcasting Lab. (2)
Public Health Service (2)
Purchasing Magazine (1)
Purpose Film Center (1)

—Q—

Q M Productions (1)
Quaker Oats Co. (2) (3-sf) (6-AvP)

—R—

Rachelle Pharmaceutical (2)
Radcliffe Adv. Agency (1)
Raiders (1)
RR Western. Assn. of (1)
Ralston-Purina Co. (1) (1-sf)
Rasmussen (1)
Raybestos/Manhattan Co. (1)
Raytheon (1)
RCA (4)
Reader's Digest Assoc. (2)
Recreation Investment Corp. (1)

Red Ram Products (1)
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Restaurant Associates, Inc. (1)
Renell (2-sf) (1-AvP)
Revere, Paul, Life Insurance Co. (1-sf)
Revlon (1)
Rex-Inc. (1-sf)
Reynolds Metals Co. (3-sf)
RFG Associates (1)
Richmond United Givers Fund (1)
Ridge Tool Co. (1)
Ritchie, E. S. and Sons (1)
Rival (1)
RKO General (1)
R. N. Productions (2)
Rochester Products Corp. (1)
Rockwell Corp. and Southern Highland Handicraft Guild (1)
Rogers Pierce, Inc. (1)
Rohm and Haas Co. (1)
Rolling Rock Racing Assn. (1)
Ross Roy (1)
Rotek, Inc. (1-sf)
Ronth, D. Co. (1)
Royal Advertising (2)
Royal Castle System (6-sf)
Royal Globe (1)
R.T.E. Corp. (1)
Rundle, J.B. Inc. (1-sf)
Ryan Aeronautical (1)

—S—

Saint Augustine's High School (LaJolla, Ca.) (1-sf)
Saint Elizabeth's Hospital (1)
Saint Francis Hospital (1)
Saint Lawrence University (2)
Saint Louis Cardinals and Anheuser-Busch Inc. (1)
Saint Louis University (1)
Saint Paul United Fund (1)
Saint Petersburg Times (1-sf)
Salvo Machinery Co. (1)
Sanders Assoc. (27) (3000)
San Diego, The City of (1)
Sandoz Pharmaceuticals (1)
SF Bay Area Rapid Transit (1)
S.F. Bay Commission of California (2)
San Francisco Bay Olympic Committee (1)

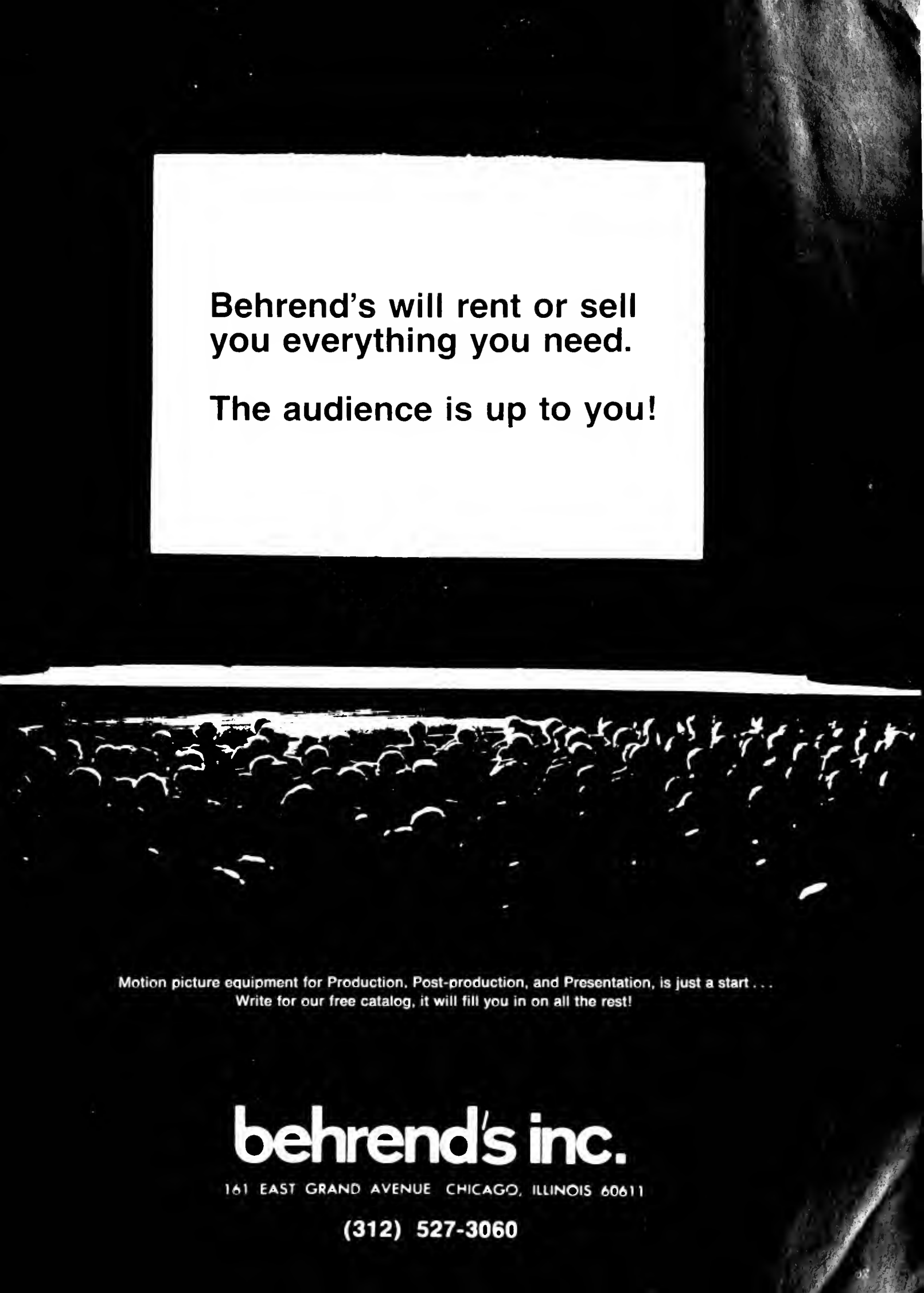
Sanka (1)
San Mateo County, Cal. (1)
Saturday Evening Post (1-AvP)
Scandinavian Airlines (2)
S.C. Films Inc. (1)
Schalkenbach Foundation Robert (1)
Schering Corp. (3)
Schlitz Brewing Co. (3) (1-AvP)
Scholastic Magazine (1-sf)
Scholwaski (1)
School Vet Medicine (1)
Schultz Co., The (1)
SCT Adv. Agency, Houston (1)
Scientific American, Inc. (1)
Scott Paper Co. (2)
Scottsdale Chamber of Commerce (1)
Screen Gems (1)
S.D.G.E.E./Phillips-Ramsey (11)
Seagram's (1)
Sealand (1)
Sealy, Inc. (1)
Sears Roebuck and Co. (7) (3-sf)
Sears-Ship Corp. (1)
Seattle Chamber of Commerce (1-AvP)
Seattle Community Picture (1)
Seattle King Co. (1)
Seattle Pacific College (1)
Segerstrom Enterprises (1)
Seven-Up Co., The (1-sf)
Shell Chemical (1)
Shell Oil Co. (3)
Sheraton Hotels (1-AvP)
Sherman Paper Co. (1)
Sherwin Williams (2)
Shoe Mfgs. Assoc. (1-sf)
Shoney's Big Boy Restaurant (1-sf)
Sierra Club (1)
Sierra Research Corp. (2)
Silver, Richard H. Agency (1)
Simmons Co. (1-sf) (1-AvP)
Simoniz (1)
Simplex Wire and Cable (1)
Simpson Timber Co., The (1)
Singer Co., The (4)
Skelly Oil Co. (1-sf)
Small Business Administration (1)
Smith College (1)
Smith, A.O. Harvestore Products (2)
Smith, Kline and French Labs (4)
Smith's (Mrs.) Pie Co. (1)
Snelling and Snelling (1)
Society of Jesus (1)
Society for Visual Education (4) (4-sf)
Sohigo Fertilizer (1)
Southern Baptist Radio-Commission (1)
Southern Calif. Chapter Arthritis Foundation (1)
Southern Calif. 1st National Bank (1)
Southern 500 Film Corp. (1)
Southern Paper Co. (1)
Southland Corp. (2) (1-sf)
Southwestern Bell Tele. (2)
Sowerwine, Richard and Assoc. (1)
Space-O-Matic Co. (1)
S.P.C.A. (1)
Spears and Jackson (1)
Spiegel (1)
Spelman College (1)

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Stanford University (1)
State Stone and Mfg. Co. (1)
State University of N.Y. at Buffalo (1)
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Sterling Electronics Corp. (1)
Robert L. Stevenson, Inc. (1)
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Stevens, Patricia Franchise Corp. (1)
Stevenson, Inc., Robert (1)
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Stuart Steel Corp. (1)
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Sundstrand Corp. (1-sf)
Sunkist Growers, Inc. (1)
Superior Electric Neduland (1)
Super Market Institute (1)
Super Valu Stores, Inc. (1-sf)
Suwannee River Authority/Stephen Foster Memorial Comm. (1)
Swedish Export Organization (1)
Swindell Dressler Co. (1)
Sylvania Electronics (1)
Syndicated Billboards for TV (1)
Syntax (1-sf)
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Systems Engineering Labs (1-AvP)

—T—

Tandy Corp. (1-sf)
Taste-Freez (1)
Teaching Films, Inc. (20)
Tea Council of U.S.A. (1)
Team Industries (1)
Tele-Ad, Hollywood, Ca. (1)
Television Station WITN-TV (1)
Temple University Health Sciences Center (1)
Tenderall/Baxter Labs. (1)
Tennessee Valley Authority (1-sf)
Texaco Corp. (1)
Texas A&M University (1)
Textile Dye Institute (1)
Tetron, Inc. (1)
Thank You Brand Pudding (1)
Thayer Knomark (1-sf)
Theatre Guild Productions (1)
Theme Event Ltd. (1)
Thermo King (1)
Thompson, J. Walter (1)
Time, Inc. (266) (1-sf)
Time-Life, Inc. (1)
Timex (4)
Toiletary Merchandises Assn. (1-sf)
Toni Co. (1)

Toro Mfg. Co. (1)
Tourism Council (1)
Toyota (1)
Transcontinental (1-sf)
Transogram/Smith (1)
Travel America (1)
Trenton Chamber of Commerce (1)
Tri-Products Corp. (1)
Trolley Systems, Inc. (1)
T.R.W. (1)
Turfski Inc. (1)
Turkish Information Office (1)
TWA (4)

—U—

Uarco Business Forms (2)
Ulano Products Co. (1)
Unicord Corp (1)
Unidynamics/Phoenix (1)
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Union Carbide Corp. (2)
Union College (1)
Union Oil Co. (3)
Uniroval (1) (3-sf) (2)
United Aircraft (1)
United Airlines (4) (2-sf) (1-AvP)
United Appeal (1)
United Appeal of Centrl. Md. (1)
United Appeals of Greater Cleveland (1)
United Artists (1)
United Bay Area Crusade (1)
United Community Funds and Councils of Ca. (1)
United Community Fund (1)
United Fund (4)
United Fund of Buffalo (1)
United Fund of Niagara Falls (1)
United Good Neighbors (Portland, Oregon) (1)
United Hospital Fund of New York (1)
United Methodist Church (1)
United Motors (1-sf)
United Nuclear Corp. (1)
United Service Auto. Assoc. (1)
United Sierra (1)
United Van Lines (1-sf)
United States Agency for International Development (1)
United States Air Force (18)
United States Army-Air Force (2)
United States Army Corps of Engineers (2)
United States Army Munitions Command (1)
United States Army Pictorial Service (5) (2-AvP)
United States Atomic Energy Commission (1)
United States Coast Guard (12) (20-sf) (8-AvP)
United States Bureau of Mines (1)
United States Bureau of Outdoor Recreation (1)
United States Department of Agriculture, Soil Conservation Service (1)
United States Department of Defense (1)
United States Department of Labor (1)
United States Department of

Revenue (1)
United States Directorate for Armed Forces Info. and Education, The (20)
United States Department of Health, Education and Welfare (35)
United States Department of Housing and Urban Development (2) (2-sf)
United States Department of the Interior (5) (1-sf)
United States Material Command (1)
United States Federal Aviation Agency (1)
United States Figure Skating Assoc. (1)
United States Forest Service (3) (1-sf)
United States Gymnastic Federation (2)
United States Gypsum (1)
United States Industries (7)
United States Information Agency (37)
United States Marines (3)
United States Naval Applied Science Laboratory (1)
United States Naval Facilities Engineering Command (1)
United States Navy (58)
United States Naval Ordnance Lab. (3)
United States News and World Report (1-AvP)
United States Office of Economic Opportunity (4) (1-sf)
United States Peace Corps (1)
United States Post Office (7) (1-sf)
United States Public Health Service (3)
United States State Department (5)
Universal Medical Research (1-sf)
USPHS (2) (1-AvP)
United States Plywood-Champion Paper (3) (1-sf)
United States Steel Corp. (5)
United States Surgical Corp. (2)
United States Tobacco (1-sf)
United States Treasury Department (1)
United World Films (1)
UNIVAC (3)
Universal (2)
Universal Educational Films (1)
Universal/Pan Am (1)
Universal Textured Yarn Inc. (1)
University of Arkansas (1)
University of California (1)
University of Computing Co. (1)
University of Illinois Alumni Assn. (1)
University of Pa. (3)
University of Washington (1)
Upjohn (1)
Urban League of United States (1)
UTD Corporation (1)

—V—

Valmont Industries (1) (1-AvP)
Vaughn, Thomas (Portland, Ore.) (1)
Vceder-Root (1)
Velzy, Charles R., Assn. (1-sf)
Vicks Chemical Corp. (1) (1-sf)
Virginia Division of Indus-

trial Development (1-sf)
Virginia Travel Council (3)
Visual Electronics (1)
Vocational Films (1)
Volare Shoes (1-sf)
Volkswagen (4) (9-sf) (1-AvP)

—W—

Waddell & Reed (1)
Wolford Oil Co. (1-sf)
Walker-Scott Corp. (5-sf)
Wallace, Lloyd, Assoc. (1-sf)
Ward School Bus Mfg. Co. (1)
Warner-Chiliott Labs (1)
Warner Lambert (1-sf)
Warner-Lambert Pharmaceutical Co. (1)
Washington National Insurance (1-sf)
Washington State Department of Motor Vehicles (1)
Waterbury Farrel (1)
Wayne Oak Bank (1)
Weatherhead (1)
Weill/Strother (1)
Weil-McClain Co. (1)
Welcome Wagon (1)
Wells Jewelry (1-AvP)
Wells, Orson Productions (1)
Western Auto Supply Co. (1)
Western Electric (1)
Western Gear Corp. (1)
Western-Southern Life Insurance Co. (1)
Western Union Corp. (2) (1-AvP)
Westgate Co. (1)
Westinghouse (14) (26-sf) (3-AvP)
West Texas Boy's Ranch (1)
Westinghouse Learning Corp. (1) (11-sf)
West Point Pepperell (2)
West Vaco (1)
Weyerhaeuser Corp. (2)
Whirlpool Corp. (2) (1-sf)
White Motor Co. (1-sf) (1-AvP)
White Trucks (1)
Windsor Gardens (1-sf)
Winter Park Ski Area (1)
Winters, Johnathan (1)
Winthrop Laboratories (2)
Winthrop-Scott Inc. (1)
Wire Reinforcement Institute (1)
Wisconsin Motor Vehicle Dept. (1)
Witco Chemical (1)
Withrow Oil Co. (1-sf)
Witt, Chemical Products (1-sf)
W-K&M Co. (1)
Women's Club, The, H.B.A.M.D. (1-sf)
Women's International Bowling Congress (1)
Wood Components—1968 (Oregon) (1-sf)
Woodman Machine Co. (1)
Wool Bureau (1)
Worcester Telegram & Gazette (1)
World Travel Services (1)
World Wide Art Products (1-sf)

—XYZ—

Xerox Corporation (2)
Yarway Corporation (1)
York Air Conditioning (1)
York-Shipley, Inc. (1)
Youth for Understanding (1)
Yuma Proving Grounds (1)
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Zenith Sales Corp. (1-sf) (1-AvP)



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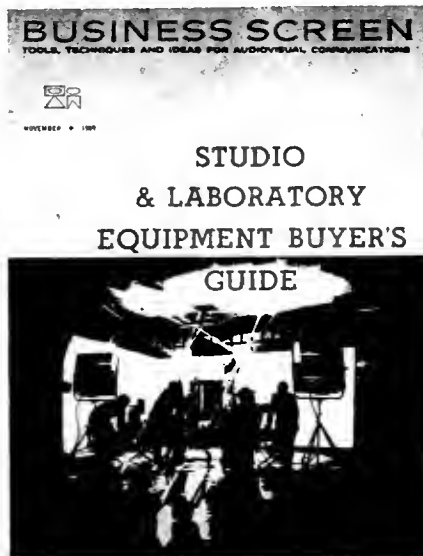
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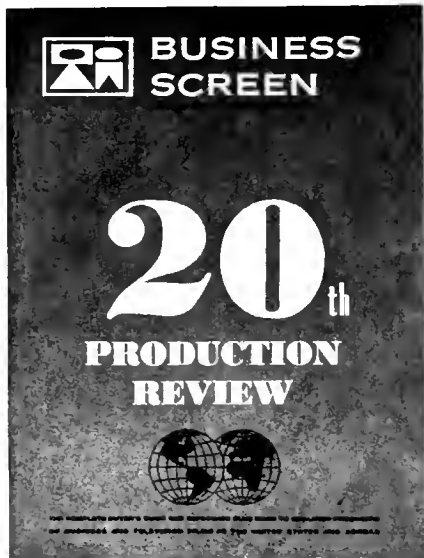
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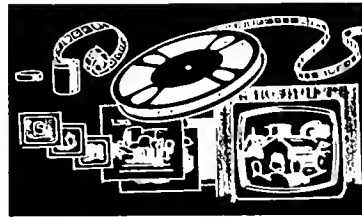
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picture parade

Las Vegas Swings in New United Air Lines Film

The latest in United Air Lines' "swinging cities" films stars Las Vegas in many and varied roles. Las Vegas a symphony orchestra? Yes, complete with formal dress, conductor and grand piano, all making beautiful music on a dry lake bed 60 miles from the city. Las Vegas a gaming and stage show center? Certainly. But also the place for wonderful water sports—fishing, boating and water skiing, and the city with more churches per capita than any other in the country.

The story is tied around a Las Vegas dancer, Suzanne Steward. She shows up against a variety of backgrounds, each introducing a new sequence of film. Standard matte shots were made, using the blue screen technique rather than the sodium vapor process.

United Air Lines' John Grember, manager of motion picture production and the film's executive producer, and Vern Barry of McDonnell Douglas Film and

TV Communications Unit, producer/director, found out quite early about production problems in Las Vegas. Casino scenes take hours of preparation time because security is like that at Fort Knox.

Weather conditions also caused problems with a winter such as the West hasn't seen in years. And the producers were faced with the challenge of getting a full symphony orchestra with instruments, risers and a podium—plus catering service to appease the musicians' appetites—into a dry lake bed 60 miles away.

The film uses no narration but is enhanced by an original musical score which was composed, arranged and conducted by Chicagoan Bob Ragland.

Interior lighting was accomplished with the use of lightweight Quartz Kings which saved the stringing of heavy-duty cables across casino floors and permitted shooting with the least interruption. Except for a few scenes and the matte shots, regular 725 Ektachrome was used. A 35

Continued on page 30



Go-go girl sequences tie action together in the latest "swinging city" film



This is the Beaulieu R16B "Automatic."

Can you find the battery?

Our cameraman isn't wearing it. He doesn't have to. Because Beaulieu's rechargeable nickel cadmium battery is built right into the camera handgrip. Powerful? The 1000 mA model will shoot eight 200 ft. magazine loads on a single charge. But just as important, you can replace the battery with a fully charged spare in seconds. With the Beaulieu 16mm, there's no need for batteries strapped around your waist or swinging from your shoulder.

Take another look at the R16B "Automatic". That's a 200 ft. daylight-load magazine on top, a sync pulse generator plugged into the side, and an Angenieux 12-120mm zoom lens out front. Now how much would you say the entire outfit weighs? Including the battery.

If you guessed as little as 12 pounds, you guessed too much. It's 10½ pounds! And the price is just a little over \$2,650!

You don't have to give up critically important features, either.

Like rock steady pictures. Like a mirrored shutter, for reflex viewing with no prism between the lens and the film plane.

You also get the finest automatic exposure control system ever built. A Gossen light meter measures the light intensity coming directly through the lens. And it electronically controls a miniaturized motor that instantly rotates the Angenieux's diaphragm ring to the correct aperture setting. No footage is lost due to rapidly changing light conditions.

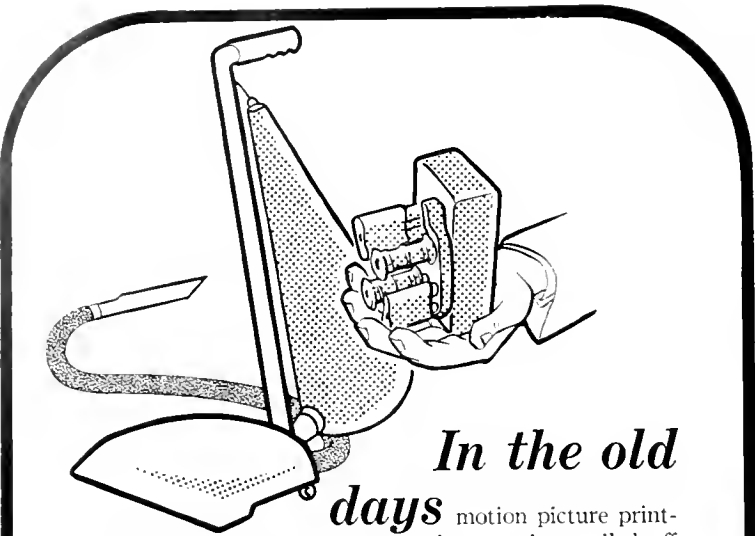
Sync sound is no problem. Your Beaulieu R16B "Automatic" teams up naturally with professional recorders, such as Nagra and Uher, for sync sound filming.

That's pretty good for a little over \$2,650. Particularly since you couldn't get this combination in any other camera even if you spent twice as much.



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In the old days motion picture printers were equipped with vacuum cleaners that pulled off surface dirt during the printing operation.

Recently, some ingenious engineer invented the Air-Vacuum squeegee to do this. It works on the principle of having slightly more vacuum than air pressure, so that as dust is blown from the film surface, it is whisked away by vacuum before it reaches the printing gate.

These little gadgets don't cost very much, so instead of one for the negative, we also have one for the raw stock.

What does cost money is the special Air-Vacuum pump that supplies laboratory-clean air for the squeegees' proper operation.

How about you—screened any dirty prints lately? Next time you need laboratory services for your color prints, 35, 16 or Super 8mm, give the clean print people a call; we have lots of other little gadgets that work for us and can for you, to make better quality prints.

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picture parade...

continued

Mitchell Reflex was used to shoot all blue screen matte shots on the McDonnell Douglas Audio Visual Center stage in Santa Monica. BL and GS Arriflexes were used on all location filming.

Besides the orchestral sequence and the water sports, the film features sailboating on wheels across the same dry lake bed on which the orchestra sat. It captures the beauty of the Valley of Fires, and horseback riding across the desert. It shows gourmet food and 900 competitors racing motorcycles across 185 miles of sand and rock, a dune buggy race across the devil's own terrain, a circus, a wedding and a swinging good time.

Before editing began a high speed style of cutting was decided upon, with use of subliminal cuts in combination with a four or five frame montage style for sequences requiring accelerated movement.

All of the action was tied into a tightly knit visual with the go-go girl sequences and original music.

The result, when picture and sound track were interlocked, was more than had been hoped for. With picture and music only the film told the exciting story

of Las Vegas.

Las Vegas will be distributed by Modern Talking Picture Service, Inc.

"The Trouble With Words Is They're Misunderstood"

"Oh . . . But I thought you said . . ." That's the trouble with words. Misinterpretations, misunderstandings, confusion, mistakes. And the real trouble that the thousands of "little" mistakes that arise through poor communication between employees cost a company enormous sums.

The people at Noran Mines were enough concerned about this problem to ask Westminster Films in Toronto to make a film to deal with the problem.

In *The Trouble With Words* a newly promoted foreman tries to get his ideas across to men who work for him. Gradually we start to see a set of principles that can be applied to dialogue between one who gives orders and one who must act on them. Thus, although this film is set in a factory, its message applies to all levels — from president to office boy.

Additional information may be obtained from Westminster Films Ltd., 259 Gerrard Street East, Toronto 2, Ontario.

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Film Explores Expanding Role of Hospital

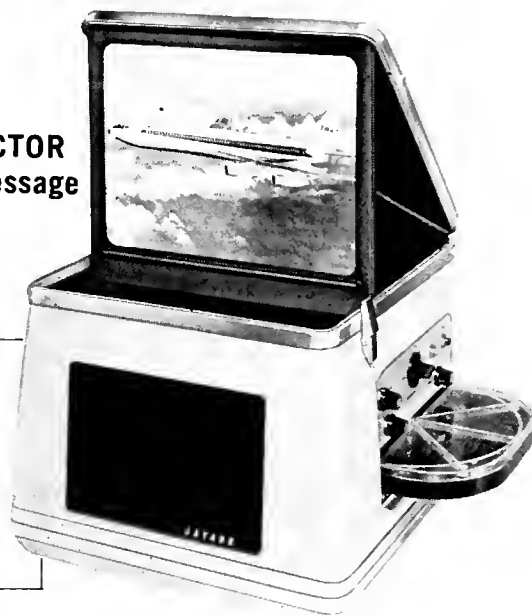
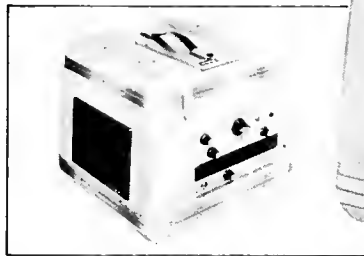
Beyond the Wall explores the need for hospitals to expand their services to additional areas more convenient to the patient. This 28-minute color motion picture was produced by Camera Productions for the American Hospital Association.

Actual patient-care scenes from hospitals in Philadelphia, St. Louis, Chicago and Houston, Kansas, dramatize the urgent need for expansion of health care services beyond the walls containing the physical plant of the institution. Shown in the films hospital-sponsored clinics operating in urban, suburban and rural areas where health care is minimal. Here residents often counter difficulty getting to

Continued on page

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picture parade. . .

continued

from a distant medical facility.

Doctors and administrators at the various institutions visited explain their project and their hospital's involvement. The film's other narration is done by screen and TV star E. G. Marshall.

For more information write American Hospital Association, 840 N. Lake Shore Drive, Chicago, Ill. 60611.

"Spang Makandra" Shot On Location in Surinam

A tangled rain forest, a group of natives and American know-how are the protagonists in a new 16mm movie presented by the Aluminum Company of America. Even the title, *Spang Makandra*, fits right into the ideals of the committed people since it means "working together" and attests to the aspirations and accomplishments of a group of Surinamese workers laboring side by side with Alcoa technicians.

Shot on location in Surinam, South America, an exciting pioneering spirit permeates the film as its people learn new skills, raise their standard of living, and see the creation of new homes, hospitals and schools. This 29-minute color film is being distributed on a free-loan basis by Association Films.

Religion, Medicine Work For Health of Patient

Clergyman-doctor teamwork in the treatment of sick people is the subject of a 28-minute color film, produced for the American Medical Society by Centron Corporation. *A Storm — A Strife* is the story of a family in which the mother conceals her serious illness at the cost of great emotional strain. As her tension builds up the family suffers, until eventually she breaks down and reveals everything to her minister. He is able to discuss the problems with the family doctor and work out a way for the family to cope with it.

The film was produced under the supervision of the A.M.A.'s Department of Medicine and Religion "to demonstrate the deep concern of both professions for the total care of the patient, for serving the whole person and the

whole family."

The film is being distributed by Modern Talking Picture Service.

Hudson's Bay Company Leads Many Faceted Life

Merchants in a Changing Land was produced by Crawley Films to tell the story of the Hudson's Bay Company in the contemporary changing Canadian north. The 28-minute color film captures the breadth of the Company's operations with thought-provoking combinations of scenes from north and south. The camera travels through the Arctic looking out over landscapes that dwarf man and his activities. And this vast panorama of nature is intercut with scenes of the com-

mercial operations behind the development of the north—the computer center where merchandise accounts for distant stores are processed, and the modern offices where buying decisions are made.

Much of the story is told in terms of people—in Montreal, high-stepping, mini-skirted girls move quickly through the hustle and bustle of downtown streets, offices and board rooms; in the Arctic, the Eskimos move toward a new way of life.

The film is being distributed by Modern Talking Picture Service, Inc.

Manufacturer's Story Told on Film

Communicating to new markets is being successfully achieved by Packard Bell Electronics with the introduction of a film, *Going Beyond the Expected*. This eight minute film, produced by Melandrea, Inc., uses a blending of

rapid cuts, visual emphasis and pointed dialogue to reach prospective independent distributor and dealers with impact.

Briefly spanning the gamut of manufacturing from design through engineering and final shipment of product, the film tells what is considered a complicated story in a straightforward, dramatic manner. Prints are being shipped to distributor organizations and will be screened for retailers and trade associations.

Film Series Offers Guide To Food Service Training

A series of twenty-six 8 minute full color and sound motion pictures has been produced for training of restaurant, hotel, institutional and other food service employees. The *Professional Food Preparation and Service Program* was planned with the cooperation of educators and leaders in the food-service field and includes titles on sanitation safety, preparation of foods, serving, care and operation of equipment and human relations.

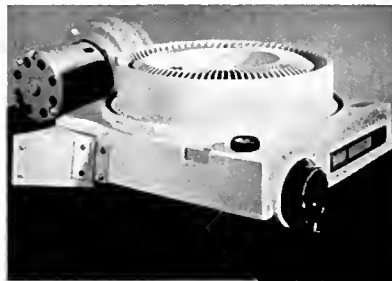
For a complete educational package, study guides, test booklets and instructor's information sheets accompany each title. Films are available on 16mm or 8mm automatic-loading cartridges and may be purchased, rented or leased from National Educational Media, Inc., 351 W. Cahuenga Blvd., Hollywood, California 90028.

NFPA Teaches Housewife Emergency Fire Measures

Fire in My Kitchen deals with emergency situations which many homemakers face at one time or another. This 12-minute 16mm film in full color and sound demonstrates measures a housewife can safely take to cope with top-of-the-range and oven fires. Action shows first the attempt to smother the fire, the use of an extinguisher if that fails.

Other scenes offer guidance on handling wastebasket fire, overloaded circuits, grease accumulations, and the hazard of clothing fires in and around the kitchen range.

For more information write National Fire Protection Association, Publications Service Department, 60 Battery March St., Boston, Mass. 02110.



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Since it helps you get the basic shot easier and quicker, the flexible NPR encourages you to try for the great one.

With some cameras, after you've struggled through the master shot and a couple of closeups, you're exhausted, the actors are stale and the morning's gone. The NPR weighs only 20 pounds and it needs no blimp, so it's no trouble to set up. But once you're shooting—that's when the NPR's design helps you get the safe shots fast, so that you can get to the more turned-on shots that really make the picture and your reputation.

Let's go: You can mount the NPR's magazine in five seconds. No threading; no loop to form. The built-in clapper automatically establishes sync as soon as you switch on. No waiting for slates. The viewfinder rotates, the eyepiece swivels. Any angle, either eye. On the groundglass, you can see the micro-

phone *before* it gets into the shot. Whatever lenses you choose to mount on the rotating turret, they're not inside a blimp; so you can get at them fast.

Fast: Now you've got the basic shots. The NPR is ready for more. Get some candid shots—nobody knows when your NPR is running and when it isn't. Completely silent; and unobtrusive too. When it's on your shoulder, it's lower than your head. Shoulder-resting is comfortable, so it's steady too. You need only one hand to shoulder-rest the NPR. The other hand is free to follow focus or stop down.

Spontaneous: If something happens suddenly, switch on and *then* focus. The groundglass image is so bright, you can see the focus pop right in. If you run out of film, the

five-second magazine change saves you. Shoot right on and cover it with a cutaway later. No stopping. No clapstick. No blimp. No AC power. If you want a really high angle, you can climb a tree with the NPR in one hand, like a briefcase. Then shoulder-rest it. Change to a wider angle lens. Hold onto a branch with your free hand. Shoot. Great.

For a free copy of the NPR brochure, just contact Eclair at 7262 Melrose Ave., Los Angeles; (213) 933 7182. Or at 18 West 56th Street, New York City; (212) 247 0350. No obligation.

eclair



industry news

Tulchin, Barbre Form Production Affiliation

Tulchin Productions, Ltd., New York, and Barbre Productions, Inc., Denver, have announced formation of a production affiliation which will permit mutual use of personnel and facilities for the creation of filmed television commercials.

Agreement was announced jointly by Hal Tulchin, president of Tulchin Productions, in New York, and John C. Mullins, president of Mullins Broadcasting Co., which owns Barbre, in Denver.

Historic Early Films Restored, Available

The first twenty years of the motion picture industry are represented in the recent delivery of over 52,000 feet of 16mm motion picture film from DeLuxe General Incorporated. The historic material was transferred from the original rolls of bromide paper that had been filed between 1894 and 1914 with the Library of Congress as proof of copyright.

The 100 films used for the project were carefully selected from more than 3,000 films restored by Kemp Niver, president of Renovare Company, from the archival film of the Library of Congress and were made by such companies as Edison, American Mutoscope & Biograph, Lubin, Selig and the Oklahoma Muto-



Accepting delivery of the historic film from Kemp Niver (right) is Carl Hunt (center), president of DeLuxe General Inc. Looking on is Herb Farmer, director of services of the Department of Cinema, University of Southern California.

scene Company in America, as well as British, French, and Scandinavian producers.

The films are being distributed by University Film Distributors, the new computer based distribution effort of the University Film Association.

Housed in the Division of Cinema of the University of Southern California, films produced by a number of different universities are being offered for sale and rental to all interested organizations.

WRS Labs Enters Sound Recording Business

After more than nine months of planning and building, the newest sound recording studio in the country will open its microphones to some of the best-known musical groups throughout the greater Pittsburgh area and the entire country.

The new recording studio at 210 Semple Street in Pittsburgh was engineered and designed by WRS' Chief Sound Engineer, Olaf Kuuskler, one of the out-

standing recording engineers in the business. Under Olaf's direction, the unusual ceiling design of the studio and specially constructed, acoustically-controlled walls were installed by one of the countries leading acoustical engineering companies.

In addition to a new master console, equipment rooms for mixing and dubbing sound tracks for motion pictures are equipped with the latest in both 16 and 35mm Magna Tech sound recording equipment. You name it, and with a flick of a switch Olaf and his staff can mix 16 to 16, 35 to 35, 16 to 35mm sound tracks or combined 16 and 35 component to synchronous 1/4" 16 or 35 magnetic or optical, or to 35 multi-track. In addition mix changes or corrections are easily handled using the reversible/update features.

For scoring of feature films the entire system is interlocked with 35mm theater arc projectors so that clients can view the edited production in wide screen interlock while playing the score.

Watts Training Center Gets Kodak Cameras

Three professional motion picture cameras have been presented to the Watts Training Center in Los Angeles by Eastman Kodak Company.

The Center, a non-profit organization, was organized to prepare young men and women from minority groups for technical and production work in the television, radio, motion picture and recording industries.

The goal of the Center is to offer practical courses that will allow students to learn current techniques and practices and work with modern equipment thus enabling them to qualify for jobs in these industries.

Plans of the Watts Training Center call for establishing a 18-month course to provide instruction in all four industries. Each industrial segment would b

Continued on page 3

The new Norelco FP-16 16mm Projector that...

BRINGS BIG-THEATRE PERFORMANCE to your auditorium. This remarkably rugged projector is engineered to the same high standards demanded by professional motion picture theatres.

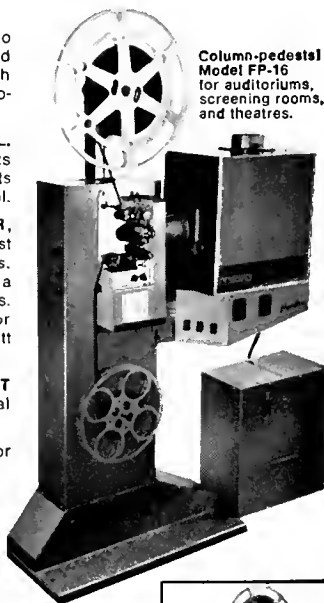
PACKS A 2½ HOUR FILM ON ONE REEL. No rewinding or reel changing interrupts the show. Runs forward or reverse. Adapts to automatic operation and remote control.

THROWS A BRIGHTER, CLEARER, STEADIER PICTURE across the largest auditorium. Doesn't require total darkness. Nine different Norelco lenses, including a new zoom lens, available to fit your needs. Uses Xenon or Carbon arc light source—or can be purchased with built-in 500 watt ozone-free Xenon lamp house.

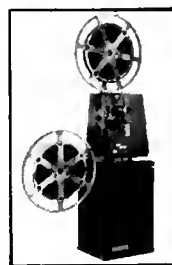
BRINGS FILM SOUND INTO PERFECT BALANCE with room acoustics. Optical and magnetic sound.

REMARKABLE VALUE! Send coupon for prices and facts.

Norelco MOTION PICTURE EQUIPMENT



Column-pedestal Model FP-16 for auditoriums, screening rooms, and theatres.



Portable self-contained Model EL-5100 for outdoor showings, exhibits, social halls, etc. Uses incandescent light source.

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Of course. Charles Ross answers every budget need. Many of the country's largest motion picture producers appear on our extensive list of customers. But whether your company's big or small... there's only one requirement for doing business with us—you must insist on the finest lighting equipment in the industry! Send for a schedule of rental rates.

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Industry News...

continued



On hand at the presentation of the three Kodak Reflex Special 16mm camera are William DuBois, organizer of the center; Vaughn Shaner, Kodak district sales manager; and Henry Scott, president of the Center.

broken into concentrated practical areas of instruction.

Both a full-time faculty and part-time instructors — all with professional backgrounds in the various industries covered — will be used in the program.

Audiotronics Purchases Setchell-Carlson Inc.

Audiotronics Corporation has agreed to the cash purchase of the Education Television Divi-

sion of Setchell-Carlson, Inc., a wholly-owned subsidiary of Marquette Corporation, St. Paul, Minn.

Henry B. Christian, Jr. will continue as general manager and all manufacturing and engineering will remain in St. Paul under the new ownership.

Edcom Acquires North American Motion Pictures

Edcom Productions, Cleveland, Ohio, has agreed to acquire, for cash and stock, North American Motion Pictures, a motion picture production company based in Erie, Pa.

The acquisition enables Edcom (EDucational and COMmercial) Productions to expand its motion picture categories to include training and commercial motion pictures in the fields of industry and public relations, and television commercials. This is in addition to Edcom's established line of traffic safety and crime prevention films. The acquisition also enables Edcom to produce

films in 35mm as well as 16mm.

Clinton J. Bebell, president of North American Motion Pictures, will head Edcom Productions as executive producer.

H. G. Peters & Co. Opens Wide Videotape Service

Complete color videotape facilities are being installed in the H. G. Peters & Company Inc. studios in Primos, Pa., according to Hugh G. Peters, president.

United Tele-Productions Inc., the company making the installation, will offer a complete range of creative videotape services to advertising agencies, industries

and TV stations and network. Mobile units will be able to provide videotape facilities anywhere in the country.

The affiliation of H. G. Peters & Company Inc. and United Tele-Productions, Inc., according to Peters, will result in one of the most modern and largest motion picture and videotape operations in the country. Herbert Bas, president of United Tele-Productions, and formerly a writer, producer and director for radio and television in Miami, New York and Philadelphia, says that his company's offices will be located at the Peters company's headquarters in Primos.



This is how the new Walter G. O'Connor Co. studios will look when completed in December in Hershey, Pa. The new facility includes a 4,000 sq. ft. sound stage, 50 x 80 ft. floating floor, double suspended ceiling, catwalk, cyclorama and sound proof sound stage. The building will headquarter the company's advertising and motion picture divisions.

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CAMERAS

Pathe 16 A.T.—no lens.....used	299.50
Cine Special 1 w/magazine 1" lens.....used	199.50
Bell & Howell Model 200—no lens.....as is	20.00
Cine Beaulieu—w/battery, charger & 12-120 Zoom.....used	1413.00
Arriflex S body only.....demo	1650.00
Arriflex M body only.....demo	2075.00
Arriflex 11B body only.....used	1200.00
Filmo 70 H.R. body only.....used	485.00
Eyemo 71 BA, 35mm F27 Tessar, 25mm Hypar, 47mm F2.5, Cooke w/case.....used	149.50
Filmo 70 DR w/filter slot—no lens.....used	179.50

Mitchell Standard Camera complete with the following: 1 each—25mm, 32mm, 35mm, 40mm, 50mm, 75mm Cooke lens, 2 each—1000' Magazines, 1 viewfinder w/bracket, wide angle matte box, 1 camera case, magazine case, accessory case. All lenses matched with follow focus rings completely overhauled.....used 5800.00

Complete Mitchell Hi-Speed Camera with matched and cammed—25mm, 28mm, 32mm, 35mm, 40mm, 50mm, 75mm, 100mm Cooke lenses and accessories listed above.....used 6200.00

Arriflex 16 BL with 12-120 Zoom lens w/400' magazine, Universal motor, matte box, battery, charger & case.....used 4950.00

Mitchell NC complete with 25mm, 32mm, 35mm, 40mm, 50mm, 75mm, 100mm Cooke lenses, (2) magazines, viewfinder w/bracket, W.A. matte box, sunshade matte box, camera case, magazine case, accessories case. All lenses matched w/follow focus rings—completely overhauled.....used 5800.00

LIGHT METERS

Spectra—Combi 500 (Model 501).....new	112.00
Spectra—Professional.....new	99.50
Spectra Universal.....new	59.50
Gossen Luna Pro w/case.....new	55.50
Gossen Six tl color.....new	49.50
Gossen Super Pilot.....new	32.50
Honeywell Spot Meter.....demo	112.00
Weston Ranger 9.....new	64.00
Weston Master V.....new	33.50
G.E. Foot candle meter w/case.....new	22.50

EDITING EQUIPMENT

Moviola Editors UL or UD 20 CS w/counter.....used	2495.00
Moviola Editor UL or UD 20 S w/counter.....used	2085.00
Zeiss 16mm Viewers.....new	99.50
Maier-Hancock Viewer 16mm.....new	143.50
Ace 35mm Viewer w/counter.....used	125.00
16mm Sonic Cleaner.....used	3000.00

NEW MOVIOLA EDITORS IN STOCK—
PRICES UPON REQUEST

SPLICERS

Rivas Straight—16mm or 35mm.....new	157.50
Rivas Diagonal—16mm or 35mm.....new	168.75
Du Page 616.....new	12.95
Guillotine 35mm Straight/Diagonal.....new	144.00
Guillotine 16mm Straight/Diagonal.....new	124.00
Rivas Diagonal 16mm.....used	97.50
Maier Hancock 16mm.....new	225.00
Maier Hancock 35mm.....new	315.00
Bell & Howell Foot Splicer 35mm.....used	875.00

MISCELLANEOUS EDITING EQUIPMENT

2 Gang—35mm or 16mm Moviola Synchronizer.....new	108.00
4 Gang—35mm or 16mm Moviola Synchronizer.....new	153.00
4 Gang—Combination 2/35 & 2/16 Moviola Synchronizer.....new	220.50
Moviola Sound Reader—SRC Combination—Optical & Magnetic.....new	170.00
Moviola Amplifier-Speaker U.R.S.....new	53.00
Moviola Rewinds—W.A. 16 or 35mm.....new per pair	42.00
Hollywood Negative Rewinds.....used	79.00
Hollywood 35mm Rewind 35mm w/Titewind.....used	37.50
Hollywood 35mm Rewind w/Titewind & Brake.....used	42.00

SOUND EQUIPMENT

Nagra Recorder III.....used	975.00
Transist-o-Sound 2 C L M Mag.....new	495.00
Transist-o-Sound 2 C L D M—Optical & Magnetic.....new	525.00
Sennheiser EM100B Wireless Receiver.....new	318.50
Sennheiser MD400B Plug In Mike for Transmitter.....new	65.00
Sennheiser SK100B Wireless Transmitter.....new	246.50
Nagra ATN Unit.....used	39.95
Fish Pole Boom with Stand Adapter.....new	198.50

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TRIPODS & HEADS

Arriflex 35 Gyro Head w/case.....used	650.00
Arriflex 35 Friction head w/case.....used	95.00
Miller Model D with Standard Legs.....used	245.00
Vinton Head.....used	649.50

LENSES

MOUNT

Samagon Fisheye Attach.....new	89.95
13mm F1.5 Elgeet.....C Mount.....used	74.50
15mm F1.3 Angenieux.....C Mount.....used	133.00
25mm F2.3 Baltar.....Mitch Mt.....used	125.00
25mm F1.9 Kod Anastig.....C Mount.....used	10.00
25mm F1.9 Kod Anastig w/finder.....used	10.00
25mm F1.9 Kinoptic.....C Mount.....new	169.00
25mm F1.9 T.T.H.-1".....C Mount.....used	54.50
25mm F1.8 Cooke.....BNC Mt.....used	310.00
25mm F1.8 Cinor.....C Mount.....used	59.50
28mm F2.5 Cooke.....BNC Mt.....used	310.00
30mm F2.5 Baltar.....Mitch Mt.....used	99.50
35mm F2 Cooke.....BNC Mt.....used	310.00
35mm F2 Xenon.....Arri Mount.....used	140.00
40mm F1.6 Ektar.....S Mount.....new	89.50
40mm F2.3 Baltar.....BNC Mt.....used	310.00
40mm F2 Cooke.....BNC Mt.....used	310.00
40mm F2 Cooke BNC Mount.....used	310.00
50mm F1.4 Television.....new	99.50
50mm F1.5 Angenieux.....C Mount.....new	179.50
50mm F2.5 Baltar.....BNC Mt.....used	310.00
50mm F2 Cooke.....BNC Mt.....used	310.00
50mm F3.5 Tessar.....Mitch Mt.....used	75.00
50mm F1.9.....C Mount.....new	74.50
50mm F11.4 Switar.....Rx Mount.....used	159.50
75mm F2.3 Contrast Tacker.....Mitch Mt.....used	25.00
75mm F2 Kinoptic.....Arri Mount.....new	269.00
75mm F2.8 Baltar.....BNC Mt.....used	310.00
75mm F2 Cooke.....BNC Mt.....used	310.00
75mm F2.8 Yvar.....C Mount.....used	45.00
100mm F2.6 Kinetak.....C Mount.....new	279.50
100mm F2.3 Baltar.....BNC Mt.....used	310.00
152mm F4.5 Telephoto.....Eyemo Mt.....used	25.00
200mm Astra.....Arri Mount.....used	145.00
205mm F3.5 Berthiot.....C Mount.....used	99.50
250mm F4.5 Wollensack.....used	60.00
255mm F6.3 Tele Dynar.....Eyemo Mt.....used	40.00
300mm F3.5 Astra w/case.....Arri Mount.....used	275.00
500mm Mirror Lens w/4 filters & case.....Arri Mount.....used	75.00

ZOOM LENSES

9.5—95 Angenieux w/7 1/2" Finder.....C Mount.....demo	1100.00
9.5—95 Angenieux w/10" Finder.....C Mount.....demo	1199.00
12—120 Angenieux w/7 1/2" Finder.....C Mount.....used	695.00
12—120 Angenieux.....Arri Mount.....new	810.00
12—120 Angenieux.....C Mount.....new	715.00
12—240 Angenieux.....C Mount.....demo	1750.00
12—240 Angenieux.....Arri Mt.....demo	1850.00
25—250 Angenieux.....Arri Mount.....new	2200.00
25—250 Angenieux.....R-35 Mount.....new	2225.00
35—140 Angenieux.....Arri Mount.....used	650.00
38—154 Pan Cinor w/case, sunshade support, +1 +2 Proxar.....Arri Mount.....used	650.00
38—154 Pan Cinor w/finder, sunshade, corrolator, case.....BNC/NC Mt.....used	875.00

MISCELLANEOUS ACCESSORIES

Cine Special Reflex Finder.....used	95.00
Directors Finder Model K.....new	54.50
Arri Blimp—for Model S.....used	899.50
Matte Box for S Blimp.....used	199.50
Mitchell Finder.....used	1400.00
Matte Box/BNC.....used	339.50
Matte Box, Wide Angle/BNC.....used	137.50
Matte Box/Standard & NC.....used	354.50
Matte Box Wide Angle/Standard & NC.....used	114.50



“Cheshire Puss,” said Alice,
“would you tell me please, which
way I ought to go from here?”

“That depends a good deal on where you
want to get to,” said the Cat.

“I don’t much care where—” said Alice.

“Then it doesn’t matter which way you
go,” said the Cat.

If you don’t care about the quality of
your filmstrips or color slide duplicates, it
doesn’t matter where you go. Any labora-
tory will do. But, if you care enough to get
the very best, come to Frank Holmes Lab-
oratories. Here you will find an outstand-
ing enthusiasm for perfection in every
department. Letters from customers all
over the world praise the zealous care we
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Sequence from the Trimedia production for Arpeja. In one sequence, overall shot, close-up and extreme close up are combined to create lasting impression.

Trimedia: Bold New Slide Show

LAST YEAR, The Film Works, San Francisco, was given a unique challenge—prepare a sales film for a client in three days.

They made it. And out of the artistic and speedy *tour de force* came a unique sales device called Trimedia. It utilizes three slide projectors, with an integrated sound track, programmed and housed in an easily portable unit. It can make its compelling sales pitch just by pushing a button.

Trimedia, as a merchandising tool, was born with photographer T. Gordon Emberley's creative effort to develop a more effective way of showing his photographic talents. He figured, and rightly so, that three images projected on a wall in the dark were visually a great deal more exciting than a normal photographic portfolio. Also, he had a great deal of experience in creating complex and expensive multi-media shows and it was impossible to show prospective clients these efforts once the show had been completed.

To say that Trimedia is just another slide show is like saying that the Mona Lisa is just another painting. Prospects who barely have the time to see one of the eight-minute presentations ask to see three and four. The combination of a creative concept, multi-image photography, unusual and appropriate music and precise timing make a presentation that creates a very strong impression, whether selling to customers or selling Trimedia to potential clients.

The Film Works team is composed of producer-directors David Groot and Tom Hall, creative director and photographer T. Gordon Emberley and sales manager Chet Patterson.

Already produced in the Trimedia concept are shows for Philippine Air Lines, Friden Division of Singer, White Stag, Boise Cascade, Transamerica Corporation, Triumph Motors, Alice of California, as well as an underwater special shown recently at the

12th International Film Festival in Santa Monica. The stills from this show won several major photography awards.

"Trimedia is especially effective in getting across a visual story," notes Groot. "In producing the show for Philippine Air Lines, we were asked to develop the feeling that the air line was a truly substantial world-wide operation, not a local carrier. We sent Emberley to shoot locations throughout the Far East, then edited together a visual package without narration—just dynamic music—and the message really gets across."

In just the few months that the Philippine Air Lines presentation has been shown, it has received very favorable comment. Richard Banks, sales promotion manager for Philippine Air Lines is enthusiastic about his Trimedia show. "It is an excellent vehicle for putting emphasis on our equipment and romantic emphasis on the destinations of our air lines services. The fact that the visual technique is very modern, helps us get across the point that we are, in every respect, a major air line. By showing ourselves, in this upbeat manner, we can portray ourselves as an elite, fast-paced carrier, and create good impressions."

The Friden Division of Singer Company came to The Film Works with a unique problem. How to create an effective sales presentation on a product that was so new that working models would be in short supply. Result? A highly entertaining presentation for Justotext 70, a computerized typesetting device made by Friden. The Trimedia presentation was shown in June at the American Newspaper Publishers show in Chicago and the National Printing Equipment Show in Cleveland.

Bruce F. La Centra, director of advertising for Friden, notes several unique approaches to the Trimedia presentation for his company. "This was the first time a new business product was introduced this way.

In our case, we wanted to create an exciting mood for the product, and at the same time tell the story. We all feel Trimedia did exactly this, without words, and in only 6 minutes. We think of the show as a psychological stage-setter for the salesman and his prospects."

Groot sees an exciting and effective way to sell fashion through Trimedia. "The unit is self-contained and easily transportable between cities. An elaborate fashion show can be set up in no time at all, right at the buyer's office. Details can be shown close-up along with overall shots, all in the context of an effective compelling presentation without the problems concerned with arranging for and fitting of models. So effective was the presentation of a recent Trimedia show that a competitor cut the cables on one of our projection units, but the power was quickly restored." Trimedia's role in fashion recently was the subject of an extensive feature in the fashion section of the *San Francisco Chronicle*.

The average Trimedia production involves Emberley shooting 2000-3000 35 mm color slides. From this wide selection, 240 slides are chosen. Sequences are arranged and special effects are created. Script and music are integrated. Once the slides are arranged in trays and the sound track is transferred, the whole package becomes practically automatic and can be set up in less than three minutes. The presentations usually time out between six to eight minutes. The base cost of a Trimedia show is about \$5,000 not including talent, travel expense or original music.

"This may sound expensive at first," notes Groot, "but not when you compare the cost of Trimedia with film, or other multi-media productions. Trimedia isn't everyone's cup of tea, but we've begun to see all kinds of possible uses for this type of visual communications." •

Educational Film Proves to Be Effective Sales Tool

By **RUSSELL WILKS**
Public Relations Mgr.
Syntex Laboratories, Inc.

SYNTAX LABORATORIES helped introduce its own brand of birth-control pills with a medical motion picture which has been highly effective as an indirect sales tool.

Designed to acquaint physicians with new research in the field, the 16mm full-color movie is offered as a service, both for individual and group showings.

The oral contraceptive market has reached \$100 million in the U.S. and the worldwide potential for this approach to family planning is just beginning to be tapped.

For several years, Syntex has supplied, as it does today, the constituent sex hormones for the makers of the three other leading brands of birth-control pills.

Several years ago, in an effort to diversify and enlarge its activity in the field, the company decided to introduce its own brand name product. The pharmaceutical group employed a major sales effort complementing the activities of its sales representatives with literature, samples, and direct mail and journal advertising.

The marketing objective also called for a subtle institutional approach to focus attention to the new product and the company's direct role in medicine. It wanted to put the Syntex name before doctors, who prescribed oral contraceptives by brand, and before their office nurses, whose own experience and opinion are often influential.

The resulting 21-minute film served as an excellent educational and institutional vehicle. The leader introduction and trailer closing noted that the movie was presented as a public service by Syntex.

The content was written to inform both the general practitioner and the specialist in gynecology and obstetrics. The narration discusses the primary actions of the two forms of oral contraceptives: pills made up of ingredients that are taken in combination and those that are taken sequentially.

The Food and Drug Administration recognizes that both types inhibit ovulation.

Other scientific evidence indicates that the combination pills also have additional effects which seem to deter conception.

Because of their chemical makeup, combination pills seem to make the uterus inhospitable to the fertilized egg and the cervical secretion inhospitable to sperm. Sequential pills do not appear to do either of these things.

The film shows the different effects of the two kinds of pills through a series of charts, graphs, and animated visualizations. This is supplemented by the narration and live action scenes of actual laboratory work and microscopic slides.

The intention of the film was to present new and informative research straightforwardly. The objectivity is apparent to audiences; despite the apparent extra advantage of the combination pill, the sequential type is prescribed for one out of five users because of other advantages, such as the extra estrogen which is often needed by older women.

There is, of course, no definitive way to determine the film's impact on sales. But *The Mechanisms of Action of the Oral Contraceptives* had 295 formal showings by June 1968 to a total audience of more than 11,000 physicians and allied health personnel.

Some doctors who have been impressed by the Syntex film are stimulated to inquire about the company's products for their own practice.

To encourage such a reaction and to ensure the highest possible scientific validity for the movie, the narration was done by three international authorities in reproductive physiology: Dr. Edward T. Tyler, associate clinical professor, Department of Medicine and Obstetrics and Gynecology of UCLA School of Medicine; Dr. Martin L. Stone, professor and chairman, Department of Obstetrics & Gynecology, of the New York Medical College; and Dr. Melvin R. Cohen, associate professor, Department

This film made by Syntex to educate and inform doctors and health officials on new research in the field of oral contraceptives, has evolved into an effective sales tool for the company.

of Obstetrics and Gynecology of the Chicago Medical School.

They are shown in office and laboratory presenting the findings of their research. The script was written by the three doctors and then coordinated by Syntex scientists. The actual filming was done by Aegis Productions, Inc. of New York City.

The movie had its first major screening at a clinical meeting on oral contraception held by the American Medical Association at Las Vegas in November 1966. The film later won a citation from the AMA when it was shown to the association's 116th annual meeting in June 1967 at Atlantic City.

Recognition of another kind came with the award of a 1967 Golden Eagle from the Council on International Non-theatrical Events (CINE).

This was Syntex' second Golden Eagle. The first was awarded two years earlier for another 16mm film that combined color animation with black-and-white live action. That movie, Syntex' first, described the research of two University of Utah physicians into inflammations that follow skin injuries.

Like the birth-control film, this also presented new medical information. Also utilizing cinemicrography, the film reported how corticosteroids help relieve inflammation.

Both movie ventures were the result of a still earlier experience the company had in circulating a commercially made film describing how the female reproductive organs can be examined internally without surgery.

While Syntex had not commissioned that film, it received favorable comment from the medical profession for making it available.

This, understandably, was a major influence in shaping the public relations approach when Syntex set out to market its anti-inflammation treatment and, later, its own brand of oral contraceptives.

The basic cost for the motion picture on oral contraception, the more ambitious of the two Syntex films, approximated \$30,000, a figure that included the first 10 prints. Subsequently, 90 more were bought.

The company considers the money well spent in view of the response of the persons who have already seen the film. The size of the audience will, of course, continue to grow, year after year. The first film, for example, is still greatly in demand.

Syntex has 20 sales districts across the nation. The manager of each has at least one print of the oral contraception movie. Requests come in steadily from the program committees of hospitals, county medical associations, nurses' groups and the like.

They are encouraged in three primary ways: Whenever salesmen call on individual doctors or speak to groups of medical practitioners, they distribute brochures which describe the film. The same booklets are set out in Syntex displays at all medical exhibits and conventions. Finally, the home office in Palo Alto sends out additional material in periodic mailings to the profession.

Also, several prints are maintained by Association Films, Inc., of Ridgefield, N.J., a professional film library service. For a nominal charge of only \$2 to \$3 per showing, it lists the title in its catalog, ships the movie to viewers, repairs the film — if necessary — upon its return, and furnishes monthly reports that provide detailed breakdowns on the audiences that have been

served. Sales managers also send in similar reports.

Syntex sales last year rose 20 percent to a record \$67.2 million. Of that amount, 44.4 percent was accounted for by reproductive physiology products. The company feels very strongly that at least some of the credit for this showing must be accorded to its film on oral contraception. •

Discussing audiences for the Syntex film are Russell Swigert, sales promotion manager, and Russell Wilks, Jr., public relations manager.

Medical director for Syntex Labs, Ben S. Taber, M.D., and Melvin R. Cohen, M.D., who appeared in the film visit following a screening.



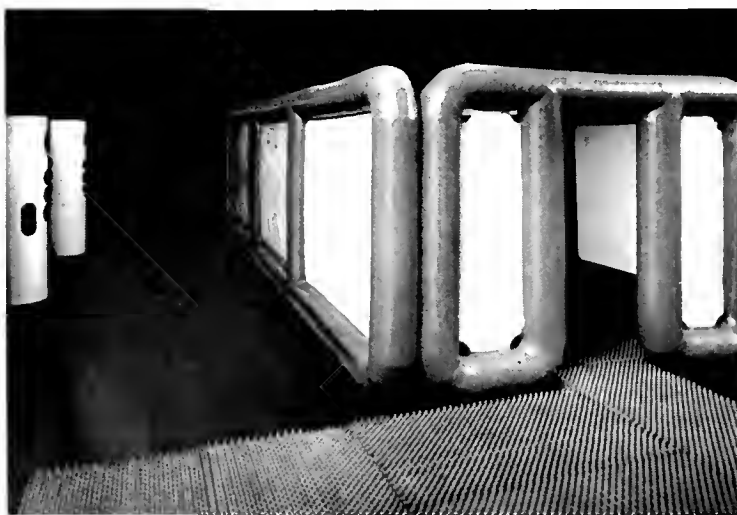
A sales representative supervises preparations to show the oral contraception film to members of a county medical association.



Plastic theatre in the process of being inflated (left) rises to full size (right). Pillars around the outside house the projectors and sound equipment

Environmental Theatre

When Dayton Hudson, a retailer operating department stores, discount and hard good stores, shopping centers, jewelry and book stores, decided to carry its corporate philosophy to employees, they went all the way in a controlled inflatable "environmental experience."



Entrance to environmental theater is shown at right. Note nubbled foam rubber floor on which audience sits inside the theater.

IT BLOWS UP like a balloon. Some say it blows the mind. Perhaps more importantly it effectively does the job for which it was intended—communicating the Dayton Hudson Corporation's philosophy and policies to its 20,000 employees.

Dayton Hudson's Special Projects Director, Russ Colber, calls it "environmental theater." Somewhat resembling a huge upside-down swimming pool, the inflatable plastic rectangle is 28 feet long, 13 feet wide, and accommodates about 30 employees at a time. They sit on a floor of five-inch thick foam rubber to further intensify "the tactile sensation" while being inundated by sensations of sight (from seven screens), sound (everywhere) and touch.

The theater uses 21 projectors, three for each of the seven rear screens, housed in eight-foot projection pillars arranged around the outside of the environment. The projectors and sound equipment in the pillars are operated by a 22-channel tape programmer. During the 12 minute show, 1,500 slides are flashed on the screens accompanied by an original folk-rock music score. The entire system can be set up or dismantled in about two hours and is currently on a tour of 58 cities in a 1½ ton truck with two technicians.

Describing the inflatable theater, Colber said, "We wanted to plan a communications environment. We designed a contained frame of reference—you get the message because there's nothing else to get. The plastic theater was selected because it was extremely portable, inexpensive, durable and innovative. I think the biggest variable is your control of the frame of reference, and consequently, attention and involvement; it isn't just the plastic, or just the slides, or just the music, they are all components of a controlled presentation . . . but give the impression of being loose and easy-going."

"In the retail business, Dayton is a go-go company, youth oriented in products and personnel. We wanted to get the spirit and philosophy of the company across to people sharply and clearly, but not just in a booklet or brochure. We wanted this to be a memorable experience. We think that's what we've got."

Bruce B. Dayton, company president, opens the show with a greeting on film, followed by a series of one-sentence printed statements supported by a staccato slide presentation including views of store operations, merchandise, customers and sales personnel in action.

DeCosse-Fuller & Associates, Inc. produced the show under the direction of Colber. The musical score was by Dale Menter of Minneapolis, and recorded by "The Blackwood Apology," a Minneapolis folk-rock group.

A kind of walk-in type animated sculpture, the environmental theater is perhaps unmatched in its complete physical and psychological envelopment of the audience.

EVER SIT IN on a Tape-In? Better yet, do you know what a Tape-In is? While the new Random House dictionary fails to define this pop expression, we've come to look at Tape-Ins as "extra sales and increased profits." Currently, Tape-Ins are accounting for a respectable increase for the Mystik Tape, Borden Inc. product line of 123 different pressure sensitive industrial tapes. And that's enough to put a smile on the face of all top management people at Mystik and their distributors.

Here's how a Tape-In moves the merchandise with Mystik sales representatives running the whole show. First, the Mystik field man personally approaches the key man at the distributor level. Using an eye-appealing kit we custom-designed for this approach, our man presents the concept of a Mystik Tape-In and shows him the various elements used to help train his sales force: slides, follow-up booklets, full-line folders, price lists and other supporting material on each of 5 different categories of

tributor officials. At this point we've staged individual Tape-Ins in every state of the Union except Alaska.

Billed in advance as a sales training program, ranging in time from one hour to one-and-a-half hours depending on the tape category, most Tape-Ins actually run an average of three hours and longer. Is this bad? John A. Gavin, Mystik's director of sales and marketing, doesn't think so. As he puts it, "We stop the show at the specific time allotted for the slide portion of the program, living up to our promise. But most of the audience in the first 60 sessions have held our field men over with questions stimulated by the carefully worded soundtrack and demonstration section of the program." Needless to say, Mystik sales personnel are delighted at the opportunity to answer questions. It gives them the chance to increase interest in the specific line being shown.

The success of these Tape-Ins is no accident. The success was literally "engineered into the package" with a number of Mystik

Mystik Tape's "Tape-Ins" were designed as a marketing approach to excite distributors, move merchandise and increase profits. Results show that this unique A-V program has been doing just that.

the Mystik line . . . electrical, special purpose, packaging, masking and protective tapes. The distributor can choose any or all of the individual Tape-Ins that fit his specific market requirements.

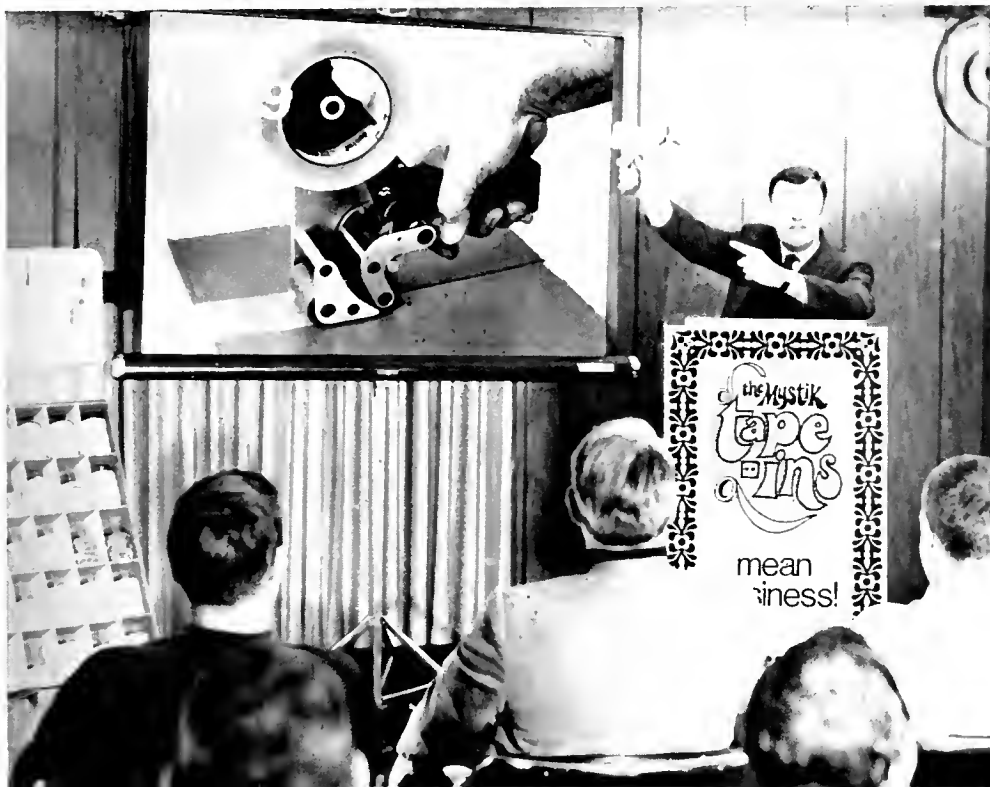
Once the distributor executive is sold on the concept, the rest falls in place. Our Mystik man then gets him to agree to provide an audience composed of distributor salesmen for any one of the five separate Tape-Ins, or the complete program. Dates for these shows are then set and arrangements made by the field man. A report is then sent to his regional manager. Thus far, the series has been applauded vigorously, both by the salesmen in attendance and the Dis-

tributor officials. At this point we've staged individual Tape-Ins in every state of the Union except Alaska. Billed in advance as a sales training program, ranging in time from one hour to one-and-a-half hours depending on the tape category, most Tape-Ins actually run an average of three hours and longer. Is this bad? John A. Gavin, Mystik's director of sales and marketing, doesn't think so. As he puts it, "We stop the show at the specific time allotted for the slide portion of the program, living up to our promise. But most of the audience in the first 60 sessions have held our field men over with questions stimulated by the carefully worded soundtrack and demonstration section of the program." Needless to say, Mystik sales personnel are delighted at the opportunity to answer questions. It gives them the chance to increase interest in the specific line being shown. The success of these Tape-Ins is no accident. The success was literally "engineered into the package" with a number of Mystik

The merit of movies was debated carefully. The merit of movies was debated carefully. *Continued on page 46*

Mystik's Tape-Ins Excite, Move and Increase

By **CHARLES F. MATHIEU**
Advertising & Sales
Promotion Manager
Mystik Tape, Borden's, Inc.



Guns are dangerous, but not this one, says Mystik Tape during a "Tape-In" as distributors are told the multiple advantages of Mystik's Polymeric film tape for closing cartons.

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All that makes RCA's new PM-85 the world's most valued magnetic film reproducer. For full details, contact: RCA Film Recording, 2700 W. Olive Ave., Burbank, Calif., or 1133 Avenue of Americas, New York, NY. • RCA Ltd., 1001 Lenoir St., Montreal, Quebec, Canada. • RCA Ltd., Lincoln Way, Windmill Rd., Sunbury-on-Thames, Middlesex, England. • RCA Ltd., 11 Khartoum Rd., North Ryde NSW, Australia.

PROMISE

RCA Film
Recording

tape-ins excite, move. . .

continued

fully by the advertising and sales training departments. We all agreed that slides were the only answer to complete flexibility. Next was the decision on how to provide the commentary, live or canned. It was at this point that we felt an obligation to our field salesmen to give them the most help. We chose the Pro-Gramo unit, and used the voice of our own sales training manager, Bill Elliott, a former radio announcer. The cartridge unit even allows recording the slide-advancing pulses to add a professional touch.

Even then we felt we could not rely 100% on visuals and audio, so we threw in some extras. To help create the proper atmosphere for the Tape-Ins, we designed large, colorful posters styled in a contemporary vein. Instructions to our field men call for the posters to be taped-up (with Mystik double-faced tape, of course) in and around the training room. The posters not only help to convey the Tape-In theme, but many Distributor salesmen have asked

for extras to take home to the younger generation.

As another programmed learning extra, we felt it would be helpful to reprint the slides and commentary in take-home training booklets. We designed additional blank pages at the back of each book for notes, doodles and questions. Every trainee took this helpful and informative piece of literature with him after the session. Currently, the booklets cover the five different Mystik Tape-In categories and have been used effectively even while selling electrical tapes, masking tapes, protective tapes, packaging tapes and special purpose tapes in the field.

Each segment carefully stressed the key point that Mystik has the *right tape for the right job*. Woven into the session are the many advantages of a broad line of industrial tapes, examples of prime prospects for each category and tapes that meet government specifications. And before the lights go on, each viewer has also been exposed to a series of slides that illustrates how to



Slide portion of the "Tape-Ins" are presented on Pro-gramo units combined with Kodak Carousel.

Pre-selling distribution management on importance of a "Tape-In" was accomplished in the field with sales staff presenting a preview.



effectively demonstrate specific features of tape. These are done in cartoon form. All viewers are asked to try the physical demonstrations shown right in the meeting room.

At this point we've held enough Tape-Ins to be able to judge the effectiveness of our training program. We've had enough feedback from the field to determine also that the Kodak Carousels and Pro-Gramo units were holding up. Thus far, we have had few equipment failures.

When Mystik comes out with a new product, it will be no problem at all to eliminate obsolete slides, slip in the new, and re-tape our Pro-Gramo cartridge. Within a matter of days our men will be ready to show the very latest in uses for a new Mystik Tape.

For working with Mystik on this program and for smoothing out some Tape-Ins rough spots, we have to thank William H. Eckmann, executive producer of Shoreline Film Productions. His direction of this effective program was done with expertise . . . a Mystik Mark of Quality.



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By PETER RIGG
European Editor

To upgrade the effectiveness of communication thru film, the journalists who report on British sponsored films annually honor the sponsor with the most effective distribution program for a motion picture — with the Clifford Wheeler Memorial Award named after the late distribution chief for British information films overseas.

Following the award, the Industrial Film Correspondents Group joins with the British Industrial and Scientific Film Association in hosting a seminar for sponsors, producers and media men to evaluate the award-winning program and runners-up.

At this year's seminar, held in London, Mr. A. A. Guttridge, group public relations officer of the Hawker Siddeley Group, winners of the 1968 Award, discussed the distribution of *The Engineers*.

This is a big budget film designed to dispel the prevailing image that the Hawker Siddeley Group is concerned solely with aviation.

The target audience was the potential customer for any of the Group's products — from light-weight speed boats to the construction of simply-operated power stations for the under-developed countries.

Secondary audiences are the staff in the Group's international marketing and manufacturing operations.

Finally the film is extensively used through sponsored film library distribution channels in the main operating areas — for example 70 prints are in regular use in North America.

Now in its third year of distribution, *The Engineers*, which previously had won the international Inforfilm award as the film with the greatest international distribution potential, costs \$10,000 a year to show to its audiences.

In contrast was the distribution story of *Light on Road Hazards* sponsored by Dorman & Smith, the British distributors of the U.S. Trafilamp, the modern replacement for

road construction oil lamps. To introduce this new product to traffic engineers and highway authorities, a demonstration film was made specifically for showing on the RCA Super 8mm sound loop desk-top projector. Dorman & Smith affirmed that on each occasion the film was used, sales resulted.

Another U.S. product, Galbestos, manufactured by H. H. Robertson (UK) Limited was the subject of a highly effective low-budget film intensively distributed. H. J. Woodford, Robertson's servicing manager, explained that after trying conventional 16mm distribution to show the properties and applications of the product — a steel sheet sandwiched between layers of bituman, asbestos and plastic — he had opted for desk-top 8mm as the ideal demonstration medium.

Production and equipment costs were amortised at 78¢ per screening the first year and there had been some fantastic results.

In Yugoslavia the sales team had failed to get to the top men of a construction company on the product, but to console them for a wasted journey the management allowed them to show the *Galbestos* to the workers during their lunch break. As a result an impressed work-force pressured the management to view the film and the result was a \$480,000 order.

A third American product featured in this British distribution seminar was I.B.M. computers. *Man and Computer — a Perspective* is an educational film. With 102 countries in 100 countries, I.B.M. has a built-in film distribution network. Bob d'Ancona, I.B.M.'s British films officer, reported that 483 prints were in distribution throughout the world — 120 in the United States — at a cost of 12¢ per 'meaningful exposure'.

Another highly effective use of film was reported by Alfred Herbert of Coventry Limited, a machine tool manufacturer. The company saw the possibility of a \$480,000 order to tool up for a major reorganisation in one sector of the British motor industry. They decided that a film was the best way to show their capability.

Within six weeks the film was scripted, shot, edited and shown at the sales conference. At the time of the seminar, contract discussions were taking place.

After the seminar Alec Hughes, Secretary of the Industrial Film Correspondents Group announced the 1969 winner of the Clifford Wheeler Memorial Award — Shell International Petroleum Company for the distribution and use of *Load on Top*.

This film was sponsored by seven major oil companies and distributed on their behalf by Shell. It was made to show tanker owners how to control oil pollution at sea.

The distribution campaign through forty-five companies will be the subject of the next seminar organised by the British journalists

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IFPA JOURNAL

INFORMATION FILM PRODUCERS OF AMERICA, INC.

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Report from Conference Chairman

Plans for the 1969 IFPA Conference in San Francisco, October 16-18 are almost finalized according to Dick Foster, Conference Chairman. The Northern California Chapter members are organizing one of the most exciting conferences in the history of IFPA, and the first in San Francisco. Final details for the meeting facilities and exhibit area at the Sheraton Palace have been worked out. On Wednesday evening, October 15th and Thursday evening October 16th, the finalists in the 24 categories for the film competition will be shown in three screening rooms. According to Dick Foster, this will allow people to see films in several different categories during the evening by moving from one screening room to another. Programs with scheduled running times and screening room location will be available at the conference registration desk. After a full session on Friday, October 17th, conferees will be taken by Cable Car to Chinatown for a cocktail party and family style Chinese dinner at the Empress of China. Stan Ahlborn, entertainment chairman for the Friday evening affair promises unique and authentic Chinese lion dancers and music. From that point on, IFPA'ers and other guests will be able to sample the various nightlife activities that San Francisco offers . . . Nob Hill, North Beach, Chinatown, Fisherman's wharf.

Ralph Hall, executive director, has put together the finest exhibit area that IFPA has had to date. All the leading names in motion picture equipment will be represented in this trade show starting Thursday morning and closing on Saturday evening.

Not to leave the wives out of the San Francisco scene, Bess Brady, Sacramento, is formulating plans for two days of activities for the ladies. Visits to a beauty salon, complete with hairstyling, facial, fashion show and wine tasting will be offered on Friday. Saturday promises a visit to the Kabuki Theater which will be appearing in San Francisco. All in all, San Francisco in October for the IFPA Conference promises to be an event that all IFPA Members, guests and families should consider a must! Reservations are very tight in San Francisco but Dick Foster has managed to reserve a large block of rooms at the Sheraton Palace Hotel. All planning to attend are urged to get their advance registration cards for rooms returned to the hotel as soon as possible. The Northern California Chapter has

put a lot of work into the Conference throughout the year and deserve a rousing vote of thanks for all their efforts. Remember October 16, 17th and 18th, in San Francisco!

Latest Conference Additions

As we go to press, all information and news would seem to be concerned with IFPA's 1969 Conference and Trade Show. A year of effort will be climaxed with a full three day program of activities and presentations with time scheduled for taking in the very fine exhibits offered.

Bill Blume, conference program chairman has supplied a dynamic effort to the lineup of this year's programming. "The Shape of Things to Come", theme of this year's Conference, is assuming shape and substance. A full schedule of informative and imaginative presentations are on tap for the entire period of the conference.

Opening the program package on Thursday, October 16th, will be the "welcome" by Mayor Joseph Alioto to all attendees, on behalf of the Bay City. Highlighting the first day of sessions will be the keynote address "Markets of Change" delivered by the noted author of "The Dynamics of Change", Don Fabun of Kaiser Industries.

Thursday programming will present Col. Stanford Roberts, Chief A/V Division, HQ, U.S. Army. Also slated for Thursday, Charles Clark of Motorola will present "Motorola EVR", an entirely new approach to AV. Beginning Friday, W. H. McGaw, producer of the Academy Award winning documentary film, *Journey Into Self*, will speak on "Candid Photo Approaches to Human Behavioral Problems".

Saturday however, will be the climax of events. 1969 has been the culmination of an age of discovery and exploration and each "giant step" taken by our first men on the moon, was thoroughly documented audio-visually so that the world was there too. This world will be ours at the Conference, with highly informative and exciting presentations by men prominent in the development of this phase of the program.

Senator George Murphy, guest of honor, will also be guest speaker for the Awards Banquet, Saturday evening. His address — "The Value of Information Films to Government". The gala evening will be climaxed with the presentation of the "CINDY" awards.

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Company _____

Address _____

City _____ State _____ Zip _____

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THE BUSINESS SCREEN ANNUAL BUYER'S GUIDE TO PRODUCTION SERVICES

FILM LABORATORY GUIDE

ACME FILM AND VIDEOTAPE LABORATORIES, INC.

A Subsidiary of Filmways, Inc.
1161 N. Highland Ave., Hollywood, California 90038

Phone: (213) HO 4-7471

477 Madison Ave., New York, N.Y. 10022

Phone: (212) 758-5100

333 N. Michigan Ave., Chicago, Ill. 60601

Phone: (312) 641-0088

Year of Incorporation: 1945

Mel Sawelson, *President*

David Christopher, *V. P. & Treasurer*

Irving Kahn, *Sales Manager*

John Killough, *Vice President*

Pete Wood, *Chief Engineer*

Willard Van Enger, *Lab Supt.*

Milton Shefter, *V. P. Sales (New York)*

Phyllis Abboud, *Midwest Sales (Chicago)*

35mm Services: Transfer videotape to film.

16mm Services: color and b&w film processing and printing; color and b&w videotape transfer to film.

Special Services: Videotape recording and duplicating; videotape mixing; color and b&w film to videotape; electronic tape editing; tape viewing; helical scan duplicating and film transfer.

A-V CORPORATION

2515 North Blvd., Houston, Texas 77006

Phone: JA 3-6701 AC: 713

Year of Incorporation: 1945

J. C. Rebman, *President*

Wm. B. Padon, *Vice President & Secretary-Treasurer*

Albert P. Tyler, *Executive Vice President*

16mm Services: Complete black & white and color laboratory. Reversal and negative-positive printing & processing. E.C.O. and E.F. Optical internegatives with scene to scene additive color correction. Color positive and reversal release printing.

8mm Services: Super and 8mm printing, processing magnetic sound and cartridge preparation.

Special Services: optical effects & printing, dupe negatives, color internegatives, black & white master positives, Ektachrome or Kodachrome masters with scene-to-scene color correction; editing and recording, re-recording of magnetic tape, transfer to film; conforming films for printing; animation, sound stage; titles. Full producer's completion services.

Videotape transfer — to 16mm and 8mm magnetic or optical sound.

Member: Association of Cinema Laboratories.

BAY STATE FILM PRODUCTIONS, INC.

35 Springfield Street, Agawam (Springfield), Massachusetts 01101

Phone: 734-3164 AC: 413

Year of Incorporation: 1943

David D. Doyle, *President*

Morton H. Read, *Assistant to the President*

A. Herbert Wells, *Treasurer*

William I. Rhodes, *Vice President*

Harold O. Stanton, *V. P., Public Relations*

Harold M. Fischer, *V. P., Production Manager*

Kenneth E. Alexander, *V. P., Sound*

Dean A. Miller, *Art Director*
Robert J. Hart, *Studio Manager*
E. Ritchie Smith, *Account Executive*
Francis N. Letendre, *Vice President, Laboratory*

35mm Services: black & white and color live action photography; animation camera; dubbing; and equalization; interlock projection, Moviol and sound readers.

16mm Services: black & white and color live action and animation photography; interlock projectors; synchronous magnetic recording printing labs for color and black & white, black & white processing, positive, negative, reversal Moviolas and sound readers.

Special Services: hot press titles in color and black & white; still photography, color and black & white; sound slidefilms, color and black & white; screening rooms; animation department; foreign language dubbing; script services; recording; printing; processing; sound stage; set designing; carpenter shop; film vaults



BEBELL & BEBELL COLOR LABORATORIES, INC.

416 West 45th Street, New York, New York 10036

Phone: 245-8900 AC: 212

Cable address: LABSBEBELL, N.Y.

Year of Incorporation: 1951

Norman Lars Bebell, *President*

Arthur Frederick Bebell, *Vice President*

Joan Anne Bebell, *Secretary-Treasurer*

Services: High speed & commercial Ektachrome developing and dailies; Eastern Color developing and dailies; 16mm & 35mm B&W Reversal developing and dailies. Contact and reduction release printing on Ektachrome, Kodachrome and Eastman Color. Internegatives and Masters All color timing on the "Hazeltine Color Analyzer."

Special Services: 35mm Ektachrome Motion Picture developing and printing; 35mm color positive-to-positive workprints.



BYRON MOTION PICTURES

65 K St. N.E., Washington, D.C. 20002

Phone: (202) 783-2700

Year of Incorporation: August, 1938

Byron Roudabush, *President*

Dudley Spruill, *Vice President General Mgr*

Peter J. Agnew, *Secretary*

Irvin Meyers, *Vice President-Production*

Robert Johnson, *Vice President-Technical*

Arthur Rescher, *Vice President, Sales*

35mm Services: negative and positive color processing and printing, color intermediates reduction and contact color additive printing 35 32 printing. Black and white spray negative and positive processing and printing, "Color Correct" prints.

16mm Services: Ektachrome ECO and ME processing and printing, color negative positive processing and printing, reduction, contact, 1-to-1 optical and additive color printing. Black and white negative-positive and reversal processing and printing. "Color-Correct" prints.

8mm Services: Color negative and positive printing and processing, magnetic sound, a prints by optical reduction from standard 16mm color negative and 16mm magnetic mixed track.

Member: Association of Cinema Laboratories.

CALVIN COMMUNICATIONS, INC.

1105 Truman Road, Kansas City, Missouri
64106

Phone: HA 1-1230 AC: 816

Cable: CALVIN-FOX

Year of Incorporation: 1931

Leonard Keck, *President*

William Hedden, *Vice President*

Frank Barlydht, *Vice President-Production*

Donald L. Phillips, *Vice President*

James Hash, *Secretary-Treasurer*

James E. Moore, *Vice President*

Larry Kauffman, *Vice President*

6mm Services: color and black & white reversal and positive release prints. Color and black white workprints; ink-printed edge-numbering; black & white dupe negatives and color inter-negatives. 16mm processing — Ektachrome commercial and EF Kodachrome and Type A, black & white reversal and negative. Scene to scene color correction printing.

8mm Services: Release printing (Super 8 & regular 8) from 16mm to 35mm materials, color or B/W. Magnetic or optical sound printing, Super 8 optical sound negative recording, special print lubrication, No-En Treatment, Technicolor, Fairchild, and other cartridge loading. Custom cartridge and box labeling.

Special Services: scripting, location & sound stage photography, sound recording and transferring (1/4" and magnetic film), multiple channel mixing to photographic printing tracks (negative, positive, 35mm, 16mm). Music and sound effects libraries and recording, original scoring, staff narrators, set design and construction; titling and animation, storyboards; editing, cutting and conforming services. Production and A/V equipment rental, sales and leasing. Warehousing and drop shipping of client release materials.

Member: Association of Cinema Laboratories Society of Motion Picture & Television Engineers.

CALVIN PRODUCTIONS/PENNSYLVANIA
(Formerly Calvin-DeFrenes Corp.)

(East Coast Subsidiary of Calvin Productions, Inc., Kansas City, Mo.)

1909 Buttonwood Street, Philadelphia, Pennsylvania 19130

Phone: (215) 563-1685

Telex: CALDEFORP PHA 83-4316

Date of Organization: 1916

Date of Reincorporation: 1963

Stephen A. Ciechon, *President*

Gene A. Carr, *Vice-President*

Russell K. Spear, *Director of Marketing*

Paul Scaramucci, *Director of Services*

John Bartholomew, *Director*

Robert M. Carroll, *Office Manager*

John Heidenreich, *Director, Prod. & Services*

Edward B. Maguire, *Equipment Sales & Rental Agent*

Henry D. McKee, *Art & Animation Director*

Robert R. Collom, *Sound Director*

John Goraj, *Plant Manager Set Designer*

Paul Scaramucci, *Editorial Supervisor*

Jack Mehlbaum, *Director of Photography*

Herbert Cardwell, *Cinematographer*

Jack Polito, *Special Effects*

Robert MacDonald, *Service Director*

6mm Services: Processing: Ektachrome, all types; black & white reversal and negative. Color and black & white reversal and positive release prints and workprints; edge-numbering; color internegatives and black & white dupe

negatives; Ektachrome masters; sound track dupes.

8mm Services: Standard and Super 8mm reduction printing of 16mm films (color & b&w), silent, optical and magnetic sound; color inter-negatives, and black & white dupe negatives from 35mm or 16mm films.

Producer Services: Motion picture and slidefilm productions from script to release prints. Complete 35mm 16mm facilities for photography, titling and animation, sound recording and mixing — magnetic and optical, music and sound effects libraries, editing and conforming, studio and equipment rentals and sales, set design and construction.

CAPITAL FILM LABORATORIES, INC.

470 E. Street, S.W., Washington, D.C. 20024

Phone: DI 7-1717 AC: 202

1998 N.E. 150th St., North Miami, Florida 33161

Phone: 949-3242 AC: 305

Year of Incorporation: 1949

Alfred E. Bruch, *President*

William N. Brooks, *Vice President*

Garland C. Misener, *Vice President, Technical Director*

Peter Boyko, *Executive Vice President*

Joseph K. Hooper, *Customer Service*

Jack Vignali, *Customer Service*

Ric Houk, *Customer Service*

Debbie Farrell, *Customer Service*

A. Bruce Conrad, *Production Control*

Jack Clink, *Sound Director*

Robert H. Johnson, *Chief Editor*

Betty L. Seabolt, *Treasurer*

James Caron, *General Manager, Miami*

35mm Services: color negative processing; negative-positive color printing and processing; black & white negative and positive processing and printing.

16mm Services: Ektachrome processing, all types; black & white negative and positive processing and printing; color reversal printing; negative-positive color printing; 35mm to 16mm reduction printing; 35 32mm processing and printing.

Special Services: 35mm and 16mm film editing; music and sound effects editing; music library; sound effects library; title service (by sub-contract); sound recording service — 35mm, 16mm mixing, narration recording, post-sync dubbing; location recording; recording to 35mm, 16mm, 35 32mm optical track.

Other Special Services: magnetic striping, Vacuumate treatment, edge numbering, ultrasonic cleaning, reels and cans; videotape to film transfers (by sub-contract) with our negative processing and control.

Member: Association of Cinema Laboratories.

CARLETON LABORATORY

7608 San Fernando Road, Sun Valley, California 91352

Phone: 767-8507 AC: 213

Year of Organization: 1949

C. H. Carleton, *Owner*

Paul V. Manor, *Manager*

16mm Services: specialize in color duplication.

Special Services: Vitatreating film preservation.

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FILM LABORATORY GUIDE

CINCINNATI FILM LABORATORY

3705 Lonsdale Street, Cincinnati, Ohio 45227

Phone: 271-5540 AC: 513

Year of Incorporation: 1960

M. W. Herbst, *President*

Clarence W. Colter, *Vice President*

Elizabeth Peters, *Treasurer*

16mm Services: color and black & white reversal and negative release printing; workprints, key or printed edge numbers; black & white dupe negatives; 16mm processing, black & white negative or reversal; optical sound tracks. **Special Services:** editing and recording; conforming film for printing; re-recording of magnetic tape to optical track; voice and music recording.

CINE-CHROME LABORATORIES, INC.

4075 Transport St., Palo Alto, Calif. 94303

Phone: (415) 321-5678

Year of Organization: 1957

Burton Smith, *President*

Whitman Smith, *Vice President & Plant Supt.*

John Hunt, *Vice President Sales*

35mm Services: EK Color Negative developing, additive color printing, cinex, coding, dailies, color or B&W, single or multi-roll printing. 1st trials or release.

16mm Services: Ektachrome Commercial Developing; EF, EFB developing, standard or non-standard; Ekta. Print 7388 printing and developing, additive scene-to-scene printing; color internegative-positive printing and developing; Koda. Print 7387 printing; B&W reversal and negative-positive; coding.

8mm Services: 16 to 8 reduction, standard 8 or Super 8, silent or sound, cartridge mounting, color or B&W.

Special Services: Ultrasonic cleaning, Permafilm services, including scratch removal, film rejuvenation, vault storage, producer services on request.

Physical Equipment: 35mm-color negative-positive processor, B&W negative-positive processor; 16mm-Ektachrome Commercial, EF, EFB, 7388 processor, Intermegative-positive processor, B&W negative-positive processor, B&W reversal processor; 35mm color additive printer, B&W and release printer; 16mm color additive printer, B&W and release printers; reduction printer and related equipment.

Member: Association of Cinema Laboratories.

CINE-CRAFT INC.

8764 Beverly Blvd., Los Angeles, California 90048

Phone: (213) 652-7357

Year of Organization: 1948

G. L. Guenot, *Manager*

Dennis Daniel, *Assistant Manager*

16mm Services: printing & processing, silent & sound, color & B&W.

8mm Services: printing & processing, silent & sound, color & B&W; also Super 8.

Special Services: enlarge 8mm to 16mm, reduce 16mm to 8mm, sound stripe 8mm and 16mm, negative cutting and timing.

Physical Equipment: limited to 8mm and 16mm printing, processing, enlarging and reducing. Also Film Sales—(raw stock), 16mm, 8mm, Super 8.

Continued on next page

FILM LABORATORY GUIDE

CINELAB CORPORATION

421 W. 54th St., New York, N.Y. 10019
Phone: (212) 765-1670

Year of Organization: 1966

Marvin Soloway, *President*
Robert S. MacDonald, *Vice President*
John Schwarz, *Secretary-Treasurer*
Fred Heid, *General Manager*
Charles Clark, *Plant Supervisor*
Robert Castrella, *Plant Supervisor*

Special Services: In-plant processing of high-speed and commercial Ektachrome, in-plant printing, edge numbering, 16mm Eastman Color processing and printing and B&W reversal. One day service. Process, ECO2, ME4, E.C.P., black and white negative and positive, black and white reversal. Printing: 16mm C printers, Peterson's printers, Depue printers.

Physical Equipment: for ECO 2 and ME-4.
Specialties: Silver sulfide sound track; processing of black & white Super-8.



CINEMA PROCESSORS, INC.

211 East Grand Ave., Chicago, Ill. 60611
Phone: (312) 527-4050

Branch Plant: 2156 Faulkner Road, P.O.
Box 13653, Atlanta, Ga. 30324. Philip
Limongiello, *Manager*

Year of Organization: 1955

A. Ike Bartimoccia, *President*
Morris Bleckman, *Vice President*
Joseph Palese, *Lab Manager, Chicago*

16mm Services: processing and printing color reversal, negative-positive color, B&W; edge-numbering and miscellaneous services.
Super-8 Services: processing and printing, color and B&W.



GEO. W. COLBURN LABORATORY, INC.

164 N. Wacker Drive, Chicago, Ill. 60606
Phone: 332-6286 AC: 312 Cable: COLAB

Year of Organization: 1939; Inc.: 1946

George W. Colburn, *President*
Robert A. Colburn, *Executive Vice President*
Francis W. Colburn, *Secretary & Treasurer*
Rene G. Mathieu, *Vice President-Laboratory Operations*

Charles L. Young, *Mgr., Printing/Processing*
Clyde Ruppert, *Producer Services*
Henry Zeimer, *Slidefilm/Titles/16mm & 35mm Animation*

Raymond Czarnik, *Order Control*
Allen Hilliard, *Technical Information & Public Relations Director*

16mm Services: color internegative, positive and reversal printing; black & white duplicate negative, positive and reversal printing; 16mm optical printing from 35, 28, 17½, 16, 9½, 8; editing, title, animation, producer service, narration recording and ¼" tape to 16mm magnetic and 16mm optical sound.

8mm Services: color positive reduction printing; magnetic sound; 8mm special optical printing from 35, 28, 17½, 16, 9½, 8.

Super 8 Services: Super 8 from 16mm; 8mm & 16mm from Super 8; Super 8 from Super 8.

Animation Services: 35mm slidefilm masters and printing; duplicate slides, 16/35mm titles.
Member: Association of Cinema Laboratories.

COLOR FILM CORPORATION

500 Halstead Avenue, Mamaroneck, N.Y.
10543

Phone: (914) 698-6350

Year of Organization: 1950

Richard N. Jayson, *President*
C. Nelson Winget, *Vice President*
Fred Forstehen, *Plant Engineer*
Fred Gauthier, *Lab Manager*

35mm Services: filmstrip and slide duplication
16mm Services: "Audiscan" and "LaBelle" filmstrip prints from 35mm negatives.

COLOR REPRODUCTION COMPANY

7936 Santa Monica Blvd., Hollywood, Calif.
90046

Phone: 654-8010 AC: 213 Cable: COLRE

Year of Organization: 1939; Inc.: 1946

Mary V. Layos, *President*
Reginald S. Dunn, *Vice President - General Manager*
E. Elizabeth Bailey, *Secretary-Treasurer*
Gerard (Jeff) Edwards, *Laboratory Contact*

16mm Services: Kodachrome reversal, color positive, black & white reversal and black & white positive, silent and sound. Electro printing, negative track, yellow edge numbering, laminating, etc.

8mm Services: Kodachrome reversal, color positive, black & white reversal and black & white positive, silent and sound; reduction from 16mm or 8mm contact.



CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood, Calif. 90038
Phone (213) 462-0881

Year of Organization: 1920

Sidney P. Solow, *President*
Ted Fogelman, *Vice President & Plant Supt.*
Edward H. Reichard, *Vice President & Chief Engr.*

Les Mansfield, *Assoc. Supt., 16mm Division*
Tom Sproul, *Assoc. Supt., 35mm Division*
Dale Tate, *Co-Manager, Title & Optical Department*

Peter Silverman, *Co-Manager, Title & Optical Division*
Kenneth Jones, *Sales Manager*

35mm Services: color and black & white negative developing, daily prints and release printing; overnight dailies; color and black & white duplicate negatives; color master positives; fine grains; direct positive black & white duplicates of workprints.

16mm Services: color and black & white reversal and negative/positive release printing; workprints - key or printed edge numbers; 16mm and 35/32mm black & white dupe negatives and color internegatives; 16mm processing - Ektachrome, black & white negative/positive or reversal; Eastman color, Kodachrome printing. Masters.

8mm Services: color and black & white reduction release printing, super 8 and regular 8.
Special Services: 35mm & 16mm title and optical service, color and black & white, including art work & animation photography. Insert facilities. 16mm to 35mm blow-ups - with liquid

gate and color corrections.

35mm Filmstrips: 35mm color and black & white, mastering, printing and processing.
Member: Association of Cinema Laboratories
Sustaining Member: Information Film Producers Association; Society of Motion Picture & TV Engineers.

CRITERION FILM LABS, INC.

415 West 55th St., New York, N.Y. 10019
Phone: (212) 265-2180

Year of Incorporation: 1950

Fred C. Todaro, *President*
Barbara Decker, *Secretary*
Irving Schecter, *Sales Manager*

35mm Services: color and black & white, printing and processing.

16mm Services: color and black & white, printing and processing.

Physical Equipment: Complete Developing and printing of color and black and white 8, 16, 35mm motion picture film.

DELTA PICTURES, INC.

327 Market St., Shreveport, La. 71101
Phone: (318) 423-2679

Robert F. Monasco, *President*
S. E. Florsheim, *Vice President*
David Bramlett, *Treasurer*
Mrs. Gairy Baker, *Secretary*

16mm Services: B&W and Ektachrome E1 processing (M4).

8mm Services: B&W and color processing.
Special Services: 16mm B&W and color printing.

Physical Equipment: 16mm B&W reversal H processor; 16mm color ME4 filmline processor; 16mm B&W contact printer processor/paper



DE LUXE GENERAL INC.

(formerly General Film Laboratories)

1546 Argyle Avenue, Hollywood, Calif.
90028

Phone: (213) 462-6171 Telex: 6-74345

Year of Organization:

1953 as General Film Laboratories
1964 became a part of De Luxe General, Inc.

G. Carleton Hunt, *President*
Neal Keehn, *Vice President, Sales*
Russ Landers, *Vice President, Operations*
Stan Judell, *Controller*
Ray Gaul, *Lab Superintendent*
Jack West, *Sales Manager (16mm & Non-Theatrical)*
Robert Creamer, *Sales Manager (TV & Theatrical)*

35mm Services: Eastmancolor and black & white release printing; overnight dailies; color internegatives, interpositives, master positives; black & white dupe negative and master positives; 35mm developing, color and black & white; 35mm color and black & white filmstrip printing.

16mm Services: color and black & white reversal and positive release printing; workprint - key or printed edge-numbers; 16mm & 35/32mm black & white dupe negatives and color internegatives; 16mm processing - Ektachrome black & white negative or reversal.

Special Services: re-recording of magnetic tape or film to photographic printing track; electroprinting on small orders; arrangements for color

mming or editing; 35mm or 16mm television commercials handled through separate Commercials Department.

ember: Association of Cinema Laboratories.

CINEMA RESEARCH, INC.

6860 Lexington Ave., Hollywood, Calif.
90038

Phone: (213) 461-3255

See complete data under Effects & Opticals)



DOUGLAS FILM INDUSTRIES, INC.

10 West Kinzie Street, Chicago, Ill. 60610
Phone: (312) 664-7455

Year of Organization: 1945

Fred C. Raymond, *President*

Arthur R. Jones, *Vice President*

Douglas P. Raymond, *Vice President*

Joe Pusateri, *Quality Control Manager*

William P. Bielicke, *Quality Control Manager*

35mm Services: Eastman negative-positive processing. Cinex testing, Acme color or B&W registration printing and color correction, color or B&W contact and reduction printing. Negative-positive Hi-contrast processing and printing. Print thru and ink edge numbered workprints. Photography and editing.

16mm Services: Additive printing Cinex testing, Eastman color negative-positive printing and processing; color internegatives; color reversal printing; B&W negative and positive printing and processing; master positives — dupe negatives; workprinting; blow ups to 35mm negative-positive Hi-contrast processing and printing; edge numbering and production release printing.

Super 8mm Services: Quad-rank optical reduction from additive printed 16mm color internegatives. Cartridge loading. Silent and sound release printing.

35mm Filmstrips: Processing EK6008, EK5251, negative films. Printing and processing filmstrips and 2x2 slides. Frame by frame color and density correction. Art & original photography.

Special Services: Editing and recording to 1/4" and 16mm magnetic tape; optical transfer to 35mm film; 4 channel mixing, music library, interlock screening; 35mm and 16mm editing and conforming; photography and make up of slides; art for motion pictures and filmstrips; animation stand.

ember: Association of Cinema Laboratories.



DU ART FILM LABORATORIES

DU ART COLOR CORPORATION

245 West 55th St., New York, N.Y. 10019
Phone: (212) PL 7-4580

Year of Organization: 1922

Irwin Young, *President*

Paul Kaufman, *Executive Vice President*

Robert Smith, *First Vice President*

Stanley Plotnick, *Vice Pres. & Treasurer*

Bernard M. Kamber, *Vice President-Sales*

Don Donigi, *Vice President*

Robert Young, *Secretary*

Ray Fellers, *Director of Sales*

Services: Du Art Film Laboratories was founded in 1922. Its subsidiary, Du Art Color Corp., was founded in 1950 for the processing of Eastman color film. The company offers complete black-and-white facilities, including 35mm and

16mm negative developing and release printing and magnetic-to-optical sound printing. 35mm and 16mm black-and-white reversal prints on Eastman 7360 and 5360 available. Color capabilities include developing 35mm and 16mm color negatives; processing all types of 35mm and 16mm Ektachrome original and prints; processing original 16mm Gevachrome camera films types 6.00 and 6.05 and Gevachrome 9.02 prints; printing and processing Eastman color reversal intermediate types 7249 and 5249; 35mm and 16mm negative/positive color printing; blow ups; 35mm and 16mm internegatives. 8mm and Super 8mm facilities include contact step optical and continuous optical printing with magnetic sound, in color and black-and-white. Color slide film processing; Ektachrome, Gevachrome and Kodachrome scene-to-scene color balanced printing; and reduction color printing. Du Art Sound Department—Complete facilities for 35mm and 16mm optical and/or magnetic transfer, tape to film, film to tape, all gauges.

Member: Association of Cinema Laboratories S.M.P.T.E.

FILMACK STUDIOS

1327 S. Wabash Ave., Chicago, Ill. 60605

Phone: HA 7-4855 AC: 312

Year of Organization: 1919

Irving Mack, *Chairman of the Board*

Bernard Mack, *President*

Joseph R. Mack, *Executive Vice President*

Pat Cascio, *Vice President-Production*

35mm Services: color and black & white release printing; dailies, dupe negatives and master positives; processing; filmstrip masters. Printing and processing.

16mm Services: color and black & white reversal and negative release printing; work prints—key or printed edge numbers; dupe negatives.

8mm Services: sound or silent color & B&W 16mm to 8mm negative/positive and reversal. **Special Services:** still and motion picture photography, studio or location, live, still and animation; editing; conforming; interlock screening; recording services; tap duplicating facilities; mastering, processing, pressings for discs for same day acetate service; sound effects and music library; 35mm and 16mm magnetic equipment, studio or location recording facilities; automatic signalling for projectors; also pulse-bell signals.

FILM ASSOCIATES, INC.

4600 S. Dixie Highway, Dayton, Ohio 45439

Phone: 293-2164 AC: 513

Year of Organization: 1937; Inc.: 1946

E. Raymond Arn, *President & Gen. Mgr.*

Mildred G. Arn, *Vice President, Treasurer*

Clement Jacobs, *Secretary*

Stephen McLain, *Expediter*

George Whalen, Jr., *Laboratory Supervisor*

16mm Services: complete, b&w color printing, editing, titling, sound recording. Videotape to film transfers.

8mm Services: processing only.

FILMLAB, INC.

130 West 46th St., New York, N.Y. 10036

Phone: JU 2-2863 AC: 212

Year of Incorporation: 1924

Edward C. Naylor, *President*

35mm Services: photographing, developing and printing black & white and color filmstrips; black & white dupe negatives; vacuumating;

FILM LABORATORY GUIDE

cutting and canning filmstrips; developing and printing silent motion picture film; 35mm contact printing on paper from 35mm negatives; double frame printing for 2x2 slides.

Special Services: developing 35mm unperforated negative; developing 56mm, 65mm, 70mm, 90mm, and aerographic black & white negative (no prints); developing microfilm, oscillograph and special scientific recording material photographed on 35mm black & white film.

FILM SERVICE LABORATORIES, INC.

6327 Santa Monica Boulevard, Hollywood, California 90004

Phone: HO 4-5141 AC: 213

Branch Office: 1165 N. Fifth Street, San Jose, California 95112, John E. Youngman.

Peter Van Halen, *President*

Gilbert R. Scott, *Vice-President & General Manager*

Virgil St. Clair, *Plant Manager*

35mm Services: black & white and color — developing, daily and release printing; splicing, coding, projection and 35mm Ektachrome (ER 5357 & ER 5258) processing.

16mm Services: black & white, Ektachrome, Kodachrome and Eastmancolor — developing, daily and release printing, all allied laboratory services including splicing, coding, projection.

8mm Services: release printing, black & white or color; contact or optical reduction.

Special Services: 16mm color dailies, 8 hour service 16mm Ektachrome and ER processing, 35mm Ektachrome and ER processing; transfers from tape to motion picture films, editorial rooms, theater; Ultrasonic cleaning equipment.



FISCHER PHOTOGRAPHIC LABORATORY, INC.

399 Gunderson Drive, Carol Stream, Illinois 60187

Phone: (312) 665-4242

Year of Organization: 1949

E. J. Fischer, *President*

David Hancock, *Vice President/Treasurer*

Ruth Fischer, *Secretary*

Special Services: Color Negative-positive Processing; 35mm, 16mm & Super 8 Printing; 35mm, 16mm, Super 8mm Quadrank Printing & Sound Recording. Cartridge loading; Fairchild-Jayark-Technicolor, Audiscan. Optical Sound Transfer-Studio recording-Conforming-Editing-Titles-Film Production Services.

FORDE MOTION PICTURE LABS

306 Fairview Avenue North, Seattle, Wash. 98109

Phone: 682-2510 AC: 206

In Portland, Ore.: 2153 N.E. Sandy Blvd. 97232

Phone: 234-0553 AC: 503

Year of Organization: 1949

Ed Watton, *Owner*

16mm Services: Ektachrome, black & white negative/positive, reversal processing; color and black & white duplicating, editing and related services; magnetic striping.

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FILM LABORATORY GUIDE

GENERAL FILM LABORATORY, INC.

66 Sibley Street, Detroit, Michigan 48201

Phone: WO 1-7818 AC: 313

Year of Incorporation: 1940

Richard P. Zagor, *General Manager*

Stan Nalski, *Customer Service & Sales*

35mm Services: color negative processing, color internegatives, interpositives, master positives, color release printing, 35mm black & white negative processing, black & white workprinting, black & white master F. G. positive and dupe negatives, black & white release printing.

16mm Services: Ektachrome processing, color workprinting, duplicating and release printing; black & white negative, positive and reversal processing, black & white workprinting, master F. G. positives and dupe negatives, negative and reversal release printing; ink or print-through edge numbering.

35mm Filmstrips: color and black & white film strip processing and printing. Vacuumating, cutting and canning, packaging and shipping. **Animation:** Full animation and filmstrip services

Optical Printing: Complete 16mm and 35mm optical printing services.

Special Services: editorial service, ultrasonic cleaning.

HIGHLAND LABORATORIES

90 Tehama Street, San Francisco, California 94105

Phone: YU 6-5480 AC: 415

Year of Organization: 1960

Barry J. Brose, *Owner*

16mm Services: color processing of Ektachrome Commercial and EF, MS, Ektachrome dupe, type 7386, 7388, 7389 with applied sound track; Ektachrome with magnetic stripe; Kodachrome dupe, type 7387; Eastman color print, type 7385, 7380; Eastman color internegative, type 7271.

Special Services: sound track application of all Ektachrome films for single system recording. Ultrasonic film cleaning.

HOLLAND-WEGMAN LABORATORIES, INC.

General Offices

207 Delaware Avenue, Buffalo, N.Y. 14202

Phone: (716) 853-7411

Year of Incorporation: 1955

Paul M. Sciandra, *President*

Robert B. Rieske, *Production Manager*

Nicholas L. Ferrara, *Laboratory Manager*

Robert B. Lindemeyer, *Production Supervisor*

James L. Linnan, *Sound Recording Services*

16mm Laboratory Services: color and B&W processing and printing services. Ektachrome Commercial and ME-4 processing, color and B&W workprints with printed edge numbers. Same day service available. Special pick-up and delivery arrangements available.

Complete Laboratory Services: complete producer services. Research, scripting, storyboards, location, sound stage photography. Sound recording, sound transfer, optical and magnetic, multiple channel mixing. Music and sound effects. Original scoring. Set design and construction, animation, titling, editing, cutting and conforming services.

Equipment & facilities: PAKO ME-4 ECO color processor, Filmline negative positive and reversal B&W processor, Bell & Howell printer.

Moy edge numbering, 50 x 70 x 34 ft. sound stage. Fearless Panaram dolly, editing rooms completely equipped including moviolas, two interlock screening rooms, 50 seat Multi-media theater equipped with video tape and CCTV, eight channel Fairchild mixing console, two animation stands; one a Saltzman with Acme 35 16 camera, and seven music libraries.

HOLLYWOOD FILM ENTERPRISES, INC.

6060 Sunset Blvd., Hollywood, Calif. 90028

Phone: (213) 464-2181

Year of Organization: 1907

Mickey Kaplan, *President*

Robert F. Warde, *Vice President*

Richard B. Wallach, *Secretary-Treasurer*

T. H. Emmett, *Sales Manager*

16mm Services: color and B&W processing, printing, release printing and all related services.

8mm Services: color and B&W processing, printing, release printing and all related services for regular 8 and Super 8.

Special Services: same day service — process color original or B&W and daily print.



HOLLYWOOD VALLEY FILM LABS, INC.

2704 West Olive Avenue, Burbank, California 91505

Phone: 846-7262 AC: 213

Year of Incorporation: 1952

Vernon G. Frith, *President*

Elizabeth E. Frith, *Vice President*

Sadik Adlai, *Processing Foreman*

Paul Light, *Printing Foreman*

Dottie O'Dell, *Office Manager*

16mm Services: sound & silent, Kodachrome, Ansco, black & white reversal duplicate prints; Eastmancolor internegative and positive print processing and printing; black & white negative, duplicate negative and positive print processing and printing.

8mm Services: single Super 8 and 8mm Kodachrome duplicates; double Super 8 and 8mm black & white negatives and color internegatives; volume production printing in both color and black & white; Super 8 and 8mm magnetic striping and recording. Super 8 optical sound printing.

Special Services: 8mm to 16mm blow-ups; 16mm to 8mm reductions, 35mm to 8mm reductions; super 8 reductions from 16mm or 35mm.



FRANK HOLMES LABORATORIES, INC.

1947 First Street (Box 991), San Fernando, California 91340

Phone: EM 5-4501 AC: 213

Year of Incorporation: 1948

Frank A. Holmes, *President*

Kenneth M. Bell, *Vice-Pres./General Manager*

35mm Services: color processing Ansco reversal and Kodak color positive, 35mm or 8mm perforated; 35mm color filmstrip masters and release prints; 35mm color slide duplicating.

IDENTICOLOR LABORATORY, INC.

849 North Highland Avenue, Hollywood, California 90038

Phone: 469-2946 AC: 213

Year of Incorporation: 1961

Dalton B. Creaser, *President*

William Beale, *Vice President*

Florence Creaser, *Secretary & Treasurer*

35mm Services: filmstrip masters, color printing, art and hot press titles; cutting, canning and packaging.

Special Services: 35mm slide duplicating, auto heatseal mounting, imprinting, and packaging; original Ektachrome copies of flat art or products

JAMIESON FILM COMPANY

3825 Bryan Street, Dallas, Texas 75204

Phone: TA 3-8158 AC: 214

Year of Organization: 1916

Bruce Jamieson, *President*

Hugh V. Jamieson, Jr., *Exec. Vice President*

Lloyd Abernathy, *Vice President/Production Services*

Jerry A. Dickinson, *Vice President/Production*

David Orr, *Vice President/Television*

Ralph Canada, *Services Coordinator*

Robert Campbell, *Laboratory Manager*

35mm Services: black & white negative processing, dailies, master positives, dupe negatives, release prints; 35mm to 16mm black white reduction printing.

16mm Services: Ektachrome Commercial, M EF, and ER Color processing; Ektachrome color dailies; Kodachrome and Ektachrome release printing with scene to scene color correction and optical effects; one to one Ektachrome color masters; reduction color masters from 35mm color; 16mm black & white negative, positive and reversal processing and printing; ultrasonic cleaning.

Special Services: 35mm and 16mm sound recording, music scoring, mixing, editing, animation, script writing, and production service filmstrip masters.

Member: Association of Cinema Laboratories

MANHATTAN COLOR LABORATORY, INC.

222 E. 44th St., New York, N.Y. 10017

Phone: 661-5610 AC: 212

Year of Incorporation: 1952

Selwyn Robbins, *President*

George Paterakis, *Vice President*

Sandra Snyder, *Customer Service*

35mm Services: color film processing of E. negative and positive; 35 46mm Ansco reversal. Specialized facilities for slides, filmstrips and slide mounting, E. K. negative, E. K. positive. Ansco reversal; continuous running processing machines; automatic slide mounting machine; automatic processing for E. K. 6008 negative. Cutting, canning, Vacuumating and distribution services.

MOTION PICTURE ADVERTISING CORPORATION

P. O. Box 1270

3200 N. Nevada Avenue, Colorado Springs, Colorado 80901

Phone: (303) 633-1771

Year of Incorporation: 1921

Carl J. Mabry, *President*

Bill Ebeling, *Production Manager*

John Bennett, *Service Manager*

35mm Services: negative processing; daily release printing; Oxberry optical facilities.

Special Services: sound mixing facilities R.C. (7 channels), 17 1/2mm & 35mm magnetic or 35mm optical; editing services; equipment rental; sound stages.

MOTION PICTURE LABORATORIES, INC.

781 South Main Street, Memphis, Tenn. 38102

Phone: (901) 948-0456

Year of Organization: 1953

Frank McGeary, *President*Blaine Baker, *Vice President*James V. Solomon, *Lab. Supt.*Lynn Bigbee, Bob Ward, *Customer Service*

6mm Services: black & white negative, positive and reversal developing; color processing of Ektachrome Commercial, Ektachrome MS and ER & EF color and black & white work prints; printing of black & white dupe negative, master positive, positive, and reversal; also printing of color internegative, color immediate, color positive, and color reversal; videotape to kinescope — color and black & white.

8mm Services: 16mm to regular and Super 8mm, silent and sound.

Special Services: fades, dissolves, superimposition; one to one optical printing and optical printing special effects; original recording, mixing, optical sound transfer from 1/4" tape, 16mm magnetic and 17 1/2 magnetic film, magnetic tape; interlock, music library, magnetic sound-recording, editing, conforming, preparation of A & B rolls, ink edge numbering, scripting, titling, VTR to kinescope film transfers; film treatments, electronic film cleaning, 35mm-to-6mm reduction printing, pix & track.

MOTION PICTURE SERVICE COMPANY

125 Hyde Street, San Francisco, Calif., 94102

Phone: 673-9162 AC: 415

Year of Incorporation: 1935

Gerald L. Karski, *President, General Manager*Harold A. Zell, *Vice President in Charge of Production*Boris I. Skopin, *Title & Trailer Department*Gerald B. Patterson, *Manager, Laboratory Department*

Facilities: Maurer & Cine Special 16mm cameras; 3 studio 35mm cameras; 2 title 35mm cameras; 16mm & 35mm laboratory (developing, printing, reduction and enlarging; art dept.; magnetic & optical recording; dubbing equipment; sound stage; editing equipment; script-to-release print service; screening room equipped for CinemaScope, 35mm and 16mm projection.

MOVIELAB, INC.

619 West 54th St., New York, N.Y. 10019

Phone JU 6-0360 AC: 212

Cable: MOVIELAB

Year of Incorporation: 1931

Saul Jeffee, *President*Frank S. Berman, *Executive Vice President*Robert Crane, *Vice President — Sales*John Kowalak, *Vice President — Technology*Daniel S. Eisenberg, *Vice President — Administration & Management*Paul V. Connelly, *Vice President — Finance & Treasurer*Peter P. Cardasis, *Vice President—Production*Norman E. Rinehart, *Vice President — Production*

35mm Services: developing & printing color and black & white — dailies and release printing; A & B printing on the above services.

16mm Services: developing and printing color and black & white — dailies and release printing; reduction and contact printing; A & B printing on the above services.

Super 8mm Services: color and black & white

reduction and contact release printing.

Special Services: interlock projection, 16mm and 35mm, optical and magnetic sound; 16mm and 35mm edge numbering, negative matching; cutting, film and tape storage, reversal processing.

MULTICHROME LABORATORIES

760 Gough St., San Francisco, Calif. 94102

Phone: 431-6567 AC: 415

H. B. McKenney, Jr., *General Manager*

35mm Services: duplication of slides, filmstrips.

16mm Services: color and black & white.

8mm Services: color and black & white.

Special Services: titles; forced processing, black & white reversal. 16mm and 8mm, unperforated printing, 16mm and 35mm; 16mm step and contact printing; Vacuumate service.

NATIONAL CINE LABORATORIES, INC.

4319 Rhode Island Avenue, Brentwood,

Maryland 20722

Phone: 779-6800 AC: 301

Year of Incorporation: 1956

Robert E. Miller, *President*Richard Penkert, *Vice President & Treasurer*Howard E. Tucker, *Laboratory Manager*

16mm Services: Complete black and white and color processing and printing.

8mm Services: Regular 8mm & Super 8 color and black and white processing and printing.

**NORTH SHORE MOTION PICTURE LAB INC.**

12 E. Grand Ave., Chicago, Ill. 60611

Phone: (312) 321-9384

E. James DiSalco, *President*Noel Pruess, *Vice President*

Services: In-plant processing of high speed and commercial Ektachrome. In-plant printing, edge numbering, 16mm Eastman Color processing and printing and B&W reversal. 7255 ECO and EF MS processing. Eastman color interneg/positive color additive printing. One day service.

PACIFIC COLORFILM, INC.

574 N. Larchmont Blvd., Hollywood, Calif. 90004

Phone: (213) 463-6844

Year of Organization: 1954

Betty Jane Cox, *President*James Cox, *Vice President*

16mm Services: Ektachrome processing; color work-printing; Kodachrome release printing. Optical 16mm one to one printing on all color stocks. Negative cutting & post production work. Special Services: Negative matching, editorial.

**W. A. PALMER FILMS, INC.**

611 Howard Street, San Francisco, Calif. 94105

Phone: 986-5961 AC: 415

Year of Incorporation: 1948

William A. Palmer, *President*John Corso, *General Manager*Richard Foster, *Technical Services*Forrest E. Boothe, *Recording Services*Bill Hunter, *Laboratory Manager*

35mm Services: 35mm to 16mm reduction printing.

16mm Services: color and black & white proc-

FILM LABORATORY GUIDE

essing, color and black & white answer and release printing, optical printing, dupe masters, dupe negatives, edge numbering, Peerless treatment, music library, electro-printing, interlock screening, editing, A & B roll preparation; art titles and animation.

8mm Services: 16-8mm printing, 16-Super 8mm printing.

Special Services: Palmer Television film recording camera; Palmer Interlock projector.

PAN AMERICAN FILMS

822 North Rampart Street, New Orleans,

Louisiana 70116

Phones: JA 2-5364 5 AC: 504

Year of Organization: 1950

Frank J. Richard, *Partner*John M. LeBlanc, *Partner*

16mm Services: negative or reversal processing; ECO-EF-MS color processing; color and black & white duplicating; sound recording; answer or release prints; editing work prints or originals.

Special Services: tape transfers to 16mm; optical from 1/4", 16mm, 17 1/2mm; titling—color or black & white.

PHOTOGRAPHIC LABORATORIES

1926 W. Gray, Houston, Texas 77019

Phone: (713) 529-5846

Year of Incorporation: 1949

Jack B. Zilker, *Owner*E. W. Taylor, *Owner*Harvey Wheeler, *Production Manager*Frank Duffy, *Sales Manager*Dee Brown, *Director*

35mm Services: processing & mounting B&W & color, original slides from art. 4 hr. service, filmstrips, etc.

16mm Services: processing B&W; motion picture production, etc.

8mm Services: processing B&W.

PHOTO TECH LABORATORY

200 E. First St. South, Salt Lake City, Utah 84111

Phone: (801) 521-3505

Year of Organization: 1954

Charles L. Stockdale, *President*Bernard P. Lee, *Vice President*G. Lucile Stockdale, *Secretary-Treasurer*C. Burton Pugh, *Lab Manager*

16mm Services: Processing ECO, EF & MS color and all B&W films negative and reversal. Printing all color films with scene-to-scene color correction. Negative, positive & reversal B&W printing.

8mm Services: black & white processing, Regular and Super 8.

Special Services: sound recording and transfers; editing; production services; optical tracks.

PITTSBURGH MOTION PICTURE LAB, INC.

116 Seventh Street, Pittsburgh, Pa. 15222

Phone: 281-9522 AC: 412

Date of Organization: 1959; Inc.: 1964

John W. Martin, *General Manager*Jay B. Gould, *Lab Manager*Lloyd Zimmer, *Editorial Supervisor*

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FILM LABORATORY GUIDE

16mm Services: developing of black & white reversal, negative — positive; Ektachrome EF, EFB, EMS; printing of black & white color work prints; black & white dupe negative, color masters, black & white positive and color release printing; reduction from 16mm to 8mm both black & white and color.

Special Services: creative editing and conforming. Sound stage & studio; 16mm and 1/4" magnetic recordings of voice, effects, music; multi-channel mixing, optical sound track. Hi-speed multiple 1/4" dubbing. Music libraries and/or original music scores. Edge numbering, ultrasonic cleaning, Perma-Film protection.

Member: Association of Cinema Laboratories.

PRECISION FILM LABORATORIES, INC.

21 W. 46th St., New York, N.Y. 10036

Phone: JU 2-3970 AC: 212

Cable: PRECISFILM

Daniel R. Ehrlich, *President*

Irving Brand, *Exec. Vice President*

Frank V. Papalia, *Laboratory Manager*

William Kwartler, *Controller*

35mm Services: color internegatives, interpositives, color negative processing, master positives, color release printing; black & white negative processing; black & white workprinting; black & white master F. G. positive and dupe negatives and black & white release printing.

16mm Services: color internegative, interpositive, color negative processing, color release printing from inter-negative, color work prints, reversal color release printing. Reduction prints, color and black & white; black & white negative processing, release printing, masters, dupe negatives and sound transfers.

REELA FILM LABORATORIES, INC.

65 N.W. Third Street, Miami, Florida 33128

Phone: (305) 377-2611

Regional Sales Office: 381 Park Avenue South, New York, N.Y. 10016, Tom Valentine, *Sales Representative*.

Year of Organization: 1951

F. F. Sack, *Vice President, General Manager*

J. E. Romano, *Business Manager*

Al Dempsey, *Technical Director*

Hal Burnett, *Laboratory Manager*

Ed Thompson, *Still Dept. Manager*

Les Heier, *Customer Service*

C. Biddlecom, *Animation and Art*

35mm Services: processing ECN; printing (additive) sound mix and transfers; B&W processing and printing.

16mm Services: processing ECO & ME4; additive printing; sound mix and transfers; B&W processing and printing; B&W reversal processing & printing.

8mm Services: Super 8mm Silent-sound—franchised Technicolor cartridge loading—S/8 and Reg 8 loading.

Special Services: sound stage rental—all producer services — animation, titling, graphic arts, music libraries, editing, editing room rental, post recording, sound mix and transfer, lab services through release prints, kinescope transfer from video tape.

Order additional copies of this **Buyer's Guide** from **BUSINESS SCREEN**, 402 W. Liberty Drive, Wheaton, Ill. 60187. \$1.00 each.



RUSSELL FILM LABORATORIES

4805 Lennox Avenue, Jacksonville, Fla. 32205

Phone: 389-2316 AC: 904

Date of Incorporation: January 1, 1965

(Operated under name Russell-Barton Film Co. 1952 through 1964)

Gerden O. Russell, *President & General Manager*

Neil Russell, *Secretary-Treasurer & Lab Manager*

Jim Kelly, *Ass't Lab Manager*

35mm Services: black & white negative processing and printing; color release printing. Westrex optical sound recording.

16mm Services: black & white reversal processing and printing, black & white negative/positive processing and printing; Ektachrome processing ECO, EF, MS color reversal printing. Ink or print-through edge numbering. Westrex optical sound recording.

Special Services: Sound recording, multi-channel mixing, editing facilities.

SLIDE-O-CHROME CORPORATION

155 E. 24th St., New York, N.Y. 10010

Phone: 683-8833 AC: 212

Harvey Hament, *President*

Ben Frank, *Vice President*

Sam Kalin, *General Manager*

Karl Dreyer, *Vice President*

Services: complete lab for color filmstrips, photography, processing and printing; color slides; color prints and transparency. Facilities for shooting, processing and printing slides, filmstrips, transparencies, prints. Same day service on answer prints.

SOUTHWEST FILM LABORATORIES, INC.

3024 Fort Worth Avenue, Dallas, Texas

75211

Phone: (214) 331-8347

Date of Organization: 1950

J. Manuel Hoppenstein, *President*

Jack A. Hopper, *Vice President/General Manager*

Charles E. Floyd, *Customer Service & Sales*

Located in Dallas, Tex., for the past 17 years, the firm offers complete "in-house" services for the producer of 16mm films including daily processing of 16mm Eastman Ektachrome Commercial, Ektachrome EF, Ektachrome MS, and Ektachrome Reversal Print Stock; black-and-white original, reversal and positive; black-and-white and color reversal work prints; duplicating of black-and-white and color films; optical printing on the Acme optical printer; and stage and equipment rental and equipment sales. Completely staffed and fully equipped editing rooms are available, or the rooms may be rented on a daily or weekly basis. A preview theater, interlock screening and supplies. Sound services include sound mixing and recording on single and multiple channels; scoring; library orchestral music blended or edited; sound effects; and music library. The firm's major service is the Triad color duplicating method, with additive scene-to-scene color correction designed especially for color fidelity and saturation. Other services include ultrasonic cleaning, and electro printing with the Westrex Recording System. Price schedules for laboratory and sound service available upon request.

A "First" in the Dallas/Fort Worth area — 16-

mm color internegative/positive service with Triad® scene-to-scene color correction, and the only self contained, single source, 16mm laboratory in the Southwest.

SWIFT MOTION PICTURE LABORATORIES, INC.

1079 Nelson Avenue, Bronx, N.Y. 10452

Phone: CY 3-2400 AC: 212

Cable: SWIFTPIX NEWYORK

Year of Incorporation: 1950

J. H. Tobin, *President*

R. Hewitt, *Vice President*

J. M. Logan, *General Manager*

35mm Services: 35mm reduction to 16mm and 16mm blow-up to 35mm color interpositive or color intermediate negative printing.

16mm Services: color printing, color reversal printing, color internegative and color positive release printing, 16mm Ektachrome and other camera color original processing, 16mm color masters, scene-to-scene color corrections; "zero cut" printing for A & B prints from originals with overlaps at scene changes; also black & white reversal processing and printing.

Special Services: sound recording, track transfers, editorial services, negative cutting, title art photography, animation, interlock facilities music, script revision, foreign translation, film treatment, nationwide library distribution services.



TECHNICOLOR, INC.

6311 Romaine Street, Hollywood, Calif. 90038

Phone: (213) 462-6111

Branch Offices: 342 Madison Avenue, New York, N.Y. 10017, Phone: (212) 661-4833

733 Summer Street, Stamford, Conn. 06902, Phone: (203) 324-2151.

Year of Incorporation: 1915

Thomas J. Welsh, *Chairman of the Board*

Paul W. Fassnacht, *President and Chief Executive Officer*

Patrick J. Frawley, Jr., *Chairman, Finance Committee*

Charles Pati, *Executive Vice President Operations*

William B. Gorsuch, *Executive Vice President and Treasurer*

Richard M. Blanco, *Vice President, Sales*

Thomas L. Flattery, *Secretary*

MOTION PICTURE DIVISION (USA)

6311 Romaine Street, Hollywood, Calif. 90038

Phone: (213) 462-6111

Romauld W. Bachmayer, *Vice President & General Manager*

35mm Services: color and B&W negative and positive processing and printing.

16mm Services: color and B&W release print from 65mm, 35mm and 16mm originals.

Special Services: auto-selective printing from 35mm negative. Complete laboratory facilities for Techniscope and Cinerama, 65mm and 70mm processing and printing.

Industrial and Educational Films

35mm Services: color and B&W processing and printing.

16mm Services: color reversal processing and printing; color and B&W printing.

Super 8mm Services: color internegatives a

W dupes from 35mm and 16mm sources; color and B&W prints with optical and magnetic sound.

Services: color internegatives and B&W dupes from 35mm and 16mm sources; color and B&W prints with magnetic sound.

TELEVISION DIVISION

4050 Lankershim Blvd., North Hollywood, Calif. 91608

Phone: (213) 769-8500

Donald J. Sheaff, *Vice President & General Manager*

Services: color and B&W processing and printing of films for television.

Services: color and B&W release printing from 35mm and 16mm originals and dupes.

Television Division Branches

Technicolor Film Services: Chicago, 1333 Arline, Chicago, Illinois 60640, Phone: (312) 5-7800, Richard M. Murphy, Operations Manager; 35mm & 16mm color & black & white services.

Technicolor Film Services: New York, 630 9th Ave., N.Y. 10036, Phone: (212) 265-7676, Burn Stone, Operations Manager; 35mm & 16mm color and b&w services.

VIDTRONICS DIVISION

823 Seward Street, Hollywood, Calif. 90038
Phone: (213) 462-6111

Joseph E. Bluth, *Vice President & General Manager*

Services: transfer of color and B&W tape to film, tape to tape, and film to tape video recording color and B&W; 35mm and 16mm color and B&W release prints.

COMMERCIAL & EDUCATIONAL DIV.

1300 Frawley Dr., Costa Mesa, Calif. 92627
Phone: (714) 540-4330

Douglas S. Fletcher, *General Manager*

Services: Manufacture Super and Standard 8 cartridge loading movie projectors. Cartridge Super and Standard 8 film, silent and optical sound. Publish directories of cartridge 8mm film.

MAGNA-CRAFTS DIVISION

823 Seward Street, Hollywood, Calif. 90038
Phone: (213) 462-6111

Lloyd Bowen, *General Manager*

Services: magnetic striping, magnetic sound transfer to prints.

TECHNICOLOR OVERSEAS SERVICES

Subsidiaries: Technicolor Limited, Bath Road, Harmondsworth, West Drayton, Middlesex, England, Phone: Skyport 5432. Cable: Technicolor West Drayton, Services: motion picture, television and Vidtronics.

Technicolor S.p.A., Via Tiburtina 1138, Rome Italy, Phone: 416-447. Cable: Technicolor roma.

TVC LABORATORIES, INC.

311 West 43rd St., New York, N.Y. 10036
Phone: 586-5090 AC: 212

Year of Organization: Sept., 1966

Dick Altschuler, *President*

Leopold Godowsky, *Vice President*

Dan Sandberg, *Plant Manager*

Bernard Newson, *Chief Timer*

Services: Eastman color, negative and positive; dailies; intermediates; release prints.

Services: Eastman color, negative and positive; dailies; intermediates; contact and reduction release prints. All additive printing equipment.

U.S. PHOTOGRAPHIC EQUIPMENT CORP.

40-13 104th St., Corona, N.Y. 11368

Phone: (212) 672-3140

Charles Kalish, *President*
Carolyn Rera, *Manager*

35mm Services: 16mm en. to 35mm, 35mm red. to 16mm or 8mm, color and B&W.

16mm Services: duplications — enlargements and reductions

8mm Services: duplications, also Super 8mm. Soundstripping: 8, Super 8, & 16.



VPI SERVICES

410 E. 62nd St., New York, N.Y. 10021

Phone: (212) 838-3900

(complete listing under Special Services)

WESTERN CINE SERVICE, INC.

312 South Pearl St., Denver, Colorado 80209

Phone: (303) 744-1017

Year of Incorporation: 1952

John Newell, *President*

Herman Urschel, *Vice President*

Mal Jesse, *Treasurer & Secretary*

35mm Services: Reduction to 16mm.

16mm Services: Processing commercial Ektachrome, EF and MS Ektachrome. Eastman color internegative and print film. Black and white reversal, negative, positive and sound track. Printing, edge numbering, titling, matching, sound recording.

8mm Services: Color and black & white processing, silent printing, Super 8mm, color and black and white processing.



WRS MOTION PICTURE LABORATORY

210 Semple Street, Pittsburgh, Pa. 15213

Phone: (412) 683-6300

Year of Organization: 1952

E. Jack Napor, *President*

Donald Redinger, *Production Coordinator*

Joseph Shields, *Customer Service*

Donald Trimmer, *Technical Director*

Harold Smith, *Sales Manager*

Howard Price, *Sales*

Charles T. Gindhart, Jr., *Sales*

Jack Rabinus, *Sales*

Skip Keener, *Sales*

George A. Farkas, *Lab Manager*

Olaf Kuuskler, *Chief Sound Engineer*

Robert Kalin, *Special Effects Dept.*

John Pytka, *Producer Services*

George Bacasa, *Music Director*

35mm Services: color negative and positive processing and printing, optical or contact internegatives and interpositives, A and B release printing, additive scene to scene color correction, fades and dissolves, zero cuts, 16 to 35 blow up, ink edge numbering. Black and white negative and positive processing and printing, optical or contact dupes and fine grains, release printing.

16mm Services: color negative, positive, ECO EF, MS, processing and printing, optical or contact internegatives, interpositives, masters, release printing, additive scene to scene color correction, fades and dissolves, zero cuts, 35 to 16 reduction printing, ink edge numbering 16 or 40 frame. Black and white negative, positive and reversal processing and printing, optical or contact dupes and masters, release printing.

Sound Services: all recording, rerecording, mix-

ing, interlock projection, transfer facilities (16, 35, 35 3/32 RCA royalty free equipment) for 16mm, 35mm, synchronous 1/4" — stereo or monaural — either studio or location. 1,2,4 or 8 Track Recording & Mastering via Scully & Neumann Systems.

Producers Services: creative editorial of action and track, conforming, scoring, five music and FX libraries — creative titling.

Special Effects: 16 or 35mm, black and white or color, one to one optical printing, reduction, enlarging, cropping, repositioning, skip or hold frame printing, wipes, fades, dissolves, etc., utilizing Oxberry bench and stand.

FILM LABORATORIES IN CANADA

GRAPHICS FILM LIMITED

(Associated With Crawley Films Ltd.)

19 Fairmont Avenue, Ottawa 3, Ontario, Canada

Phone: 728-3513 AC: 613

Branch Offices: Suite 41, 1260 University Ave., Montreal 2, Quebec. Phone: 861-9449 AC: 514. H. E. Strub, Manager; 93 Yorkville Ave., Toronto, Ontario. Phone: 929-3337 AC: 416. Mrs. O. J. Reynolds, Manager.

Year of Organization: 1939

F. R. Crawley, *President*

Graeme Fraser, *Vice President*

Charles Everett, *Vice President*

T. F. Glynn, *Vice Pres., Special Projects*

W. O'Farrell, *Gen. Mgr.*

Glenn Robb, *Lab Mgr.*

Sally MacDonald, *Producer Services*

Ronald Kennedy, *Office Manager*

35mm Services: black and white negative and positive, spray processing, dupe negative and master positives, work prints, fine grains, edge-numbering.

16mm Services: Ektachrome processing black & white negative, positive; Color processing negative, positive; color and black and white reversal processing; spray processing dupe negative and master positives; additive color printing, reversal color printing; scene to scene color correction; A & B roll printing; internegatives; release prints; work prints; fine grains; dupe negs; edge numbering color corrected masters.

Special Services: ultrasonic cleaning; negative cutting; sensitometric control; chemical analysis; recording; re-recording 1/4" tape, 16 magnetic 8 channel mixing, music (stock or written scores;) editing, art and animation.

QUEBEC FILM LABS

265 Vitre St., West, Montreal 1, Quebec

Phone: 861-5483 AC: 514

Date of Organization: 1954

David Bier, *President/General Manager*

E. Rudkowski, *Manager, Technical*

Operations

G. Lebeau, *Manager, Production*

35mm Services: black and white negative and positive processing and 35 to 16 reduction printing in color or black & white.

16mm Services: 16mm colour processing (ECO & ME) and printing b & w processing, 35 to 16 reduction printing; b & w reversal processing. Optical transfers 35 to 16 also 1/4 to 16, 16 to 16, ultrasonic cleaning, edge numbering.

COLOUR CENTRE CINE LTD.

Farnham Royal, Slough, Bucks
Phone: Farnham Common 4443
J. Hornsby

Services: 16mm Anschrome processing.

FILMATIC LABORATORIES, LTD.

Lonsdale Road, London W. 11
Phone: 01-229-9347

R. F. Ebbetts, *Managing Director*

M. D. Bryant, *Technical Director*

Services: 16mm processing and printing, Ektachrome, Eastmancolor B&W reversal, neg/pos. etc. 35/16mm and 16/8mm reduction in color and B&W neg. cutting and edge numbering.

GEORGE HUMPHRIES & CO.. LTD.

71-81 Whitfield Street, P.O.
Box 2HL, London W. 1.

Phone: 01-636 3636

Cable: Humphrilab London
Telex: 262907

A. E. M. Raynsford, *Chairman*
D. R. W. Dicks, *Managing Director*

R. M. Jones, *Secretary*

R. G. Ellis, A. N. Jones,
Directors

Services: Full laboratory processing facilities and services: 35mm B&W and color. (Negative/Positive & Reversal processes). Opticals, traveling mattes, neg cutting etc. for all formats—8mm colour & black & White Super and standard format. Animation, titling, sound, recording and transfer. Preview theatre and conference room at 111 Waldour Street. 16mm Colour and B/W processing and services at Manchester and Leeds.

KAY LABORATORIES LIMITED

49A Oxford Road, Finsbury Park, London, N.4., England
Phone: 01-272-3050

Branches: Colour Division, 91/95 Gillespie Road, Highbury, London, N.5., B&W Division, Oxford Road, Finsbury Park, London, N.4.

David Martineau, *Chairman*
C. T. Parkhouse, *Managing Director*

E. R. H. Dace, *General Manager*
C. A. Sweet, *Director & Secretary*

W. H. Pitt-Pladdy, *Director, Filmstrip Department*

G. Hawkes, *Colour Technical Mgr.*

L. Webb, *B&W Technical Mgr.*
G. Latter, *Chief, Studios & Sound*

35mm Services: colour & B&W, comprehensive.

16mm Services: colour & B&W,

FILM PRODUCTION SERVICE COMPANIES IN ENGLAND AND CONTINENTAL EUROPE

comprehensive.

Special Services: 2 recording studios: 1 sync studio; processing, color and B&W, all gages; RCA recording and dubbing; cutting rooms; filmstrips.

THE RANK ORGANIZATION

Film Processing Division
Denham, Uxbridge, Middx.

Phone: Denham 2323

Cables: Denlabs, Uxbridge, Middx.

Branch: School Road, Uxbridge, Middx. Phone: 01-965-4030,

Cables: Ohkaylab, Harles, London

R. A. Dibley, *Managing Director*

R. J. Dutfield, *Adm. General Mgr.*

J. F. Berner, *Tech. General Mgr.*

Services: full laboratory facilities for the production processing and printing of 35mm, 16mm and 8mm. Comprehensive services on Eastman Colour, Ektachrome, Kodachrome, Gevachrome and B&W — including overnight rushes printing, duplicates and intermediates, reductions, opticals and special effects, travelling matte, format conversion and frame-by-frame scanning. 8mm reductions and bulk printing of mute and magnetic sound copies, lubricating and cassetting. Sound studios for recording, dubbing and transfer. Film treatment and protection. Viewing and projection of married 35mm, 16mm and 8mm, and double film 35mm. Comprehensive filmstrip facilities.

REEDS COLOUR FILM LABORATORIES, LTD.

85 91 Wardour Street, London W.1

Phone: GERrard 5548

Services: complete tru-colour processing facilities for 16mm: ME4 processing, Ektachrome EF 7241 and EF 7242.; additive printing; Super-S reduction prints. Full editorial and sound recording services.

UNIVERSAL FILM LABORATORY LTD.

Grangeway, Kilburn High Road, London N.W. 6

Phone: 01-624-5012

Cable: Unifilab London NW 6
Date of Organization: March, 1966

Alan J. Barrett, *Managing Director*

Jack Potter, *Lab Manager*

Services: 16mm processing and printing; all LAB services. Rapid turn around of industrial, medical, travel, publicity and like material. Printing carried out on Bell & Howell Model CH printing machines.

FRANCE**COMPAGNIE LYONNAISE de CINEMA S.A.**

71 rue de la Republique, Lyon Rhone, France

Phone: 37-88-92

Laboratory and screening room: 274 cours Emile Zola a Villeurbanne (Rhone). Phone: 84-87-98

Date of Organization: 1938

Henri Giraud, *President*

Victor Kandelaft, *Administrator-Director General*

Andre Jalibert, *Commercial Director*

Services: 35mm developing, printing, editing, titling; 16mm developing, printing, titles: screening room, double head.

LABORATORIES CINEMATOGRAPHIQUES C.T.M.

66 rue Pierre-Timbaud Gennevilliers (Seine)

Phone: 473-46-00

Louis Martin, *Technical Director*

VITFER / E. LEZE CINE TV LABORATORIES

1 Rue Charles Marie Widor, Paris XVIeme, France

Phones: AUT 88-05.; MII 53-50

Branch: Issy, 47 Rue Victor Cresson. Phone: MIC 46-99

Year of Organization: 1934

Emile Leze, *President*

Jean Vernay, *Technical Director*

Services: 35mm: black & white processing, printing, Eastmancolor printing. 16mm: Ektachrome, processing, printing, A & B rolls, special effects, negative, positive, reversal. Special services: 16mm sound transfer, optical or magnetic; animation stands — 16/35mm. One hour service for TV newsreels.

CHAPPEL S. A.

4, Rue d'Argenson, PARIS Seme. Phone: 265-5605

DENMARK**— Film Laboratories — JOHAN ANKEDSTJERNE**

Lygten, 47-49, Copenhagen, Phone: Aegir 1700

Services: 35mm, 16mm, b&w; Eastman Color.

A/S NORDISK FILMS TEKNIK

Redhavnsvej-Frihavnens,

Copenhagen

Phone: Tria 2601

Telex: 5006

Services: 35mm, 16mm, b&w and color laboratories; preview theatre; sub-titles.

BERLINER UNION-FILM GMBH & CO. STUDIO KG

Oberlandstr. 26-35, 1 Berlin 42 (Tempelhof)

Phone: 70 2 11

Cable: Berlinunionfilm

Kurt Exner, *Business Manager*
Dieter Charisius, *Bus. Mgr.*

Services: Music recording; dubbing and mixing studios; laboratory for 16 35mm, black & white and color; optical and title services; studio rental for film and TV production, 16/35mm. 6 sound stages, set construction facilities, 4 channel stereo recording equipment, etc.

FOTOFILM MADRID, S.A.

Pilar de Zaragoza, 30, Madrid-2

Phone: 255-36-07

Cable: Quiminsa

Branch Office: Fotofilm, S.A.E., Travesera de Dalt, 117 and 119, Barcelona-12

Daniel Aragones, Ramiro Aragones, Antonio Pujol, *Managers*

Services: 65mm, 70mm, 35mm, 16mm, 8mm. Black & white and color, special effects, titles.

FOTOFILMS S. A. E.

Travesera de Dalt, 117 y 119, Barcelona-12

Phone: 213-1700

Cable: Fotofisa

Branch Office: Fotofilm Madrid, S. A. Sila de Zaragoza, 30, Madrid, Phone: 255-36-07

Services: 65mm, 70mm, 35mm, 16mm, 8mm, black & white and color. Special effects, titles.

SWEDEN**Film Laboratory****AB NORDISK FILMKOPIA**

Box 21058 10031 Stockholm 21

Phone: 23-47-85

Cable: Filmkopia

Oskar Ertnaes, *Manager*

Services: 35mm; black & white color; 16mm; black & white and color; reversal print, black & white and color. Wetprinting; chemical subtitling; optical printing; sound studio.

Buyer's Guide to Specialized Production Services

ART & ANIMATION SERVICES

A.G.S. & R. STUDIOS

425 N. Michigan Ave., Chicago, Ill. 60611
Phone: (312) 527-4070
Branch: 1835 S. Calhoun St., Fort Wayne,
Ind. Phone: 744-4255 AC: 219

Aaron Gordon, *President & Asst. Treasurer*
Arthur C. Allen, *Vice President & Treasurer*
John J. Cushing, *Secretary & Sales Manager*
Thomas E. Hirte, *Vice President-Production Mgr.*

Bill Goodrich, *Account Executive, Chicago*
Hal M. Toleman, *Creative Director, Chicago*
James S. Lund, *Account Executive, Chicago*
Robert G. Cecka, *Vice President, Fort Wayne*
Les Malmloff, Jr., *Account Executive, Fort Wayne*
Steve Tracey, *Account Executive, Fort Wayne*

Services: Producer for all audio-visual media, slides, slidefilms, motion picture animation, overhead projections, retouching, layouts, art, storyboard-on-film, filmstrips. Two Oxberry animation cameras.

A-V CORPORATION

2518 North Blvd., Houston, Texas 77006
Phone: JA 3-6701 AC: 713

Wm. Bradley, *Animation Director*

Services: Technical, cartoon, graphic and all animation. Oxberry 16/35mm equipment including aerial image, automatic cyler, etc., storyboard and film planning. Filmstrip and slide art and photography photo typesetting and hotpress titles. Complete 16mm color motion picture laboratory and production services. (see complete listing under Film Laboratories)

ANICAM

6331 Homewood Ave., Hollywood, Calif. 90028

Phone: 465-4114 AC: 213

Jack Buehre, *President*
Jan Buehre, *Vice President*
Bill Tomkin, Jr., *Supervisor*
Bill Tomkin, Jr., *Sam DiMaggio, Kim Buehre, Jim Farrel, John Derderian, Cameramen*

Services: animation photography, black & white and color; scene planning and checking; titles and slidefilms, 35 and 16mm. Animation photography from 2½ field to 43 field.

ANIMATION ARTS ASSOCIATES, INC.

1539 Race Street, Philadelphia, Pennsylvania 19102

Phone: PEennypacker 5-0664 AC: 215

Year of Organization: 1963

Harry E. Ziegler, Jr., *President*
Leonard E. Cooper, *Vice-President*
Alice M. Ziegler, *Secretary-Treasurer*
Amy Berghaier, *Secretary*

Alfred D. Sandstrom, *Animation Director*
Ronald D. Sechwartz, *Animation Director*
Albert E. Young, *Animation Cameraman*

Services: technical and cartoon animation for motion pictures, stripfilms, slidefilms, storyboards, special effects, titles. All plotting equipment for animation, editing equipment.

ANIMATION SERVICES, INC.

28 W. 44th St., New York, N.Y. 10036
Phone: (212) LO 4-2551

John Bransby, *President*
David Jacobson, *Vice President*
Sylvia Davern, *Art Director*

Services: specialists in art and animation.

THE ANIMATORS

247 Fort Pitt Blvd., Pittsburgh, Pa. 15222
Phone: 391-2550 AC: 412

Year of Organization: 1959

Robert A. Wolcott, *Production Supervisor*
Carol M. Heuber, *Office Manager*
Joseph Kowal, *Art Director*

Services: designed motion pictures, animation, titles, filmstrips, slides and multi-media presentations.

ATD, INC.

(Formerly Associated Techdata, Inc.)

2905 El Camino Real, Palo Alto, Calif. 94304
Phone: 324-4401 AC: 415

Del Laudel, *President*

Mike Moran, *Vice President, Creative Dir.*
Arnold Abrams, *Vice President, Publications*
Robert Mills, *Producer/Director*
Monroe Winston, *Production Manager*

Services: Technical art and animation service, Technical writing service and technical photography. Live action motion pictures, animation inserts, special graphic effects, sound production, all types of audiovisual program production, TV commercials, business films, including 8mm cartridge programs. Also animation crane and photo-sonic animation cameras — 16mm, 35mm.

CREATIVE ARTS STUDIO, INC.

2323 4th Street, N.E., Washington, D.C. 20002

Phone: 832-2600 AC: 202

Date of Incorporation: 1942

Milton R. Tinsley, *President*
Phillip G. Arnest, *Vice President*
William De La Vergne, *Executive Producer*
Nick von Spaeth, *Animation Director*
Edward C. Santelmann, *Production Director*

Services: animation: technical, cartoon, filmograph technique. Titles: hand lettered and hot press. Storyboard and film planning, including live action. Filmstrips and slides. 16mm and 35mm Oxberry animation stands, filmstrip and title stands, editorial facilities, research and writing staff; still photo lab.

FILM/SENSE

6430 Sunset Boulevard, Hollywood, California 90028

Phone: (213) 461-3436-7-5

Les Goldman, *Producer and Chief Executive*
Ron Lyon, *Associate Producer*
Dave Robison, *Writer*
Dan Bessie, *Animation Division*

Services: Development and production services in cinema graphics, animation and documentary film. All pre-production and post-production for editing, scoring, animation and live action. Special effects and optical effects.

A. I. FRIEDMAN INC.

25 West 45th Street, New York, N.Y. 10036
Phone: (212) 245-6600

A. I. Friedman, *President*
Albert Ross, *Treasurer*
Tobias Moss, *Secretary*

Services: Art materials and drafting supplies.

KEITZ & HERNDON, INC.

3601 Oak Grove, Dallas, Texas 75204
Phone: LA 6-5268 AC: 214

Year of Organization: 1950

L. F. Herndon, *President*
R. K. Keitz, *Executive Vice President*
Tom Young, *Graphics*
John Bronaugh, *Vice President, Production*
Zibby Nicholson, *Sales*
Tom Doades, *Vice President, Creative*

Services: Live photography, animation facilities, filmstrips and slide; 16 & 35mm, b&w and color; 35mm sound recording, editing; sound stage rental. Producer service facilities. Oxberry beam-splitter optical printing facilities. Still photography services with lab.

LIBERTY STUDIO, INC.

55 W. 45th St., New York, N.Y. 10036
Phone: (212) HA 1-3774

Date of Incorporation: 1963

Anthony Lover, *President*
Eric Pomerance, *Producer & Sales Rep.*

Services: Fully equipped with Mitchell, Eclair & Arr cameras and sound recording equipment. Location van with generator and assorted lights. Editing room and projection. Oxberry title stand for title and animation photography.

MGM ANIMATION/VISUAL ARTS

6290 Sunset Blvd., Hollywood, Calif. 90028
Phone: 466-3393 AC: 213

Charles M. (Chuck) Jones, *Div. Head, Exec. Producer & Director*

Maurice Noble, *Design and Layout*
Abe Levitow, *Director*
Earl Jonas, *Production Mgr.*

Services: animation, direction, background, photography, editing, scoring, all pre-production and post-production. Equipment and personnel for: matte-painting, special effects; sound stages; recording, transfer and dubbing; projection, live and animated. Film library; standing sets; optical and title design.

PACIFIC TITLE & ART STUDIO

6350 Santa Monica Blvd., Hollywood, California 90038

Phone: (213) 464-0121

Date of Organization: 1925

Gordon R. Hubbard, *President/General Manager*
Ben Krasnow, *Art Director*
Charles McKimmon, *Animation Director*

Services: Titles, opticals, effects, inserts, animation, special effects in 16/35/65mm.

PEN & BRUSH STUDIO

45 West 45th Street, New York, N.Y. 10036
Phone: (212) 586-2970

Date of Incorporation: 1962

ART & ANIMATION SERVICES

Frank Bucaria, *Owner*

Services: Ink and paint and art service. Specialities: Animated films, slide films, filmstrips. Physical Equipment: Animation Oxberry Camera, 35mm.

PICTOCRAFT, INC.

145 Library Lane, Mamaroneck, New York 10543

Phone: 698-3437 AC: 914

Year of Incorporation: 1957

Elwood Frye, *President*

Evelyn Frye, *Vice President, Treasurer*

Charles Amy, *Vice President-Production*

Louis E. Dubie, Jr., *Vice President, Sales*

Services: specialists in making 35mm color negatives and prints for filmstrip and slide producers.

SEMPL FILMS, LTD.

49 West 45th St., New York, N.Y. 10036

Phone: (212) 245-3540

Date of Incorporation: July 1967

Jack S. Semple, *President, Producer, Director*

Services: Animation Filmed storyboards, still-in-motion, sound slidefilms, art graphics, animation, stand photography, opticals, inserts, stop-motion, limited editorial completion. Lab reduction prints, titles demonstrations.

STANART STUDIOS

45 W. 45th Street, New York, N.Y. 10036

Phone: JU 6-0445 AC: 212

Stan Popko, *Owner*

Services: Creative animation for educational/industrials; title design; story-board specialists; complete art service.

TECHNICAL COMMUNICATIONS, INC.

P.O. Drawer 67546, Century City, Los Angeles, California 90067

Phone 273-1440 AC: 213

Cable: Telex 6 7-4058 (WU)

Branch offices: P.O. Box 731, Dayton, Ohio 45402 (effective 1/1/70, 111 West First Street, Dayton, Ohio)

Date of organization: April 25, 1955

Leon Vickman, *President*

Joel M. Kibbee, *Vice President and Technical Director*

Robert A. Stout, *Manager, Dayton operations*
Lawrence K. Harmon, Jr., *Federal Systems Manager*

Services: Preparation of total instructional systems, management information systems, audio-visual systems, and computer-based systems, or any portion thereof. Specialities: Operation and maintenance management systems, Physical Equipment.

TELEMATED MOTION PICTURES

8 W. 40th St., New York, N.Y. 10018

Phone: LO 5-5341 AC: 212

Year of Incorporation: 1947

Saul S. Taffet, *Producer-Director*

Peter Dakis, *Animation*

Jack Hadley, *Anim. Production Asst.*

Boris Bode, *Editing*

Services: animation and live action, production facilities. Scripts, storyboards, consultation, film planning services. Automatic Oxberry animation cameras for photography of "stills-in-motion" and special effects. Full editorial facilities in-

cluding Moviola and Acmade editing machines; 16mm and 35mm production.

VIDEART, INC.

62 West 45th Street, New York, N.Y. 10036

Phone: MU 2-2363/4 AC: 212

Year of Organization: 1951

Joe Zuckerman, *President*

Florence Hartman, *Secretary*

Mel Wolpin, *Production Manager*

Hugo Casolaro, *Sales Manager*

Services: complete animation and art service; titles: optical effects. 2 Oxberry optical printers, and two Oxberry animation stands.

ZAPEL STUDIOS, INC.

615 N. Wabash Ave., Chicago, Ill. 60611

Phone: 787-2755 AC: 312

Year of Incorporation: 1954

Owen A. Zapel, *President*

Karl La Roche Jr., *Vice Pres., Executive Prod.*

Ken Knutsen, *Manager Optical & Photo Dept.*

Services: animation; optical effects production; story-boards; filmstrip animation; art and photography. Aerial image, titling, full studio, recording shooting, 2 Oxberry-Master series animation stands, Oxberry optical printer, Moviola, 16mm interlock projection, Ampex recording.

EFFECTS AND OPTICALS

HOWARD A. ANDERSON COMPANY

5451 Marathon St., Hollywood, California 90038

Phone: (213) 463-0100

Howard A. Anderson, Jr., *A.S.C., President*

Darrell A. Anderson Jr., *A.S.C., President*

Donald W. Simonds, *Secretary Treasurer*

Robert K. Ryder, *Cameraman*

Gary Crandall, *Optical Cameraman*

Boyd Vaughn, *Artist*

Services: special photographic effects, titles, inserts, matte shots, miniatures. Sound stage, studio, optical department, Oxberry printer equipment. Mobile location photography utilizing revolutionary camera aid, lighting equipment and technique. Special mobile photography unit.

CHANNEL FILM PRODUCTIONS INC.

48 West 45th St., New York, N.Y. 10036

Phone: (212) JU 6-4311

Harry Hein, *General Manager*

Services: Editorial, optical, animation and live action for TV programs and test commercials.



CINEFFECTS, INC.

115 W. 45th St., New York, N.Y. 10036

Phone: CI 6-0951 AC: 212

Year of Organization: 1939

Irving Hecht, *President*

Robert Pittluck, *Vice-President*

Jack Present, *Vice-President*

Services: optical and special effects, 16mm, 35mm, 8mm to 35mm, 8mm to 16mm, color and b&w, inserts, table-top photography, art and titles.



this symbol appearing over a listing in these pages indicates that display advertising containing additional useful reference data appears in other pages of this Buyer's Guide.



CONSOLIDATED FILM INDUSTRIES

Title & Optical Division

959 Seward St., Hollywood, Calif. 90038

Phone: (213) 462-0881 Telex: 06-74257

Cable: CONSOLFILM

Dale Tate, *Manager, Title & Optical Division*

Services: 16 35mm optical effects, trick shots, traveling matte work, inserts; combination animation and live action; optical printing; wipes, fades, dissolves; enlargements and reductions; color correction. Titles by hand-lettering and photocomposition.

(See complete listing under Film Laboratory Guide).

CUSTOM EFFECTS

2 West 45th St., New York, N.Y. 10017

Phone: (212) MO 1-0172

Les Price

Services: Optical and special effects, animation, art and title work, stand photog. TV commercials, trailers, industrials, 35mm and 16mm color or black and white. Optical benches, animation stands, precision printers, 16/35 contact printers, reduction printers, blow up printers, complete timing and control dept. and cleaning machine.

FILM EFFECTS OF HOLLYWOOD

1140 North Citrus, Hollywood, Cal. 90038

Phones: (213) 469-5808, 469-5242

Cable: FILMEFX

Year of Organization: 1946

Linwood G. Dunn, *ASC, President*

Don W. Weed, *Vice President, General Manager*

Cecil D. Love, *Vice President, Technical Director*

Services: specialized laboratory printing in 16-35-65-70mm in all systems and formats; special multi-screen-printer; titles; optical effects; matte paintings; miniatures; inserts. Photographic advisory and technical services from story idea to screen; equipment design; new processes.

HABERSTROH SPECIAL EFFECTS STUDIO

9 West 19th Street, New York, N.Y. 10011

Phone: (212) AL 5-1827

Alex Haberstroh, *President*

Cora Haberstroh, *Treasurer*

Services: Library, special effects films of outer space, spaceflight, operations, astronomical phenomena such as moon, planet surfaces, stars etc. Studio.

RAY MERCER & COMPANY

4241 Normal Avenue, Hollywood, Calif.

90029

Phone: NORmandy 3-9331 AC: 213

Year of Organization: 1925

Ray Mercer, *General Partner and Manager*

George Rohan, *Production Supervisor*

James Handschiegl, *Technical Advisor*

M. J. "Bud" Bassett, *Sales Representative*

Services: Optical special effects, titles, inserts, trick shots, underwater and surface photography, miniatures, animation, paintings for backgrounds, scenic material, idea counselling, optical printing.

PACIFIC TITLE & ART STUDIO

6350 Santa Monica Blvd., Hollywood, Calif. 90038

Phone: (213) 464-0121

Gordon R. Hubbard, *President & General Manager*

Charles Krasnow, *Art Director*

Charles McKimson, *Animation Director*

Services: Titles, optical effects, inserts, animation, special effects in 16 35 65mm.

VPI SERVICES

410 E. 62nd St., New York, N.Y. 10021

Phone: (212) 838-3900

Branch Offices: 450 E. Ohio St., Chicago, Illinois 60601. Phone: (312) 787-2500

see complete listing under *Special Services*)

WESTHEIMER COMPANY

736 Seward St., Hollywood, Cal. 90038

Phone: HO 6-8271 AC: 213

Year of Incorporation: 1955

Joseph Westheimer, A.S.C., *President*

Services: opticals and inserts for television, incl. commercials, h&w and color; titles. Traveling matte work; aerial image setup.

FILM EDITING SERVICES

A-V CORPORATION

2518 North Blvd., Houston, Texas 77006

Phone: JA 3-6701 AC: 713

Services: complete creative editing, scoring and production completion services. (see complete services under *Film Laboratory Guide*.)

CINE METRIC, INC.

35 West 45th Street, New York, N.Y. 10036

Phone: 582-5600 AC: 212

Date of Incorporation: 1958

Lawrence Plastrik, *President*

Morris Albenda, *Secretary*

Michal J. Calamari, Jr., *Treasurer*

Services: completing commercials, documentaries, TV series, theatrical films, from dailies through release prints.

CITY FILM CENTER

66-40 69th St., Middle Village (Queens, NYC), New York 11379

Phone: TWining 4-7800 AC: 212

Date of Incorporation: 1957

John R. Gregory, *President*

Herbert Avvenire, *Executive Vice President*

Clarence Schmidt, *Vice President*

Joseph W. Harrop, *Secretary*

Services: editing services include creative, custom and routine editing and cutting of picture and tracks. Negative conforming, negative cutting, and preparation of A & B rolls, opticals and masters. Sound synchronizing and mixing preparation. Picture completion from workprint (or processed/unprocessed original) to answer/release print including hot-press titling and insert or retake photography (studio or location). Production management. Security handling.

BILL KING EDITORIAL SERVICES

18 W. 45th St., New York, N.Y. 10036

Phone: YU 6-5707 AC: 212

Year of Organization: 1961

William E. King, *Owner*

Services: editing and completion services.

FIMA NOVECK PRODUCTIONS, INC.

45 West 45th Street, New York, N.Y. 10036

Phone: (212) Plaza 7-3138

Date of Incorporation: March 1959

Fima H. Noveck, *Producer, Director, Editor*

Services: All necessary editing equipment. Complete post production and finishing of features, industrials, commercials. Mastery of nine languages, translating, dubbing, music cutting and scoring. Script and film doctoring.

TELE-CRAFT FILM SERVICE, INC.

630 Ninth Ave., New York, N.Y. 10036

Phone: Circle 5-4909 AC: 212

Year of Organization: 1949; Inc.: 1960

Maxwell S. Seligman, *President*

John Martin, *Production Vice President*

Kenneth McIlwaine, *Supervising Editor*

Irene Halpern, *Sales Representative*

Services: editing; consultation; sponsored theatrical distribution; editorial facilities, 35mm & 16mm camera equipment.

FILM STORAGE AND HANDLING SERVICES

AFP DISTRIBUTORS, INC.

1540 Broadway, New York, N.Y. 10036

Phone: 582-1900 AC: 212

Robert Gross, *President*

Sheldon Abromowitz, *Vice President*

Lawrence A. Glesnes, *Secretary*

Howard Lesser, *Board Chairman*

Harvey Hecker, *Agency Liaison*

John Wengen, *Agency Liaison*

Barbara Brazong, *Office Manager*

Woody Frey, *Agency Liaison*

Elaine Parsons, *Agency Liaison*

Services: preparation and distribution of film and videotape commercials; all print services; full post-production facilities; editing; film and video-tape storage; negative and positive cutting rooms; projection rooms. Additional storage vaults in AFP Film Exchange, Ft. Lee, N.J. Other facilities in Hollywood.

BEKINS FILM CENTER

1025 N. Highland Ave., Hollywood, Cal. 90038

Phone: 466-9271 AC: 213

Year of Organization: 1958

Edward R. VanDorn, *Manager*

Services: complete library services, storage and cataloging of production and point materials. Immediate reference service; shipping and receiving worldwide. Special nitrate vaults including continuing daily inspection.

BONDED SERVICES

733 Third Avenue, New York, N.Y. 10017

Phone: (212) 661-7600

Branches: 160 E. Illinois St., Chicago, Ill.

Phone: 467-1466 AC: 312. Carolyn Chinn,

Manager; 8290 Santa Monica Blvd., Los

Angeles, Calif. Phone: OL 4-7575 AC:

213. Stanley Halperin, *Vice President-*

Manager.

Canada: Bonded Services International, 15 St. Mary Street, Toronto, Ontario.

Phone: WA 5-2826, Harold J. Eady, *Vice*

President and General Manager.

Bonded Services International, NV. The Freeport Building, Schiphol Airport, Am-

sterdam, Holland. David Frost, *Managing Director*.

Bonded Services International, S. A. de C.V.

Dr. Rio de la Loza 228, Mexico 7, D.F.,

Mel Giniger, *General Manager*.

Bonded Services International Pty. Limited

13-17 Cleg St., Artarmon, Sydney, N.S.W.,

Australia. John Tyson, *Gen. Manager*.

Bonded Services International (Hong Kong)

Pty. Ltd., 22B Godown, Canton Road,

Kowloon, Hong Kong, Philip Chu, *Man-*

ager.

Ira S. Stevens, *President*

Emmanuel Kandel, *Executive Vice President*

Robert Rawson, *Vice President, Operations*

Phil Teneriello, *Mgr., TV Program Service*

Leonard A. Kaiser, *Comptroller*

BONDED STORAGE

Bonded Park, 550 Main Street, Ft. Lee, N.J.

Phone: JU 6-1030

Jim Stone, *Vice President*

Ed Hoey, *Mgr., Storage Services*

Lou Falkoff, *Mgr., Theatrical Distribution*

Services: film distribution, inspection, repair & rejuvenation, cleaning, scratch removal, commercial insertion, storage, print procurement, shipping, editing. **Storage Facilities:** standard, air conditioned, humidity controlled, refrigerated vaults at all sites; maximum security, optimum environmental storage available in Wichita underground site.

RELEASE PRINTS INC.

35 West 45th Street, New York, N.Y. 10036

Phone: (212) 582-5600

Date of Incorporation: 1958

Lawrence Plastrik, *President*

Michael J. Calamari, Jr., *Treasurer*

Morris Albenda, *Secretary*

Services: Print procurement and distribution.

TELEPRINT OF CHICAGO, INC.

18 East Erie, Chicago, Illinois 60611

Phone: (312) 787-3022

Cable: 910-221-1339

6043 Hollywood Blvd., Hollywood, California

630 Ninth Avenue, New York, N.Y.

Maurice Shapiro (California)

Richard Saiewitz (New York)

Russell Rasmussen (Chicago)

Services: Film storage, handling service, slide duplicating and 1/4 inch tape duplicating, print procurement and distribution. 16mm & 35mm projectors, & interlock - Screening Conference room. Cassette cartridges available.

FILM TREATMENT



COMPREHENSIVE FILMTREAT

250 West 64th Street, New York, N.Y. 10023

Phone: (212) 799-2500

Branch Office: 829 N. Highland Avenue, Hollywood, Calif. 90038

Myron L. Freedman, V.P./General Manager

Jules Leni, *Vice President, Sales*

Gunther Jung, *Mgr. West Coast operations*

Services: Film rejuvenation, scratch removal, film preservation, inspection services. Scratch removal and reconditioning, inspection and repairs, rehumidification, shrinkage reduction, negative or positive, 16mm, 35mm, 65mm, 70mm.

Continued on next page

PERMAFILM, INC.

257 Park Ave., South, New York, N.Y. 10010
Phone: 674-5700 AC: 212
Cable: PERMAFILMS
Year of Incorporation: 1955
Paul N. Robins, *President*
Gus Bozinos, *Vice President*
Anthony Bennet, *Treasurer*
Edwin Weiser, *Secretary*

Services: film protection, negatives and positives; film rejuvenation, negatives and positives; film scratch removal system for negatives and positives. Franchised treatment facilities in all film centers.

PERMAFILM OF CALIFORNIA, INC.

514 No. Cole Ave., Hollywood, Calif. 90038
Phone: (213) 463-6892
Year of Incorporation: 1957
Sol J. Cohen, *Secretary Treasurer*
Ben Brogdon, *Lab. Manager*

Services: Film protection, scratch removal, cleaning & rejuvenation of positive and negative material.



RAPID FILM TECHNIQUE, INC.

37-02 27th St., Long Island City, N.Y. 11101
Phones: ST 6-4600 1 2/3 AC: 212
Year of Incorporation: 1940
Henry Lloyd, *President*
Jerome Gober, *Secretary Treasurer*

Services: rejuvenation and scratch-removal of used, damaged 8mm, 16mm and 35mm motion picture negatives and prints; distribution and inspection.



VACUUMATE CORPORATION

427 West 42nd Street, New York, N.Y. 10036
Phone: LO 4-1886 7 AC: 212
Year of Incorporation: 1947
Samuel H. Bunchez, *President*

Services: inspecting, cleaning, repairing, rejuvenation, scratch removal, cutting and canning of filmstrips, breakdown of TV commercials, packing and shipping of filmstrips and motion pictures; film preservation Vacuumate Process; "No-En" film treatment.

MUSIC FOR THE FILM

BOULEVARD RECORDING STUDIOS

632 N. Dearborn St., Chicago, Ill. 60610
Phone: WH 4-2752 AC: 312
Year of Organization: 1956
Hal Kaitchuck, *President*

Services: music scoring to picture, live in studio; music library. Narration recording to picture; editing; slidefilm recording, tape duplicating. (Reel to reel or cassette).

CAPITOL PRODUCTION MUSIC (CAPITOL RECORDINGS)

Hollywood & Vine, Hollywood, Calif. 90028
Phone: HO 2-6252 AC: 213
Cable: CAPRECORD
Year of Organization: 1955

Ole Georg, *National Director*
Kay Carlson, *Assistant Director*
Steve Cagan, *Eastern Operations Manager*

Services: source of the Hi-Q music library for film scoring. Available on lease basis throughout the world to industrial film producers, ad agencies and sound labs. Audition rooms available for scoring TV films and spots in Hollywood and New York.

CHAPPELL MUSIC LIBRARY

117 West 46th St., New York, N.Y. 10036
Phone: 765-1742 AC: 212
Bernard Rubinstein
Harvey Kugler

Services: Complete music scoring services and sound effects. Music track preparation and mixing on 16mm, 35mm and quarter-inch tape.

CINEMUSIC, INC.

300 W. 55th Street, New York, N.Y. 10019
Phone: PL 7-3795 AC: 212
Date of Organization: 1949
Joan Barry, *Manager*

Services: Background music libraries in many varied fields. Mood music on disc and tape. Miniature libraries in Sets of 20 L.P.'s. Sets #1, #2 & #3 available now. Libraries for lease.



CORELLI-JACOBS FILM MUSIC, INC.

25 West 45th St., New York, N.Y. 10036
Phone: JU 6-6673 AC: 212
Date of Organization: 1951
Fred Jacobs, *President*
Alfonso Corelli, *Vice President*
Morris Goldstein, *Music Editorial*
Dan Barrie, *Music Editorial*

Services: create music and sound effects scores for films and slidefilms from own music library. Also lease background music library on disc or 1/4" tape.

STEVE COVELLO

5 Waldron Avenue, Central Nyack, New York 10960
Phone: 358-0608 AC: 914
Steve Covello, *President*

Services: Specializing in the production of original music for audiovisual productions.

DEWOLFE MUSIC LIBRARY

25 West 45th Street, New York, N.Y. 10036
Phone: (212) 586-6673
Date of Incorporation: 1951
Fred Jacobs, *President*
Dan Barrie, *Vice President*
Morris Goldstein, *Vice President*

Services: Music library, recording specifically for TV-Radio commercials and all types of films and slidefilms. 438 page cross-classified catalog. Available listing recordings or disc and 1/4" tape. Exclusive distributor is Corelli-Jacobs Films Music, Inc.

SAM FOX FILM RIGHTS

1841 Broadway, New York, N.Y. 10023
Phone: Circle 7-3890 AC: 212
Cable: SAMFOX
Year of Organization: 1930
Frederick Fox, *Vice President*

K. M. Dobek, *General Manager*

Midwest Representative: Esther Frank, 8 North Woodward, Birmingham, Michigan
West Coast Representative: Harry Fox, 1443 Manitou Drive, Bel Air Knolls, San Barbara, California 93105

Services: comprehensive libraries of record background music available on record and tape creation of original music scores. Catalogs request.

H-R PRODUCTIONS, INC.

121 West 45th St., New York, N.Y. 10019
Phone: 246-5133 AC: 212
Year of Organization: 1951
Herbert Rosen, *President*

Services: background music of over 500 selections for dubbing and re-recording. Available on "needle-down-once", annual lease or outright purchase basis.

DICK LAVSKY'S MUSIC HOUSE INC.

501 Fifth Avenue, New York, N. Y. 10017
Phone: 661-6370 AC: 212
Richard Lavsky, *President*
Phyllis Lavsky, *Secretary*
Neil Reshen, *Treasurer*

Services: Comprehensive music and sound effects service for TV, radio, films. Original score and or contemporary library music creatively edited to specific requirements. Transfer facilities. Specialize in exclusive VTR post-synchronous sound effects scoring.

Facilities: Complete sound editing facilities Nagra & Ampex 1/4" recording equipment, Wrex 35mm magnetic film recorder, Fairchild d-cutter, video tape recorder.



MUSICUES CORPORATION

117 W. 46th St., New York, N.Y. 10036
Phone: 765-1742 AC: 212
Bernard Rubinstein, *President*
Harvey Kugler, *Secretary-Treasurer & General Mgr.*
Melvin Kaiser, *Vice President*

Services: Music library and sound effects; production services: complete recording facilities including 16mm, 35mm dubbers, project and interlock system, tape duplication, both quarter-inch and cassette; cartridge pulsing and winding; complete mailing services.

MUSIC FOR FILMS, INC.

49 West 45th St., New York, N.Y. 10019
Phone: Circle 7-3577 AC: 212
Herman Fuchs, *President*

Services: supply and edit music and sound effects for films and tv commercials.

MUSIC SOUND TRACK SERVICE

1600 Broadway, New York, N.Y. 10019
Phone: Circle 6-4687 AC: 212
Year of Organization: 1937
Theresa M. Craig
George H. Craig

Services: music scoring for motion pictures & television from music library; editing.



this symbol appearing over listing in these pages indicates that displaying advertising containing additional useful reference data appears in other pages of this Buyer's Guide.



MUSIFEX, INC.

45 West 45th St., New York, N.Y. 10036
 Phone: CI 6-4061 AC: 212
 Year of Incorporation: 1958
 E. Robert Velazco, *President*

Services: background music scoring for motion picture, tv, radio and slidefilm producers; sound effects; musical sound effects discs for outright sale; music library for lease; sound effects for outright sale; original scores; special sound effects made to order, transfer facilities. Low cost jazz library for lease.

SIRI MUSIC, INC.

One Towne Road, Boxford, Mass. 01921
 Phone: 887-8435 AC: 617

Robert R. Way, *Vice President*
 Howard M. Lerner, *General Manager*

Services: Producers of scores for commercials, singles, station logos and complete film scores. Maintains Amfed & Norco Music Libraries and complete scoring facilities.

TRF MUSIC, INC.

501 Madison Avenue, New York, N.Y. 10022
 Phone: (212) PL 3-3234

Date of Incorporation: 1958
 Louis Nurko, *President*
 Albert Vander Molen Jr., *Vice President*
 Alexander Semmler, *Musical Director*

Exclusive representatives of the Folkways & Cosworth Libraries.

Services: Mood music and sound effects for television and films.



THOMAS J. VALENTINO, INC.

150 W. 46th St., New York, N.Y. 10036
 Phone: CI 6-4675 AC: 212

Year of Organization: 1932
 Thomas J. Valentino, *President*
 Robert T. Valentino, *Vice President*
 Frank Valentino, *Vice President*
 Thomas J. Valentino, Jr., *Vice President*
 Chris Carrino, *Project Engineer*

Services: background music library and sound effects library; services for film and tape (videotape); production departments for tv, newsreels, theatrical productions and film releases, etc. available on records and tape, 35mm services 8mm services, Magna-Tech Services, 8mm services, including 8mm magnetic sound. **Special Services:** Background music and sound effects.

Physical Equipment: Ampex, Nagra, Magnatech, and AKG Mikes.

PREVIEW THEATERS

CINE METRIC THEATRE CORP.

35 West 45th Street, New York, N.Y. 10036
 Phone: (212) 582-5600

Date of Incorporation: 1958
 Lawrence Plastrik, *President*
 Michael J. Calamari, Jr., *Treasurer*
 Morris Albenda, *Secretary*

Services: Screening, 2 Simplex projectors, Xenon lamps, 16mm Siemens projector.

PARK AVENUE SCREENING (Subsidiary Levin-Townsend Computer Corp.)

445 Park Avenue, New York, N.Y. 10022
 Phone: (212) 581-7876, 7877
 Carl N. Parks, *President*
 Isabella P. Maguire, *Manager*
 Frank Cahill, *Projectionist*

Services: 42-seat theater for 16 and 35mm; elevated stage for demonstrations, meetings, auditions, etc.

JOHNNY VICTOR THEATER

RCA Exhibition Hall, 40 W. 49th St., New York, N.Y. 10020
 Phone: 586-3000 AC: 212
 Miss Judi Cados, *Secretary*

Services: screening room for film preview.

SOUND RECORDING

AERCO

Box 171, Pennsauken, New Jersey 08110
 Phone: 663-8154 AC: 609

Services: Magnetic sound striping 8mm, super 8mm and 16mm.

ARTSCOPE, LTD.

310 West 53rd Street, New York, N.Y. 10019
 Phone: (212) 265-7420 or 265-9727
 Branch office: 53-C Satellite Town,
 Gujranwala, W. Pakistan

Date of Incorporation: 1964
 Amin Qamar Chaudhri, *President, Producer-Director*
 Ginnie L. Music, *Secretary, Associate Producer*
 Martin L. Andrews, *Prod. Manager*
 J. Kelly, *Editing Department*
 C. D. Chaudhri, *General Manager (Pakistan)*

Services: Complete facilities for the production of features, documentaries, public relations, commercial and educational films. Facilities include: Complete recording and transfer service 16 35mm Interlock screenings and fully equipped editing rooms. Complete production and distribution services in India-Pakistan.

AUDIO TECHNIQUES INC.

12 East 46th Street, New York, N.Y. 10510
 Phone: (212) 697-7247

Date of Incorporation: 1960
 Howard M. Lawrence, *President*

Services: Narration and music recording, transfers to 16/35mm mag. disc cutting. Filmstrip and motion picture sound. Equipment consultants. Cassette specialists. Imagination.

CINE MAGNETICS, INC

520 N. Barry Ave., Mamaroneck, N.Y. 10543
 Phone: (212) MU 2-2780, (914) 698-3434

Year of Incorporation: 1961
 Fred A. Wells, *Executive Vice President*
 Edgar Schuller, *Vice President & Genl. Mgr.*
 Dan Stevens, *Production Manager*

Services: Super 8 Sound by magnetic Stripe, Super 8 Sound by Optical Track, Super 8 Silent, Regular 8 Sound by Magnetic Stripe, Regular 8 Silent, 16mm Negatives, Masters, Intermediates and sound negatives. Eastman Color Negative Positive and Color reversal printing. 16mm release printing, 16mm Magnetic Striping, 16mm dubbing onto striped prints.

CINESOUND COMPANY, INC.

915 N. Highland Ave., Hollywood, Cal. 90038

Phone: HO 4-1155 AC: 213
 Rose Layos Green, *President*
 Austin Green, *Vice President*
 William A. Layos, *Secretary*

Services: motion picture sound recording, all phases; foreign picture dubbing (instant sync); library music scoring.

COLUMBIA RECORD PRODUCTIONS

49 East 52nd St., New York, N.Y. 10022
 Phone: 765-4321 AC: 212

Calvin Roberts, *Vice Pres./General Manager*
 Ton Van Gessel, *Mgr. National Sales*

Branch Offices: 630 N. McClurg Court, Chicago, Ill. 60611, WH 4-6000, Richard Hutter, *Account Executive*; 6121 Sunset Blvd., Hollywood, California 90028; HO 6-2481, Michael Coolidge, *Manager, West Coast Sales*; 2990 West Grand Blvd., Detroit, Michigan 48202, TR 1-6100; 804 16th Ave., South, Nashville, Tennessee 37203, 255-0371, Cecil Scaife, *Account Executive*.

Services: Recording studios; music library; sound effects; and custom record pressing.

FILMSOUNDS, INC.

128 East 41st Street, New York, N.Y. 10017
 Phone: (212) 867-0330

Date of Incorporation: 1956
 Norman Kasow

Services: music, sound effects, sound editorial.

GLEN GLENN SOUND COMPANY

6624 Romaine Street, Hollywood, Cal. 90038
 Phone: HO 9-7221 AC: 213

Year of Organization: 1937
 R. G. Goodwin, *President*
 Joseph D. Kelly, *Vice President and Chief Engineer*
 Tom T. Kobayashi, *Treasurer*
 Jack Phillips, *Jan Perikli, Scheduling & Sales*
 Robert McKie, *Quality Standards & Methods Verification*

Services: motion picture and television sound recording from original production to final optical negative; transfer, scoring, dubbing; final 35 and 35/32 optical negative recording.

GOTHAM RECORDING CORPORATION

2 W. 46th St., New York, N.Y. 10036
 Phone: JU 6-5577 AC: 212

Herbert M. Moss, *President*
 Robert Volkell, *Vice President & Gen. Mgr.*
 Richard M. Stone, *Director of Sales*

Services: live and recorded music scoring; tape and film editing, 16 and 35mm projection; mag transfer; "instant search" libraries.



MANHATTAN AUDIO COMPANY, INC.

460 West 54th Street, New York, New York 10019

Phone: PL 7-9800 AC: 212
 Branch offices: 17 East 45th St., New York, N.Y. 10017
 Phone: (212) PL 7-9S00

Melvin L. Gold, *President*
 John J. Gordon, *Vice Pres. & Studio Manager*
 James A. Gleason, *Vice-Pres., in charge of Production*
 David Bofill, *Studio Manager, M-45*

Continued on next page

SOUND RECORDING

Services: motion picture and tv sound recording; transfer, including optical; dubbing; scoring: 35, 35-32mm and 16mm optical negative recording. Magna-Tech Electronic Post-Sync

JACOBSEN SOUND SERVICE

84-44 63rd Road, Middle Village, New York
Phone: (212) 446-5656

Date of Organization: 1903

Jack Carlo Jacobsen, *Owner/Engineer*

Services: Field and studio sound recording (films). Physical Equipment: ¼-35mm.

NATIONAL RECORDING STUDIOS, INC.

730 Fifth Avenue, New York, N.Y. 10019
Phone: (212) PL 7-6440

Branch Office: Edison Hotel-Orchestra Studio, Film Center, 232 East 46th St., New York, New York

Date of Incorporation: April 1959

Harold W. Lustig, *President*
Irving Kauman, *Vice President*
Carl Lustig, *Vice President*

Services: recording studios for music and pictures, all audio recording including magnetic and optical.



RCA CUSTOM RECORD SALES

1133 Avenue of the Americas, New York, New York 10036

Phone: 586-3000 AC: 212

Contact: James L. Head

Branch Offices: 1 N. Wacker Dr., Chicago, Ill., 641-5880, William Reilly; 800 17th Ave. South, Nashville, Tenn., AL5-5781, Edward J. Hines; 6363 Sunset Boulevard, Hollywood, Calif., HO1-8171, G. B. Bennett;

Services: slidefilm and record pressing, music libraries for dubbing; sound effects library and studios available.



RECORDED PUBLICATIONS LABORATORIES Div. of Recorded Publications Mfg. Co., Inc.

1504 Pierce Avenue, Camden, New Jersey 08105

Phone: (609) 963-3000, (215) 922-8558

Year of Organization: 1948

Edward J. Goodman, *President*
David H. Goodman, *Executive Vice President*
Ernest W. Merker, *Vice President, Engineering*

Services: sound recording services for motion picture, filmstrip, audio-visual applications. Vast sound effects and music scoring libraries, film sound editing, mixing, scoring, mono and stereo disc mastering, pressings, high speed tape duplication, all automatic film advance synchronizing systems on tape, disc or cartridge. Client may submit tapes or be present for production. 16mm and 35mm interlock sound recording and mixing—6 channel. Three recording studios, 3 banks of Ampex high speed tape duplicators, Neuman-Westrex stereo disc cutting facility, special tape cartridge and cassette duplication facilities.

Special Services: preparation of sound tracks for motion picture and filmstrip entailing the entire

Date of Organization: 1946

Jack H. Lieb, *President*
Warren H. Lieb, *Vice Pres., Production*
Don Richter, *Chief Engineer*
Chas. Kite, *Music Editor*
Elaine Badis, *Music Librarian*

Services: 16 35mm interlock screening and projection; RCA optical recording; Neo-pilot, pilot tone, on Fairchild 14KC pulse Ranger Tone transfer & recording; recording to 35 or 16mm picture, loop racks, click tracks and interlock for picture and track available; ¼" dubbing and mixing for slidefilms; Moviola editing available 16 or 35mm; ¼" editing. Music recording studio, 60x40 with natural echo chamber; narration studio; music library and sound effects available.

SOUND SERVICES LIMITED

Kingston Rd., Merton Park, London SW 19
Phone: Liberty 7201; Tel: Servisound

H. S. Hind, *Managing Director*
M. J. Nichols, *Film Library Manager*

Services: In its 32nd year, Sound Services' distribution is NCR Elliot computer-controlled, providing rapid and accurate dispatch, retrieval and report facilities for some 450 clients. Full library services include promotion, shipping, maintenance, insurance and storage of films, backed by regular monthly reports on attendance and audience characteristics. Specialized promotion to selected audiences is also available. Road show campaigns include projection facilities for non-equipped groups. Sales promotion, other meetings are arranged and services throughout England and Europe.

SOUND STUDIOS, INC.

230 N. Michigan Ave., Chicago, Illinois 60601

Phone: 236-4814 AC: 312

Michael Eisenmenger, *President*
Larry Glick, *Operations Manager*

Services: recording of sound for slidefilms, motion pictures, TV, radio—including signals, scoring, mixing, magnetic tape editing and sound effects; record pressing plant.

TELESOUND STUDIO

6296 Melrose, Hollywood, Calif. 90038
Phone: WE 1-8161 AC: 213

Clarence Thompson, *Owner*
Bertha Thompson, *Secretary-Treasurer*

Services: sound studio, stage narration and dubbing 16mm; transfer service; location equipment: 16mm shooting on stage and location.

TODD-AO

1021 N. Seward St., Hollywood, Cal. 90038
Phone: 463-1136 AC: 213

Salah Hassanein, *President (N.Y.)*
Fred Hynes, *Vice President, General Manager, West Coast Studio*
Don Rogers, *Sales Manager, Magnetic Products*

Services: The Todd-AO System and sound services from 8mm through 70mm, 6 track. Full 65mm camera equipment. Magnetic film and tape products.

TOWNSEND PRODUCTION SERVICE, INC.

36 West 62nd St., New York, New York 10023

Phone: 246-3997 AC: 212

James H. Townsend, Jr., *President*
James R. Lee, *Vice President*
Harrison G. Platt III

production from client's script, including providing talent, music, effects, insertion of synchronizing tones.

RECORDING STUDIOS, INC. (RSI)

212 West 48th Street, New York, New York 10036

Phone: PLaza 7-8855 AC: 212

Year of Incorporation: 1958

Edythe Rein Landau, *President*
Marvin Schlaffer, *Vice President, Client Relations*
Will Roth, *Operations Director*

Services: recording, mixing, post-synchronizing and transfer studios for motion picture sound tracks.

REEVES PRODUCTION STUDIOS

A Division of Reeves Broadcasting Corp.

304 E. 44th St., New York, N.Y. 10017
Phone: OR 9-3550 AC: 212

Bruce R. Lang, *President*
John F. Vorisek, *Vice Pres.—Operations*
Richard J. Vorisek, *Vice President—Sound*
Robert W. Byloff, *Vice President—Video*

Audio Services: Motion picture and television sound recording and mixing and allied services. Film processing laboratory.

Videotape Services: Videotape recording, editing and mixing in black and white or high band color. Video tape duplicates and transfer c quadruplex and helical scan tapes; film-to-tape transfers and piggybacks; rental of Airmobile Video° System for studio and location video production. Slow, reverse, fast forward and freeze frame video tape recording. 24-frame video tape recording system for film maker. Specialties: Sound mixing with forward-reverse overdub system; post sync sound looping with instant playback; multi-studio electronic editing and mixing of high-band color tape; color and black and white Videofilm° tape-to-film transfers.

RKO SOUND STUDIOS

A Div. of RKO-General, Inc.

1440 Broadway, New York, N.Y. 10018
Phone: LO 4-8000 AC: 212

John B. Hayes, *President*

Services: recording of sound for motion pictures, slide films, television and radio commercials including transfer, scoring, mixing, editing, re-recording. Also screening theater, 16 and 35mm projection, closed circuit TV, sound effects and music libraries, talent services, pressings, high-speed tape duplication, all types tape cartridge and cassette mastering and duplication.

SHELDON RECORDING STUDIOS, INC.

211 East Grand Ave., Chicago, Ill. 60611
Phone: 828-9262 AC: 312

Date of Organization: 1957

Jack S. Wiener, *President*

Services: TV sound recording; sound recording on Ampex Broadcast Video tape (two-inch quadruplex) providing full time base stability for all special effects, edits, inserts, supers, dissolves, etc. Complete technical facilities with engineering personnel and loaner equipment provided. From story boards and rough script test commercial is produced on videotape.

SONIC FILM RECORDING

1230 W. Washington Blvd., Chicago, Ill. 60607

Phone: CH 3-2604 AC: 312

Services: Complete motion picture sound recording studios — mixing — 10 channels, music and narration recording studios, transfers including 50 cycle, dubbing, sound effects looping, optical tracks, Editing pictures, sound, music, effects, negative cutting and laboratory contact.

Specialties: Assisting educational and in-plant producers with complete production services and technical back-up.

TV RECORDERS

6054 Sunset Blvd., Hollywood, Calif. 90028
Phone: 469-8201 AC: 213

Virginia Aicholtz, *President & Manager*
James Aicholtz, *Vice-President*

Services: sound recording service from production through re-recording (dubbing) for motion pictures and TV. Magnetic transfer, RCA variable area optical transfer, transfer to 16mm and 8mm striped release prints.

UNITED RECORDING ELECTRONICS INDUSTRIES

11922 Valerio Street, N. Hollywood, Calif. 91605

Phone: (213) 764-1500

R. L. Stover, *Vice President, General Manager*

S. A. Herman, *Marketing Director*

R. Simisky, *Product Manager*

Services: Professional Audio Test Equipment recording studios and broadcast stations.

UNITED RESEARCH LABORATORY

681 Fifth Avenue, New York, N.Y. 10022
Phone: (212) PL 1-4663

Date of Incorporation: 1943

George Adams, *Partner*

Anita Adams, *Partner*

Services: TV and radio commercial-mixing-recording. Studio Set-ups. Service-Technical. Distributors for Telex, Minneapolis Magnetics, Electronics. Manufacturers of AutoTec®

Special Equipment: Professional Tape recorder, high speed duplicator, Equalizers, compressors, Dip Filters, Control Consoles, Recording Amplifiers.

UNIVERSAL RECORDING CORPORATION

46 E. Walton Place, Chicago, Ill. 60611
Phone: MI 2-6465 AC: 312

A. B. Clapper, *President*

Mason Copping, *Vice President, Chief Engineer*

R. A. Weber, *Secretary, Treasurer*

John Brix, *Vice President, Production*

Services: location lip sync recording 35, 16mm pulse; re-recording, 35mm mag. or 16mm mag.; interlock screening; music scoring to picture or click track; transfers, 1/4" to 35 and 16mm, music scoring, narration, re-recording, projection, location equipment.

VARIETY RECORDING STUDIO

130 West 42nd Street (Room 856) New York, N.Y. 10036

Phone: (212) 594-7536

Date of Incorporation: April 1961

Warren Allen Smith, *President*

Fred Vargas, *Vice President*

Services: Tape duplication, phonograph records, recording, auditioning, Steinway piano, Hammond organ, Ampex and Scully tape recorders.

SPECIAL FILM SERVICES

Editor's Note: Listings in this section include those firms of highly specialized production activities and those providing a wide variety of services, including repairs, rentals, stages, payroll, insurance, projection and technical production services.

ALLIED AUDIO VISUAL SERVICES

3822 North Lincoln Avenue, Chicago, Illinois 60613

Phone: (312) 472-1995

Services: Rental of projection equipment — Rear projection and remote controls a specialty.

CINEVISION ENTERPRISES

P.O. Box 310, Springfield, Pa. 19064

Phone: (215) 544-7705

Date of Incorporation: January 1968

Paul A. Litecky, *Executive Producer*

Harry Cannon, *Production Manager*

Felice Litecky, *Office Manager*

Services: Film communication services; industrial, educational and promotional film production; TV commercials; filmstrips, Sales promotion and employee customer training films. Arriflex and Cine custom re-designed special cameras; complete underwater equipment including cameras, lighting and recording equipment; location sound recording equipment. Contract lessee of sound stage and studio installation.



CONSOLIDATED FILM INDUSTRIES

Filmstrip Dept.

959 Seward St., Hollywood, California 90038

Phone: (213) 462-0881 Telex: 06-74257

Cable: CONSOLFILM

Dale Tate, *Manager, Title & Optical Division*

Services: rephotographing of transparencies, flat art (reflection copy), overlaid material, small dimensional objects, to create filmstrip negative.

(see complete listing under Film Laboratories)

HAL DENNIS PRODUCTIONS

6314 La Mirada Avenue, Hollywood, California 90038

Phone: (213) HO 7-7146

Harold J. Dennis, *President*

Services: Editing, producer of film tape, spot commercials, series, and features and industrials.



FBL FILM EXPEDITING

12 E. 46th St., New York, N.Y. 10017

Phone (212) 697-1377

Frank B. Lieberman, *President*

Fred Ohnstead, *Vice President*

Services: 35mm, 16mm and 8mm film expediting and editing.

F & B/CECO STUDIOS OF FLORIDA, INC

14901 N.E. 20th Avenue

North Miami, Florida 33161

Phone: Area 305 — 944-3969

Arthur Florman, *Chairman of Board*

John Babb, *President*

Harry Foster, *V.P. Genl. Mgr. of Studio Operation.*

Facilities: Two large air-conditioned sound

stages (125 x 80 ft. w. 40 ft. ceilings); one has dry pit 30x30 ft.; one with wet pit, 18x4 ft. for miniature water sequences. Each stage independent of the other with fully furnished executive offices, conference room; rehearsal room; dressing and wardrobe rooms; makeup and hairdressing depts.; editing and projection rooms, etc.

FILM REPRODUCTIONS IN PRINT

331 Madison Avenue, New York, New York 10017

Phone: (212) TN 7-2450

Date of Organization: 1954—parent company, Custom Comics, Inc.

Film Reproductions in Print, 1969

Frederick H. Iger, *President*

Francis McD. Culver, *Vice President*

Services: Producers of take-home promotion literature reproduced from 16mm movie frames. Physical Equipment: Electronic color-separation scanners.

Film Reproductions in Print has the editorial know-how to select frames from 16mm or 35mm movies to best present the contents of the films in print. Captions are adapted from sound tracks. Our scanners enable us to reproduce the individual frames in full color at extremely low cost. The end result is the nearest medium in print to the motion picture itself.

FILM SALVAGE COMPANY

3602 S. Crenshaw Blvd., Los Angeles, Calif. 90016

Phone: 731-2349 AC: 213

Cable: FILMSCRAP

Subsidiaries: Film Processing Corporation, Magna-Stripe Inc.

Branches: 211 College Street, Mt. City, Tenn. 37683

Jan Friedman, *President*

Barry M. Stultz, *Exec. Vice President*

Lawrence M. Friedman, *Vice President*

Lounie M. Allen, *Vice President*

Services: Purchase all types scrap film; sell reclaimed magnetic film and used reels and cases; certificate of destruction of film upon request.

MARILYN L. FRIEDEL

162 E. Superior St., Chicago, Illinois 60611
Phone: (312) 944-0454

Date of Organization: 1969

Services: Audiovisual Consultant, Production/Direction, Radio Television Motion Picture/Recording/Filmstrips Slides.

Specialties: Creative Technical Editorial. Writing, designing and layouts. Marketing, sales promotion and training.

INDUSTRIAL AUDIO/FILM SERVICES, INC.

8333 Niles Center Road, Skokie, Illinois 60076

Phone: (312) 674-0150

Date of Organization: 1967

Bruce H. Gartzke, *President*

Jerome G. Green, *Secretary/Treasurer*

E. L. Burk, *Office Manager*

Services: A complete independent producers service including complete tape duplication (full, 1/2 & 1/4 track). Tape editing; mixing; mastering Cassette duplication, etc. Cartridge pulsing & loading On/Off location recording. Film cutting; winding & special mounting for all A-V projection equipment. Complete 35mm slide services. 16mm cutting; splicing & cart-

Continued on next page

SPECIAL FILM SERVICES

ridging, etc. Drop shipments. Also Midwest stocking and distributing point for Poly-Cons.

SAUL KORNGREICH & SONS, INC.

Pan Am. Bldg., 200 Park Ave., New York, N.Y. 10017

Phone: TN 7-7730 AC: 212

Saul Kornreich, *President*

Matthew R. & Morton A. Kornreich, *V-P's*
William Rosenthal, *Underwriting Manager*

Services: fire insurance; specialists in all forms of insurance for tv and film producing companies.

Specialities: Motion picture & television production corporate life insurance and pension plans.

LANCE STUDIOS

151 West 46th Street, New York, N.Y. 10036

Phone: (212) JU 6-4233

Date of Incorporation: February 1948

David Wasserman, *Producer*

Amador Chaidez, *Producer*

Doris Rontowsky, *Art Director*

Services: Production of sound filmstrips, slides and films. Slide-ination technique, three dimensional models and props for TV commercial, sales meeting, industrial shows. Art and Production studios.

LLOYD'S CAMERA EXCHANGE

1612 Cahuenga Blvd., Hollywood, California 90028

Phone: (213) HO 7-3863

Date of Incorporation: July 1954

Lloyd Berman, *President*

Florence Berman, *Treasurer*

Mustafa Amier, *Manager*

Services: Sales and rental motion picture equipment. Motion picture camera. Generator D.C. and studio lights. 300 and 750 AMP D.C. generator trailer and 1000 and 1500 AMP D.C. generator trucks.

MCCARTHY DISTRIBUTORS

202 East 44th Street, New York, N.Y. 10017

Phone: (212) MU 2-0995

Branch Office: 520 North Barry Avenue, Mararoneck, N.Y.

Date of Incorporation: 1961

Allan A. Armour, *Vice President & General Manager*

Herb Eisenberg, Bill Saunders, Lisa Howard, Irving Hersh, Harold Belkin, *Sales Representatives*.

Services: Sell, rental, service and systems of audio visual equipment, video tape equipment and all related accessories. Rental stock of over 400 Fairchild Projectors.

MOTION PICTURE CAMERA SUPPLY, INC. (MPCS)

Communications Industries, Inc.

424 West 49th Street, New York, N.Y. 10019

Phone: (212) 586-3690

Cable: MOPIC

Branch Office: 739 Ninth Avenue, New York, New York

Date of Organization: 1964

Al Nathanson, *President*

Len Nedlin, *Secretary/Legal Advisor*

John Fortune, *Rental Head*

Jack Goldman, *Vice President, General Manager*

Gerald Sappe, *Technician*

Ely Frank, *Comptroller*

Services: Rent, sell service, repair . . . Professional Motion Picture Equipment, 16 & 35mm . . . Audiovisual, CCTV & Video Systems.

Specialities: Electronics for motion pictures.

Physical Equipment: All 16 & 35mm equipment; cameras, lighting, editing, grip, projection, videotape recorders, tripods, dollies, etc.

MOTION PICTURE PAYROLL SERVICES

650 North Bronson Avenue, Hollywood, Calif. 90004

Phone: (213) 466-3111

Date of Organization: March 1968

Marcial Caceres, *Owner*

Herman Caceres, *Partner*

Services: Payroll services and production management, payroll of the motion picture industry. All required office equipment and three transportation units for "to and from location trips".

NEPTUNE CORPORATION

35 West 45th Street, New York, N.Y. 10036

Phone: (212) 765-4785

Date of Incorporation: February 1966

Sheldon Kaplan, *President*

Anton Weber, *Technical Director*

Services: Manufacturing and repairs of motion picture equipment, sales and rentals of motion picture equipment. Complete machine shop for production and custom manufacturing. Specialists in laboratory chemical circulation problems and compressed air and vacuum problems.

OLYMPIC FILM SERVICE

161 West 22 Street, New York, New York 10011

Phone: (212) 675-0211

Walter J. Carroll, *Publisher*

Sonia Katz, *Chief, Publication Services*

Roger Texier, *Consultant, A-V Book Sales*

Services: Publishes loose-leaf fact sheets called *Olympic Training Film Profiles* that describe films from all sources which are suitable for use in business training. Each profile tells title, production data, content, synopsis, and specific sources for preview, purchase and rental. The companion publication, *Training Film Digest*, has feature articles, film reviews, and critical evaluations of profiled films.

The A-V Book Sales subsidiary distributes a comprehensive list of books on audiovisual utilization, educational television, etc.

The Products Division markets a *Projectionists Kit* for 16mm film users.

Specialities: Reviews management development and personnel training films from all sources; Categories are Management Development, Sales and Marketing, Human Relations, Communication Skills, Business Administration, Training the Disadvantaged. Mailing list may be rented.

PARACHUTING ASSOCIATES, INC.

5300 Santa Monica Blvd., Suite 207, Los Angeles, California 90029

Phone: (213) 464-7124

Date of Organization: 1958; Incorporated: 1963

Dave Burt, *President*

Bob Sinclair, *Chief, Parachuting Operations*

Specialities: 16/35mm free fall (sky diving) photography. Packaging of all related produc-

tion services. Professional jumpers. Stock for sale. Information file available.

PHOTO EQUIPMENT REPAIR CO.

1697 Broadway, New York, N.Y. 10019

Phone: (212) JU 2-4079

Date of Incorporation: October, 1963

Roy Rothstein, *President and Owner*

Services: Repair on all types of motion picture and photographic equipment. Exposure Meter repairs and calibration, (largest meter repair shop in the U.S.) Using a photometric Optics bench for the calibration of all meters. Have complete machine shop for building equipment. A complete sound department for the repair and servicing of sound projectors, tape recorders and hi fi equipment.

Physical Equipment: Authorized Warran service center, AIWA, Bell & Howell, Electronic, Honeywell Pentax, Meters, Sharp Electronics, Sony Superscope, Telmar Tape Recorders, Uher Tape Recorders.

PRODUCERS RENTAL CORPORATION

22 West 46th St., New York, N.Y. 10036

Phone: CO 5-2918 AC: 212

Francis Romero, *President*

Ralph Pardula, *Manager*

George Howard, *Technician*

Services: Rental of cameras, lighting, sound and all location equipment. Also rent a complete line of editorial equipment.

PROJECTION SYSTEMS, INC.

202 East 44th Street, New York, N.Y. 10017

Phone: (212) MU 2-0995

Branch Office: 520 North Barry Avenue, Mararoneck, N.Y.

Date of Incorporation: 1961

Allan A. Armour, *Vice President & General Manager*

Herb Eisenberg, Bill Saunders, Lisa Howard, Irving Hersh, Harold Belkin, *Sales Representatives*.

Services: Sell, rental, service and systems of audio visual equipment, video tape equipment and all related accessories. Rental stock of over 400 Fairchild Projectors.

JULES RACINE & COMPANY, INC.

521 Fifth Avenue, New York, N.Y. 10017

Phone: (212) 687-3060

Date of Incorporation: 1947

Roger B. Smith, *Vice President*

Morgan F. Smith, *President*

Services: Film stop watches for 16 and 35mm

RAMPART STUDIO

2625 Temple St., Los Angeles, Calif. 90029

Phone: 385-3911 AC: 213

Date of Organization: 1954

W. T. (Ted) Palmer, *Studio Manager*

Facilities: full Hollywood production service (synch stage sequences, etc.) on sub-contract business-film producers. Studio rental (The I thenon and Wolff stages) and contract cre-

F. K. ROCKETT PRODUCTIONS, INC.

5451 Laurel Canyon Blvd., North Hollywood, Calif. 91607

Phone: (213) 985-1090

Date of Incorporation: 1924

Thomas H. Cole, *President*

Dixon Dern, *Treasurer*

Jay Price, *Sales Manager*

Services: All motion picture and slide film services, industrial public image, commercials. 16 35mm Arri, 16 Eclair, complete sound.

ROSS-GAFFNEY, INC.

21 W. 46th Street, New York, N.Y. 10036
Phone: JU 2-3744 AC: 212

Year of Incorporation: 1955

Angelo Ross, *ACE, President*

James Gaffney, *ACE, Secy.-Treas.*

Walter (Bud) Nolan, Mike Michaels, *Sound Effects*

Angie Ross, Jim Gaffney, Tom Pagnotta, *Editing*

Lesko, Arlon Ober, Ed Goetz, Rinaldo Van Brunt, *Music*

Al Romera, Nelson Silva, Ralph Pardula, George Howard, George Pinyero, Willie Acosta, *Rentals*

Henry Markosfeld, Vinnie Pizzo, John Lewis, Chris Ross, *Sound Recording*

Services: producers service organization supply-reproduction and post production services: editing, music library, sound effects, equipment rental. Editing rooms, sound studio for transfers, mixing, reversing interlock up to 12 tracks, edge numbering.

DANNY ROUZER STUDIO

1022 Melrose Avenue, Hollywood, California 90038

Phone: (213) 936-2494

Danny Rouzer, *Owner*

Services: Complete 16mm production services for TV, kinescopes, pilot films, screen tests, industrial and educational film. Sound stage, sets, camera equipment, sound equipment, projection facilities. Complete editing facilities.

BILL STOKES ASSOCIATES

527 Dyer St., Dallas, Texas 75206

Phone: (214) 363-0161

Bill Stokes, *President*

Lawrence E. DuPont, *Vice President*

Wes Vezina, *Production Manager*

Services: Equipment rentals, complete production services, air conditioned sound stage, sound recording and filmstrip and slide production.

TYLER CAMERA SYSTEMS

335 Homewood Avenue, Hollywood, California 90028

Phone: (213) 466-1666

27 East 59th Street, New York, N.Y. 10022

Phone: (212) 765-2540

Box 23904, Ft. Lauderdale, Florida 33307

Phone: (305) 566-4808

Peter Pascal, (Hollywood)

Art Bass (New York)

John Robertson (Ft. Lauderdale)

Services: Furnish 16, 35, and 70mm Tyler Helicopter Cameramounts: installation and rental of equipment; plus experienced aerial cameraman required.

VPI SERVICES

10 E. 62nd St., New York, N.Y. 10021

Phone: (212) 838-3900

Branch Offices: 450 E. Ohio St., Chicago, Illinois 60601. Phone: (312) 787-2500, 1515 Northwestern Avenue, Hollywood, California 90027, Phone: (213) HO 6-8691.

Special Services: Editorial, Optical, Color-conforming, lab prints distribution, shipping.

STOCK SHOT LIBRARIES

COLOR STOCK LIBRARY

Lem Bailey Productions

7934 Santa Monica Blvd., Hollywood, Cal. 90046

Phone: 654-9550 AC: 213

Lem Bailey, *President*

Berneice Davis, *Secretary, Treasurer*

Services: stock shots (16mm black & white, color. 35mm black & white, color) for industrial, educational or documentary films, theatre or tv commercials, live or filmed tv productions; shoot to order in 16 or 35mm; educational film department.

PARACHUTING ASSOCIATES, INC.

5300 Santa Monica Blvd., Suite 207, Los Angeles, California 90029

Phone: (213) 464-7124

Services: 16 35mm stock footage-parachuting, sky diving, aircraft and other aerial footage including background plates. Shoot to order. Catalogue available. Also (see complete listing under Special Film Services).

STOCK SHOTS, INCORPORATED

333 West 52nd St., New York, N.Y. 10019

Phone: JU 2-6185 AC: 212

Maurice Zouary, *contact*

Services: libraries include NBC News, National Association of Manufacturers, Miles Library, Films for Industry Color Library, also various production libraries.

STOCK SHOTS TO ORDER, INC.

663 Fifth Ave., New York, N.Y. 10022

Phone: CI 6126 AC: 212

R. A. Phelan, *President*

H. C. Miller, *Vice President*

Anthony Brook, *Secretary*

Services: stock film library in 16 and 35mm, color and black & white; also shoot to order.



UNITED AIR LINES FILM LIBRARY

626 Wilshire Blvd., Suite 804, Los Angeles, California 90017

Phones: 482-3620 AC: 213 (Los Angeles);

922-5225 (New York City); 726-5500

(Chicago); 737-6830 (Washington, D.C.)

Services: stock footage; jet, piston, historical, inflight, airport scenes; catalogs available.

TITLES FOR THE FILM

CE-EL MOTION PICTURE & T.V.

TITLING SERVICE

160 West 46th Street, New York, N.Y. 10036

Phone: (212) Circle 6-6585

Date of Incorporation: October 1956

Victor Lasar, *Art Director*

George Zamrut, *Technical Advisor*

Al Wexler, *Artist & Letterer*

Services: Hand drawn exploration titles for trailers and credit titles.

CINEMA RESEARCH, INC.

6860 Lexington Ave., Hollywood, Calif. 90038

Phone: (213) 461-3255

(See complete data under Effects & Optical)

FILM EFFECTS OF HOLLYWOOD

1140 North Citrus, Hollywood, California 90035

(see complete listing under Effects/Opticals)

KNIGHT STUDIO

159 E. Chicago Ave., Chicago, Ill. 60611

Phone: SU 7-5069 AC: 312

Date of Organization: 1942

Ivend H. Krohn, *Owner, Manager*

Services: hot stamping of motion picture, slide-film and slide titles in b&w and color. Production of presentations and typographic consultation and service.



KNIGHT TITLE SERVICE OF NEW YORK

145 West 45th St., New York, N.Y. 10036

Phone: CO 5-2080 AC: 212

Year of Organization: 1938

George A. Mayer, *President*

John O'Connor, *Vice President*

Services: Professional typographers and hot-press craftsmen for motion pictures, filmstrips, presentations, art overlays, comprehensives and production proofs. More than 1000 alphabets. C & P, Kensol, Kraus and Vandercook presses.

PACIFIC TITLE & ART STUDIO

6350 Santa Monica Blvd., Hollywood, California 90038

Phone: (213) 464-0121

Date of Organization: 1925

Gordon R. Hubbard, *President/General Manager*

Ben Krasnow, *Art Director*

Charles McKimson, *Animation Director*

Services: Titles, opticals, effects, inserts, animation, special effects in 16/35/65mm.



QQ MOTION PICTURE AND TELEVISION TITLES

247 W. 46th St., New York City, N.Y. 10036

Phone: CI 7-2126 AC: 212

Date of Organization: 1915

Irving Sheib, *Supervisor*

Clyde Strohsahl, *Art Director*

Julius Eisenberg, *Production Manager*

Marc B. Sheib, *Sales Manager*

Services: All types of Visuals for films, especially main and credit titles, printed or hand lettered and photographed, artwork, for animation, television, slides, supers, flips. Filmstrips—complete or any part thereof. Hot press equipment with 3000 fonts of type on premises for printing in white or color on clear cells, cards or coloraid. Rapid delivery of titles on cards or film and also slides for industrial or TV use including all artwork and lettering.

TITLE-CRAFT

1022 Argyle St., Chicago, Ill. 60640

Phone: RA 8-4821 AC: 312

Adele Soice, *Owner*

Services: titles for 8mm-16mm film and 2x2 slides. Also Super-8mm.

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TALENT AGENCIES

FIFI OSCARD AGENCY LTD.

19 West 44th Street, New York, New York
10036

Phone: (212) YU 6-8470

Fifi Osgard, *President*
Martin Gage, *Managing Director*
Sybil Trent, Mimi Kelly, *Associate*
Robert Hannan, *Business Manager*

Services: Casting consultants and artists and authors' representatives for stage, films and television — representing performers, announcers, narrators, directors, choreographers, writers and designers.

TRANSLATION

AUDIOVICENTRO

Rio Panuco 116, Mexico 5, D.F., Mexico

Phones: 14-68-14; 25-40-78

Cable: AUDIOVICENTRO

Date of Organization: 1956

Dr. David Grajeda, *President Director*

Services: translation of Latin-American versions of business, educational, religious and television films; documentaries and commercials; Facilities for optical and magnetic recording and titles.



FOREIGN LANGUAGE SERVICE COMPANY (Cinema Service Division)

7046 Hollywood Blvd., Los Angeles, Cal.
90028

Phone: HO 7-5128 9 AC: 213

Albert J. Amateau, *President, Managing Director*

Alex B. Taranto, *Vice President*
Bekita Amateau, *Secretary Treasurer*
Marianne Ahlborg, *Manager*

Services: Translations and or adaptations in any language or scripts or stories for motion pictures, slide films or commercials, edited to fit narration or lip synchronization. Re-writing of existing English scripts or stories to fit particular foreign markets. Recording, editing, mixing and dubbing. Narrators, voices, directors and editors for any language. Negative and print of titles and sub-titles in foreign languages and in English. Commercial translation service for any technical manuals, parts, catalogues, brochures, advertising material, legal documents and contracts. Proofreading and correction of galleys. Foreign market consultation service, language films and distribution of industrial, documentary, public relations or business films.

VIDEOTAPES & TRANSFER

ACME FILM AND VIDEOTAPE LABORATORIES, INC.

1161 N. Highland Ave., Hollywood, Calif.
90038

Phone: HO 4-7471 AC: 213

Videotape Services: 35 and 16mm tape transfer to film, film to tape, editing, viewing, black & white or color.

(see complete listing under Film Laboratories)

Order additional copies of this convenient Buyer's Guide from Business Screen, 402 W. Liberty Wheaton, Ill. 60187. \$1.00 each.

REEVES/ACTRON

565 Fifth Avenue, New York, New York
10017

Phone: (212) 687-6586

Date of Incorporation: November 1967

Bruce R. Lang, *President*
John H. Barwick, Sr., *Vice President*
John A. Sparkman, *Vice President,*
Equipment Sales
S. Douglas Gratton, *Vice President-*
Production

Services: All non-broadcast videotape services: 33 helical-scan VTR's and 11 cameras. 2 shooting stages; location and studio production; Synchrovision production. Tape to tape transfers (interformat) off-the-air dubbing; duplication and distribution; equipment sales and service, installations and design of closed circuit television systems. Film-to-tape transfers, and tape-to-film transfers.

A-V CORPORATION

2518 North Blvd., Houston, Texas 77006

Phone: JA 3-6701 AC: 713

Services: Videotape transfer to 16mm and 8mm magnetic or optical sound. (see complete services under Film Laboratories.)

COMMERCIAL VIDEOTAPE DIVISION, WXYZ TV

20777 West Ten Mile Road, Southfield,
Michigan 48075

Phone: (313) 444-111

Date of Incorporation: November 1960

Ralph Dawson, *Manager*
Loretta Farris, *Secretary*

Services: TV commercials, closed circuit TV. Sales management productions, videotape. 100 acres, 3 studios (40x60), 120' control room, 16mm film chains, 6 color and 4 black & white cameras, 8 VTR machine complete with full editing facilities chromakey.

LEWRON TELEVISION, INC.

625 W. 42nd Street, New York, N.Y. 10036

Phone: (212) 524-4225

Branch Offices: 222 St. Paul Place, Baltimore, Md.; 525 Mildred Ave., Philadelphia, Pennsylvania

Date of Organization: 1965

Lewron East:

441 West 53rd Street, New York, New York
10019. Offices and studios (212) 765-1500.

Sherman Adler, *President*
Stanley Cole, *Vice President, Treasurer*
Steve Walsh, *Vice President, Engineering*
Lewron West:

Goldwyn Studios
1041 North Formosa Avenue, Hollywood,
California 90046. Offices and studios
phone: (213) 462-6511, (213) 469-6151,
Ron Spangler, *President*; Stanley Cole, *Vice*
President Treasurer; Neal Nagata, *Director*
of Engineering, Operations.

Services: Videotape programming, commercials, studio facilities and remote facilities.

REEVES PRODUCTION SERVICES

A Division of Reeves Telecom Corp.

304 East 44th St., New York, New York
10017

Phone: TR 3-5500 AC: 212

Regional Office: Sales office in Washington,
D.C. 20005; Arthur Singer, *Manager*, 1516
P Street N.W., Phone: 265-0650 AC: 202

Bruce R. Lang, *President*

Services: The following are broadcast or quac raplex services: Facilities & Services: 1 Plumbicon color cameras, 24 VR2000 high ban video tape recorders, one Ampex HS-200 dis recorder, 6 video studios for electronic editing, mixing of picture and sound; 3 shooting stage with video control rooms and client viewin rooms; 2-16mm and 1-35mm double syster color and black and white kine recorders; (ie tape-to-film transfers, and film-to-tape, an videotape duplicates); 3 film chains for 16mm or 35mm transfers & piggybacks; 3 viewin rooms, location shooting with Airmobile-Video System with 3 recorders and 5 color camera



ROMBEX PRODUCTIONS CORP.

A Subsidiary of DuArt Film Labs

245 West 55th Street, New York, New York
10019

Phone: (212) 757-3681

Richard S. Marcus, *President*
John Anthony, *Vice President*
Philip J. Mancine, *Chief Engineer Post*
Productions Services

Services: Complete post production facilities for the industrial and educational users of television recording equipment. Videotape to film transfer from all commonly used formats of helice scan video tape transfer. Consultant service users and potential users of video tape ar television production equipment.

TAPE HOUSE 47

1020 Broad Street, Newark, New Jersey
07102

Phone: (201) 643-9100

Branch Office: 295 Madison Avenue, New
York, N.Y. 10017

Date of Incorporation: May 1965

William Schnaodt, *President*
Herbert T. Green, *Vice President-General*
Manager

Everett T. Felder, *TH 47 Manager*
Services: Total facilities for B&W & col videotape production. Ultra modern 10,000 Sq. Ft. studio. "Telespana" for custom Spanish Commercials. Twenty minutes from New York City.

TECHNICOLOR VIDTRONICS

823 Seward Street, Hollywood, California
90038

Phone: (213) 466-9741

Cable: Telex 674764

Branch Office: 342 Madison Avenue, New
York, N.Y.

Date of Organization: April 1966

Joseph E. Bluth, *Vice President & Gene*
Manager

Richard Blanco, *Vice President-Sales*

Services: All videotape technical services, co tape-to-film transfers. Nine videotape machine two color cameras, electronic computerized editing, color film playback facilities, tape-film transfer systems, control rooms and sound recording equipment.

TELE-TAPE PRODUCTIONS

321 West 44th Street, New York, New York
10036

Phone: (212) JU 2-3400

Branch Offices: 135 South LaSalle Street
Chicago, Illinois 60603; 471 Victoria Terrace,
Ridgefield, New Jersey

Date of Incorporation: May 1960

Richard E. Riedel, *President*

John J. Natale, *Vice President, Engineering*

James E. Witte, *Vice President, Sales/Production*

Services: Production, creative and consultation services of television and film for commercials and all phases of television. Complete television camera, videotape and editing facilities. Multi-media events, live meetings, sales training, and personnel development programs through Teleape's subsidiary, Jam Handy Productions.



TELETRONICS, INTERNATIONAL

220 E. 51st St., New York, N.Y. 10022

Phone: (212) PL 8-1750

George K. Gould, *President*

Alfred Merkim, *VP, Operations*

John Meiklejohn, *VP, Production*

David Byrnes, *VP, Sales*

Services: Advanced color videotape and electronic photography facilities and personnel for producers of T.V. programs and commercials, industrial and educational programs. Miniturizing. Highly portable equipment. Complete Computerized electronic editing, film-to-tape transferring, duplicating services.

WGN CONTINENTAL PRODUCTIONS CO.

2501 West Bradley Place, Chicago, Illinois 60618

Phone: (312) 528-2311

Date of Organization: 1961

Bradley R. Eidmann, *Executive Vice President & General Manager*

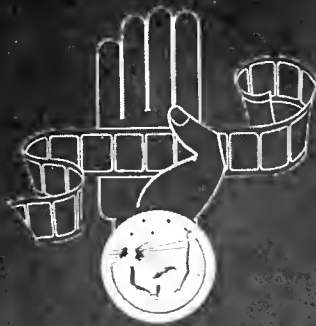
Harry B. Miller, *Vice President, Asst. to General Manager*

Dale Juhlin, *Executive Producer Director*

James Becker, *Director*

Doyle Kaniff, *Account Executive*

Services: Closed circuit, sales presentations, training programs, videotape commercials. Completely equipped color television studios, high-end videotape recorders. Mobile units and umbicon cameras.



National Distributors of the Sponsored Motion Picture...

ASSOCIATION FILMS, INC.

Headquarters Office:

600 Madison Ave., New York, N.Y. 10022

Phone: (212) 421-3900

Robert D. Mitchell, *President*

Robert M. Finehout, *Vice President, Marketing*

Robert W. Bucher, *Vice President, Sales*

Reg. Evans, *Vice President, Sales*

Tim Wholey, *Director of Promotion and sponsored Film Services*

E. H. Johnson, *Mgr. Special Services*

John Zwart, *Manager, Association Instructional Materials*

Eastern Area Exchange

600 Grand Avenue, Ridgefield, N.J. 07657.
Phone: (201) WHitney, 3-8200, E. H. Johnson, *Manager*.

Northeastern Area Exchange

484 King Street, Littleton, Mass. 01460.
Phone: (617) 486-3458, William H. Shumway, Jr., *Manager*

Southeastern Area Exchange

2227 Faulkner Road, N.E., Atlanta, Ga. 30321. Phone: (404) 633-2651, 2652, William O. Fly, *Manager*.

East Central Area Exchange

324 Delaware Ave., Oakmont, Pa. 15139.

Phone: (412) 828-5900, Robert Imlach, *Manager*.

Central Area Exchange

512 Burlington Ave., La Grange, Ill. 60525.
Phone: (312) 352-3377, Joseph Liebich, *Vice President & Manager*.

Southern Area Exchange

8615 Directors Row, Dallas, Texas 75247
(214) 638-6791, Ivan Clark, *Manager*.

Western Area Exchange

25358 Cypress Ave., Hayward, Calif. 94544.
Phone: (415) 783-0100, Winston O. Siler, *Vice President & Manager*.

South Pacific Area Exchange

Olive St., Los Angeles, Calif. 90007, Phone: (213) 7-49-0377, Linwood P. Beacom, *Manager*.

Canada

Association-Industrial Films, 135 Peter Street, Toronto, Ontario, Herb Lewis, *Vice President & Manager*.

BACKGROUND: Founded in 1911 (as "The YMCA Motion Picture Bureau," a division of the International Committee of the YMCA's), Association Films was the first sponsored film distributor in America. In 1949, the company was incorporated as an independent distribution service.

SERVICES: Promotion and Publicity: Promotes sponsored films through catalogs, special supplements (directed to teachers and program chairmen), advertising in educational and adult journals, individual film brochures, exhibits at conventions, publicity services. **Print Inspection and Maintenance:** prints are electronically cleaned and inspected after each use; repairs are made as needed and replacement prints ordered on sponsor's authority; scratched prints are given Perma-New treatment, as authorized; during the first 36 months of print life Association Films shares in replacement costs due to damages. **Monthly Reports:** sponsors receive detailed performance reports (data processed) which give audience size and composition; film-user evaluations and comments; course of study where film was used; bookings and showings (current, year-to-date, and cumulative); summary of coverage by states; and other data about performance and audiences. **Programming Services:** confirmation and advance booking notices are sent to users and sponsors on a daily basis; bookers assist organizations in arranging programs and special distribution concepts (Movie-A-Week, on campus, Travelcinema Films for Freedom, etc.) **Library Service Plan:** a professional "physical handling" service for sponsored film libraries that provides all regular services except promotion, as desired) and includes Sponsor Imprinted forms.

ASSOCIATION TELEFILMS: This division is responsible for the distribution of sponsored films to commercial and educational TV stations. It maintains daily contact with TV programmers, creates sponsored-film series and special concepts, prepares TV promotion kits, publicizes sponsored films in "TV Guide" and local newspapers and distributes newsclips and scripts to TV news departments. Current AF-AV series include: *Kyle Rot's World*, *Discovering America*, *Films for Freedom*, *Your Neighbor - The World*, *Theatre 30*, *Achievement*, *World in Focus* and *This Aerospace Age*, all comprised of sponsored films.

THEATRICAL DISTRIBUTION: Places sponsored films in motion picture theatres. Monthly re-

Continued on next page

**COMING
IN
NOVEMBER!
BUSINESS
SCREEN'S
Buyer's Guide
to
Studio & Lab
Equipment**

ports, comment cards and advance booking notices are provided; promotion is sent to theatres; publicity stories are sent to theatrical trade magazines.

ASSOCIATION INSTRUCTIONAL MATERIALS: This division of Association Films handles the sales, long-term leasing and rental of educational, training and special purpose films and filmstrips. Acquisitions include sales, rental rights to more than 150 episodes from the award-winning series, *The Twentieth Century; Fair Adventure*, a lecture series on Shakespeare featuring Dr. Frank Baxter, *CBS Reports*; and *The Ryan Athletic Instructional Series*, sports training films produced by Dr. Frank Ryan offered to schools through local bank sponsorship or by direct purchase.

ASSOCIATION MATERIALS MAILING SERVICE: a service for mailing, storage and servicing of consumer information and educational materials; processes shipping of booklets, catalogs, premiums and giveaways; records and tapes; fulfillment specialties. MMS has facilities for weighing and metering, packaging, labeling, inventory control and delivery.

BERGEN MOTION PICTURE SERVICE, INC.

Route 46, Lodi, New Jersey 07644

Phone: (201) 472-1154

New York City, Phone: (212) 564-1195

Eugene Demick, *President*

Morris Shapiro, *Comptroller*

Camelina Connelly, *Director of Distribution*

Leo Loewenthal, *Vice President, Sales*

DISTRIBUTION of sponsored motion pictures via network of field representatives who operate 65 regional film exchanges serving Bergen.

FILMS OF THE NATIONS

(a subsidiary of Alden Films)

5113 - 16th Ave., Brooklyn, N.Y. 11204

Phone: (212) 851-8090

Date of Organization: 1945

Ernest Fischel, *President*

Nick Greenwood *Vice President*

William Rosenfeld, *Secretary-Treasurer*

Jerome Schapiro, *Production Mgr.*

Maurice H. Groen, *Consultant*

Services: Film Distribution; sponsored films, TV distribution, sales of educational films. Color stock shots, mostly on foreign countries.



JAM HANDY PRODUCTIONS

(Division of Tele-Tape)

Headquarters Office:

2821 East Grand Blvd., Detroit, Mich. 48211

Phone: (313) 875-2450

SERVICES: Producers and distributors of sponsored films to theaters, non-theatrical audiences and TV stations throughout the United States and Canada. Special promotional pieces prepared for each title and listings made in professional directories. Normal services include storage, booking, shipping, electronic inspection.

IDEAL PICTURES

Division of Fleetwood Films, Inc.

EXECUTIVE OFFICES: at 34 MacQuesten Parkway, South, Mount Vernon, New York 10550

Phone: (212) CI 6-0560

Myron Bresnick, *President*

Martin Bresnick, *Gen. Manager, Operations*

Alfred Halper, *Treasurer*

BRANCH EXCHANGES AND MANAGERS: Baltimore, Maryland 21218-102 West 25th Street, Nelson C. White, (301) 889-9963; Boston, Mass. 02111-42 Melrose St., Edward Kondazian, (617) 426-1133; Denver, Colorado 80203-112 Broadway, Hal Stewart, (303) 825-5525, 534 4533; Honolulu, Hawaii 96814-1370 Beretani St. Oram Strauser, Jr., Honolulu 6-5536; Indianapolis, Ind. 46204-15 E. Maryland, Mart Markey, (317) 632-6383; Los Angeles, Calif. 90028-1619 N. Cherokee Ave., William I. Kenney, (213) 463-0357; Memphis, Tennessee 38103-352 Union, Stanley Nolan, (901) 527-4313; Miami, Florida 33132-15 N.E. 13th St. Jack Spire (305) 374-8173; Milwaukee, Wis. 53208-4431 West North Ave., Richard Hoelke (414) 873-0434; Minneapolis, Minn. 55408-3400 Nicolet Ave., Joe Komarek, (612) 827-2966; Mount Vernon, New York 10550-3 MacQuesten Parkway, South, Walter J. Daule (914) 664-5051; Portland, Oregon 97214-23 S.E. 12th St., Tom T. Moore, (503) 233-5623; Richmond, Virginia 23219-200 E. Cary St. Dan Browning, (703) 644-2973; San Francisco, Calif. 94118-406 Clement St., Eddie Nakagama, (415) 752-4800; Buffalo, New York 14226, 3910 Harlem Road, William Kirkpatrick (716) 839-1290; Dallas, Texas, 75247, 861 Directors Row, Carol Crowder, (214) 637-2483; La Grange, Illinois 60525, 512 Burlington Avenue, Dorothy Desmond, (312) 488-9090.



MODERN TALKING PICTURE SERVICE, INC.

Headquarters Office:

1212 Avenue of the Americas, New York

We're a single

New York 10036

Phone: (212) 765-3100

Carl H. Lenz, *President*

William Oard, *Executive Vice President*

Albert Tyndall, *Treasurer*

Harry Bogaards, *Vice President—Production*

Fontaine Kincheloe, *Vice President—Advertising & Promotion*

James McPoland, *Assistant Vice President—Operations Manager*

Dan Kater, *Vice President—Sponsored Film Division*

MODERN LEARNING AIDS

Div. of Modern Talking Picture Service, Inc.

1212 Avenue of the Americas, New York, New York 10036

Phone: (212) 765-3100

James J. Renko, *Assistant Vice President — General Manager*

Carl Sallach, *Account Executive*

Gordon Cummings, *Director of Special Marketing*

NATIONAL SALES OFFICES

EASTERN DIVISION SALES

1212 Avenue of the Americas, New York, New York 10036

Phone: (212) 765-3100

Ralph J. Del Coro, *Vice President*

Bruce Thomas, *Account Executive*

Gordon Reynolds, *Account Executive*

CENTRAL DIVISION SALES

1909 Prudential Plaza, Chicago, Ill. 60601

Phone: (312) DElaware 7-3252

Jack Lusk *Midwest Sales Manager*

Don Konny, *Account Executive*

Edwin Swanson, *Account Executive*

Joseph Hirtzer, *Account Executive*

WESTERN DIVISION SALES

1145 North McCadden Place, Los Angeles, California

Phone: (213) 469-8282

Jack Whelan, *In Charge*

WASHINGTON D.C. SALES

200 L Street, N.W., Suite 4, Washington, D.C. 20036

Robert A. Kelly, *Director of Public Affairs*

CANADIAN SALES

1943 Leslie Street, Don Mills, Ontario, Canada

Phone: (416) 444-7359

Mr. Lynn Meek, *In Charge*

SPECIAL CONSULTANTS

1145 N. McCadden Place, Los Angeles, Calif. 90028

Phone: (213) HOLlywood 2-2201

William H. MacCallum

Richard M. Hough

REGIONAL FILM LIBRARIES

714 Spring St., N.W., Atlanta, Ga. 30308

Phone: TRinity 5-5666

1168 Commonwealth Ave., Boston, Mass. 02134

Phone: 734-3732

122 W. Chippewa St., Buffalo, N.Y. 14202

Phone: TL 3-1805

129 Third Ave., S.W., Cedar Rapids, Ia. 52404

Phone: EMpire 5-0567

503 N. College St., Charlotte, N.C. 28202

Phone: FRanklin 7-2574

160 E. Grand Ave., Chicago, Ill. 60611

Phone: 467-6470

9 Garfield Place, Cincinnati, Ohio 45202

Phone: GARfield 1-2516

2238 Euclid Ave., Cleveland, Ohio 44115

Phone: MAin 1-9469

1411 Slocum St., Dallas, Texas 75207

Phone: Rlverside 2-4106

1200 Stout St., Denver, Col. 80204

Phone: 244-4621

15921 W. 8 Mile Road, Detroit, Michigan 48235

Phone: (313) 273-2070

2009 North Third Street, Harrisburg, Pennsylvania 17105, c/o J. P. Lilley & Son, Inc. (P.O. Box 3035)

Phone: (717) 238-8123

2009 N. Third St., Harrisburg, Pa. 17105

Phone: CEdar 8-8123

742 Ala Moana Blvd., Honolulu, Hawaii 96813

Phone: 588-1928

4084 Westheimer Rd., Houston, Tex. 77027

Phone: NA 2-3841

115 E. Michigan St., Indianapolis, Ind. 46204

Phone: 635-5331

3718 Broadway, Kansas City, Mo. 64111

Phone: LOgan 1-1208

1145 N. McCadden Place, Los Angeles, Cal. 90038

Phone: 469-8282

1696 N. Astor St., Milwaukee, Wis. 53202

Phone: BRoadway 1-0861

9129 Lyndale Ave., S., Minneapolis, Minn. 55420

Phone: 884-5383

Continued on next page

vice to the industry. You can come in at any point along our line.

Literally a line. Not a lot of separate stops all around town. Everything the industry needs, anything you use in post production services is lined up for quality control and step-by-step scheduling on the way in... so that you get what you want on the way out. From editing right down the line to distribution, you always know where you stand. Come over and walk our line. For the tour, call Bob Winkler 212 838 3900.

VPI
SERVICES

Editors
Opticals
Color Consultants
Laboratory
Print Distribution
Shipping / Post Haste

VPI Services 410 East 62 Street, New York, N.Y. 10021

1410 Howard St., Omaha, Neb. 68102
 Phone: 341-8476
 1234 Spruce St., Philadelphia, Pa. 19107
 Phone: Kingsley 5-2500
 910 Penn Ave., Pittsburgh, Pa. 15222
 Phone: GRant 1-9115
 1212 Ave. of the Americas, New York, N.Y. 10036
 Phone: JUdson 6-5530
 315 Springfield Ave., Summit, N.J. 07901
 Phone: 277-6300
 201 S. Jefferson Ave., St. Louis, Mo. 63103
 Phone: 531-5100
 16 Spear St., San Francisco, Cal. 94105
 Phone: YUKon 2-1712
 2100 N. 45th St., Seattle, Wash. 98103
 Phone: MELrose 3-3875
 Suite 4, 2000 L Street, N.W., Washington, D.C. 20036
 Phone: (202) 659-9234
 1875 Leslie St., Don Mills, Ontario, Canada
 Phone: 444-7347
 485 McGill St., Montreal 1, Quebec, Canada
 Phone: 878-3644

NEWPORT FILMS, INC.

630 Ninth Ave., Film Center Building, New York, N.Y. 10036
 Phone: (212) JU 2-1150
 Seymour Berkowitz, *President*
 Selma Fier, *Vice-President*
 M. O'Ferral, *Office Manager*
 Ken McIlwaine, *Film Editor*
 Services: Exclusive distributor of sponsored short subjects for theatrical use.

STERLING MOVIES, INC.

Executive Office:
 375 Park Avenue, New York, N.Y. 10022
 Phone: (212) 586-1717

Roger Cahaney, *President*
 Shirley Smith, *Assistant to President*
 Sophie C. Hobne, *Senior Vice President*
 Ward French, *Vice President, Sales*
 Vincent J. Capuzzi, *Vice President Customer Services, Operations*
 Lyle Zimmerman, *Comptroller*

CREATIVE PROGRAMMING SERVICES

375 Park Avenue, New York, N.Y. 10022
 Phone: 586-1717
 Edward Atwood, *Vice President, General Manager*

STERLING GENERAL PICTURES INC. (Theatrical Division)

375 Park Avenue, New York, N.Y. 10022
 Phone: 586-1717
 Richard H. Rogers, *President*

NATIONAL SALES OFFICES

EASTERN REGION

375 Park Avenue, New York, N.Y. 10022
 Phone: (212) 421-9666

Ward French, Vincent Capuzzi, Stanley Zeitlin, George Wisker

WASHINGTON, D.C. SALES OFFICE

1750 Pennsylvania Avenue, N.W. 20206
 Phone: (202) 298-5980

John P. Hudak, *Vice President, Regional Manager*

MIDWEST REGION

69 W. Washington St., Chicago, Illinois 60602

Phone: (312) 939-6056

Frank J. Havlicek, *Senior Vice President, Regional Manager*

Gordon J. Hempel, *Vice President*

WESTERN REGION

6290 Sunset Boulevard, Los Angeles, California 90028
 Phone: (213) 467-3739

Ralph Rafik, *Vice President, Regional Manager*

CANADIAN SALES OFFICE

Sterling Movies Canada
 4980 Buchan Street, Montreal 9, Quebec
 Phone: (514) 737-1147

John Lush, *Manager*

REGIONAL FILM EXCHANGES

Eastern (Headquarters) Exchange: 43 West 61st Street, New York, N.Y. 10023. Phone: (212) 586-1717; Barbara Bartlett, *Television Dept.*; George Wisker, *16mm Dept.*; Mario Renzuli, *Data Process Dept.*

Southeastern Regional Office: 3700 Oakcliff Road, N.E., Atlanta Georgia 30040. Phone: (404) 457-1341; Shirley Samples, *Manager*
 Midwestern Regional Office: 309 West Jackson Blvd., Chicago, Illinois 60606. Phone: (312) 939-6056. Gordon J. Hempel, *Manager*, Kathy Peil, *TV Coordinator*

Southwestern Regional Office: 100 University Ave., Fort Worth, Texas 76107. Phone: (817) 332-7184. Dorothy Murray, *Manager*.
 Western Regional Office: 6290 Sunset Blvd., Los Angeles, California 90028. Phone: (213) 464-2656. Ralph Rafik, *Regional Manager*, Heather Forsythe, *TV Coordinator*.

Canadian Office: 4980 Buchan Street, Montreal 9, Quebec. Phone: (514) 737-1147. John Lush, *Manager*

SERVICES: National, regional and special-market distribution of sponsored motion pictures to the following audiences: Television stations, motion picture theatre, business and professional audiences, general adult audiences, colleges and universities, high schools, elementary schools. Services include audience promotion and publicity, print inspection and maintenance, monthly activity reports, quarterly inventory reports, special audience analyses. Other programs: *Sponsor's Service*, nation-wide system of servicing bookings arranged by sponsor; *Library Service*, nation-wide system of servicing film programs under sponsor's identity; *Promotion Service*, audience development service in which bookings are served by sponsor; *Creative Programming Services*, creation and syndication of informational programming materials for public media: Television, radio, theatre. TELEVISION: *News-Screen*, 60-second sponsored news film stories for TV news programs; *TV Tempo*, quarter-hour film participation program of five 2½ minute stories released bi-monthly; *Tele-Lecture*, interview format for placing business and industry spokesmen on local TV programs.

Sterling General Pictures, Inc. — Distribution of sponsored short subjects and features to theatres. Nation-wide or regional coverage, through network of 32 branch exchanges. Producer and distributor of CAVALCADE, 10-minute 35mm color participation film series of five two-minute stories. Four releases per year.

TELEVISION PRESENTATIONS: Closed circuit division. Planning, creative and production services in preparing programs for closed-circuit TV distribution. Distribution of live and videotape programs. Programming and operation of closed circuit TV "Networks" for conventions,

seminars, sales meetings. Planning and installation of closed-circuit systems for intercompany use.



UNITED WORLD FREE FILM SERVICE An Activity of Universal Education and Visual Arts

Headquarters Office:
 221 Park Avenue, S., New York, N.Y. 10022

Phone: (212) SPing 7-6600

Peter McDonald, *President*
 Murray Goodman, *Vice-President, Castle Packaged Films*
 John D. Desmond, *Vice-President, Distribution Services*
 Donald Freeberg, *Director, Advertising Sales Promotion*
 Edward S. Riley, *Director of Purchasing*
 Leo Guelpa, *Director of Research*
 Richard Lukin, *Executive Producer*
 Frank J. Gillhaus, *Manager, Branch Operations*
 Alan G. Roberts, *Director, Sponsored Film Department*
 Phillip Wulf, *Manager, Educational Film Department*

NEW YORK REGIONAL AREA

221 Park Ave. South, New York, N.Y. 10022

Phone: (212) SPing 7-6600

Charles McGratty, *Manager*

CHICAGO REGIONAL AREA

425 N. Michigan Ave., Chicago, Ill. 60611
 Phone: (312) DEarborn 7-1100

Daniel Bishop, *Manager*

LOS ANGELES REGIONAL AREA

1025 N. Highland Ave., Los Angeles, Cal. 90038

Phone: (213) HOLlywood 5-5136

Calvin Behr, *Manager*

PORTLAND REGIONAL AREA

5023 N.S. Sandy Blvd., Portland, Ore. 97217
 Phone: (503) ATLantic 1-9732

Paul Weber, *Manager*

ATLANTA REGIONAL AREA

205 Walton St., N.W., Atlanta, Ga. 30303
 Phone: (404) JAekson 3-6201

J. Hunt, *Manager*

DALLAS REGIONAL AREA

510 South St. Paul St., Dallas, Texas 75201
 Phone: (214) 747-2326

P. Howard, *Manager*

BACKGROUND: United World Films was organized in 1946. It is part of the Music Corporation of America, which includes Universal Pictures, Universal City Studios, Inc., De Records, Inc., and MCA-TV, Inc. In 1951 United World Films purchased the Bell Howell Film-O-Sound library which was largest film library operating in the United States. In 1946 United also purchased outright Castle Films, the largest producer and distributor of 8mm and 16mm sound and silent motion pictures.

SERVICES: Since its organization, United World Films has distributed sponsored films for industry. Distribution is conducted for non-theatrical television and theatrical audiences through distribution offices located throughout the United States. United also produces and

...utes classroom teaching films to the nation's schools. It makes available on 16mm film of its own company (Universal) feature theatrical titles along with selected features from Paramount and other producers. Demand for its films comes from clubs, business organizations, colleges, universities, high schools, men's organizations, agricultural groups, etc. These audiences are constantly increasing and United uses this source of fresh new audience contacts for distributing their clients' sponsored films. In the distribution of their clients' 35mm sponsored films, United utilizes the theatrical knowledge, experience and contacts of Universal Pictures, its associate company. By reason of its affinity with MCA, United has added opportunity to be in constant contact with the program departments of television stations throughout the country. These contacts are used by United in arranging showings for its clients' films.

PROMOTION AND PUBLICITY: United not only produces individual advertising and brochures for each of their clients' pictures, but also has available the extra advertising exposure via listings in other film catalogs produced by the company and distributed to 16mm audiences. United maintains booths and exhibits at the important convention and audio-visual demonstration centers throughout the world.

PRINT SERVICES AND MAINTENANCE: Because it is a part of a professional motion picture distribution organization, United maintains the highest standard of inspection. Prints are inspected and cleaned utilizing the latest electronic equipment. Scratched prints are repaired under a special coating process. United also shares in the cost of replacing any prints damaged during the early years of distribution.

FILM USERS EVALUATION REPORTS: Certified audience report forms are supplied to the client on every showing.

MONTHLY REPORTS: The sponsor receives detailed performance reports which supply audience information by type and size. A detailed recapitulation of the cumulative total audience is supplied each month together with information on number of showings, bookings and the like.

TELEVISION DEPARTMENT: This department specializes in the distribution of client sponsored films to commercial and educational TV stations utilizing TV station contacts of MCA.

THEATRICAL FILM DEPARTMENT: Through this department, arrangements are made for quality theatrical distribution dates utilizing the experience and theater contacts of its associate, Universal Pictures. The latter company has had over 50 years experience in theatrical distribution and was the first organized motion picture company in the industry. United also makes arrangements for its sponsored clients through its film editing staff to produce 35mm prints from existing 16mm prints via a special process. These 35mm prints are thereafter exhibited in the nation's theaters. Professional advertising is employed by United in the exploitation of its clients' films in the theatrical distribution.

NON-THEATRICAL DIVISION: Clubs, organizations, colleges, universities, men's and women's groups, high schools, agricultural groups, etc. but some of the audiences supplied to their clients by this division of United. Film showings are arranged, advance booking notices supplied, monthly reports and recapitulations utilizing automatic business machines.

SPONSOR-GENERATED DISTRIBUTION: Where a client wishes to solicit and obtain bookings him-



**SCALPEL!
SUTURE!
SCOTCH TAPE!
SENSITOMETRY!
CHEMICAL CONTROL!
COLOR RENDITION!**

AT CFI, WE TREAT FILMSTRIPS LIKE MAJOR SURGERY. Any good surgeon demands the best back-up staff he can get and the vast facilities of the modern hospital complex. At CFI, we do for filmstrips what the hospital staff and equipment do for the surgeon. Our labs are staffed by trained technicians backed up by the most precise laboratory equipment. Sensitometric control insures proper color correction and exposure balance; Chemical control gives consistent color balance and density; Accurate color rendition and minimum contrast gain is assured by special lighting equipment. At CFI, our experts take the worry out of the operation. *Delivery problems?* In our business, one week is normal for a complete filmstrip, but on tighter deadlines, we'll work with you to meet your schedule. *Emergency? Like need a special piece of artwork?* Our art department will design and complete original frames with just the right touch. Or we'll photograph your flat art up to 24" x 32" (32 field). *Worried about getting the message across?* We set type on cells for superimposure or give you special handlettering. *3-dimensional packages?* We can shoot them against a colorful background right into your filmstrip. *Different size transparencies?* We shoot directly from 35mm through 8 x 10 with no intermediate reduction step to cause loss of detail or color. And at CFI, no matter how delicate the problem, our unique continuous-loop printing equipment assures you absolutely uniform filmstrip prints from scratch-free negatives. Our experts are ready to solve your problems right now in our labs. *Hopeless case?* Call Lou Livingston at HO 2-0881.

Your filmstrip benefits from the superior facilities and technology that have been developed to meet the high standards of the motion picture industry.



CONSOLIDATED FILM INDUSTRIES

959 SEWARD STREET, HOLLYWOOD, CALIFORNIA 90038 / HO 2-0881 • HO 9-1441

self, United provides the physical handling, inspection, storage and distribution of such films utilizing its professional experience and facilities. Additional services include "custom" promotion and national research can also be obtained under this type distribution.

"CUSTOM" SERVICES: United produces a "custom" service which includes promotional kits supplied (under a special contract service with its client) by United to each film audience. This gives the sponsored client the added public relations effect surrounding each local community film distribution. It is accomplished by United's publicity division and advertising staff which prepares special news releases, film guides, advertising mats and special posters for use by local film exhibiting audience.

NATIONAL RESEARCH FACILITIES: United has engaged a national research organization on a permanent basis for the purpose of conducting a detailed research on questions of importance and interest to its clients. Such things as preferred length of films, content and the like is obtained from audiences throughout the country.

INFORFILM

Headquarters Office:
147 ave. de l'Hippodrome, Brussels 5,
Belgium
Phone: 47.10.03-47.28.77

MEMBER COMPANIES

- Austria:** Oesterreichische Film Service, Graf Starhembergasse 15, 1040 Vienna
- Belgium:** Sofedi, 147 avenue de l'Hippodrome, Brussels 5.
- Canada:** Modern Talking Picture Service, 1943 Leslie Street, Don Mills, Ontario.
- Czechoslovakia:** Kratky Film Praha-Infor Film 34, Jindrisska, Praha 1
- Denmark:** Erhvervenes Film Center, 22 Kobmargade, Copenhagen.
- Finland:** Filmiyhityma Oy, Kaisaniemenkatu 13A Helsinki.
- France:** Celfilm, 31 avenue Pierre ler do Serbie, Paris 16.
- Germany:** Konferenz der Lnaedesfilmendienste, Rheinallee 59, 532, Bad Godesberg.
- Great Britain:** Sound Services Ltd., Kingston Road, Merton Park, London S.W. 19.
- Italy:** Difi, Viale Parioli 25, 00197 Roma
- Japan:** Educational Film Exchange, 3 Ginza Nishi: 6-Chome, Chuoku, Tokyo.
- Middle East:** Colchester-Hughes Ltd., Gatwick House, Horley, Surrey, England.
- Netherlands:** Technical Film Center, Arnhemsestraatweg H, Velp (Gld.)
- South Africa:** Independent Film Centre South Africa (PTY), P.O. Box 11112 Johannesburg.
- Spain:** Teletecnicine International Distribution, Anda Jose Antonio, 464, Barcelona 15.
- Sweden:** Swedish Council for Personnel Administration, Sturegatan 58, Stockholm O.
- Switzerland:** Schmalfilm Zentrale, Erlachstr 21, Bern.
- Turkey:** National Productivity Center, Mithatpasa Caddesi 46, Yenisehir-Ankara.
- United States of America:** Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N. Y. 10036.

A REFERENCE GUIDE TO

Film Writers

A LISTING OF CREATIVE SPECIALISTS
EXPERIENCED IN AUDIO-VISUAL MEDIA

STAN ANTON

440 W. 34th Street, New York, N.Y. 10001
Phone: (212) CH 4-4575
Stan Anton, *Writer*

ARMINGTON & MEISTER

239 East 79th St., New York, N.Y. 10021
Phone: (212) 628-8165
Date of Organization: 1960
H. F. Armington, *Writer-Director*
I. W. Meister, *Industrial P.R. Consultant*

LEWIS S. BAER

65 K St., N.E., Washington, D.C. 20002
Phone: (202) 628-7089
Date of Organization: 1968
Lewis S. Baer, *Writer Director*

JOHN C. BANCROFT

5555 N. Sheridan Rd., Chicago, Ill. 60626
Phone: (312) ARdmore 1-7747

LESTER S. BECKER

11 Cob Drive, Westport, Conn. 06880
Phone: (203) 226-0300
Lester Becker, *Writer-Director*

WILLIAM BERNAL

203 Glen Ave., Sea Cliff, L.I., N.Y. 11579
Phone: (516) OR 6-1664
Date of Organization: 1946
William Bernal, *Writer-Producer*

CARL B. BLACK

Filmscripts & Storyboards

6 Priscilla Alden Rd., Provincetown, Mass.
02657
Phone: (617) 457-0322

SPENCER BOSTWICK'S PLANFILM, INC.

3212 "O" Street, N.W., Washington, D.C.
20007
Phone: (202) 337-2181
Date of Organization: 1958
Spencer Bostwick, *Owner-Head, Script Production and Storyboard Services*
Susan Elizabeth Johnson, *Editorial Assistant*

RICHARD W. BRUNER

Box 381, Ridgewood, New Jersey 07450
Phone: (201) 447-1261
New York Phone: (212) 688-2019
Date of Organization: 1963

COE-PEACOCK, INC.

7501 Democracy Blvd., Washington, D.C.
20034
Phone: (301) 469-6720
Date of Organization: 1961
Lowry N. Coe, Jr., *Partner*
Clifford L. Peacock, *Partner*
Donald A. Connolly, *Writer*

DEAN COFFIN & ASSOCIATES

7261 Hollywood Blvd., Hollywood, Calif.
90046
Phone: (213) 876-8979

Date of Organization: October, 1965

Dean Coffin, *Executive Associate*
W. D. Coffin, *Office Manager*
Robert A. Thom, *Midwest Associate*
C. C. Alderson, *Research Associate*
Russel Bernhardt, *Editorial Associate*

JOHN DAVENPORT

754 Greensview Place, Lake Forest, Ill.
60045
Phone: (312) 295-1168
Date of Organization: 1968

EDITORIAL SERVICES, INC.

1276 West Third Street, Cleveland, Ohio
44113
Phone: (216) TOWER 1-4577
Date of Incorporation: 1952
William D. Ellis, *President*

JANE FITZ-RANDOLPH

1845 Bluebell Ave., Boulder, Colorado 80
Phone: (303) 422-4436
Date of Organization: 1959

DON FRIFIELD

55 West 42nd St., New York, N.Y. 10036
Phone: (212) 565-5230
Don Frifield, *Writer-Director*

JAMES B. GAHAN

21 Claremont Ave., New York, N.Y. 100
Phone: (212) 666-0025
Jim Gahan, *Writer-Director*

OEVESTE GRANDUCCI

P.O. Box 1473, St. Thomas, U.S. Virgi
Islands, 00801 (Air Mail, please)
Phone: (809) 774-5605 or 5885
Date of Organization: 1946

DWINNELL GRANT

Solebury, Bucks County, Pennsylvania 18
Phone: (215) 297-5204
Date of Organization: 1955
Dwinell Grant, *Science Writer & Anima
Designer*

ROBERT HECKER

745 N. Highland Ave., Hollywood, C
90038
Phone: (213) WE 7-1016
Date of Organization: 1960

BRUCE HENRY

Winter: 3018 N. 62nd St., Scottsdale,
zona 85251
Phone: (602) 949-1680
Summer: Victory Heights, Stone Lake
Wisconsin 54876
(715) 865-3227

ROBERT M. HERTZBERG

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Phone: (212) 873-3211

THOM HOOK ASSOCIATES

Ferry Farms, N.A.P.O., Annapolis, Md.
21402
Phone: (301) 757-1806
Date of Organization: 1965
Thom Hook, *Writer-Photographer-Editor*
Patricia Shipley, *Script Assistant*

CLARK HOWAT

20549 Rodax St., Canoga Park, Calif. 91306
Phone: (213) 341-6115

CHARLES E. HUSTON

7337 Beechwood Drive, Mentor, Ohio 44060
Phone: (216) 255-3189
Date of Organization: 1961
Charles E. Huston, *Writer-Scripts and Lyrics*

PAUL W. JENSEN

115 South Benton St., Palatine, Ill. 60067
Phone: (312) 358-1137
Date of Organization: 1963
Paul W. Jensen, *Writer*

PHILIP KALFUS

1323 51st Street, Brooklyn, N.Y. 11219
Phone: (212) GEdney 5-1075

ALEXANDER KLEIN, ASSOCIATES

521 West 112th St., New York, N.Y. 10025
Phone: (212) AC: 2-7634
Alexander Klein & Staff, *Writers*

DICK KLEVICKIS

447 Fullerton Pkwy., Chicago, Ill. 60614
Phone: (312) 528-1144

ED KNOWLTON

Box 368, Charlton City, Massachusetts 01508
Phone: (617) 248-5886
Date of Organization: 1963

WAYNE A. LANGSTON

2266 Howell Mill Rd., N.W., Atlanta, Ga. 30318
Phone: (404) 355-2422
Wayne A. Langston, *Writer-Director*

PAUL A. LITECKY

417 Maplewood Avenue, Springfield, Pa. 19064
Mail: P.O. Box 310, Springfield, Pa. 19064
Phone: (215) 544-4444 543-7336
Date of Organization: 1966
Paul A. Litecky, *Writer-Director*

EARLE LUBY

80 Ivy Way, Port Washington, N.Y. 11050
Phone: (516) 767-6239
Date of Organization: 1948
Earle Luby, *Film Writer, Director*

SUMNER J. LYON

518-8th Street, Wilmette, Illinois 60091
Phone: (312) ALpine 6-1526
Date of Organization: 1961
Sumner J. Lyon, *Film Writer-Consultant*

JEANETTE B. MARSH

1400 N. Lake Shore Drive, Chicago, Ill. 60610
Phone: (312) WHitehall 4-4180
Date of Organization: 1960
Miss Jeanette B. Marsh, *Writer*

LAWRENCE MOLLOT

71 West 23rd Street, New York, N.Y. 10010
Phone: (212) YU 9-1750
Lawrence Molloy, *Writer-Director*
Ceceille Lester, *Associate*

BRUCE MOODY

723 Old Stamford Road, New Canaan, Conn. 06840

Phone: (203) 966-5347

Date of Organization: 1961

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Associated with: Cinema 8 Corporation, New York, New York

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Tony Lazzarino, *Writer*

Dorothy Weatherwax, *Writer*

EDWARD R. MURKLAND, Writing

11 Main Street, Box 38, New Milford, Conn. 06776

Phones: (203) EL 4-3301/5660

Date of Organization: 1962

NICK NICHOLSON

6222 Rex Drive, Dallas, Texas 75230

Phone: (214) EM 8-0903

Date of Organization: 1957

EDDIE O'BRIEN — THE WRITER

67 Old Highway, Wilton, Conn. 06897

Phone: (203) 762-8400

Date of Organization: 1960

STAN PHILLIPS

2245 W. 30th Ave., Denver, Colo. 80211

Phone: (303) 433-3873

Stanley C. Phillips, *Writer-Consultant*

EARL PEIRCE, Scripts

Blue Mountain Farm, Blairstown, N.J. 07825

Phone: (201) 362-6087

Date of Organization: 1945

Earl Pierce, *Writer-Director*

Services: Scripts and storyboards; direction and editorial coordination.

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South Farm Road, Port Washington, N.Y. 11050

Phone: (516) 883-3232

Date of Organization: 1961

Henry R. Poster, *Writer, Director*

Joyce Keys Poster, R.N., *Research*

HARRY PRESTON

861 N. Detroit St., Hollywood Calif. 90046

Phone: (213) 934-7302

1279 W. Forest Ave., Detroit, Michigan 48201

Phone: (313) 831-1786

Date of Organization: 1952

Harry Preston, *Writer, Director, Producer*

RUTH L. RATNY

70 E. Walton St., Chicago, Illinois 60611

Phone: (312) MO 4-5236

Ruth L. Ratny, *Writer/Producer*

LEON S. RHODES

King Road, Bryn Athyn, Pennsylvania 19009

Phone: (215) Wilson 7-4044

Leon Rhodes, *Design, Scripting, Direction*

M. G. RIPPETEAU

1427 Church St., Evanston, Ill. 60201

Phone: (312) UN 4-9043

Date of Organization: 1959

M. G. "Rip" Rippeteau, *Writer, A-V Consultant*

Virginia C. Rippeteau, *Secretary/Bookkeeper*

WILLIAM L. SIMON FILM SCRIPTS, INC.

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Phone: (202) FEderal 3-7514

Date of Organization: 1958

William L. Simon, *Film Writer*

New York representative: Harry Ufland, William Morris Agency, 1350 Sixth Avenue, New York, New York. Phone: (212) JU 6-5100

STANFORD SOBEL

103 Park Ave., New York, N.Y. 10017

Phone: (212) LE 2-1450

Date of Organization: 1947

RAY SPERRY

2332 Manchester Avenue, Cardiff, Calif. 92007

Phone: (714) 753-7118

Date of Organization: 1961

Ray T. Sperry, *Writer*

STARBECKER, INC.

9145 Sligo Creek Parkway, Silver Spring, Md. 20901

Phone: (301) 557-8648

John Davenport, *Multi-Media (M/M)*

Date of Organization: 1954

J. M. Starbecker, *Chairman of the Board*
Eugene Norman Starbecker, *President*
Writer-Director

Harry Anger, *Vice President, Writer/Director*
M. A. Marlow, Fred Karg, Edward Taishoff, *Associate Writer/Researchers*
Irma Einheber, *Secretary*

STARBECKER, INC.

475 Fifth Ave., New York, N.Y. 10017

Phone: (212) MU 3-1093

Date of Organization: 1953

Gene Starbecker, *Writer-Director*

Steve Stelean, *Researcher*

Martin Craven, *Researcher-Director*

Rita Franklin, *Secretary*

Harry Anger, *Vice President, Writer-Director*

CRAIG STEWART

931 Darlington Lane, Crystal Lake, Ill. 60014

Phone: (815) 459-2278

Date of Organization: 1968

Craig Stewart, *Writer*

PETER J. STUPKA

6950 Maple Street, N.W., Washington, D.C. 20012

Phone: (202) RAndolph 3-6427

Date of Organization: 1945

DON SWEET

3402—153rd Street, Flushing, N.Y. 11354

Phone: (212) 463-9095

Date of Organization: 1963



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Washington Office: Felton Studio, 806 15th
St., N.W., Washington, D.C.
Phone: (202) 638-6181
Date of Organization: 1961

FRAN TUCKSCHER AND ASSOCIATES

898 National Press Bldg., Washington, D.C.
20004
Phone: (202) Executive 3-6664
Date of Organization: 1955
Fran Tuckscher, *Writer-Director*
Ken Nathanson, *Editorial Supervisor-
Researcher*

HOWARD TURNER

57 West 75th Street, New York, N.Y. 10023
Phone: (212) TRafalager 3-3211

DICK UPTON

418 S. Fourth Ave., Libertyville, Illinois
60048
Phone: (312) 362-0174
Date of Organization: 1960

WEBSTER J. VAN DE MARK

502 Linden Place, Cranford, New Jersey
07016
Phone: (201) 276-9649
Date of Organization: 1962
W. J. Van De Mark, *Writer-Director*

BENJAMIN S. WALKER

11317 Marcliff Road, Rockville, Maryland
20852
Phone: (301) 493-5556
Date of Organization: 1963

JOHN L. WASHBURN

261 Rockingstone Ave., Larchmont, N.Y.
10538

Phone: (914) TEmnyson 4-8741
In Washington, D.C.: (202) EM 2-9494
Date of Organization: 1953

HUGH GORMAN WHITTINGTON

1216 Connecticut Avenue N.W., Washington
D.C. 20036
Phones: (202) FEderal 8-6198; EMerson
2-7326

GEORGE E. WOLF

18 West 45th St., New York, N.Y. 10036
Phone: (212) YU 6-5707; (516) HU 2-917
Date of Organization: 1948
George E. Wolf, *Writer-Director*

SEYMOUR ZOLOTAREFF

2017 Ridge Ave., Evanston, Ill. 60201
Phone: (312) 864-7377
Date of Organization: 1961
Seymour Zolotareff, *Editing, Directing, Pro-
duction; Motion Picture Consultant*

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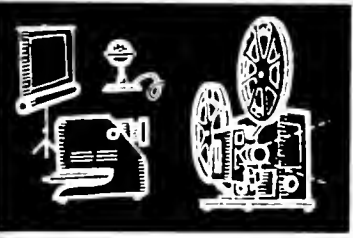
We have a whole collection of different backgrounds available, all equally as realistic. English Italian, Spanish and French panelings, brick walls fieldstone, logs, shingles, roof tiles and barnwood siding are just a few of the many settings we supply. Each unit is a *fully dimensioned, precisely detailed* replica of the real thing hand painted in true to life colors. If your company needs authentic but inexpensive scenery that sets up in a hurry, and is also easily stored, just check with us. Chances are, we've already got it made up for you.

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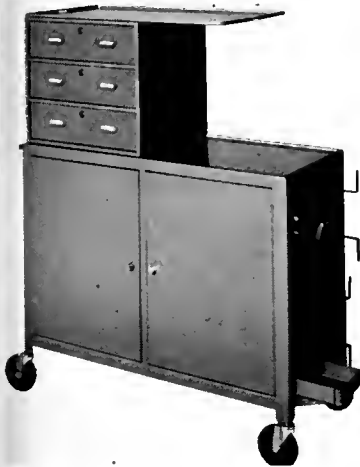
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Mobile VTR Center for Videotaping on Location

Radiant Corporation's mobile VTR center is a compact self-contained studio on wheels. The single compact unit holds everything needed for convenient videotape recording and playback: VTR, monitor, camera, tripod, lenses, cables, tapes and accessories. Constructed of heavy



This VTR center will hold all equipment and accessories needed for videotape recording and playback.

gauge steel, the unit features a TV monitor shelf at proper viewing level for a seated audience, locked storage drawers, VTR shelf, tripod platform, locking storage cabinet and easy-to-roll casters.

More information is available from Radiant Corporation, Dept. BSC, 8220 N. Austin Ave., Morton Grove, Ill.

Additions Made To Bell & Howell Line

Bell & Howell has added integrated circuit amplifying systems to their line of Filmosound 16mm motion picture projectors. With integrated circuits many separate electronic components are replaced with a single package, resulting in improved reliability, ease of maintenance and equal or better quality and performance.

Also, Bell & Howell has added two models to their line of Specialist overhead projectors.

Each is designed to fill specialized needs, yet is flexible enough for use in standard projection situations. For further information write Bell & Howell Company, Audio-Visual Products Division, Dept. BSC, 7100 McCormick Rd., Chicago, Ill. 60645.

Record, Playback With Single Projector

Kalart/Victor combination 16mm optical/magnetic sound

projector provides both magnetic sound recording and playback capabilities within a compact unit. Sound can be recorded on any magnetically striped 16mm film by operating the projector in the magnetic mode. Mixing capability permits narration, music and sound effects. Play it back, or change as you like, simply by recording over the original.

Also projects the standard optical film. For more information on the Model 82-25 MPR write

for bulletin #2701 to The Kalart Company, Inc., Dept. BSC, Hultenius Street, Plainville, Connecticut 06062.

GAF Projector Has Low-Voltage Lamp

The General Electric Quartz-line tungsten-halogen lamp eliminates the need for a transformer normally required for operation of low-voltage light sources. In addition, the 30-volt, 80-watt lamp produces more than twice as much total light as 120-volt lamps of similar wattage.

The first application of this lamp will be in a dual 8 projector, the GAF Anscovision model 788. The bromine light source provides the heart of the GAF projector and produces "instant white light". It maintains its high light output and color temperature throughout its 25-hour life.

The lamp unit consists of a jelly bean size quartz lamp mounted in a two-inch reflector. Use of the integral reflector simplifies projector design by eliminating the need for condenser lenses between lamp and film. For more information write General Electric Company, Nela Park, Cleveland, Ohio 44112.

Sentinel 16 Combines Sight and Sound

The Sentinel 16 features a combined cartridge concept—up to 250 16mm filmstrip visuals and up to 20 minutes sound in a single slip-in cartridge. Sight and sound are permanently synchro-



The dull black framing of picture and front accentuate the message and color picture on the Sentinel 16.

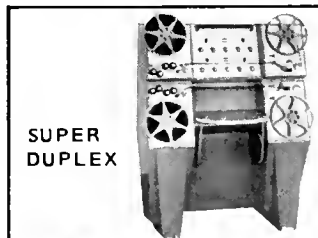
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AUTOMATIC 16MM FILM INSPECTION & CLEANING EQUIPMENT

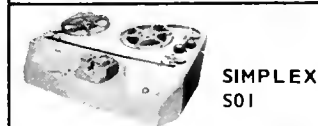
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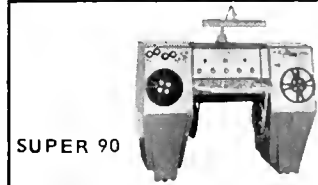
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nized. The Sentinel 16 is a self-contained package for semi-permanent locations. It joins the hand-carried portable Courier 16 and the soon-to-be-available Tutor 16 for large screen projected images to round out the "16" series of units.

For further information contact LaBelle Industries, Inc., Dept. BSC, 510 S. Worthington St., Oconomowoc, Wisconsin 53066.



Super-Vision magnifies the image from any projector to a size up to 10 feet wide. For details write Anton Process Company, Inc., Dept. BSC, Box 183, Woodside, N.Y. 11377.

IVC Offers Color or Monochrome Recording

The IVC-600 series of videotape recorders combines high quality color or monochrome operation with low cost and light weight. Both the IVC-600 monochrome and the IVC-600-C color recorders are available in cased or uncased versions for rack or console mounting. Complete interchangeability of tapes from one unit to another, color or monochrome, is assured.

Both recorders feature positive mechanical controls with compact, easily accessible electronics. The transport is driven

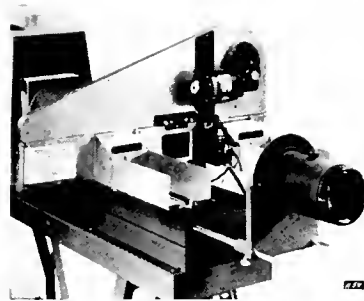


The IVC-600 series of videotape recorders offer one hour of recording time on one-inch tape.

by a single motor, and fixed entry and exit tape guides permit easy threading. All IVC videotape recorders feature ferrite recording heads for longer life. Pulse interval modulation provides high signal-to-noise ratio. More information is available from International Video Corporation, Dept. BSC, 675 Almaden Ave., Sunnyvale, Calif. 94086.

Xenon Slide Projector Offered by Strong

The Mighty Mite slide projection system utilizes a 1600 watt Xenon short arc bulb and projects 3½" x 4" and 2" x 2" slides with excellent color rendition and full detail pictures on a theater



Xenon slide projector provides large, clear pictures even when it is desirable to maintain illumination.

size screen, even when darkening the room is impractical. The Xenon light source permits continuous operation with daylight color quality (5800°K) light.

It comes with manual slide carrier, lamphouse, power transformer and choice of objective lens in the focal lengths of 4½" to 30". More information can be obtained from The Strong Electric Corp., Dept. BSC, 87 City Park Avenue, Toledo, Ohio 43601.

Zoom Spotlight Features Xenon Arc Illumination

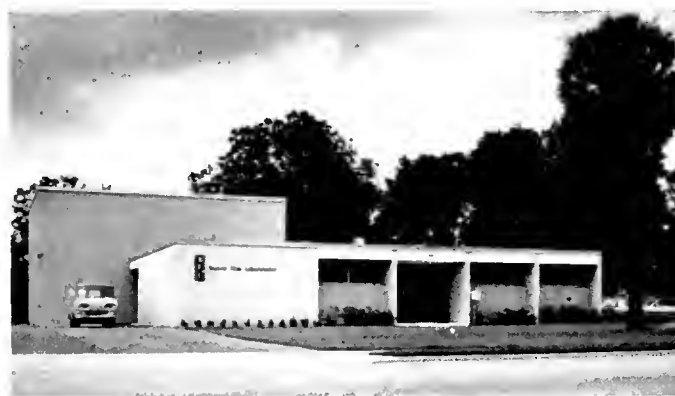
The Xenosolar zoom spotlight, which features horizontal xenon arc illumination, is available with two light-outputs—Model 1000S with 13,000 LM and model 2000S with 70,000 LM. Zooming system spot ratio is 7:2.5 and color beam is optional. Designed to operate with 3 modes, the Xenosolar provides



Xenosolar spotlights have superior reflector optics and magnification power and improved luminous efficiency.

flood, spot and maximum spot illumination. Throw distance are 33 ft. to 230 ft. for the 1000S while the 2000S projects from 33 ft. to 328 ft.

More information is available from Radiarc, Inc., Ushio USA Division, 526 North Garfield Ave., Monterey Park, Calif. 91754.



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The Cinema Beaulieu 4008S Super-8 camera is equipped with ultra-large reflex viewing screen with 27X magnification. It permits film speeds ranging from 2f.p.s. through 70f.p.s. for true slow motion effects. It is equipped with an Angenieux f1.9 8-64mm zoom lens with the Beaulieu Servo-Reglomatic automatic diaphragm control. It also permits complete interchangeability of lenses.

The 4008S camera is equipped with a variable mirror shutter, a ground glass for focusing accuracy and a rechargeable 7.2 volt nickel cadmium battery which can power approximately ten Super-8 cartridges at 18f.p.s. Accessories are available to permit the camera to be operated from 12-volt power supplies found on boats, airplanes, etc.

Another addition to the 4008 Super 8 camera series is the 4008ZM, which permits macro power focusing to one millimeter.



The Beaulieu 4008S is the latest addition to the Cinema Beaulieu Super-8 camera series.

from the lens surface plus a variable motorized zoom from 2 through 12 seconds. Further information is available from *Cine-mat Beaulieu, Dept. BSC, 14225 Ventura Boulevard, Sherman Oaks, California 91403.*

Projection Marker Safe on Any Type Surface

The Blaisdell No. 300 projection marker was designed for writing and marking on cellophane, plastic and acetate sheets used in machines to project images on overhead screens. The wood-cased, hexagon shaped marker sharpens like a regular pencil. Bright yellow colored leads hold a taper point without becoming brittle or too soft. Markings are water soluble and can be removed with a damp cloth.

For additional information on kits and a complete line of marking instruments, write *Blaisdell, Inc., Dept. BSC, Huntingdon Valley, Pa.*

Secure Storage Provided for Audio-Video Tapes

A complete line of custom designed storage and service units for tapes and audio-visual supplies is being offered by the Winsted Corporation. This wide selection of units ranges from a small Tape Storette for 7" sound to a custom tailored cabinet



These units are constructed of heavy-duty 18 gauge steel, finished in durable baked enamel.

for 14" instrumentation tape. All units are of modular design for easy installation in minimum space and provide secure storage, easy accessibility and identification.

For complete information write *The Winsted Corporation, Dept. BSC, 422 S. Seventh St., Minneapolis, Minn. 55415.*

Concord Offers Series of Stereo Tape Decks

The Mark series of high fidelity, reel-to-reel tape decks feature hysteresis (high torque) synchronous drive motor, solid state electronics with integrated circuit preamps, three heads—wide-gap record head, narrow-gap 2 micron playback head and erase head, tape and source

monitoring, flip-up head positions marked for easy editing and built-in head cleaner. Also featured are automatic sound-on-sound recording, variable echo control for reverb effects and cue control. Supply and take up ten-



The Mark III is one of a series of high fidelity, reel-to-reel stereo tape decks. The transport mechanism and eliminate tape burble.

All three of the Mark series recorders have three operating speeds— $7\frac{1}{2}$, $3\frac{3}{4}$ and $1\frac{7}{8}$ —and are equipped with inputs for microphone and auxiliary and outputs for line and headphones. Further information may be obtained by writing *Concord Electronics Corp., Dept. BSC, 1935 Armacost Ave., Los Angeles, Calif. 90025.*

Low-Cost Slide Projector Offered by Kodak

The Kodak Ektagraphic slide projector, model B, features a tachistoscopic shutter, jamproof projection and low cost. Forward and reverse slide sequence and focusing are handled by either at-the-projector controls or remote controls. It comes with the 80-slide capacity Kodak Carousel slide tray and can project transparencies in any format in a 2x2-inch mount up to 1/8-inch thick.

The Model B projector also features horizontal and vertical



The Kodak Ektagraphic slide projector, model B, is jamproof.

slide registration, a four-position selector switch for off, fan, and low and high light output, a lamp ejector and the availability of seven lenses—3, 4, 5 and 7-inch f/3.5, 4 and 5-inch f/2.8 and 4 to 6-inch f/3.5 zoom. Coated condenser optics give 10 percent more light output.

For more information write *Eastman Kodak Company, Corporate Information, Dept. BSC, Rochester, N.Y. 14650.*

Caro-Beam Projector Features Brighter Light

The Caro-Beam high light projector is capable of producing 4000 lumens, giving it a light output brighter than a 500 watt Xenon lamp and seven times brighter than the standard 500 watt Carousel. A built-in timer assures adequate cooling of the lamp and optical elements and proper color temperature for slides is always maintained. Slides can be projected for 45

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Tandberg's Love Child

"Pilotone"
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PORTABLE/SOLID STATE/BATTERY OPERATED/TAPE RECORDER

for Professional Sound/Film Synchronization

At first, it was almost a "labor of love" to meet all the rigorous dictates for Tandberg excellence. Then, after exhaustive development, a fine product was born—the fully transistorized, 9 1/2 lb., Model 11-1-P. To achieve lip "synch", this newest Tandberg instrument records a pilot signal from the camera, and accommodates a Tandberg synchronizer. It features 5 heads, 3 speeds, 7" reel capacity (cover off), electronic tape speed governor, automatic overload limiter, rugged, climatized (+15°F to +115°F) construction, built-in speaker; accepts ten 1.5V D cell batteries or nickel cadmium batteries.

SPECIFICATIONS

Heads: full track — erase, record, playback; neopilot; tachometer for speed control; Frequency Response: $7\frac{1}{2}$ ips — 30-20,000Hz (± 2 db 40-16,000Hz); $3\frac{3}{4}$ ips — 30-13,000Hz (± 2 db 50-9,000Hz); $1\frac{7}{8}$ ips — 30-7,000Hz (± 2 db 60-4,500 Hz). Signal-to-noise Ratio: @ $7\frac{1}{2}$ ips 61db. Wow: $7\frac{1}{2}$ ips better than .1%; $3\frac{3}{4}$ ips better than .15%; $1\frac{7}{8}$ ips better than .35%. Erase & Bias Frequency: 85.5KHz ± 2 KHz; below 5% distortion. Absolute Speed Tolerance: $\pm 0.5\%$; Transistor Complement: 41 transistors, 8 diodes, 2 zener diodes. \$699.00

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The Caro-Beam projector provides up to 50 hours of constant light output.

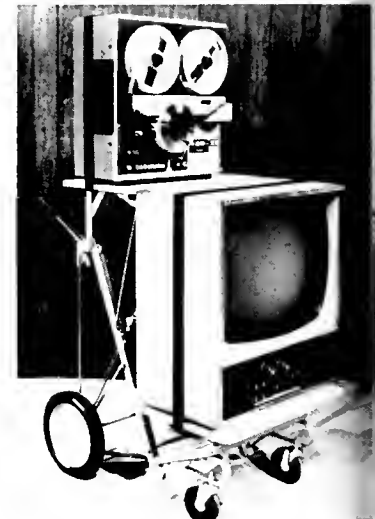
hours of continuous operation without damage. The projector is portable, has no need for critical alignment and can project on front or rear screen.

The Caro-Beam weighs only 20 lbs. and is available with focal length lenses from 1" to 15". It has a capacity of 80 2"x2" or super slides of glass, plastic or cardboard mounted type. For more information write *Decision Systems, Inc., Dept. BSC, 66 Midland Ave., Paramus, New Jersey 07652.*

also has room for the projector when it is not in use. Additional information can be had by writing, *Jack C. Coffey Co., Inc., Dept. BSC, 104 Lake View Ave., Waukegan, Ill. 60085.*

**Wheelit Transports
Large Tape Equipment**

Gruber Products' Wheelit Model 69-22 VTR is designed to transport the large dimensional 1" VTR tape equipment units. It has a 22" wheelbase and a 25¾" space between platforms. The top platform measures 15" x 24" and bottom platform is 18"



Wheelits feature all steel frames, large, heavy duty rubber-tired rear wheels with finest quality steel ball bearings.

x 24" and it is equipped with 9 ft. heavy duty retaining straps. Its load capacity is 175 lbs. and the large platforms allow the monitor and recorder to be interchanged when viewing conditions warrant. For information on this and other Wheelits write *Gruber Products, Inc., Dept. BSC, 5254 Jackman Rd., Toledo, Ohio.*

**Carousel Center Provides
Easy Storage and Use**

The Luxor Mobile Carousel Center is a complete, versatile unit which serves as a projector stand, lectern and locking slide storage center for Kodak Carousel projectors. The projector is placed at the right of the lectern for easy operation. The lectern is slanted for lesson plans, script or notes and has two shelves for additional trays or materials.

Rotary trays are filed and stored in the lower section, which



The Luxor Carousel Center is constructed of steel and the door has full-length piano-type hinge.

**B&McA Introduces
Quartz Background Lights**

The Cyc Strip Light incorporates a one piece reflector design which provides a smooth, even distribution of light while retaining high intensity and high concentrations of light over the cyclorama background. A wide range of lengths and circuits are offered in nine different models. Single and multi-circuit cyc strip allow change in color illumination by switching or dimming.



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within the ceiling. Sizes range from 50" x 50" thru 20' x 20'. The screen above was purchased from the Cousino Visual Education Co. in Toledo, Ohio.

Write Dept. B.S. for full information and the name of a Da-Lite Audio-Visual specialist near you.

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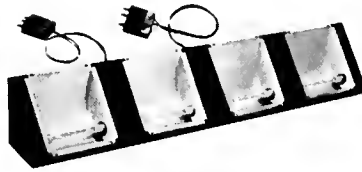
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from one circuit to the other with colored filters.

Also available in Bardwell & McAlister's series of cyclorama set and background "quartz" lights for TV, motion picture and still photography is the Mini-Set 1000. Designed for base and fill



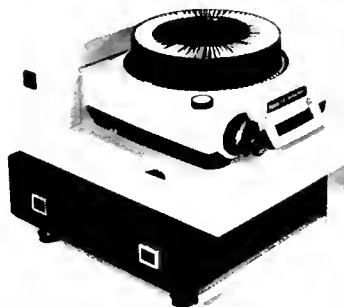
Both this Cyc Strip unit and the Mini-Set 1000 can be mounted overhead or on the floor.

lighting anywhere a wide-spread and even wash of light is required, the Mini-Set is a small and compact cyc light with a rugged housing design. For details write *Bardwell & McAlister, Dept. BSC, 6757 Santa Monica Blvd., Hollywood, Calif. 90038.*

Projector Features Special Light System

The Kodak Ektagraphic Arc Slide Projector is designed for use in large auditoriums and features a special illumination system and a General Electric power pack. The forced cooling systems in the projector module, a heat absorber glass, and a dichroic mirror in the light beam cut down the heat at the gate and make possible the use of a 2,000-lumen light source through a 35mm aperture.

An automatic focusing mechanism takes over after the operator focuses the first slide and each slide is in exact focus. The focusing action starts to take



A GE power pack and Marc 300 lamp give this projector the brightness for use in large auditoriums.

place during the time the screen is dark between slides and moves the lens to the proper focus position with no overshoot or oscillation. For more information write *Eastman Kodak Company, Dept. BSC, 343 State Street, Rochester, N.Y. 14650.*

Continued on next page

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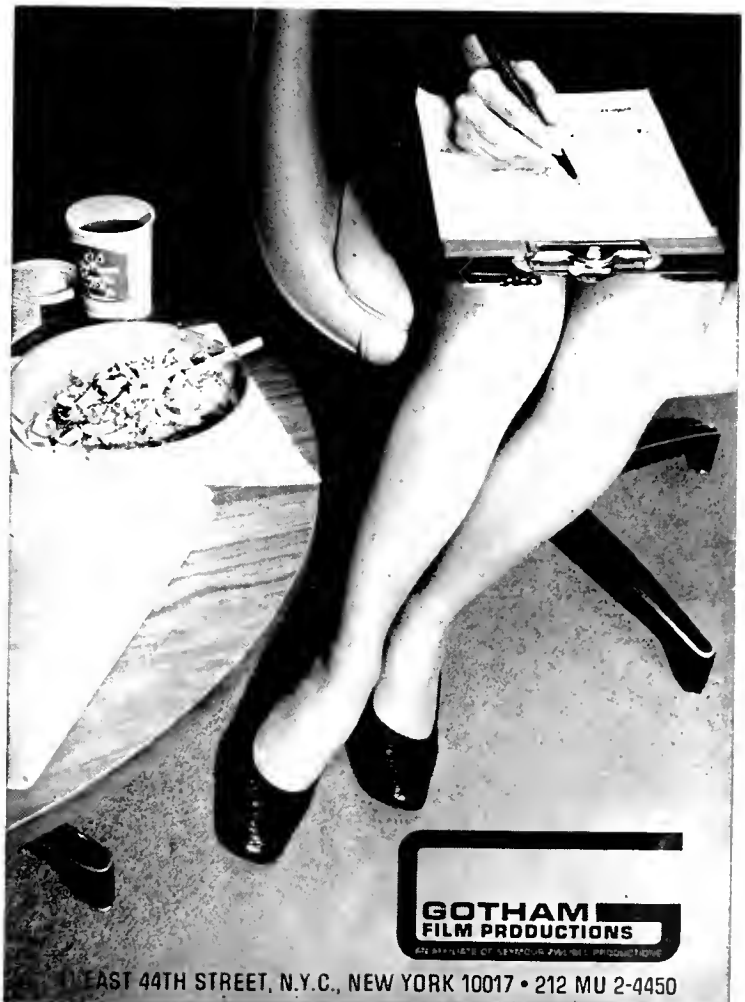
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High Speed ITV Lens Features Zoom

A Soligor f/1.5 ITV lens for 16mm C-mount cameras, and featuring a 4X zoom range, from 22.5mm to 90mm, is available from Allied Impex. The lens may be stopped down as far as f/22 where lighting is extra strong or for maximum depth of field. This industrial TV lens, with its extremely high speed, will prove especially useful in sports and news photography, as well as in



The Soligor ITV 16mm lens for use on Vidicon cameras offers 4X zoom and high speed.

special applications, such as surveillance, where natural light conditions may not permit the use of slower lenses.

For information about a complete line of industrial TV lenses write *Allied Impex Corporation, Dept. BSC, 168 Glen Cove Rd., Carle Place, Long Island, New York 11514.*

Control Console Adds Flexibility to Projector

A circuit which permits the Kodak RA950 Random Access Slide Projector to be used as a remotely controlled sequential projector has been designed by Will Szabo Associates. Providing for two side-by-side images the "black box" permits advance, reverse, and focus functions to be controlled by push buttons on the executive control console. When a sequential program is interrupted for random access to any of the 162 slides a memory restores both projectors to their proper sequential position when the program is resumed.

The system was designed for those business information management facilities and training situations which need somewhat more flexibility than is available

from the Ektagraphic and Carousel projectors but are not ready for the most sophisticated touch-tone or computer access projection systems. For details write *Will Szabo Associates Ltd. Dept. BSC, 121 Wellington Avenue, New Rochelle, N.Y. 10801.*

Portable Videocorder Is Easy to Operate

The CV-2600 half-inch video tape recorder weighs only 15 pounds. It is especially adaptable to educational and industrial training applications where portability and economy are primary considerations. A single lever controls all tape movement—record and playback, as well as rewind and fast forward. Automatic gain control does away with all manual recording adjustments and a servo system provides instant picture stabilization.

For information on this or any of Sony's other half-inch or inch recorders, write *Sony Corporation of America, VTR Division, Dept. BSC, 47-47 Vauxhall Dam Street, Long Island City, N.Y. 11101.*

Cassette Recorder/Pulser And Duplicator Offered

DuKane's Recorder/Pulser and Duplicator system has been designed to produce and duplicate tape cassettes incorporating an inaudible 50Hz signal for automatically advancing DuKane's Cassette Sound Filmstrip Projectors. These units can also be used for conventional monaural cassette recording and duplication purposes. The advance signal and the audio are recorded on the same track making it possible to use both sides of the tape cassette, and eliminating the need for rewinding.

The flexible duplicating system



DuKane's Recorder/Pulser and Duplicator system provides high quality sound and inexpensive duplication.

m allows you to add duplicating units in groups of three. You can add up to twelve one-to-one duplicating units to the Recorder/Pulsar. The duplicator units can also record with other types of audio equipment including record players, radios, tape recorders, etc.

For literature, write to *DuKane Corporation, Audio-Visual Division, Dept. BSC, St. Charles, Illinois 60174.*

Bell & Howell Offers 8mm Cartridge System

A versatile cartridge projector system for all 8mm formats will be available to manufacturers. It permits complete automatic loading of cartridge film, use of 50, 100, 200 and 400' cartridges without any adjustments to the projector, indexing a series of 50' cartridges fastened together in a multiple-play configuration, simple loading of film in cartridges, quick conversion of



40' cartridges snap easily into the same position as do 50, 100 or 200' cartridges with no adjustments to the projector.

This cartridge loading projector to accept all size reels of film even if not loaded in cartridges and has many other features.

For further information write to *Bell & Howell Company, Photo Products Group, Dept. BSC, 700 N. McCormick Rd., Chicago, Ill. 60645.*

PAR 64 Fixtures Serve Variety of Applications

Berkey-ColorTran, has a complete line of PAR 64, 1000W "artz" lamps in 3200°K, 3400°K and daylight color temperatures with a range of beam patterns from narrow spot to wide flood. The Maxi-Brute "6"



The Cine Queen II utilizes the PAR 64 lamp.

and the Cine Queen II are fixtures utilizing the PAR 65 for a variety of lighting applications. The Cine Queen II is suitable for motion picture and television location light and also for photo instrumentation and high speed photography. The well ventilated construction allows for continuous duty operation.

The Cine Queen II can be stand mounted or supported by standard grip equipment. Specially designed specular or diffuse intensifiers are available which increase the intensity and efficiency performance of the fixture.

Complete data is available from *Berkey-ColorTran, Inc., Dept. BSC, 1015 Chestnut Street, Burbank, Calif. 91502.*

8mm Editors Added To Honeywell Line

Two film editors have been added to the line of photographic products from Honeywell. The Honeywell-Elmo SE Super Editor with fixed focus will accommodate Super 8 and Single 8 film. The Honeywell-Elmo SE Dual Editor features an adjustable focus and accommodates Regular 8, Single 8 and Super 8 film.

Both editors feature bright viewing screens, high-speed rewind system with a gear ratio of 3 to 1, adjustable framing, still projection, frame by frame viewing, film puncher to mark place to cut and a reel capacity of 400 feet. Both editors have an f/3.5, 14mm lens. Magnification is 19.6 times for Super 8 and Single 8, and 24 times for Cine 8.

For complete information, write *Honeywell Photographic Products, Dept. BSC, 5501 S. Broadway, Littleton, Colorado.*



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Tape to Film Productions Key to S & H Sales Seminars

SIXTEEN VIDEOTAPED productions, transferred to film for presentation, have been the features of a series of sales building seminars recently conducted by the Sperry & Hutchinson Company for its 500 salesmen.

The objective of the program was to install in the salesmen a continued sense of pride as respected members of their communities and as important figures in the retailing economy.

Al Jacoby, Creative Services Director of S&H, and in charge of the program for the company, selected MCI Video/Film Productions, of New York, to produce the seminars after interviewing eight other producers. Jack Moss, head of MCI, is, according to Jacoby, "an expert at sales training, writing, thinking, film production, and most important of all, he is a good listener, just what this job needed."

Jacoby and Moss hit the road for a solid month interviewing S&H men throughout the country to find out what made the difference between crack salesmen and duffers. After 130 interviews and sixty solid hours of tape-recorded interviews, they returned to New York armed with a down-to-the-roots approach to the job and a lot of pre-conceived "cubby-hole thinking" swept away.

The video/film productions were designed to be the glue to hold together the sixteen two-to-three-hour sales building seminars. To do the kind of straight films necessary for the job, Jacoby has estimated, would have taken from \$10,000 to \$30,000 each in production costs. But MCI's videotape approach was able to provide very acceptable quality at a fraction of this cost.

While it would have been possible to go videotape all the way, and present the shows on video monitors in the 17 locations where the seminars were presented, it was felt that the wide availability of 16mm projectors throughout S&H offices would make it simple and efficient to transfer all the programs onto film.

Taping was done by MCI on two-inch



MOSS and JACOBY

broadcast quality tape at studios in Indianapolis in a series of continuous "takes". Each was played back immediately and if not all ok, repeated. Live action was combined with slide, motion picture and art background right on the set to give an "on location" effect. Words and objects were superimposed pictures were split and several elements were shown simultaneously. Editing was done immediately, electronically, with the aid of computer. An average of 15 minutes of videotape was completed in each day's shooting session.

The seminar video/films pointed up the role of the salesman as a key man in S&H Green Stamps operations, the importance of the real "pizazz" in the sales talk, how to change "no" to "go", how to organize the day, and how to sell specific locations, such as food stores, gas stations and drug stores.

Al Jacoby is convinced that in this type of situation, with much information to be conveyed, a tight budget, and limited time, video film has proved itself to be "the way to go". Reports from the field indicate that the video film portions of the seminars were a resounding success.

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Job Training, Urban Crisis Films

An evaluative guide to films on jobs, training and the ghetto is based on films entered in the first annual Job Film Fair. The subject matter of the films ranges from new social documentaries that provide an understanding of the background of urban crises and of the capabilities and potentials of inner-city residents, to sensitivity training for managers, supervisors, and rank and file employees. The films also deal with career guidance and specific problems of job recruitment and orientation. Others are designed to aid on-the-job training in a variety of specific occupations.

The 48 page booklet is available for \$4.50 plus 50¢ postage and handling charge from the *American Foundation on Automation and Employment*, Dept. BSC, 280 Park Ave., New York, N.Y. 10017.

Guide to Federal Aid

A comprehensive guide to all federal programs being funded today, "Federal Aid for Schools" gives school administrators a step-by-step program for obtaining more of the five billion dollars in federal funds available to public and private schools. Written as a complete handbook for the local school district, the guide corrects an inequity which has existed ever since schools began seeking federal assistance—the fact that larger or wealthier communities who could afford to hire experts to assist them in preparing proposals, obtained a disproportionate share of federal funds.

This over 400-page guide is available only by writing *The Macmillan Company*, Dept. BSC, 866 Third Ave., New York, N.Y. 10022. The price is \$15.00 per copy.

SVE Fall Catalog

A full-color catalog lists over 500 different 35mm filmstrips, slidesets, Picture-Story Study Prints, educational records, 8mm film loops and multi-media kits. Also listed are tape cassettes for nearly 100 SVE sound filmstrips and stimulating Filmstrip Word Games.

For a copy of this resource guide write *Society for Visual Education, Inc.*, Dept. BSC69-18, 1345 Diversey Parkway, Chicago, Ill. 60612.

Continued on page 86

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Swank Motion Pictures, Inc., 201 S. Jefferson Ave., St. Louis, Mo. 63103. (314) JE 1-5100.

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The Jam Handy Organization, 305 Taft Building, 1680 N. Vine St., Hollywood 90028. HO 3-2321.

Photo & Sound Company, 870 Monterey Pass Road, Monterey Park, 91754. Phone: (213) 264-6850.

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Moore's Audio Visual Center, Inc.
234 S.E. 12th Ave., Portland 97214. Phone: 503/233-5621.

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reference shelf...

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Elco Programmer-Recorder

A two-page bulletin describing the Sound-O-Matic I programmer-recorder is available from Elco Corporation. This programmer-recorder converts an automatic slide projector into a cassette-loaded, synchronized sound/slide audiovisual system.

For the bulletin which contains complete specifications and instructions for typical operation with an automatic slide projector, write *Elco Corporation, Dept. BSC, Willow Grove, Pennsylvania 19090.*

Training Films Pamphlet

"What Training Films Can Do For You and Your Company" is the title of a free pamphlet from Olympic Film Service. This independent information clearing house publishes objective Profiles on training films from all

sources. These loose-leaf fact sheets state which employ groups will benefit most from the film, what the film is about, and where you can get it for loan rental.

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Training Packages Booklet

Ready-to-go audio-visual training packages can help companies accomplish seven objectives: improve salesmanship techniques, build sales, motivate and upgrade employees at all levels, train new executives, increase efficiency, lower training costs and sharpen management talent. A 16-page booklet, "How Ready-To-Go Training Programs Can Bring You More Sales, Improved Management, Greater Efficiency, and Increased Safety", is being offered to business firms.

This is strictly an industry service booklet designed to help companies find ways to upgrade their operations, and is available by writing *Close/Plenum Productions, Inc., Dept. BSC, 2020 San Carlos Blvd., Fort Myers Beach, Florida 33931.*

Southwest Talent Directory

"The Whitmark Talent Directory", which covers the southwestern states, this year has added several categories of service available to the audiovisual industry. In addition to the listings of actors, actresses, models, convention and tradeshow personnel, the directory lists technicians such as cinematographers, film editors, artists, photographers, costumers, home economists, typographers, makeup artists and many others.

Copies are available from *Whitmark Associates, Dept. BSC, 505 North Ervay Building, Dallas, Texas 75201*, at \$6.50 plus a small handling charge.

Ampex Offers Brochure

A brochure describing the complete line of 1" helical scan videotape recorders, closed circuit television cameras, monitors, lenses and accessories is available from Ampex Corporation.

The brochure, "Focus on Ampex Videotape Equipment," V69-5, is available from *Ampex Educational and Industrial Products Division, Dept. BSC, 2201 Estes Ave., Elk Grove Village, Ill. 60007.*

Kalart/Victor Bulletin

The Kalart/Victor series 75MC3 projector bulletin describes a new 16mm sound projector featuring the Marc 300 high intensity light source and power pack combination.

Write for bulletin #2702 to *The Kalart Company, Inc., Dept. BSC, Hulthenius St., Plainville, Conn. 06062*

Sony Data Sheets

Two data sheets on video equipment, the first describing the Model EV 320 color and monochrome videotape recording system, and the second detailing the Model SEG-1 special effects generator, are available.

Write *Video Products Merchandising Department, Sony Corporation of America, Dept. BBC, 47-47 Van Dam Street, Long Island City, N.Y. 11101.*

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The objectives of Comprehensive Service Corporation are, as the name implies, to render the most comprehensive and satisfying service, with complete understanding of the needs of all who require motion picture equipment, accessories and supplies.

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Films Needed to Spur Scientific Talent Gap

There is urgent need among the nation's teen-agers and for the large, undecided thousands of college and university undergraduates of motivational, career-guidance motion pictures to help meet the serious and growing *scientific talent gap*.

The gap between the number of scientists needed by the economy and the number available has been called "a hidden but potent force which will push up the cost of living in the years to come."

"It's a chain reaction that will be felt directly by you, the U.S. consumer," says Emanuel Piore, president of the board of trustees of the New York Hall of Science and chief scientist for IBM. Piore underlines the danger inherent in the shortage of our ability to compete successfully in world

markets with other technologically advanced nations. As an illustration, Japanese goods long ago erased their reputation for being shoddy and cheap. In fact, they are now at the top, particularly in the camera and electronic fields, because of that country's technical talents.

As of today, the U.S. has 358,900 scientists and engineers working in industry and 193,000 working in government. This is *about half* of the scientific-engineering manpower which the National Science Foundation estimated at the start of this decade that the nation would need by now.

Etcetera

All an editor has to do to stir a controversy is refer to something as the "first", as witness our calling *They Call It Pro Foot-*

ball the first American film to win first prize at the Cortina Film Festival. We very promptly learned that *Sky Divers*, produced by Winik Films, won the award in 1964.

While on the subject of correcting things, we hasten to point out that the telephone listing for Gotham Film Productions, 11 E. 44th St., New York, is listed incorrectly in our Production Review. The correct number is MU 2-4450.

Sidney P. Solow, president of Consolidated Film Industries, recently began his twenty-second year of conducting a course in the Technology of Motion Picture Processing at the University of Southern California. An enviable record.

Walter Landor Associates, San Francisco, is now at work on the fourth motion picture in the Sandoz Pharmaceuticals medical education series. An earlier film in the series, *Osteoporosis of Aging*, won several film awards for its excellence.

John and Faith Hubley, New York City, have been signed to produce a film for the IBM Pavilion at the Japanese World Exposition in Osaka next year. The Hubleys were Oscar nominees this year for the animated short *Windy Day*.

Henning & Cheadle, Inc. Expands Facilities

The second addition in less than three years, doubles the facilities of Henning and Cheadle Inc. in Detroit.

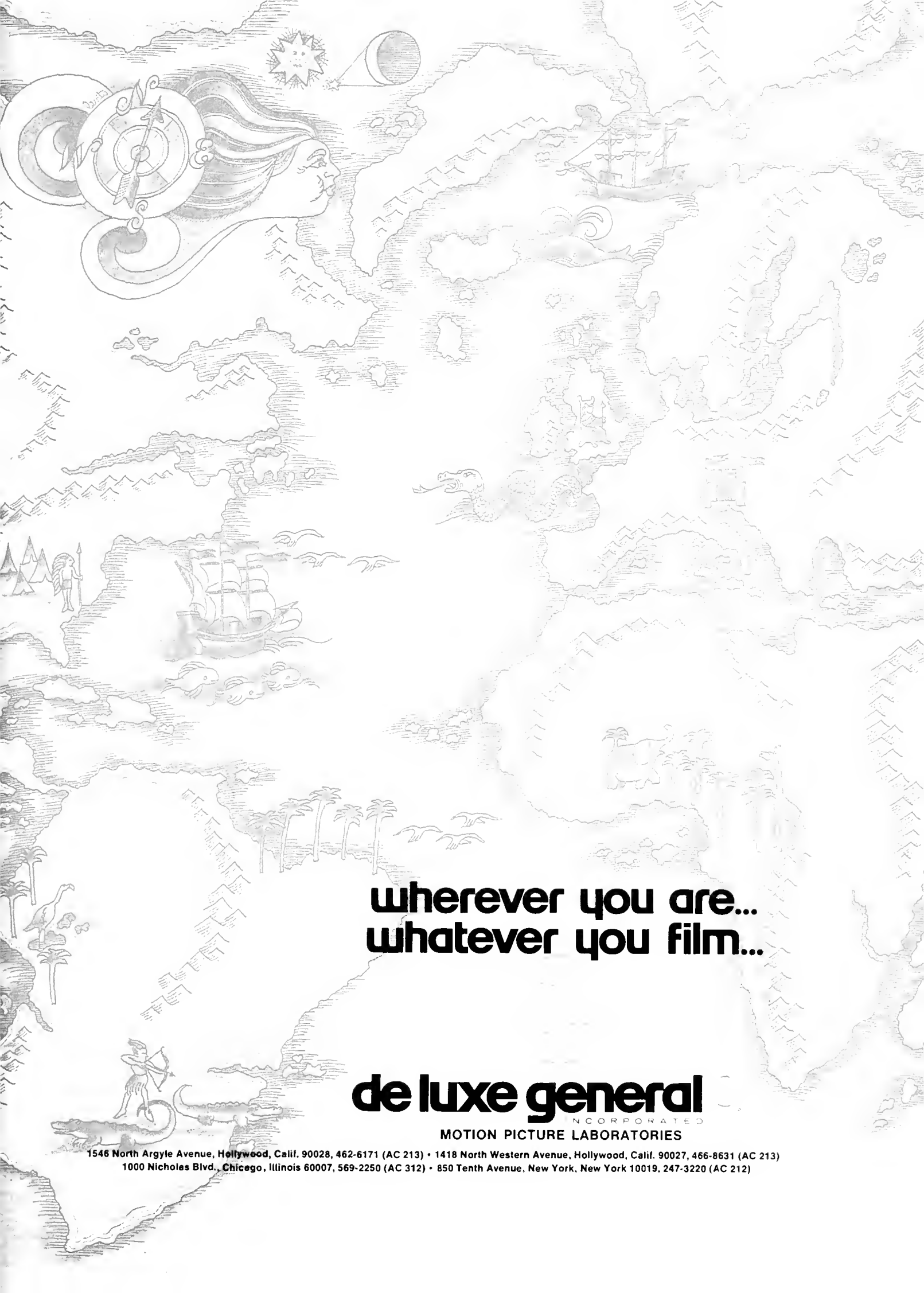
George R. Cheadle, president and founder, said the addition of 10,000 square feet accommodates an expanded art studio, enlarged photographic facilities including dark rooms, direct mail processing and storage areas, creative offices, and a fully equipped conference-projection room.

New in New York

DuArt Film Laboratories has entered the videotape field with the formation of a new subsidiary, Rombex Productions Corp. in the DuArt Building on W. 55th St.

Rombex will serve as a production operation for 1/2" and 1" videotape users. Richard Marcus, formerly VP-engineering at Reeves/Actron, is president of Rombex.

Billing itself as "a unique organization providing a new multimedia approach to the solution of communications problems," Media Productions has operated at 103 Park Avenue in New York City and 2512 Bridge Pl. South in Long Island City. President of the new operation is Burton O. Zaro.



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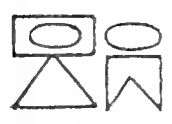
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TOOLS, TECHNIQUES AND IDEAS FOR AUDIOVISUAL COMMUNICATIONS



MEMBER • 1969

THE SCREEN EQUIPMENT



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But our film program gets the highest rating in television.

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To attract such tremendous viewer interest, these stations need a broad range of subjects — sports, travel, science, home economics, and agriculture, to name just a few. They also need films in a variety of lengths — everything from a one-

minute shortie to a half-hour series — to fill openings in their program schedules.

And they know that Modern TV's incomparable service more than meets their needs.

Modern offers them the largest and best selection of sponsored films available.

We maintain a network of six U.S. TV libraries in major cities to provide fast, personalized service.

Because the needs of stations vary widely, a full-time Modern staff of regional field representatives calls on them regularly to ask about special free film requirements.

And to stimulate film usage all year long, Modern sends out a steady stream of catalogs, brochures, film lists, and special mailers.

Does all this sound like your kind of program? Give us a call. We'll put *your* favorite film on TV.

*Canadian distribution also available

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With the Technicolor 1000—of course.



Sales films really sell. But who likes to use 'em? No one. Not with all the complicated, heavy equipment you have to cart around. That's why the Technicolor 1000 cartridge-loading Super 8 movie projector makes a big hit with salesmen. It's 19 lbs. light. Just snap in the sound film loop cartridge (with up to 29 minutes of film) push the "go" button and the show is on. No threading, no rewinding. Why don't you look into converting your current sales films to Super 8 sound film loops. It's surprisingly inexpensive. Just contact Technicolor. We'll help you put your films on the road!

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BUSINESS SCREEN

NOVEMBER, 1969 • VOLUME 30 • NUMBER 11

*The Magazine of Audiovisual
Production and Technical Communications*

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On Our Cover

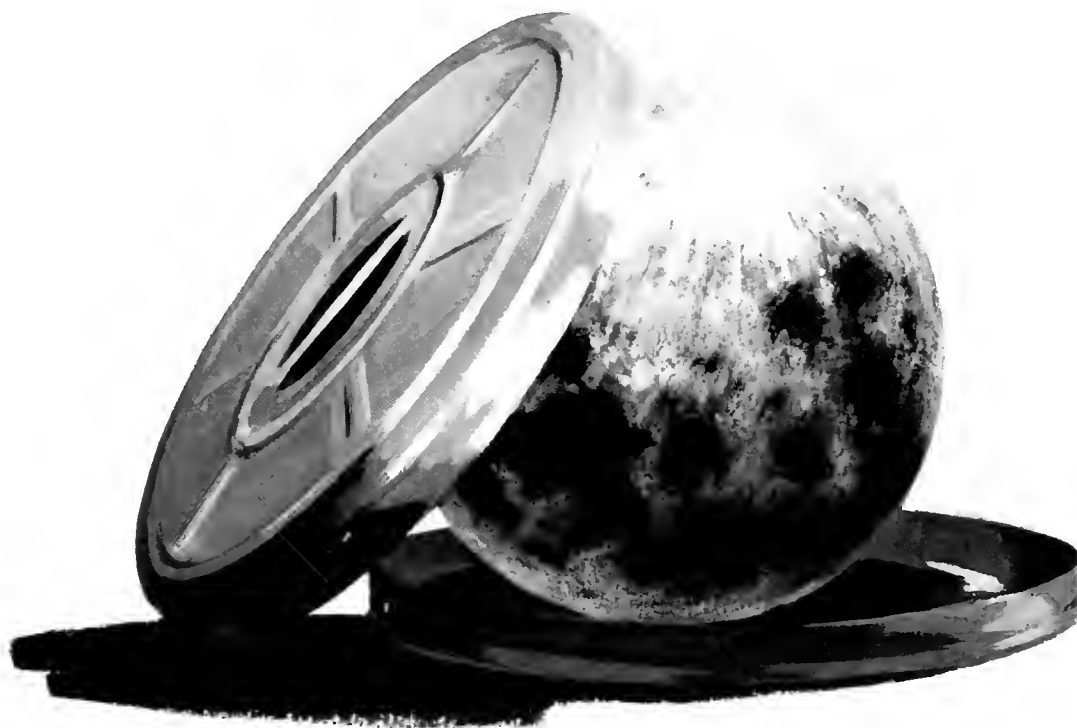
Our special thanks to Plazo Productions, Inc. in Hartford, Conn. for their permission to use the production scene photo on our cover.



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Imagine a three-foot long lizard that takes to its hind legs, and walks on water! Or another reptile with a third eye in its forehead. A bird that can regulate the time it takes to hatch its eggs. A fish that can live for days on dry land. Or a 16-ft. seal that adds 2 ft. to its length by simply inflating its nose! These are a very few of the thousands of fascinating and unusual creatures that have thrilled millions of TV viewers on NBC's unique series, Mutual of Omaha's "Wild Kingdom."

In producing the delightful programs that comprise the series, Don Meier of Don Meier Productions, Chicago, has found all the world's a stage—the Antarctic, the thick jungles of Africa and South America, the Australian Outback, mountaintops, deserts, rivers, streams, oceans—all play host to the intriguing creatures who are the "stars" of the eight year old series. The show has garnered no fewer than three Emmies and scores of other awards, but getting the kind of footage that draws such prizes is only half of Mr. Meier's problem—the other half is to reach the many inaccessible locations with production crew and equipment, to get back, and to do it all on TV's tight schedules.

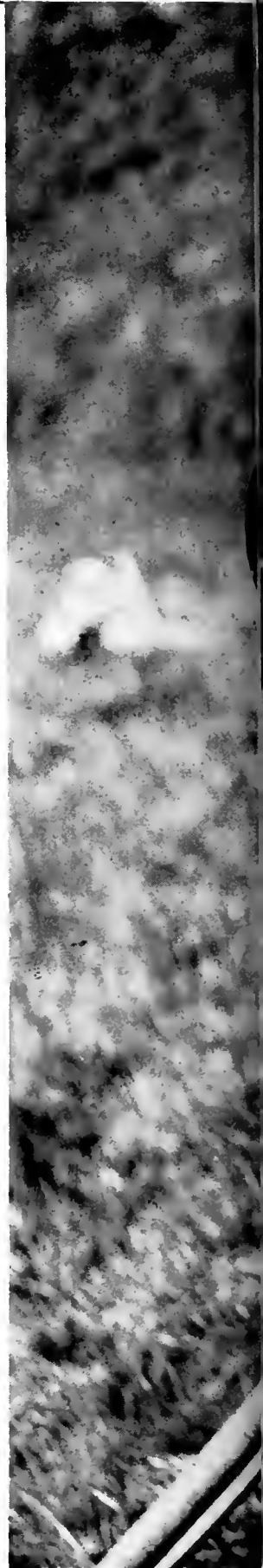
Facing inflexible conditions like these, the producers choose Arriflex 16's to shoot almost all of the millions of feet that have gone into the series thus far.

Even the double-camera rig, developed by associate producer/cinematographer Warren Garst is lightweight and mobile with the Arriflex 16s cameras. This handy set-up takes full advantage of the Arriflex divergent turret; it permits the mounting of up to six telephoto, zoom and wide-angle lenses without physical or optical interference. By capturing the action on two cameras simultaneously, but with different optics, Mr. Garst is able to produce footage that intercuts as smoothly as if the animals had kindly repeated the action for a second take.

But it was most of all the out-of-the-way, inhospitable settings that demanded Arriflex. Shooting in temperature ranges from 10° below zero to 125° above . . . bouncing along over the roughest terrain, . . . sloshing through swamps, along rivers or out into the ocean . . . no TV series has ever subjected personnel and equipment to such a variety of grueling conditions.

In shooting everything from the creatures of the world to world-famous movie queens . . . productions intended to entertain the people, or to educate the practitioners in specialized fields . . . from sound stage to ocean floor, the adaptable Arriflex has made every setting into its natural habitat.

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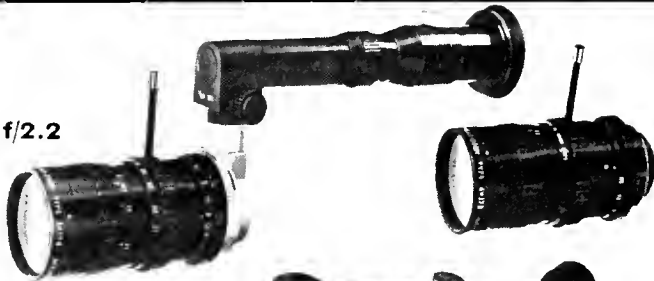




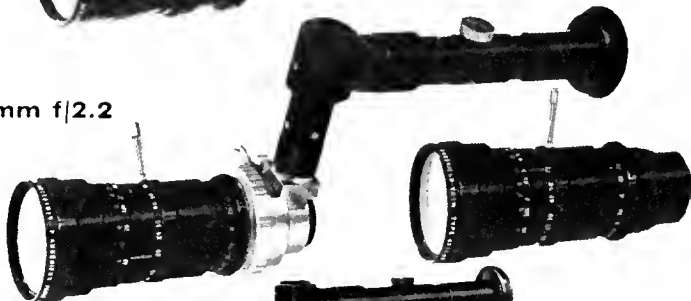
Associate Producer and Chief Wildlife Photographer Warren Garst with Arriflexes mounted on double-camera rig he developed

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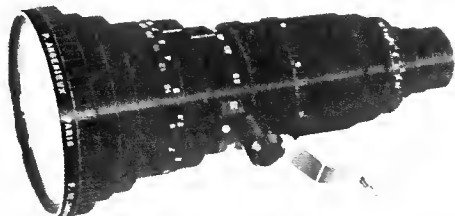
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THE A-V CALENDAR

NOVEMBER

5th Chicago International Film Festival,
November 8-19, Chicago, Illinois

6th Annual Audio-Visual Institute for
Effective Communications, spon-
sored by National Audio-Visual
Assn., November 9-14, Indiana Uni-
versity, Bloomington, Ind.

10th International Industrial Film Festi-
val, November 11-14, Berlin, Ger-
many.

Council on International Nontheatrical
Events (CINE) Annual Awards Ban-
quet and Exhibition, November 14,
NEA Building, Washington, D.C.

16th Annual "Days of Visuals", spon-
sored by National Visual Commu-
nications Assn., November 16-18,
Essex House, New York City.

In December ...

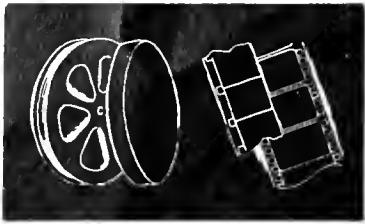
The BIG One
The
**BUSINESS
SCREEN**

20th
Production
Review

Don't miss this first 1970 guide to film pro-
ducers, Government A-V activities, plus our
exclusive listing of professional writers and
distributors of sponsored films.



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CINE Exhibition & Awards Now Two-Day Event

CINE reports that the annual Awards and Exhibition program will, for the first time, be extended to a two-day event, Nov. 13 and 14. In addition, the Presidential Ballroom of the Statler Hilton Hotel will be the scene of the International Awards Banquet which will climax the festival.

In a letter sent to winning producers and sponsors, Reid H. Ray, president of the Council on International Nontheatrical Events, explained that the number of screening hours will be doubled as the event is extended. This will allow all but the longest films to be shown in their entirety.

Screenings will begin Thursday, Nov. 13, at 10 a.m., following registration at the National

Education Association. During the afternoon the Golden Eagle awards will be presented to the winners. This event will be filmed. The final event of the day will come with the introduction of Golden Eagle, and Cine Eagle winners and the exhibition of films of merit at 7:30 p.m.

Screenings will be continued Friday at 9 a.m. A new feature Friday afternoon will be a briefing and panel discussion aimed at increasing world audiences for American films. Additional sessions will cover the process of selecting Golden Eagle and Cine Eagle films as well as outlining the characteristics of International film festivals.

Because of the popularity of the annual CINE event and the limited capacity in other years, the new location for the banquet no longer limits the number who

can attend. Foreign diplomats will present international awards and films of world acclaim will be shown. A producers and sponsors reception will follow.

Teletronics Expands to Full Service Videotape

After only one year of operation, Teletronics International is completing a major expansion program designed to increase its capacity threefold. The enlarged custom video tape facilities will serve all TV commercial producers directly and the new format will remove Teletronics from the role of competitive bidder on storyboards.

Two complete tape production units, featuring the miniaturized color equipment that Teletronics pioneered, are now available on a daily basis. Location photog-

raphy, both interior and exterior, is highly practical with these new cameras and recorders which pack into a station wagon and can be powered from a kitchen AC outlet.

Five editing rooms and two posh screening rooms are backed by a new Ampex high band tape recorder installed exclusively for screenings—all day long.

Broadway Musical Using A.V.E. for Visuals

All of the audiovisual equipment used in the presentation of the new Broadway musical "Jimmy" was provided by A.V.E. Corporation.

The equipment, custom designed by Cliff and Karl Van Praag, is tied to an automatic programmer which coordinates

Continued on page 10



Or a bigger sales presentation, welding demonstration, or econometrics graph, for that matter.

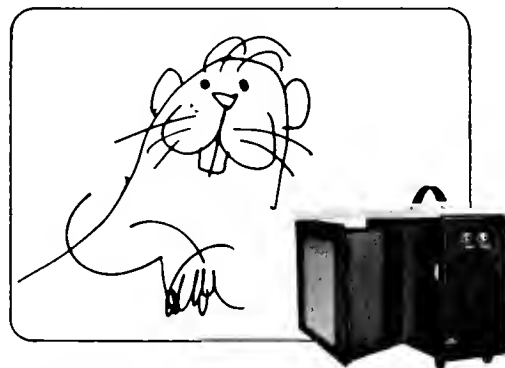
Presenting exactly the same audiovisual woodchuck to different audiences doesn't always make sense. That's why we built two-way versatility—audio and visual—into our Mastermatic 35 mm sound-filmstrip projector.

First, Mastermatic gives you a choice of woodchucks, dependent on the size of your audience. You can have built-in rear screen projection for individual or small-group presentations, or reposition the projector and switch lenses for conventional front screen projection for larger groups.

Second, it's just as easy to change the audio portion of your

presentation for specific audience needs. Our patented UNIPAK cartridge houses both the 35 mm filmstrip and the separate magnetic sound tape in one compact unit; replace the tape sub-cartridge, and you can alter the language, educational level, or the entire emphasis of your audio-visual presentation at will.

With the Mastermatic projector, there's no elaborate set-up, no loss of synchronization (even if you interrupt the show), and no rewinding of film or tape. You can set it for continuous run and automatic shut-off, or



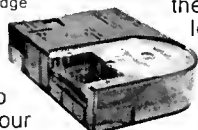
(For 300 people, you need a bigger woodchuck.)

for manual operation; 15 or 30 minute program capability, up to 210 frames.

Not everyone responds to the same woodchuck. It depends on how you look at it. And hear it. Make sure your presentation has the versatility of a Mastermatic projector.

Write for our illustrated brochure, or ask us to call you to arrange a demonstration. ELCO Optisonics Division, ELCO Corporation, Montgomeryville, Pa. 18936.

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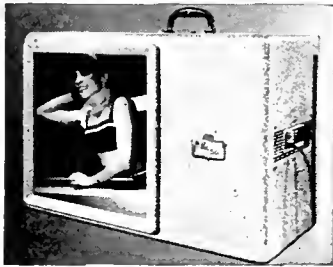
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Advanced audio-visual film projection systems

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BUSCH Cine-Slide Projectors have many special features, including: Big 14" x 14" built-in Daylight Screen; 80-slide capacity; automatic or manual operation with Kodak Carousel projector. Available with or without sound unit. The Busch Cine-Slide Projector is versatile, dependable, portable and lightweight.

16 MM



BUSCH Cinesalesman self-contained, continuous 16mm projectors are dependable, portable, versatile. Available in variety of models to meet any requirement for continuous or rear-screen projection. Unit has 20 years of proven performance with many patented, exclusive features found only on world-famous Busch Cinesalesman projectors.

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The Big Screen 16mm continuous BUSCH Cine-Educator Projector is dependable, self-contained, mobile and beautifully finished in Walnut Formica. Special features are: push-button start; automatic cycling stop; auxiliary cooling system, and high-quality sound. Heavy-duty projector units with many exclusive features. This unit can also be supplied with Slide Projector in place of the 16mm Projector.

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right off the newsreel . . .

continued

the audiovisuals with the performance.

The equipment used includes A.V.E.'s X-500 xenon Carousel, 16mm X-300 projectors, and two specially designed "Power-house" xenon horizontal film-strip projectors.

The show is a good example of the use of carefully programmed visuals being used to add to the excitement of the performance.

Association Films Moves Two Distribution Centers

Because of the recent expansion of its library of free loan and sale/rental films, Association Films, Inc. has moved two of its eight distribution centers to larger quarters.

The Dallas, Texas exchange is now located at 8615 Directors Row, telephone (214) 638-6791.

The LaGrange, Illinois office is now located at 512 Burlington Ave., (312) 352-3377.

Requests for bookings and catalogs in these areas should be directed to the new addresses for prompt attention.

TM Productions Opens Dallas Recording Service

TM Productions, Inc. has opened a recording service in Dallas, Texas at 3102 Routh St.

The studio was designed by John Phillip Edwards of Hollywood. It is complemented by one of the finest groups of recording apparatus ever assembled in Dallas, comprising tape recorders ranging from 2 to 16 tracks.

President of the new firm is Tom Merriman, whose credits include an Academy Award and a Cannes Festival Award. Director of recording operations is Tim Dennis, both a master musician and audio engineer.

Alan Gordon Makes Large Rental Division Addition

Alan Gordon Enterprises Inc. has added \$225,000 in motion picture equipment and accessories to its Rental Division inventory.

Loucks reports that the largest

addition is that of new Mitchell BNC Reflex cameras. The BNC Reflex is the latest model 35mm camera to be developed by the Mitchell Company, which has been major supplier of studio cameras for the past 40 years. The BNC-R retains the familiar operation of the BNC but eliminates the need for racking over and provides full reflex viewing.

Other new rental items include the Elemack Spyder Crab Dolly, several new Arriflex cameras plus several thousands of dollars worth of new ColorTran lighting equipment and the new Eclair crystal control synchronous motor.

Further information on these items and other rental equipment may be obtained from AGE Inc., 1430 N. Cahuenga Blvd., Hollywood, Calif. 90028.

Morgan Opens Production Company in San Francisco

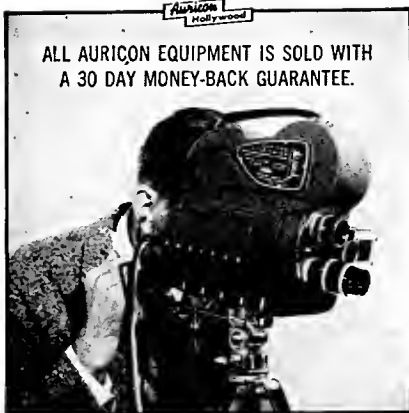
Jim Morgan, formerly executive producer at Film Communications for Walter Landor and Associates Industrial Design, has established his own production company, J. C. Morgan Film Productions, at 1255 Post Street San Francisco 94109. Charles W. (Chick) Collier, formerly president of the American Advertising Federation, is sales consultant for the new organization.

Weiman Co. Completes Acquisition of AGS&R

Weiman Co., Inc., Chicago, has completed the acquisition of AGS&R Studios, Chicago, a major audio-visual producer.

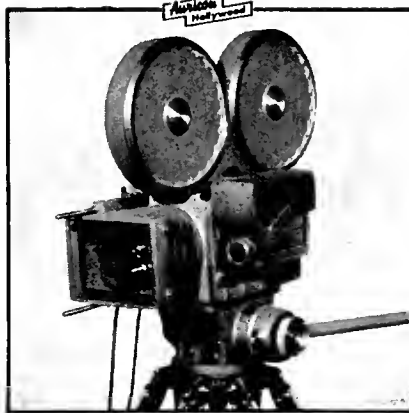
The assets of AGS&R were purchased for an undisclosed amount of common stock. Terms also call for additional payment in common shares based upon the acquired company's future earnings. The transaction will be treated as a pooling-of-interests.

AGS&R, one of seven announced Weiman acquisitions since January, is the fourth to be completed. It will operate as a Weiman subsidiary under present management headed by its founders, Aaron Gordon, president and Arthur C. Allen, executive vice president.



ALL AURICON EQUIPMENT IS SOLD WITH A 30 DAY MONEY-BACK GUARANTEE.

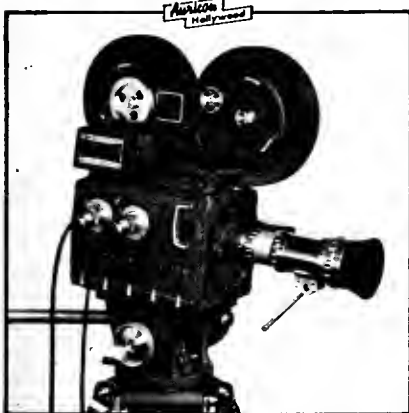
100 ft. film capacity for 2¾ minutes of recording; 6-Volt DC Converter or 115-Volt AC operation. — \$1180.00 (and up).



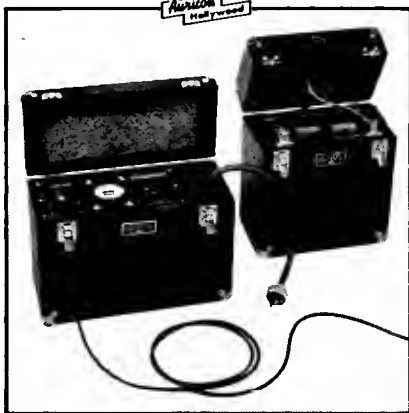
600 ft. film capacity for 16½ minutes of recording. — \$1820.00 (and up) with 30 day money-back guarantee.



1200 ft. film capacity for 33 minutes of recording. — \$6425.00 (and up) complete for "High-Fidelity" Talking Pictures.



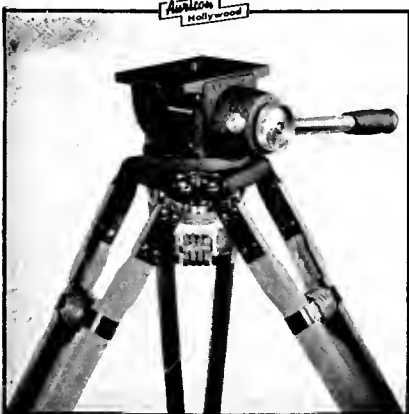
400 ft. film capacity for 11 minutes of recording. — \$1620.00 (and up).



Silent in operation, furnishes 115-Volt AC power to drive "Single System" or "Double System" Auricon Equipment from 12 Volt Storage Battery, for remote "location" filming. — \$337.00



— Finger points to Magnetic pre-stripe on unexposed film for recording lip-synchronized magnetic sound with your picture. Can be used with all Auricon Cameras. — \$1325.00 (and up).



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If it's profit you're after in the production of 16 mm Sound-On Film Talking Pictures, Auricon Cameras provide ideal working tools for shooting profitable Television Newsreels, film commercials, inserts, and local candid-camera programming. Now you can get Lip-Synchronized Optical or Magnetic Sound WITH your picture using Auricon 16 mm Sound-On-Film Cameras. Precision designed and built to "take it."

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the camera eye

By O. H. Coelln

When a Nation Fails to Communicate the Uninformed Take to the Streets

ON THE DAY of the recent "Moratorium" urging America's withdrawal from Viet Nam, we attended the Industrial Audio-Visual Association's annual fall meeting in Philadelphia. Alert to other national concerns of this era, the program theme "To Be Aware" alerted these professional managers of corporate sight/sound activities to the "basics" of such subjects as "Alcoholism and Drug Addiction in Industry", "Communicating with the Black College Graduate", "Film and the Now Generation" and the problems of "Doing Business in Our Society."

It was stimulating to view the multi-screen, hard-hitting "Problems of Our Times" presentation which Ohio Bell Telephone has used to stir citizens of that state into community action; it was important to share the "case history" films being used by Claude L. Foulkes of IBM in that company's resultful attack on minority prejudice among managers. IAVA's program also introduced film makers of the "now" generation and took its members into the progressive, personnel-oriented activities of Sweden's Council for Personnel Administration.

While less than a hundred men and women of varying degrees of corporate influence in the "communications process" were alertly discussing these worthy objectives, nearly a million Americans (most of them young people) were on the streets of our large cities protesting their country's presence in Viet Nam. The greatest national failure in communications in America's history took place on "Moratorium Day." For actions responsibly taken by four American presidents, endorsed

by the Congress, and approved by the great majority of our citizens and the mass media were now labeled "sinful" at least and "murderous" at worst. It was hardly comforting to read that the loudest applause for the protesters came from the Kremlin and Hanoi.

Readers of this column are among the keenest "film watchers" in the U.S. and abroad. Very much aware of the depth of understanding of the most complex problems and situations which can be brought about through their *visualization in sight and sound*, they have sought in vain through the past five years for comprehensive film interpretations of the people of Viet Nam, the aspirations of both South and North, their economic problems, political differences and the like. A single film, *Mekong*, delineated the vital resources development program of the United Nations, was sponsored by Shell International and prints finally reached Americans through the Shell Oil Company's film library in Manhattan.

Are the war-weary people of South Viet Nam now to become the helpless victims of those who have found polarization for protest against their government but paradoxically find no fault with the invading armies of North Viet Nam and those who supply them?

At Philadelphia, near the Cradle of American Liberty, a key phrase from the recent past reverberated:

"Unless you tell people all the facts, they will invariably draw the wrong conclusions on their own." We paraphrase, but with fair accuracy, from Champion Papers' excellent film on communication, *Production 5118*.

And it might be inscribed on the crosses of the nearly 40,000 young Americans who will have died in vain in that land, *"what they*

Continued on page 14

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NEW Here's the head you've been waiting for—the O'Connor 50. Weighs only 7 lbs., yet gives positive control over cameras up to 50 lbs. Super-smooth panning (360°) and tilting (45° up or down) with the exclusive O'Connor fluid action. Timken bearings. Infinite drag adjustment. Send for free Brochure. O'Connor Engineering Laboratories, 379 East Green Street, Pasadena, California 91101.

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Tell us your film problem.
 We'll come up with the basic concept.
 We'll create a treatment.
 We'll write the script.
 We'll budget it realistically.
 We'll direct and produce it.
 We'll complete the entire film and, if necessary, we'll distribute it through our affiliates.
 We'll welcome your challenge.



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I would like to see the filmstrip "The Question is WHY?" — without obligation, during the week of _____

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the camera eye ...

continued

don't know, can kill you."

The Federal Government, forbidden to use the medium of film to inform the American people by a Congress fearful of propaganda, has turned out many films on Viet Nam for overseas showings. The television networks have shared the horror of jungle and swamp battles as "news" and, all to infrequently, have produced a few hours of background footage. The United Nations has deplored the conflict in assembly and showed us nothing of its reasons.

Providence has given nearly every country and especially the U.S. a tremendous resource for idea communication. Not only our television sets and our still-viable cinemas but nearly a million 16mm sound projectors and increasing numbers of 8mm machines stand waiting in community halls, churches, labor temples, the nation's classrooms and industrial plants. *Waiting for what?*

Will the lesson of the "Viet Nam We Never Knew" serve to remind free men everywhere that we are *all* involved and that all may suffer the consequences of such failures in communication? The lesson applies with equal effect to other world areas of conflict still facing us. And it applies, with the relentless

law of cause and effect, to domestic issues: race relations, population growth, productivity and profits, nuclear power, pollution and the so-called "generation gap."

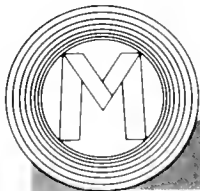
Paraphrase loudly again: within America's business, "what your workers and your public *don't know* can hurt you." And consider the absence of truly nationwide programs of information and knowledge needed to make proper public decisions on solutions to pollution, on the understanding of black aspirations to equality, on the strength of America's economic system and such other problems which confront us in a world grown smaller and more crowded by the hour.

At Philadelphia, among these professional audiovisual managers, it was relevant to ask "but what can we really do about it?"

And the answers were really all around us. If you have millions to appropriate for television entertainment, spare a modest percentage for film and television information; if you have audiences of thousands of employees, share today's concerns via the screens of cafeterias, locker rooms and plant town meetings, by truthful, factual and well-conceived motion pictures. Within your audiovisual departments, is there knowledge of already available films your managers and employees should be seeing?

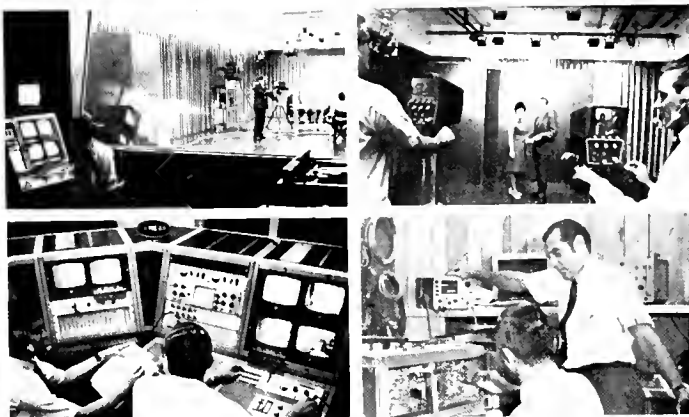
Companies like Caterpillar Tractor and Dow Chemical, among others, have blazed sight/sound trails with community action film programs; others have been "wisely selfish" in realizing the actuarial curves which affect insurance, automotive and petroleum profits through accidental death and wasteful injury.

It just takes guts and money. The lesson of Viet Nam is not yet fully written but the record of ignorance of that land among us is unmistakable. "We have nothing to fear but fear itself" and fear born of ignorance is unforgivable in an era where we have been provided with tremendous resources for achieving real understanding. —OF



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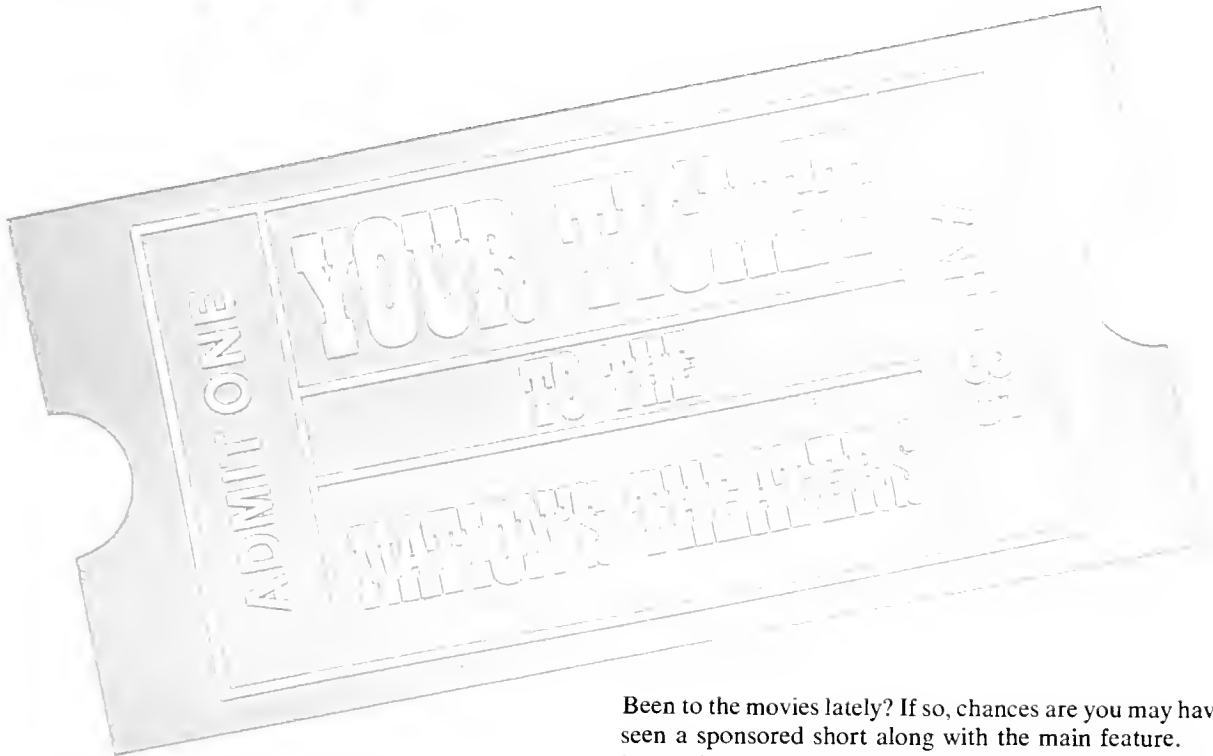
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We've put out a booklet that answers many of the questions sponsors and producers have asked about theatrical distribution. We'll be happy to send you a copy and—if you like—screen your film and evaluate its theater potential. Medium hot? And getting hotter all the time!



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**the screen
 executive**

**Roehrig Appointed VP at
 Bell & Howell's Wilding**

Harold R. Roehrig has been elected vice president of Wilding, Inc., the Bell & Howell company's marketing-communications subsidiary, and appointed manager of the midwest sales branch in Chicago.

**Kiernan Appointed As
 President of Westrex**

H. D. Kiernan has been named to head Westrex, a division of Litton Industries.

As president, Kiernan will be directing the organization, which designs and manufactures sound and projection equipment.

**Kohlrust Elected VP at
 Wilding, Incorporated**

Robert F. Kohlrust has been elected vice president of Wilding, Inc., marketing-communications subsidiary of Bell & Howell Co., and appointed manager of motion picture production at Wilding's Argyle Studios in Chicago, Ill.

**Visionetics Names Piaser
 Director of Advertising**

Samuel J. Piaser has been appointed director of advertising and sales promotion of Visionetics, Inc., in New York.

**Donald S. Whyte & Assoc.
 Names Gale VP/Marketing**

Samuel C. Gale has been named vice president for marketing of Donald S. Whyte & Associates of Washington.

**Rosenberg to President of
 Innovative TV Equipment**

Bert Rosenberg has been named president of Innovative Television Equipment, a new manufacturing and marketing organization in Los Angeles.

Rosenberg is a designer and a marketer of camera support equipment.

**Wometco Names De Lisse
 VP Of Norman Kurshan Inc**

Wometco Enterprises, Inc. has appointed Boswell De Lisse vice president of Norman Kurshan, Inc., Color Laboratories a New York-based subsidiary of Wometco.

De Lisse has been associated with Wometco since 1957.

**Capital Names Zvonar
 Sales Representative**

Daniela A. Zvonar has been promoted to customer relation representative at Capital Film Laboratories, Inc., in Washington, D.C.



ZVONAR



SNIDER

**International Video Names
 Snider VP, General Manager**

Charles C. Snider has been named to the newly created post of executive vice president and general manager of International Video Corporation.

Snider will direct all of the business operations of IVC.

**Restructuring/Relocating
 Underway at Wilding, Inc.**

Wilding, Inc., subsidiary of Bell & Howell, is restructuring and relocating its New York offices. The new Wilding office located at 7-11 East 40th Street N.Y., will house Wilding's New York sales and show departments with Bell & Howell's new

Continued on page 1

Test-fly our new movie projector.



It goes up airplane passenger ramps.



And under airplane passenger seats.



Turn it into a theater and insert your company.



Push one button for instant image, sound and attention.

Introducing the Fairchild Seventy-21, our new portable, pop-up Super 8 Sound showroom.

We built it to go where you go. For the new businessmen who don't have time to waste waiting at baggage counters.

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Your public isn't too busy to be entertained, though. We've proven that over the years. With movies for selling. For training. Or even for recruiting.

One final word. The Seventy-21 has been engineered to meet all of the standards for 8mm's future.

Super 8 film, with a +18 image-to-sound separation. And with magnetic sound striping.

What does this mean to you?

Among other things, that existing 16 and 35mm programs, as well as videotapes, can be converted for use in the Super 8 MoviePak.

And that magnetic sound tracks can always be updated or even added to silent films.

Write or call for all the information on the newest in communications technology. And if you're in a hurry to get the show on the road, ask for one of our famous 2 second demonstrations.

We'll have someone from our nationwide dealer network give you a screen test.

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FAIRCHILD CAMERA & INSTRUMENT CORPORATION, INDUSTRIAL PRODUCTS DIVISION
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the screen executive . . .

continued

ly established air lines service group.

DiBuono Joins WCD as Vice President/Sales

Joseph DiBuono has joined WCD, Inc., New York, as vice president/sales.

Prior to his new appointment, DiBuono spent eight years at Videotape Center.

Hargett Heads Expansion Unit at Fine Arts Films

In a move strongly expanding industrial and educational film production activities, Fine Arts Films, Inc., Hollywood, has named G. Keith Hargett head of that department.

Association Films, Inc. Promotes Four Key Execs

Four top executives of Association Films have been promoted.

Robert W. Bucher has been

made vice president, sponsored film sales; Robert M. Finehout, vice president, marketing; Donald E. Adams, vice president, operations; and Tim Wholey, director of promotion and sponsored film services.

Delta Expands—Names Fierman Executive VP

Delta Films International, Puerto Rico, has undergone a major reorganization.

Robert L. Fierman has been appointed executive vice president of Delta and will be responsible for all sales in the U.S., Canada and Europe and will oversee all production emanating from those areas.

Hecht is General Mgr., VP at Visionetics, Inc.

Leonard Hecht has been appointed administration vice president and general manager of Visionetics, Inc. in Long Island

City, New York.

Visionetics markets lines of multi-modal learning aids through audio-visual dealers.



HECHT



O'BRION

Sony Corporation Names O'Brien Vice President

Sony Corporation of America has appointed Richard F. O'Brien a vice president, serving as a member of the Executive Committee in addition to continuing his duties as national marketing manager.

Peters Made Director at United Tele-Productions

Hugh G. Peters has been named a director at United Tele-Productions, Inc.

Peters is president of H. G. Peters & Company, where United Tele-Productions will locate its offices.

B.F. Goodrich Co. Names Kaas Mgr., Visual Services

Ronald Kaas has joined The B.F. Goodrich Company as manager of visual services in the corporate advertising department.

New Officers Elected by The Chicago Film Council

Robert B. Konikow, Abelson Frankel, Inc., has been elected president of the Chicago Film Council.

Other officers elected include Jack Lusk, Modern Talking Pictures, vice president; Gordon Hempel, Sterling Movies, secretary; Robert Doyle, U.S. Steel Corporation, treasurer; and Lor B. Gregory, editor of Business Screen, program chairman.

Raytheon Appoints Bixby Vice-President Marketing

Carl L. Bixby was recently named vice president-marketing for Raytheon Learning Systems Company, Michigan City, Indiana.

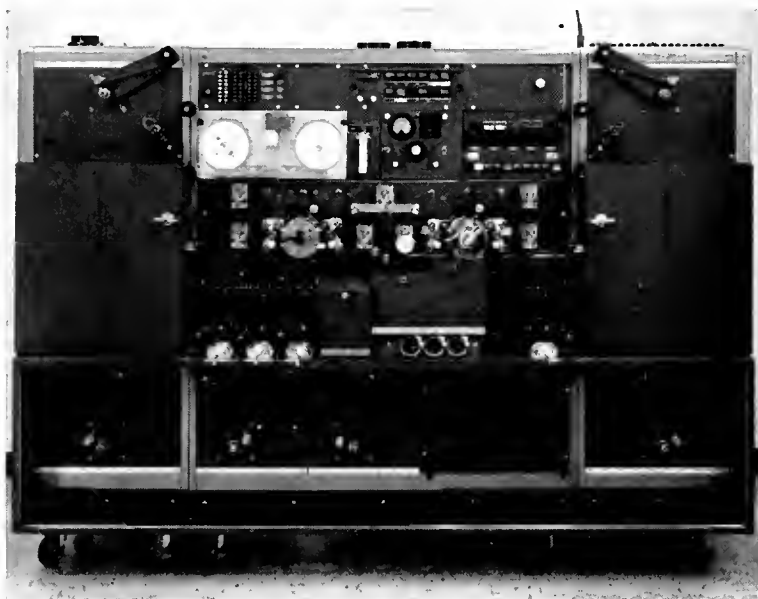
Raytheon is a leading producer of language and learning laboratories, closed circuit and

The World's Finest for Color Release Printing . . . PETERSON COLOR ADDITIVE BI-DIRECTIONAL PANEL PRINTERS

Helping a growing list of leading film laboratories to achieve new standards of excellence as well as cost economies, the PETERSON COLOR ADDITIVE PANEL PRINTER was specifically designed for high-volume color release printing. It was built for use with the standard one-inch 8-hole tape system.

Join the leaders like: ALLIED FILM · BYRON MOTION PICTURES · DELUXE-GENERAL · MGM LABORATORY · MOVIELAB · NAVAL PHOTOGRAPHIC CENTER · AND TECHNICAL COLOR who have recently acquired one or more of these superb machines.

The two main concepts of the printer are (1) complete interchangeability with existing color additive printers. Any negative or program tape now in your vaults can be put on this machine without additional negative or tape preparation. (2) Minimum handling of picture and sound negative. In this bi-directional printer, the negatives need to be threaded only once.



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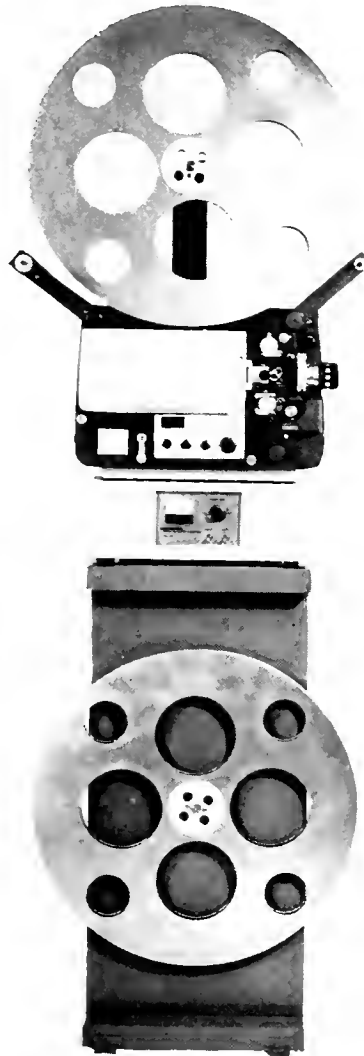
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student response systems and
 education simulators and systems.
 broadcast television equipment,

Around the Industry

Sony Corporation of America has added to their Eastern sales force. *George Sheehan* has been named district manager for the New Jersey and eastern Pennsylvania area; *Morris Washington* has moved his efforts to upper New York State and Connecticut and *Edward Sherry* has taken over the New England territory . . . Kodak has appointed *John A. Pistor* director of sales development for television broadcasters markets of Kodak's motion picture and education markets division . . . *Joseph N. Karpisek* has joined Meldrum and Fewsmith, Inc. as a television producer . . . Reeves/Actron has added *Michael D. Archer* to their staff as manager of the closed circuit videotape division of the Brazil office . . . *Arthur C. Jacobson* has been named ad director at Visual Graphics . . . *Robert J. Rowe* and *Paul W. Jessel* have joined Morton Goldsholl Design Associates; *Rowe* will represent the film division and *Jessel* will serve as an animation artist in films . . . *John O. Culver* is assistant national sales manager at Califone/Roberts . . . Visual Electronics has appointed *James R. Billingsley* sales engineer, Midwestern sales region . . . CBS Electronic Video Recording division has named *William R. McIntire* director, midwest regional sales . . . *Mark Chait* has joined Reeves Telecom Corporation as public relations and advertising manager of the production services division . . . *Michael Gottlieb* has joined MPO as a director . . . *D. William Robinson* has rejoined Thomas Craven Film Corp. as executive producer . . . Movie-lab, Inc. has appointed *Ben Bloom* vice president in charge of trade relations . . . *Charles L. Casser* has been named director, marketing services at the CBS Electronic Video Recording Division . . . New director of corporate public relations for GAF Corporation is *Robert Garofalo* . . . *George R. Simkowski* is Bell & Howell's divisional marketing manager for the audio products division . . . *Charles B. Smith* has been appointed eastern sales manager for Universal Commercial-Industrial Films. •

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Also Available:

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- Projector pedestal
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The Boly-Sound transistorized amplifier is designed especially for use with this module.

Boly-Drive, installed within the camera, replaces the spring-wind mechanism, assures constant speed—24 f.p.s. \pm 1%—and permits installation and use of 200' or 400' magazines.

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Videotape Association Formed in New York

Group aims to expand use of videotape through continuing information and familiarization programs.

Over twenty of the leading video tape companies have organized an association to promote and further the use of video tape as a medium of communication. At the first general meeting in New York, the companies passed a charter and by-laws and elected Morton Dubin, vice president of MPO Videotronics as its president. Other officers include Joe DiBuono of WCD Productions, vice president; Lucien Lesard of Tele-Tape, secretary, and E. Grey Hodges of Reeves Production Services, treasurer. Three others elected to serve on the board of directors include Peter Hollidge of Advertel, Ed Grower of Centrex and Jack Murphy of Lewron.

The group hopes to expand the use of tape by establishing and providing continuing information and familiarization programs; stimulating an interchange of ideas and discussions of mutual problems; having equipment manufacturers and distributors speak and demonstrate their equipment in the rapidly changing field of tape; providing an industry voice with which to communicate to the manufacturers of tape equipment what the industry's needs are and providing a source of general information about video tape.

Dubin emphasized that the Association does not intend to become a union negotiating group.

Charter members of the group include: Advertel, Ampex Corp., Centrex Productions, DiCaprio Productions, Eastern Video Productions, Editel, Filmways, Glen Warren Productions, International Video Corp., Jefferson Productions, Lewron, Logos Teleproductions, Motion Associates East Inc., Motion Picture Camera Supply, MPO Videotronics,

N.B.E. Productions Ltd., Reeves Production Services, Rosner T Systems, Tele-Tape Production Technicolor, Teletronics International, Transmedia International, WCD Productions and Western Video Industries.

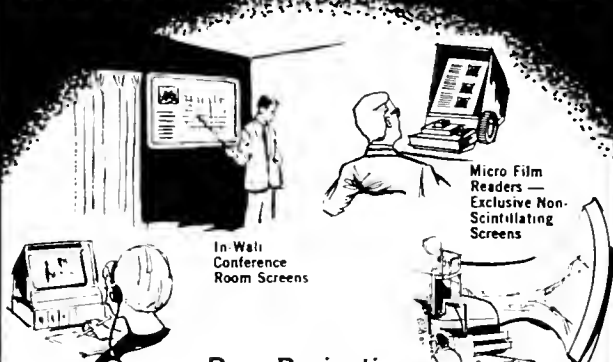
After just three weeks in existence, the Videotape Production Association had received 3 applications for membership. Videotape companies from six cities in New York, Indianapolis, Miami, Hollywood, Charlotte and Alexandria, Va., as well as London and Toronto indicated interest in the group.

One of the first programs initiated by the association is an orientation program to further acquaint agency producers with tape. Eventually the program will be expanded to include art directors and copywriters.

Several association committees have already held organization meetings including the technical and program committees.

Full membership in the association is limited to video tape production companies who have produced at least 10 video tape productions and suppliers of video tape manpower and video tape facilities. Association membership will be open to firms, companies or corporations engaged in the business of manufacturing, distributing or supplying video tape equipment whose gross video tape volume is estimated in excess of approximately \$2,000,000 per annum. Allie membership will be open to firms, companies or corporations who are engaged in business in fields related to video tape but who do not qualify for full membership or associate membership. Any other companies ascribed to the aims of this new organization can contact Morton Dubin.

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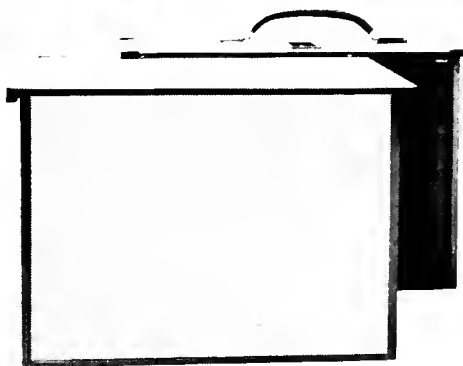
There are so many portable projectors on the market, the claims can sometimes be confusing. One has its own screen. Another throws a large wall picture. One has a repeating cartridge. Another operates reel to reel. One folds to compact carrying size. Another is a real knee-knocker.

But whatever your reason for wanting a projector, you should want one that is versatile enough to do anything and everything it's possible for a repeater projector to do. And do it well.

You should want the MPO Videotronic Super 8.

This machine is perhaps the finest portable repeater projector ever made. It weighs in at a mere 18 lbs. It's cartridge loaded, so there's no film threading or rewinding ever.

The MPO Super 8 comes with its own



built-in screen for easy desk top viewing. Draw a larger audience, and the Super 8 converts to big wall picture projection instantly. And because your message may take longer than the average 10 or 15 minute film, the MPO has a reel-to-reel accessory that will show up to 50 minutes of footage. And it's the only automatic projector that can do it.

We're so sure that our projector can outdo any other, that we're anxious to show you both side by side for a personal inspection. Simply tell us which of our competitors you'd like to compare to the MPO. We'll arrange to show you theirs and ours, so you can test and judge for yourself.

Unusual offer, we know.

It's not something anyone would do. Just the people who have the one that's got everything.

The MPO Videotronic Super 8

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528 No. Michigan Ave., Chicago / (312) 527-3680 5400 Cahuenga Boulevard No., North Hollywood / (213) 985-7310

picture parade

"The Professional" Shows Salesmen's Expertise

Currently doing a lot for the status of salesmen everywhere is Dartnell's new film *The Professional*. Featuring Van Johnson and Forrest Tucker in the lead roles, the film underscores the point that a salesman is just as much a "professional" at his business as the doctor, lawyer or cleric.

The story follows a middle-aged, middle echelon salesman (Van Johnson) through a series of business and personal experiences wherein he questions, then becomes convinced of his professionalism.

Helping to open his eyes to his real position and status in life and his community is the firm's top older salesman (Forrest Tucker). The older salesman



The salesman gains the admiration of his son during this scene from "The Professional."

even better.

Complete details on rental, purchase and preview arrangements are available from *Dartnell Corporation*, 4660 Ravenswood Ave., Dept. BSC, Chicago, Ill. 60640.

Winchester-Western Begins Ambitious Film Program

Olin's Winchester-Western Division has embarked on an ambitious motion picture program.

"Industry has a responsibility to the community that outweighs the need for pure 'entertainment'," William E. Talley, vice president for marketing of the division, said during the New York City premiere of two new major films in the company's 1969 schedule. "Winchester has a commitment through the medium of film to inform, enlighten and educate in the area of outdoor recreation through motion pictures. We hope to expand the theme that man's survival is predicated on managing, and not destroying, his environment. Game is a crop that must be harvested as any other to insure proper balance in ecological management."

Winchester's film program includes two new major productions; the 28-minute 16mm color films *The Upland Gunner* and *Wild in the Sky*. These two and four other new films represent the first plateau in Winchester's motion picture objectives.

With the exception of *Clay-birding Goes Collegiate*, 16mm

color prints may be obtained free of charge by contacting Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N. Y. 10036. *Clay-birding Goes Collegiate* may be obtained by contacting Winchester-Western directly at 460 Park Ave., New York, N.Y. 10022

Warning About Smoking Stars Richard Boone

The Mark Waters Story, an anti-smoking movie based on a true story, recreates the heart-breaking but heroic drama of a newspaperman who wrote his own obituary while dying of lung cancer. It began with this memorable statement: "Cigarettes were the death of me." Waters began his obituary only five days before his death and made final corrections only 10 hours before the end. It appears in his newspaper, the Honolulu Star-Bulletin, on the day he died.

Richard Boone volunteered his services as director and plays the role of Mark Waters. So strong is the emotional impact of the film, keyed by Boone's performance, that the film is not appropriate for children. This 25½ minute 16mm sound color film was produced by KHET educational television station in Honolulu. It is available from Modern Talking Picture Service.

Methods of Arbitration Taught to Insurance Men

Arbitration in the insurance industry, with particular emphasis on the all industry Nationwide Inter-Company Arbitration Agreement is graphically described in a new 14-minute film, *The Paper Sword*. The film uses a variety of visual techniques, including some interesting and novel puppets, to impress upon the audience how to improve their performance in arbitrating cases under the Nationwide Inter-Company Arbitration Agreement. It highlights areas wherein mis-

understanding can cause difficulty in the proper use of these facilities. A purpose of the film is to instruct representatives on the effective procedures to follow to secure full benefit from the arbitration programs.

The film is available on a loan basis for signatory company training programs, seminars, etc. It can also be borrowed for meetings of claim personnel and other groups interested in the all



Clever puppets point out effective procedures in arbitration program.

industry arbitration programs.

The Paper Sword was produced by Animatic Productions, New York. Inquiries on the film should be directed to Bernard L. Hines, Jr. Secretary — Committee on Insurance Arbitration, 85 John St., New York 10038.

Filmstrip Programs Promote Understanding

Through the eyes of black and white Americans, "soul brothers" in the truest sense of the term, more than two hundred years of the American experience — from 1730 to the present — are vividly recreated in a multi-media sound filmstrip series, *Men of Thought, Men of Action*. Nine units, each complete with filmstrip, record, teachers guide and study prints, compare and contrast the lives of men, black and white, who brought their unique visions to bear on significant themes in American history.

A second filmstrip program, this one in six parts, takes a behind-the-scenes look at what is involved in a black citizen's achievement of political success in this country. *Black Political*

Continued on page 24



Achieving his professional status, the rising salesman (Van Johnson) learns from the tutelage of the "old pro" (Forrest Tucker).

leads the younger man through a five part puzzle involving five vital points of sales professionalism.

As the younger man gradually works his way through the puzzle, his sales increase, his outlook brightens and he both exudes and gains professional respect.

Filmed in Chicago by Take Ten, Inc., *The Professional* along with a well-planned package of collateral materials can be a strong motivational influence on any sales force, and a good addition to any sales training program.

Following closely on the heels of the successful *Second Effort* starring Vince Lombardi, early responses to *The Professional* point to the fact that it will be

We deliver people ...not just numbers!

... and that's the beauty of movie theater distribution of PR films. You can measure audiences accurately, literally count heads, know exactly how many people have seen your film.

Indeed, United World, thanks to its ties with Universal Pictures-MCA, has been able to develop the theatrical markets of the nation into one of the most **efficient** forms of PR film distribution.

Even paid TV or print advertising can't really be as precise in measuring its audience. There's no way of knowing exactly how many viewers or readers actually got **your** message. But with movie theaters, we **do** know.

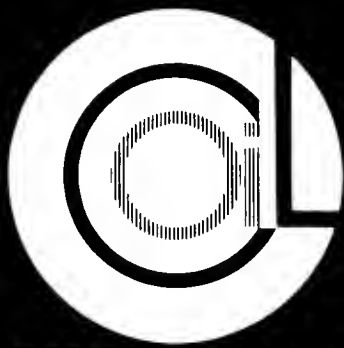
What's more, the comfort of today's theater, the lack of distractions in the darkened room

— and the lack of competition with the convenient kitchen refrigerator — will help make any message digestible.

Will your film "make it" in the theatrical market? There's one certain and quick way to find out. Check with the man from United World. He's got ample experience to feed you figures on audience totals, costs per thousand (generally, quite low), and an honest appraisal of your film's marketability.

And ... whether it's strictly movie theaters, or a mix that includes television and 16mm non-theatrical ... specific or general group audiences ... we'd be happy to show you why it pays to discuss your film distribution with the man from United World.





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picture parade . . .

continued

Power goes beyond mere biography to give insight into the black community and its motivations. For information on either of these film strip programs, write Doubleday & Co., Inc., School and Library Division, Garden City, L.I., N.Y. 11530.

Films Teach Principles Of Communication

Roundtable Films has released a series of four films whose purpose it is to improve business communication through the use of proven training techniques. *Engineering of Agreement* demonstrates directive and non-directive techniques that are basic to obtaining cooperation, winning acceptance for programs and handling differences of opinion. *The Way I See It* attacks the problems behind job assignments that fail, goals that are never reached and work relations that deteriorate.

Person to Person Communication analyzes the major barriers in face-to-face communication and demonstrates specific practical methods for overcoming these barriers. *The Anatomy of a Presentation* shows how to organize, prepare and deliver oral presentations in an interesting and persuasive manner.

For information write Roundtable Films, Inc., 321 S. Beverly Dr., Beverly Hills, Calif. 90212.

Navy Releases Films On Oceanography

Three 16mm color sound educational films, produced by the Public Affairs Office of the Oceanographer of the Navy, have been released for free public use.

The Nature of Sea Water, 28½ minutes, explains the physical and chemical properties of sea water, and shows how understanding them is the basis of the study of oceanography.

Modern Geodetic Surveying, 20 minutes, explains the origins and development of geodetic surveying and man's progress in measuring the earth.

Oceanographic Prediction Systems, 28½ minutes, describes recently developed Navy prediction systems and tells how they now permit man to better

understand and make fuller use of the ocean environment.

Prints are available from Public Affairs Offices of all Navy Districts.

Indianapolis 500 Featured in Goodyear Film

The human drama of auto racing, unseen by the crowd, is the subject of *Once Upon a Friday* which views the Indianapolis 500-mile race through the eyes of a veteran driver and a rookie. It reveals the thoughts and emotions of Dan Gurney, who was making his eighth attempt to capture the prize which had previously eluded him, and Mark Donohue, who was trying for the first time. Both express their feelings during the agonizing wait for the signal to start their engines.

Highlights of the 53rd running of the Indianapolis 500 are also a part of the story as Gurney again had to settle for a second place while Donohue won "Rookie of the Year" honors with his seventh place finish.

The film is available from the Goodyear Tire & Rubber Company, Public Relations Film Library, Akron, Ohio 44316.

Film Aids Management Employee Relationship

Some of the most difficult problems faced by managers who must work with and through other people to attain organizational goals — problems of morale, productivity and turnover — are discussed by Dr. Abraham Kaplan, professor of philosophy at the University of Michigan, in a 16mm film, *Human Considerations in Management*, available for purchase or rental from the University of California Extension Media Center, Berkeley.

In a lively, spontaneous and stimulating discourse, Dr. Kaplan points out that management is hindered, not advanced, by the conventional patterns of behaviour that managers as well as employees often hide behind. When people break through depersonalized responses, the astute manager perceives an opportunity.

Continued on page 26

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Here's a hard-hitting sales tool for every salesman. Whatever your product or service, DuKane "FLIP-TOP" portable sound filmstrip projectors tell your sales story accurately and enthusiastically . . . put "FLIP-TOP" to work for you and watch your sales grow.

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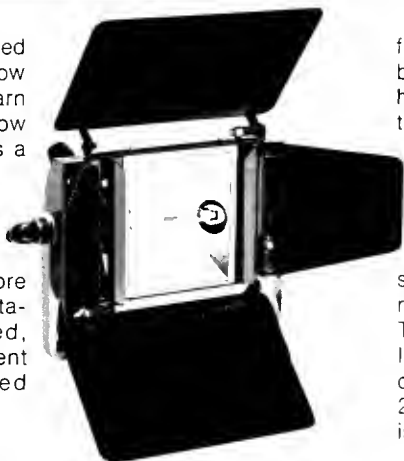
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picture parade . . .

continued

ity to establish a genuine relationship which can bring with it loyalty, enthusiasm, imagination and excitement.

Claxton Completes Fashion Trilogy

With the completion of the "Mademoiselle" magazine fashion film, *Explo-Fashion on Campus '69*, Bill Claxton has finished a trilogy of fashion films started when he produced and directed *Basic Black*. Both *Explo* and *Man in the Trevira Era*, the second film in the series, were produced by MPO.

Explo-Campus '69 is a 15 minute color film based on the August issue of "Mademoiselle". It is being used for advertiser, agency and department store promotion.

Film Provides Facts On Man-Made Fibers

A color film designed to give consumers the latest information on fabrics of man-made fibers has been released by the Du Pont Company. *The Way it is With Man-Made Fibers* tells the story of a typical woman shopper and the questions which confront her in selecting from scores of household and apparel items. Cutaways to demonstrations and animation are used to provide the viewer with information and terminology needed to understand differences in fiber, type of fabric and blends.

The film was produced by Jam Handy Productions. Requests for loan should be directed to Motion Picture Section, Advertising Department, Du Pont Company, 1007 Market Street, Wilmington, Delaware 19898.

Australian Water Sports Featured in Kodak Film

Cameras are focused on Australian water sports in the film "What's Up Down Under?", sponsored by Eastman Kodak Company.

Sailing enthusiasts will find excitement in the thrills and spills as 18-foot boats race to raise their colorful oversize sails in close maneuvers as well as the

surf club competitions and surf boat racing.

The theme of the film is water—near it, in it, or under it. It ranges from the less active beach sports of balloon-blowing contests for senior citizens to diving through blow holes for underwater activity.

This 20-minute film is available from the Audio-Visual Services Department, Eastman Kodak Company.

Archaeological Findings Authenticate the Bible

Recent archaeological discoveries in the Holy Land which support the authenticity of the Bible are reviewed in a 16mm-sound film called *Archaeology Proves the Bible*. The Dean of Archaeology at Jerusalem's Hebrew University, Professor Yigael Yadin, appears in the 28-minute color film to discuss the findings and their significance.

The free distribution of this film is sponsored by Dawn Bible Students Association which also sponsors the distribution of *The Unknown God*, a film about the Apostle Paul's controversies with the heathen philosophers, and *The Search for an Answer* in which the question of future life is discussed.

Write Modern Talking Picture Service for information on any of these films.

High Energy Physics Research Explored

The Atomic Energy Commission has released three popular-level motion pictures dealing with the use of particle accelerators in high energy physics research.

People and Particles, 27 minutes, shows the life, thinking and work of a team involved in a research project in a modern high-energy physics laboratory. The film follows a team as it sets up and tests one of the basic theories of modern physics—quantum electrodynamics.

Synchrotron, 14½ minutes, uses live action and animation to discuss the components and operation of the Cambridge Electron Accelerator. *Exploring the Atomic Nucleus*, 13½ minutes,

photographed in part at Argonne National Laboratory, describes particle accelerators, the basic tools of high energy physics.

Prints of the motion pictures are available for free loan from film libraries of the Atomic Energy Commission.

Pleasure Boating Offers Career Opportunities

Boats Need People, a 13 minute color film on the subject of job opportunities in the pleasure boating industry, was produced by Victor Kayfetz Productions, Inc. for the National Association of Engine & Boat Manufacturers. It illustrates the decade of growth of the industry, the future of the market, and the career opportunities open in this expanding field.

Prints are available on a free loan basis from NAEBM Film Library, 295 West 4th Street, New York, New York 10014.

Color and Humor In Film About Holland

Using a swiftly-moving montage of colorful shots and brief sequences of the rich land and produce of the Netherlands, *Holland: Terra Fertilis*, tells the story of Holland, without narration, but convincingly and with humor. Quick cuts, juxtaposition of images, and a lively musical score are used to give strong impression of the richness of Holland's agriculture, and the high degree of skill involved.

This 11 minute, 16mm film was produced by Carillon Films and preview prints are available from ACI Films, Inc., 35 West 45th St., New York, N.Y. 10019.

Giant Aircraft Presented In Air Force Film

C-5 Galaxy, World's Largest Aircraft, is a 28-minute documentary which the entire family will enjoy, and which will be of interest to aerospace organization and to Department of Defense personnel. The movie explains, in color, how the gigantic transport was manufactured, why it is needed, its unique capabilities as subsystems, and the revolutionary impact it will have on military and civilian transportation.

The film was produced by Cinecraft, Inc., Cleveland and is available from Air Force Book film libraries. Ask for film #S 1768.



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Packard Bell Shows Story to Dealers

PACKARD BELL is literally taking its television and stereo manufacturing facility directly to its distributors and dealers with luggage-type self-contained projectors to dealer showrooms to relate entertaining sales stories, reports George O'Leary, manager of product training.

Already the West's largest television and stereo manufacturer, Packard Bell selected this technique to reach its burgeoning audience because they can tell an almost complete product training story in a relatively short period of time.

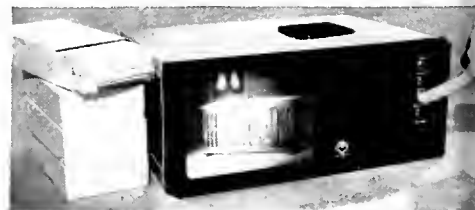
Initially, Packard Bell's product training activities employed actual products, flip charts, and slide presentations during meetings O'Leary has held throughout the country since 1964. The presentations explained the technicalities of cabinetry, furniture design, product features and benefits. These were backed by the industry's first feature comparison charts, which the company began circulating to distributors in the early 1960's.

Now, the distributor salesmen are participating in the manufacturer's product training program by learning more themselves and carrying projection units into the dealers' showrooms.

"Everyone knows that a salesman will concentrate on and sell the merchandise he knows best," O'Leary said. "Our new techniques have depended on developing aural and visual concepts so the distributor can easily relate a sales point to the dealer, an important adjunct to existing training programs."

Four professionally produced and narrated 16-mm color filmstrips packed individually in "pop-in" cartridge form are devoted to specific sales point areas of color television, stereo, furniture craftsmanship and a Packard Bell Story. The latter includes the firm's history which starts with the introduction of the nation's first AC table model radio in 1926 through the development of sophisticated, modern color television receivers.

Currently, each presentation filmstrip adheres to a specific story line and may be run in any sequence, with the distributor simply alternating the cartridge. Filmstrips vary in length from five to seven minutes but can easily be expanded to twenty-four



Four different color slidefilms with narrator cover television, stereo, furniture and the Packard Bell "story."

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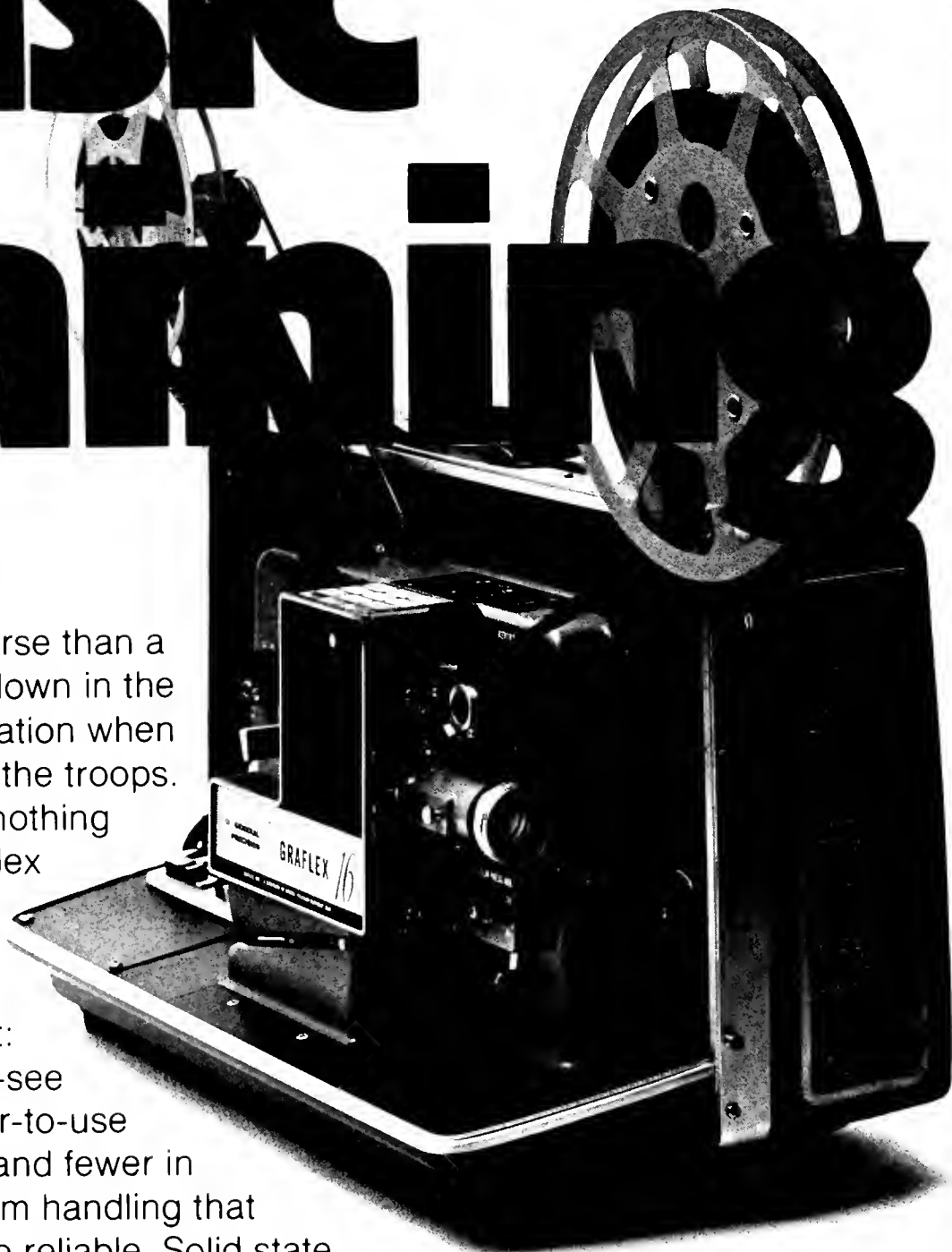
That's why there's nothing better than a Graflex 16mm projector.

No matter which model you choose, you'll get the features you want most:

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amplifiers that spread undistorted sound throughout an entire room whether it's large or small. And solid state circuitry that turns the projector on in a snap so you can switch from film to whatever, whenever you want. Other models include Arc-Lite, television, and magnetic features as your needs require. We even have a 950 model priced so economically that we call it budget projection. It's yours right now at your Graflex dealer. Or write

Graflex Division, The Singer Company, 3750 Monroe Avenue, Rochester, N.Y. 14603. In Canada: Graflex of Canada Ltd.



SINGER
EDUCATION & TRAINING PRODUCTS

THE AMERICAN open house, long recognized as one of our culture's most archaic institutions, took a giant step towards the twentieth century with the aid of mixed-media and an enterprising, young advertising agency in Long Beach, California.

A "creative environment" open house was planned to open a new suite of offices located high above the Long Beach waterfront or three-year-old Davis & Associates Advertising. The agency wanted to show more than just furnishings and panelled wallboard. It felt the event should reflect the environment of advertising, showing creativity, sensory stimulation, and imagery common to the advertising world.

This made the usual open house with its sterile formality and ghastly small talk, both appropriate and obsolete.

Agency Creative Director Jim Szalapski designed a format intended to strikingly involve the senses and emotions of the 400 guests invited. Relying heavily on mixed-media, the physical format is shown in the accompanying diagram showing spatial relationships of the various elements selected for the open house.

The event was announced by a mailer which included an oversize psychedelic poster introducing the agency principals with short, elliptical prose statements, and a colorful invitation written in the spatial style of e. e. Cummings asking the receiver to "open your mind . . . inside the hyper-creative environs of advertising," at the agency's open house.

In short, an unusual experience in the form of an open house was promised to those choosing to attend.

Upon arriving, guests were given a short tour of the new offices with art facilities, then were shuttled in small groups by elevator down to a large, bare concrete-floored room used for the environmental open house. Once inside, guests were bombarded by diverse stimuli all selected to say, "Davis & Associates is an advertising agency. It's creative, exciting, new, and fun."

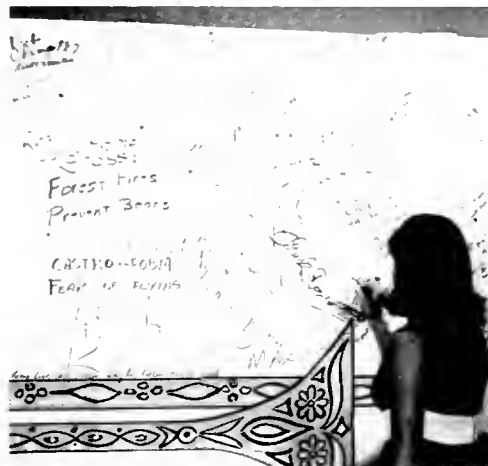
Windows (8 feet in height) surrounded two sides of the room and were completely covered with giant poster segments from billboards arranged in a totally distorted manner. Giant images of quarter-faces, split words, and color splashes glowed muted light into the room from the late setting sun until well-dorned the concrete surfaces of the remaining walls. These giant graphics distorted scale, creating a state of anomie and added bold impact to the room's effect.

Three carousel projectors aimed at a series of screens flashed 500 color slide images of the agency's personnel and samples of their work in varying sequence every six minutes. Two tape recorders played continuous acid rock music interspersed with mock commercials and put-on announcements, such as the winner of the door prize drawing is Mrs. Marshall McLuhan. Please come to the ticket counter at once." A four-sided graffiti panel surrounded one pillar, equipped with four roads, felt pens, inviting the guests to create their own pop expressions for all to share.

Continued on next page

Mind-Boggling Open House

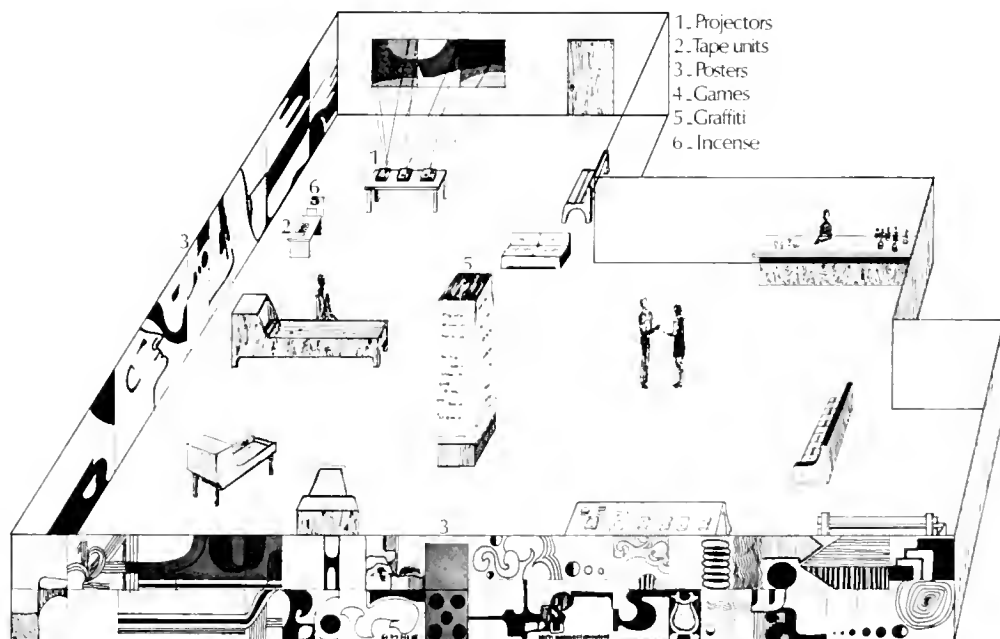
Here's how a few clever ideas and relatively inexpensive effects can take the staid American open house and turn it into a memorable experience for those attending.



Active participation by all guests was encouraged by this oversize graffiti sheet.



Sorting slides for the mixed-media open house is Chuck Davis, president of the agency.



On this assignment, the cameraman had to disguise himself as a delivery boy, and shoot scenes on board a New York City bus with his camera inside a cardboard box.

On board ship, cruising to Bermuda, the filming crew pretended they were tourists, and carried the camera and recorder to each new secret setup inside small suitcases.

What they were doing was shooting sync sound sequences for (gasp!) Candid Camera. What they were using was an NPR.

Smile — you're on Cardboard Box.

The cameraman boarded the bus with his cardboard box, and sat down by himself. The soundman got on at the next bus stop, with his Nagra in its leather case hanging unobtrusively from his shoulder. The director was waiting at the next stop, with a trombone player from the local high school band, in full band uniform with trombone. And at every stop thereafter, another member of the band, in uniform with instrument, climbed on the bus and joined those already on board in playing selections from Sousa.

Through the small holes in his cardboard box, the cameraman shot the bus driver's reactions, which ranged from amazement

to fury. When the driver stopped the bus to look for a policeman, director-interviewer Bob Schwartz tapped him on the shoulder and delivered the immortal lines: "You're on Candid Camera." The bus driver didn't believe it, even when the cameraman got up and walked over to him, still rolling, to get a close-up of his expression as Mr. Schwartz told him that inside that cardboard box was a motion picture camera. Gasp.

Psst! — Hand me a Chicken Leg.

The cruise to Bermuda took four days. If the Candid Camera team were discovered by a passenger, the news would spread fast and they would be unable to work for the rest of the time at sea. Several bizarre situations

had to be set up and shot without their victims knowing what had been going on until the last day of the trip. The film crew ate in the passengers' dining room; the actors had to skulk inside the cabins all the time—except when they were impersonating soup-spilling stewards or starving stowaways. Hidden inside one of the lifeboats, the "stowaway" would lift its canvas cover a few inches and ask a passing passenger to bring him a chicken leg from the buffet table.

Suspicious Suitcases Prohibited.

To get to each new setup, the film crew carried their equipment casually through the passageways inside small suitcases—big cases would look too sus-



ious. For this, they needed a camera about the size and shape of a briefcase — and luckily they had one. The NPR. At the setup, a place where there was room to shoot they couldn't use, because a passenger might wander anywhere where they wouldn't be discovered was too small to fit in — so they used that.

The great Film Runout Problem.

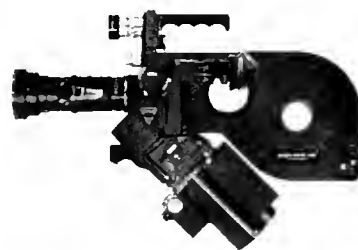
No room for 1200 foot loads there. No AC power, usually. No tripod, even, half the time. Certainly no blimp. But if ever there was a show that needed 1200 foot loads, it was Candid Camera. The classic problems of shooting un-rehearsed action, plus the necessity for total secrecy. The program's shooting ratio averaged

around a *hundred to one!* And the best action very often happened precisely at film runout, of course. Gasp.

I said Sync, Madam — not Sink.

But Mr. Schwartz reports that the two-man crews got to the point where they could change the NPR's magazine literally in three seconds. They left the tape recorder running; and the NPR's built-in clapper automatically re-established sync. With earlier cameras, they had used a system of warning lights to let the interviewer know that he should stall the action while the crew changed magazines. But with the NPR, all that was found to be unnecessary. The NPR, in fact, turned out to be the ideal Candid Camera camera.

We have a brochure on the NPR that we'd like to send to you. Just let us know your address. Ours is Eclair Corporation of America, 7262 Melrose Avenue, Los Angeles Calif. 90046. Call (213) 933-7182



eclair

Camera makers since 1909

open house...

continued

Various symbols of advertising, including bus benches with ad messages and point-of-purchase cards, were standing about the floor. On one bench sat a mannequin, staring blankly into space. In a corner were three pinball-like amusement games which the guests played well into the evening. Another corner contained prepared food and drink. The odor of Asiatic incense pervaded throughout.

This combination of sensory stimuli: visual, olfactory, and audial, gave an intense feeling of excitement and energy. The participation provided by games, food and drink, and the graffiti panels, gave direction to this energy. The overall effect was one of intimate involvement, and a knowing sense of creative stimuli so important to successful communication and advertising.

And the guests in attendance also were left with a greater understanding of Davis & Associates Advertising.

As the evening moved on, the projectors were constantly rearranged, sometimes show-

ing images at extreme angles across the screens, sometimes projected on the crowd itself. At a predetermined signal, the agency personnel started tearing the giant billboard segments from the windows and walls; the guests, of course, joining in. This created a catharsis of activity allowing everyone to expel the pent-up energy caused by the extreme, four-hour stimuli bombardment, with the resultant satisfaction of having completed the vent.

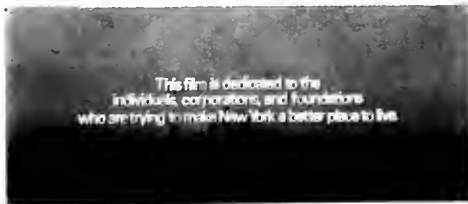
Response to the experimental, mixed-media open house was slightly less than sensational. Many persons have requested encores. All have expressed their delight.

Communication operates on many levels. Davis & Associates tried to utilize as many as possible for the highest possible impact in opening their new offices. Mixed-media makes possible the successful culmination of this, and opens up broad new vistas for the American open house to follow.



Included with invitations was this poster announcing the agency's move.

A Positive Approach



"I really love my garden more than I ever worked in my life -- I never worked ten hours in my life before, now I've worked twenty hours a day -- a lot of days."

"This is a very important thing, the way that really lives, that's why, because the animals they really, that they are loved and they get into it."



Opening scenes and narration from sequences of "The Proud New Yorkers."

CONSOLIDATED EDISON Company of New York is showing a new and "different" film about its own bailiwick this fall to audiences in theatres, on television and in group showings throughout the New York metropolitan area. Association Films is the distributor.

The Proud New Yorkers, 22 minutes in length, color, and photographed in Techniscope, focuses attention on the deeds of many individuals, organizations and corporations who are doing positive things to make New York City a better place to work and live. It does not sweep problems under the rug. But rather than putting emphasis on the problems, its emphasis is on positive contributions to solving some of the problems.

Among highlights of the film are sequences on the Bedford-Stuyvesant Restoration Corporation, a Chinatown Sweep-Up, Rock Park Conversation Center, the Salute to the Seasons Fund, the South Street Seaport, Con Edison and IBM training programs, the P.O.N.Y. program in the Village and Mrs. Roberts' Miracle Gardens in Harlem.

There is no narrator and no



Chatting at the preview of "The Proud New Yorkers" is John Peckham (left), Russell W. Holt from Consolidated Edison, and Robert Finehout, vice president of Association Films, Inc.

formal script. Rather, the producer, Peckham Productions, New York, has been able to put the film together with the voices of the people involved. Nobody could have written Mrs. Roberts' line, "The kids are going to catch on . . . if they don't catch on to something good, they're going to catch on to something else . . . they're going to catch on."

Con Edison believes there is a desperate need for hope and optimism in New York, and thinks the film may help in that direction.

The *Transplantors*, besides being a very good film on heart transplantation (Gold Camera Award, U.S. Industrial Film Festival), represents a part of a rather successful medical marketing package produced by Medical Communications, Inc. (Medcom).

For years in the competitive pharmaceutical market trying to reach doctors and professional medical and health people has been a foreboding challenge where a film, an ad, a salesman, or a brochure alone were never enough, it seemed, to successfully sell.

Medcom evolved a multi-media marketing package that combines film with comprehensive contemporary print and self-testing materials to be used by health pro-

fessionals. It fills the need for information presented in an undisguised educational format and delivers information in a format that can be seen and used, to help sell the product.

Many of the ideas used in Medcom presentations were suggested by the company's founders, a group of activist doctors teaching at Harvard Medical School who realized that there was a need to use sophisticated communications techniques to give health information to practicing physicians, hospital staffs, allied health professionals, and the general public. Two hundred physicians from throughout the country provide a source of up-to-date medical information.

Enter *The Transplantors* as a case in point. Johnson & Johnson, a company dealing with both the medical world and the general public, was able to present a significant service to both groups through a total package about transplantation. Medcom was able to provide an up-to-date film on the subject in a high interest time period. The doctors at Medcom were also able to present practically every leading physician involved in transplantation (Dr. Christiaan Barnard, Dr. John Merrill, Dr. Paul Dudley White, Dr. Denton Cooley, Dr. Adrian Kantrowitz among the many)

on film to probe their thoughts on the subject. The film was dynamic in approach.

A comprehensive monograph (that looks more like TIME magazine than a textbook) presents more in-depth data about the medical problem, and other practical, clinically relevant facts. The monograph's job: to tell the full story, so a doctor is prepared with the latest and best information. The third part of this learning system is self-evaluation materials with which a physician can test his knowledge.

The total result is still being added up. Thus far approximately 900,000 people from the health field have been exposed to the funding company by viewing the film. Commercial TV stations have also shown the film to a few million viewers in the

general public. Medical schools are now using the monographs as the up to date text on the subject of transplant.

The *Story of A Hormone* is another example. A major pharmaceutical company had a not untypical marketing job. It related to a not-too-new product that had been advertised, promoted, and direct mailed to the medical market for several years, but had barely scraped the surface of its potential. Doctors lacked information about the product, did not fully understand its benefits, and all-too-often, therefore, did not utilize the drug.

A major color documentary film that involves many of the leading physicians in this field of medicine was produced. It's job: to present, in a highly ethical fashion, the newest information about this field of medicine, and to stimulate interest by physicians. This was accompanied by a monograph and self-testing device. In the process, a physician uses no more than a couple of hours to get comprehensive information about the hormone and its treatment. And the pharmaceutical company had delivered its message — its total message — to the target market.

These examples do not stand alone. What's important is that other packages

involving major, contemporary medical documentary films have been, are being, and can be produced for numerous other companies. It's another opportunity for the film maker. And for sponsor companies, it's a real versatile sales and marketing tool.

The medical and health industries are not the only place this concept can be put to work. It can apply equally well in many other areas. Dartnell Corporation, for example, uses a similar concept in many of its outstanding sales training films. *The Professional* (see article in this issue) nicely combines the film and related print and giveaway materials.

To make sense, several ingredients are required. One, the target audience (the

buying influences) must have a need for the information — outside those of the traditional advertising and sales promotion channels. Two, the product around which the system will be developed must fit into the contemporary posture of that market. (If it's a once-great product whose time has passed, forget it; an interesting film cannot re-create the product's lost youth or usefulness.) Three, it should be a reasonably new or complex product or serve a complex need in the market.

One, two, three adds up to a demand for attention (which the film generates), detailed and comprehensive data (which the monograph delivers), and a practical understanding of the product (which the self-testing material assures).

Almost always, when these criteria exist, the opportunity exists for a total package built around a major documentary film. It's a marketing tool that can and does generate large audiences on the one hand . . . and that can be used by a sales force for rifle-shot sales work with individual prospects. It's a marketing tool that is informative and educational when education is what's needed and wanted by the audience.

It's a marketing tool that works. And good film is at the heart of it. •



Conference room is shown at left with main studio arrangement illustrated in photo at right.

AT&T's A-V Center: Videotape in Action

A NEW Audio-Visual Center, incorporating the latest and most sophisticated industrial videotape production facilities, is now in operation at American Telephone & Telegraph Company headquarters in New York.

An activity of the Film and CCTV Division of the company's Information Department, the A-V Center was first organized on an experimental basis in July, 1968 and began full-scale programming in February of this year. While AT&T has been in the forefront of industrial audio-visual activities for more than 50 years all the mechanics of production have usually been delegated to outside, independent producer contractors working under Film Division supervision. But now, recognizing the increasing importance of videotape in industrial communications and the immediacy with which programs may be planned and produced, the company has set up a small production staff and is currently serving a broad range of headquarters building management.

One reason AT&T has initiated its videotape program is to complement the activities of the ten Bell System companies now with VTR studio facilities, and also to provide a nucleus of information for all 13 other companies, many of whom are contemplating videotape use in the near future.

The way it looks to A.T.&T. audio-visual management at this stage of the game, videotape programming will eventually find its most active use in training, but as of now it is most frequently used in management dissemination and employee information.

Since February, almost all departments of the company have used the center in one way or another. Noted on the activity sched-

ule for one week in August were videotape program origination or playback for Treasury, Maintenance and Engineering, Marketing and Rate Plans, Information, Traffic and Long Lines. All 23 Bell System companies have sent representatives to orientation and training sessions held at the center during recent months.

When AT&T first contemplated a videotape set-up in the summer of 1968 it was recognized that one of the principal problems in any system was compatibility. Videotape recorded on one system can not be played back on another. Because the Ampex one-inch system was in use at other Bell System companies, it seemed logical to continue on with the same system at AT&T's center. Two Ampex VR-7800 VTR's are thus the key to the whole operation. One is used for regular constant taping activity while the other is a back-up. Both are used for editing, which in today's one-inch taping technology is now quick and efficient. Other equipment in use at the center are four GPL cameras, Ampex 400 audio recorders, Gates-Diplomat audio mixers, a TelePrompTer, and a complete Colortran lighting system.

While color taping is not contemplated in the near future, a great deal of the auxiliary equipment in use — lights and assorted electronic hardware — is either immediately ready for color or can be quickly converted.

The Audio-Visual Center is comprised of one main studio 20 by 34 feet, a 19 by 20 foot control room, a small auxiliary studio, conference room, reception area and four offices for staff.

In addition to the fixed studio facilities, a mobile unit consisting of a VTR, small

Approaching its first full year in operation, AT&T's A-V Center in New York complements VTR activities of ten Bell System companies and serves as a nucleus of information for all 13 other companies.

industrial camera, mini-lighting set-up, microphone and monitor can be wheeled to any location in the headquarters or near-by buildings on a cleverly improvised "tea-wagon." This has proved invaluable in taping personnel in their own environment for enhanced naturalness. It also permits instant replay, and approval, by the executives involved, in their own offices.

AT&T's audio-visual staff was fortunate enough to find space for the Center available in a connecting building at the 195 Broadway headquarters. The new Center has 11-foot ceilings and is "reasonably" well-equipped for air-conditioning and good acoustics. Ideally, Film and CCTV Production Supervisor James L. Paul recognizes, a production studio should be built as a box-within-a-box for complete soundproofing, and air conditioning compressors and blowers should be considerably remote from the studio. Neither of these considerations were possible at the new Center, but by good design within existing limitations, and by proper production methods, their lack has not been seriously felt.

Videotape programs produced at AT&T headquarters are now being used in the ten Bell System companies which have videotape facilities operating. They are also used by six other companies which have experimental "starter-sets" and mini-studios. For the seven companies which are not yet equipped with any VTR facilities, programs are converted to kinescopes. All seven of the VTR-less companies are now considering proposals to incorporate videotape into their training and information-dissemination activities.

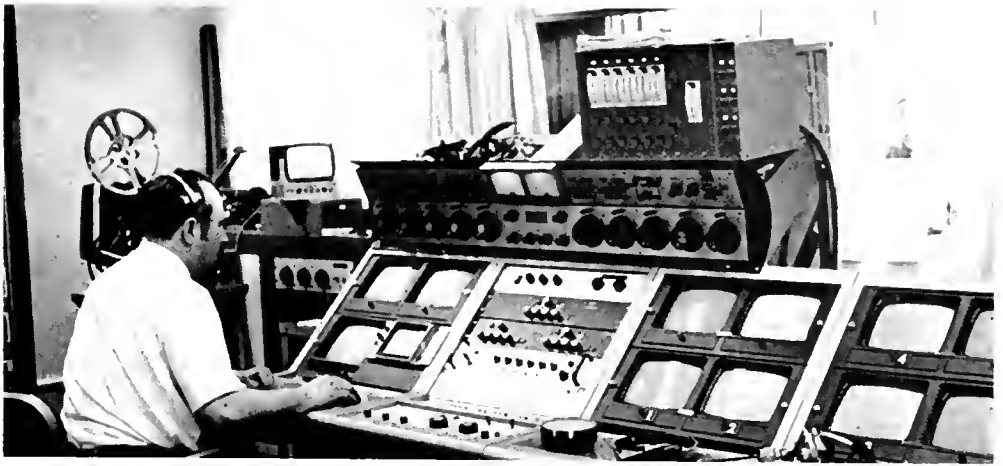
One important part of the Audio-Visual Center's technical facilities is an audio retrieval system which permits directions from anywhere in the system to request and automatically locate audio information stored on tape at the center.

Willis H. Pratt, Jr., Film and CCTV Director of AT&T, told BUSINESS SCREEN recently that "videotaping and the use of closed-circuit television is one of the most significant breakthroughs in internal communications that we have experienced in many years.

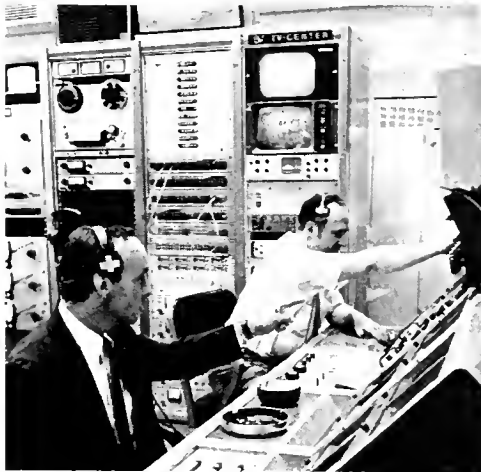
"But, generally," Pratt went on, "business and industry have not moved into the new field of internal communications as quickly as they could have. Whenever any new media comes along there is a long period of development in which standards are not available. We consider it most important that all manufacturers get together and adopt standards. Until then, business will go slowly, always worrying about compatibility.

"Prices of VTR and CCTV equipment are now coming down to attractive levels," Pratt said, "and if the compatibility problem can be solved industry should make great strides in the near future.

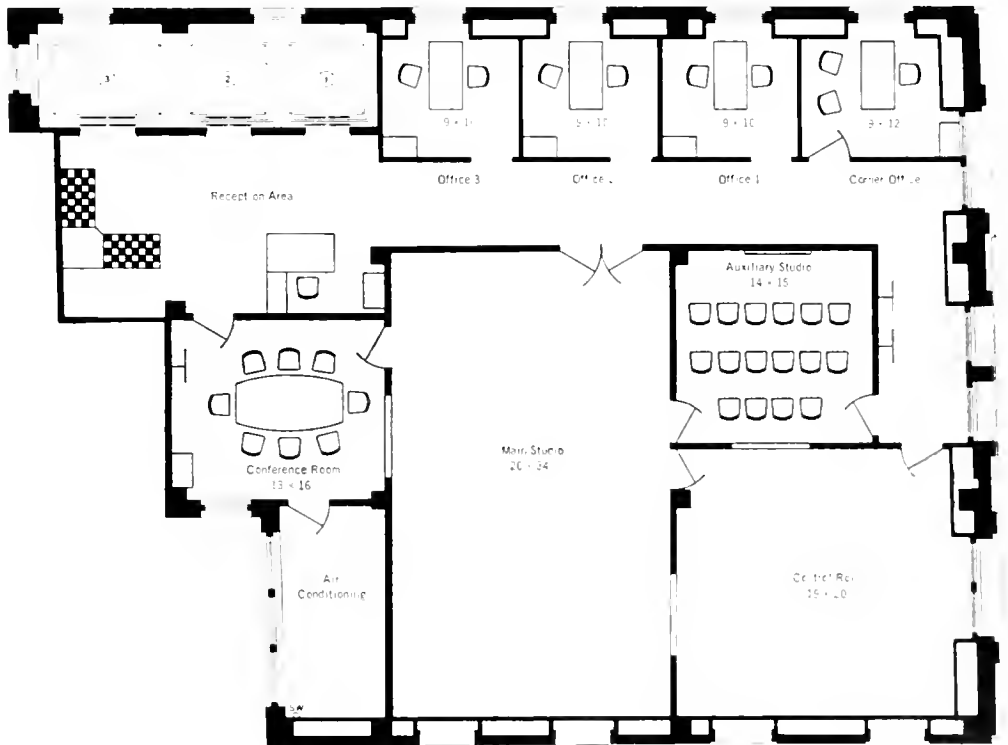
"For the audiovisual specialist," Pratt concluded, "videotape holds forth all kinds of challenge for the future. It is one of the most exciting eras we have had."



Complete control panel is shown above. At right, Supervising Engineer Harry Kaemmerer threads one of the Center's Ampex 7800 VTR's. During a videotaping session (below), Production Supervisor Jim Paul signals Kaemmerer.



This is the layout of the AT&T AV Center in New York.



Super 8 to Surpass All Formats

“WE HAVE a pretty good idea that some day super 8 is going to become the biggest end of the motion picture business,” said Dr. Norwood L. Simmons, assistant vice president and general manager of Eastman Kodak Company’s Motion Picture and Education Markets Division.

Presenting the keynote address of an SMPTE seminar on the future of the super 8 film format, Simmons said, “Educators find that the film can help solve problems, such as reading inadequacies. Business men find that film is an important tool in methods study and analysis. It brings the outside world into the classroom or office. It can motivate and excite. It can sound the call to action. Film likewise lends itself to being used creatively. Special effects are often the only way of depicting the impossible or even the improbable.”

According to Simmons, the mass sale of super 8 prints, however, awaits the time when the public has equipped itself with foolproof, inexpensive devices for displaying super 8 sound motion pictures. “Whether these will be conventional-type sound projectors or living room color TV sets remains to be seen,” he said. “It is hoped that they will be both.”

The first step in getting super 8 sound film adopted will take place in what is known as the audiovisual field, Simmons predicted. The choice of an audiovisual communication medium will favor the system providing maximum flexibility to reach all kinds of audiences, at work in school or plant, at home.

Paraphrasing Dr. Louis Forsdale’s book, *8mm Sound Film and Education*, Simmons said, “As long as the motion picture

was dependent on the 35mm or 16mm formats, it was only economically justified as a medium for reaching audiences in large or medium-sized groups. Now super 8 promises to change all that. Once sound could be added successfully to 8mm film, the motion picture — for the first time — could also be considered as a medium for reaching the individual viewer or student.

“That is why it was imperative that the best engineering and marketing brains in the photographic and motion picture industry tried to come up with an improved 8mm format . . . before the public should become committed to too great an investment in an obsolescent format for 8mm sound. That is why super 8 was evolved. That is why we, at my own company, after more millions of investment and more years of effort than you may quite realize, are betting our chips on the super 8 format,” he declared.

Discussing the potential of the format, Simmons said that in 1968 the U.S. processing of professional 8mm release prints rose to 21 million linear feet — representing an annual increase of 300 percent.

“In terms of being willing to use a miniaturized film system, there are indications that an ever-growing segment of the public is already predisposed to treat super 8 as a professional format,” he said. “Indeed, the public is ahead of us manufacturers of film and equipment in discovering wholly new uses of what I like to call ‘serious 8’.

“It’s not surprising, therefore, to read that the Defense Department has ordered 20 prints in 8mm size of the 25-minute documentary color film, *Why Man Creates*, from its sponsor, Kaiser

Aluminum & Chemical Corporation, or to hear that IBM is using more than 700 of the new type of super 8 combination movie-filmstrip projectors to carry its latest electric typewriter repair and service training program to its field force of service men. Nor is it surprising to see that the National Broadcasting Company saw fit to preempt one hour of prime network airtime to carry a Bill Cosby special program that featured super 8 movies shot by children only six to nine years old. In this case the original super 8 footage was run right through the network’s telecine chain, and the results, I must confess, were often of surprisingly good photographic quality.

“There’s no question about it,

27 Receive Fellowships

The Board of Governors of the Society of Motion Picture and Television Engineers, upon the recommendation of the Fellow Membership Award Committee, under the chairmanship of G. Carleton Hunt, DeLuxe Laboratories, Inc., has conferred the distinguished grade of Fellow Member upon twenty-seven individuals.

The Fellow Awards were presented by SMPTE President Deane R. White at special ceremonies on Monday, September 29, beginning the Society’s 106th Technical Conference and Equipment Exhibit at the Century Plaza Hotel, Los Angeles, California.

A Fellow of the Society is one who is no less than 30 years of age and who has, by his proficiency and contributions, attained an outstanding rank among engineers or executives of the motion picture, television or related industries. Those upon whom this honor has been conferred are:

Roy D. Cahoon, vice president, engineering, Canadian Broadcasting Corp.; Leonard F. Coleman, district sales manager, Eastman Kodak Co.; Robert G. Crane, vice president, Movielab, Inc.; Raymond H. DeMoulin, supervisor, special projects section Photographic Technology Division, Eastman Kodak Co.; Harold J. Eady, vice president and general manager, Bonded Film Services (Canada) Ltd.; Raymond L. Estes, photographic testing engineer, Film Testing Division, Eastman Kodak Co.; Adrian B. Ettlinger, staff consultant, CBS Television Network;

the super 8 format is here to stay,” he concluded. “There will be changes and improvements but the exciting thing is that we in motion pictures and television have in super 8 a master key to unlock for our industries a rewarding and exciting new frontier in visual and auditory communication.”

The two-day Super 8 symposium represented the first time in conference history that two days had been devoted to the study of problems of a specific topic.

The Super 8 symposium was highlighted by a luncheon address by Sen. George Murphy, who helped develop the field. He spoke on “The Future of Motion Pictures and Super 8 in National and International Affairs.”

Harold J. Freedman, assistant to the president, DeLuxe Laboratories, Inc.; Robert O. Gale, director product planning, Motion Picture and Education Division, Eastman Kodak Co.; William E. Glenn, general manager, Applied Physics Department, CBS Laboratories; Everett C. Hall, president, Everett Hall & Associates

Denis H. G. Howe, plant superintendent, Technicolor Film Service; Joseph D. Kelly, vice president, operations, Glenn Glenn Sound Co.; William A. Koch, sales manager, SW, Motion Picture and Education Markets Division, Eastman Kodak Co.; Arch C. Luther, manager, videotape engineering, RCA Corp.; J. M. McDonough, product specialist, Motion Picture and Education Markets Division, Eastman Kodak Co.; Sheldon Nemeyer, manager newsfilm equipment, Laboratory and Sound Services, NBC; John Newell, president, Western Cine Service; Kemp R. Niver, Renovar Co.

and Locare Research Group; Frank H. Riffle, president, Carbons, Inc.; Irving S. Rosner, president, Rosner Television Systems, Inc.; Dudley Spruill, vice president and general manager, Byron Motion Pictures; H. Lero Vanderford (retired) Film Production Manager, AT&T; Robert A. Von Behren, technical director, Mincom Div., 3M Company; Leslie J. Wheeler, manager, Motion Picture and Television Division, Ilford Ltd.; James L. Wilson, vice president-engineering, NBC; and E. Carlton Winckler, director Design and Shop Services, CBS.

Take the 5-second “instant expert” test

New RCA Super 1600 Automatic. It threads itself.

Five seconds—that's all it takes. Flick on the switch—the Super 1600 16mm sound projector does the rest. You're an “instant expert” because *it threads itself*. In just five seconds! Thanks to RCA's exclusive “Safe-Threader”, movies are easier to present than ever before!

But there are many reasons for buying the Super 1600. Economy, for example. Unlike other automatic threaders, the RCA “Safe-Threader” never touches the film. So it never causes wear.

Convenience, for example. Set-up

takes all of one hand. Flip-up reel arms, a smooth tilt mechanism for quick picture alignment, and a precision rack and pinion focus control, get your picture on the screen in a hurry.

Ease of operation is another reason. Fewer and easier operating controls virtually eliminate the age-old headache of fumbling around to get the show started. If you want to reverse the film—just throw a switch. It's that simple.

Naturally, the sound from the Super 1600 matches its brilliant

pictures. The new 15-watt all transistor amplifier and built-in speaker brings you sound as close to life as you can get.

Call your local RCA Audio-Visual Distributor. Ask for a demonstration. Then run it yourself. You'll feel like an expert—*instantly*. For instructive brochures, write: RCA Instructional Electronic Systems, Bldg. 15-5, Camden, N. J. 08102

RCA



By Ott Coelln

IAVA Calls for Awareness Now

As peace marchers milled in the streets outside, members of the Industrial Audio Visual Association meeting in Philadelphia pursued an inspiring program of corporate awareness to current social ills at their Fall Meeting.

PROFESSIONAL MANAGERS of corporate audiovisual activities from Eastern and Midwestern states were in Philadelphia last month (October 14-17) for the annual fall meeting of their Industrial Audio-Visual Association. The Marriott Motel sessions subordinated this group's usual emphasis on sight/sound technology and techniques to share a very timely and topical meeting theme: "To Be Aware!" Program chairman Alan Yost (Bethlehem Steel) and president William W. Walton (I.B.M.) hosted the three-day agenda.

Keynote speaker Thacher Longstreth, executive vice-president of the Greater Philadelphia Chamber of Commerce, brought keen awareness of today's urban crises affecting the business community as he discussed "Doing Business in Our Society." Coming to the podium immediately after the highly-charged multi-screen visualization of *Problems of Our Times* (sponsored by Ohio Bell and introduced by Lee Coyle), Longstreth was visibly shaken by his unsparing review of social upheaval.

"It's hard to follow that act," he agreed, "and it helps to show us the important role which your audiovisual media can play in explaining our manifold social and economic problems."

Another opening day speaker was Dr. Rod Napier, Temple University educational psychologist, who turned these A-V specialists into a laboratory for personal involvement in "techniques for selective perception" as various means for better employment of the communication process were demonstrated. His subject was closely related to the topic of the next speaker, "Alcoholism and Drug Addiction in Industry" which was reviewed by Dr. Donald Ottenberg of the Eagleville (Pa.) Rehabilitation Center. Members of the Eagleville staff, all former addicts, helped to lead group discussions of these problems.

The aspirations, achievements and the frustrations of Black Americans in the business world were extremely well covered by three speakers during the entire Thursday, October 16 morning session. Obie McKenzie, of the College Placement Service, Inc.

clarified the most effective approaches for "Communicating With the Black College Graduate." He was followed to the rostrum by Claude L. Foulkes, manager of special communications programs for IBM. Case history films of actual experiences of Negro workers and job applicants, used in seminars with IBM managers, have been extremely effective in overcoming latent prejudice and in improving mutual inter-racial understanding. Listening to Foulkes, you soon realize that our black brethren understand their dilemma and the long, hard road to real brotherhood far better than most personnel experts.

Proof that capable and motivated black Americans can succeed in business was the presence and presentation at Philadelphia of Benjamin Sallard, general manager of Progress Aerospace Enterprises. Born of an alliance between concerned black Baptists and General Electric's Missile & Space Division, PAE is succeeding in a highly-competitive complex field, though principally staffed, owned and operated by Negroes. It has trained dozens of "hard core" young people and has become an example of what can be achieved in opening new roads for economic and social progress for black Americans.

Dr. Ernest Rose, chairman of the School of Communications and Theater at Temple University, brought a group of advanced young film makers to the Marriott as he discussed "Film and the Now Generation." Some latent hostility toward the "industrial film" as a career was soon evident, apparently related to "youth's suspicions of business" and what they believe to be a lack of creative opportunity in this film area. But the technical shortcomings of one film shown the IAVA audience, largely footage of recent student protest demonstrations, also showed a lack of real preparation for any kind of serious film career. But the presence of a "generation gap" was very evident in comments from the podium and the floor.

Some "bridge-building" for the development of talented young film makers who may seek careers in industry was described

by Ronald Sutton, manager of the Educational Department of the American Film Institute. This relatively new non-profit organization has several active programs which encourage new talents through awards and scholarships. Merle Steir, who has worked extensively in the field of "youth concepts" talked on "Seven Old Rules for Youth" during this phase of the IAVA program.

"Audio Visuals in Sweden" brought focus on international aspects of sight/sound media when Sven Hallonsten, managing director of the Visual Aids Section, Swedish Council for Personnel Administration, described the wide use of effective films by that country's employers and labor organizations. An old friend of BUSINESS SCREEN (whose program has been described in these pages) Mr. Hallonsten is touring the U.S. in search for relevant films to enlarge his country's A-V library.

Andrew G. Freeman, executive director of the Philadelphia Urban League, was the honored guest speaker at IAVA's fall banquet session. He gave illuminating points on "Equal Employment Opportunities and the Race Relations Gap."

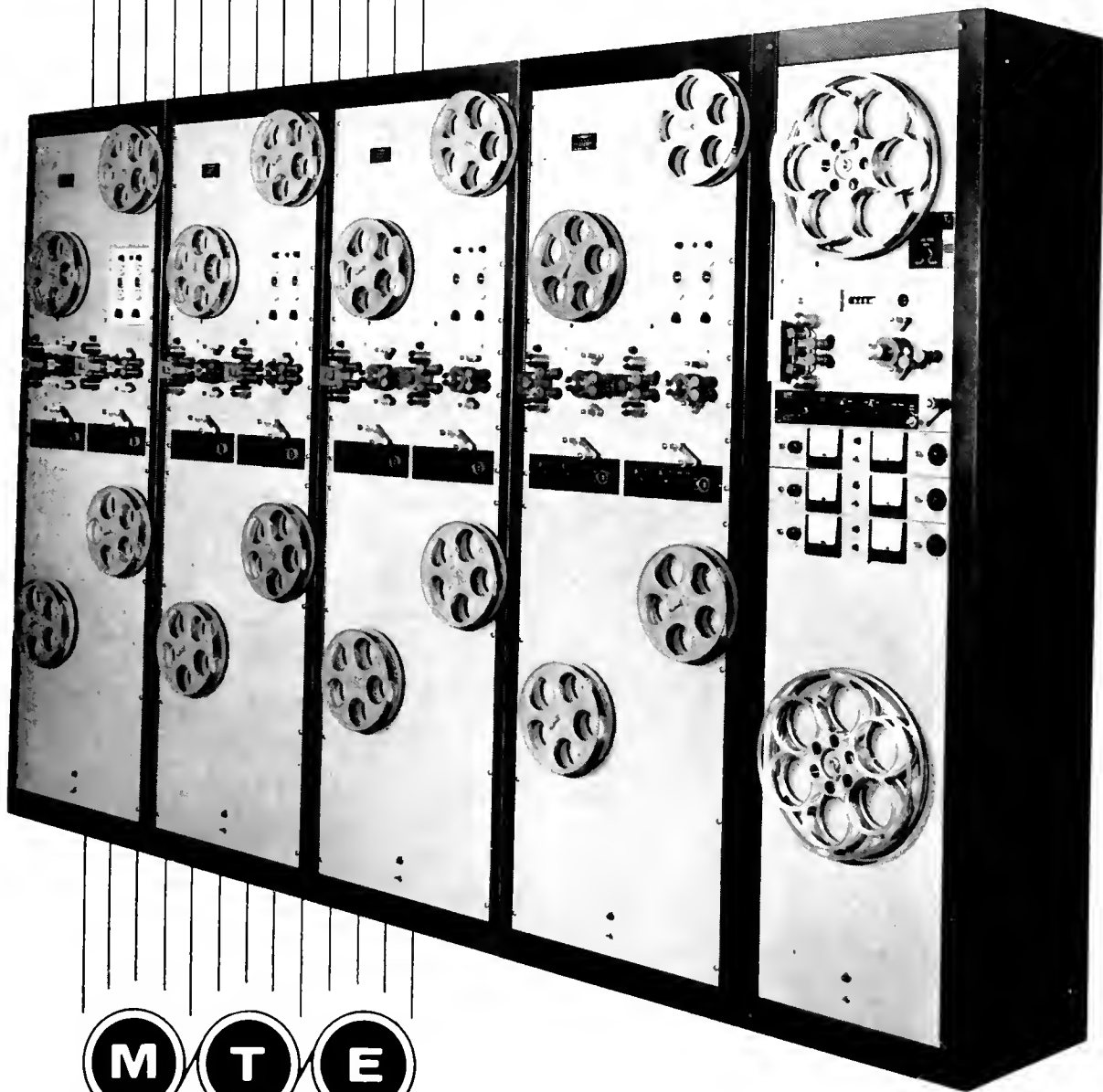
The final day's morning program was highlighted by two speakers from Sears Roebuck & Company, introduced by IAVA's publicity chairman, William T. Dikeman of that firm. Kathy Price, assistant director of Radio and Television Advertising at Sears, talked on "Women in Audio Visuals" and George Hatzfeld discussed "On Your Own Initiative" as a challenge to A-V executives. Leslie Buckland's summary of "The Role of the Industrial Communicator" wound up a highly informative fall program.

Evidence that IAVA is constantly recharging its membership roster and expanding its influence among A-V specialists in industry came during organization business sessions where members heard and saw the "introductory" presentations given by nine new members. From Minneapolis they met Paul A. Anderson, Communications Center Manager, Northwestern Bell Telephone Co. and Wayne E. Peterson, supervisor of General Mills' Audio-Visual Dept. A new Cleveland member is Paul H. Chaddock, manager of Education Systems at Addressograph Multigraph Corp. Toledo sent Richard J. Grafton, general sales promotion manager at Lobby-Owens-Ford Company. New members from the metropolitan New York area are Gordon M. Rhodes, manager of education at the First National City Bank and Leonard Gumley, Manager of Audio Visuals at Hoffmann-LaRoche, Inc. (Nutley, N.J.). Harvey Plants, a former member returned to the fold as Communications and Training Manager for the Birds-Eye Division, General Foods Corp. at White Plains, N.Y. Harry Knipp, supervisor of motion pictures for the International Harvesting Company, at Sheridan, Ill. joined Kurt F. Ross, general supervisor of planning visual services at U. S. Steel Corp. in Pittsburgh and both firms renewed activity in IAVA.

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For your sound studio, screening room, preview room and conference room.



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new products review

Location Lighting Kits Lightweight but Versatile

Hervic Corporation has available a line of tungsten-halogen location lighting kits designed to be as lightweight and compact as possible and yet versatile enough to fulfill the majority of location photographic lighting requirements. Each of five lighting kits, complete with a wide range of accessories, fits into a single carrying case.

The Hervi-Quartz Senior 1000 watt and 650 watt and Junior 650 watt fixtures are provided with a rugged housing design which features flo-thru convec-



Hervi-Quartz Senior 100 watt light (SR/1000) features removable barn-door.

tion cooling. The Hervi-Quartz SR/1000 and SR/650 also feature removable barn-doors. The JR/650 fixtures are supplied with integral four-way barn-doors.

More information may be had by writing *Cinema Beaulieu, Dept. BSC, 14225 Ventura Boulevard, Sherman Oaks, California 91403.*

Film Defect Detector Is Adjustment Free

A high-speed, 16mm film defect detector makes unnecessary the frequent checks on performance and precise readjustment usually needed. All Paulmar film inspection machines are now being equipped with the "Micro-Detector," and all Paulmar machines manufactured

since approximately 1964 can be fitted with the new detector with only slight modification.

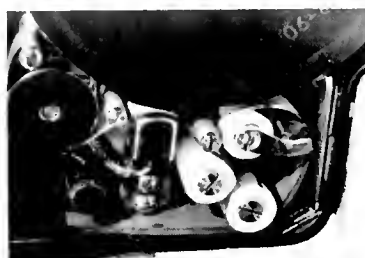
Film inspection speeds through the detector can be increased up to 50% beyond those recommended for present defect detectors. For more information, write *Paulmar, Inc., Dept. BSC, 464 Central Ave., Northfield, Ill. 60093.*

Film System Makes Bolex Magnetic Sound Camera

The Vanderlelie Film System, making the 16mm Paillard Bolex a single-system magnetic sound camera, again is available after extensive improvement. A new Boly-Sound unit, Boly-Drive, and important changes in the camera segment increase accuracy and versatility of the system.

The film guidance system within the camera has been altered to lessen pressure and reduce wear on the magnetic recorder playback, a dual-purpose head. A new spring roller dampens vibrations from the head. Heads are factory pre-tested and can be adjusted for maximum performance. New universal connector is a metal mini-plug, built to last for the life of the camera.

Boly-Sound is an all-new amplifier replacing the recorder formerly used for this purpose. Its mike input is 50 to 250 ohms. Line input is 600 ohms, unbalanced. The line output can be used for monitoring, with a frequency response of 150 to 15,000 hz. Battery-tester, vu-meter, volume control, switch for playback or recorder, and built-in speaker are supplied. Total weight of the amplifier is under



Boly-Drive assures synchronization of picture and sound.

3 pounds, and it measures only 5" x 4" x 7". Boly-Sound is powered by any ordinary 9-volt battery.

The new Boly-Drive, which may be added, is a 12-volt single-speed governed control electric motor installed in the camera to replace the spring-wind mechanism. This operates the camera at a constant 24 f.p.s., $\pm 1\%$, and assures synchronization of picture and sound. Quiet and smooth-running, Boly-Drive actually lightens the camera, and permits installation and use of 200' or 400' magazines. Power is supplied by belt or shoulder-carry battery. Conversion to Boly-Drive requires about three weeks in the Vanderlelie Film Systems engineering facility.

Further details of this inexpensive, high-quality system may be obtained from *Roy Vanderlelie, Dept. BSC, P. O. Box 8092, Universal City, California 91604.*

Audio Cassette 20 Adds New Dimension in Sound

The Audio Cassette 20 is a portable sound amplifier and speaker system which may be purchased with or without the tape recorder. It features a 20-watt peak power transistorized



The **Audio Cassette 20** has a walnut vinyl covered case and weighs 14 pounds.

amplifier, power transformer, and 6" x 9" heavy-duty 20-watt rated 4-ohm speaker. The Audio Cassette 20 supplies enough power for groups of up to 500 people.

Included as standard equipment are a pilot light, standard output jack for headset listening station, tape recorder mini-

input jack, patch cord and A/C receptacle for use with conventional current. More information is available from *McClure Projectors, Inc., Dept. BSC, 121 Washington Ave., Wilmette, Ill. 60091.*

Sylvania Offers New Rapid Charge Sun Gun

Sylvania's rapid-charge portable Sun Gun movie light features a separate energy power pack and weighs only three pounds. It is designed for 8 and 16mm movie cameras, operat-



The **Sylvania Sun Gun** is a lightweight, portable energy source for a chargeable movie light with variable beam control.

on 9 advanced nickel cadmium energy sources in a power pack which can be carried over the shoulder, in a coat pocket, clipped to the photographer's belt.

Each energy source has a running time of 10 minutes or a proximately two 50-foot rolls of movie film when batteries are fully charged. The energy power packs can be fully recharged in 60 minutes with a separate recharger plugged into ordinary household current or an automobile cigarette lighter receptacle. For more information, write *Sylvania Electric Products Inc., 7 Third Avenue, New York 100*

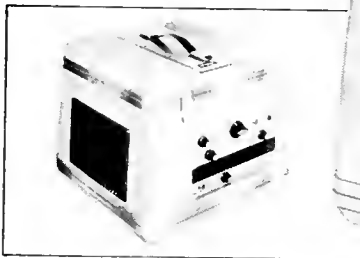
Battery Operated Light From Berkey ColorTran

The Mini-Pro is a battery operated or 110 volt portable quartz light which incorporates utility yoke containing on/off switch and recessed power

Continued on page

THE NEW SELLING, TEACHING, TRAINING MACHINE

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SOUND-MOVIE PROJECTOR**
Communicates your message
instantly in dramatic
live action. In full color
with sound.



FULLY AUTOMATIC ■ EASY CARTRIDGE-LOAD OPERATION ■ DEPENDABLE ■ PORTABLE

It Sells. Even less skilled salesmen become powerful producers with a JAYARK Super/8® Projector to show your products in live action. **It Demonstrates.** Set up a JAYARK Super/8® Projector at your trade show booth and it delivers your message hour after hour. **It Teaches.** In the classroom a JAYARK Super/8® Projector makes it easy to enrich lecture material with visual supplements. **It Trains.** Nothing like a JAYARK Super/8® for shortening training time for skilled or unskilled workers. **It Communicates.** JAYARK Super/8® cartridge-loaded films are easily mailed to branch offices for the presentation of new products, methods, policies.

Kodak Super 8 format assures longer film life. Less film replacement means greater economy. Pre-stripped for magnetic sound and balanced on both picture sides. ■ Long-life, cool burning 80 watt Quartz Halogen lamp. ■ Transistorized amplifier; audio output 5 watts; freq. response - 100 to 8000 cycles ■ 4" x 6" oval

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new products review . . .

continued



An accessory handle makes it easy to hand-hold the Mini-Pro.

ceptable for the 110 volt detachable 9 ft. cord. The smooth and fast focusing control produces a field of light without hot spots.

The unit can be stand mounted or hand held. A complete line of professional accessories includes handle, barndoors, dichroic daylight filter, scrims and stands. For more information, write to *Berkey-ColorTran, Inc., Dept. BSC, 1015 Chestnut St., Burbank, California 91502.*

Color Editing Video Recorder From B & H

A tone wheel editing video tape recorder has been added to Bell & Howell's line of closed circuit television products. The model 2932 permits interference-free assembling of both color and monochrome programming. Pushbutton operation of the 2932 gives foolproof control of all tape handling functions. Tapes recorded or assembled on the new editor can be played on any other Bell & Howell video recorder utilizing one-inch tape.

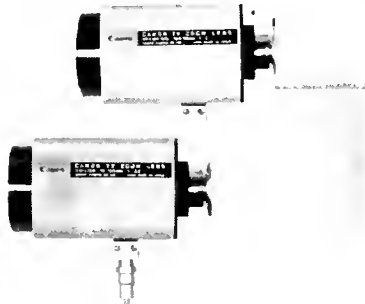
Slow and stop motion are standard on the 2932. For further information write *Bell & Howell Video and Audio Products Division, Dept. BSC, 7235 N. Linder Ave., Skokie, Ill. 60076.*

Canon Zoom Lenses Are Interchangeable

Two motorized zoom lenses, of identical size and configuration, are being offered by Canon. The V6 X 16R features a 6:1 zoom range from 16.5mm to 95mm. It has a maximum aperture of $f/2$ and is extremely well corrected. It has a total of 18 elements divided into 13 groups and has fully closing iris. A

pushbutton control box operates the iris diaphragm, the zooming and the focusing at both fast and slow speeds.

The V10 X 15R has exactly the same dimensions as the V6 X 16R and is interchangeable with it. It has a 10:1 zoom ratio, from 15mm to 150mm, and offers additional telephoto coverage with a maximum aperture of

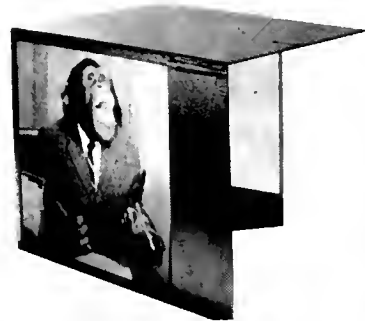


These two motorized TV lenses, extend zoom range—one lens to 100mm and the other to 150mm.

$f/2.8$, fully closing iris. For complete information write *Canon U.S.A., Inc., Dept. BSC, 64-10 Queens Boulevard, Woodside, N.Y. 11377.*

Portable Theaters Set Up in Seconds

Three lightweight and compact Polacoat, Inc. theaters permit easy portability. The theaters, with viewing screen areas from 80 to 272 sq. inches, show slides, movies and filmstrips with equal clarity in room light. Permanent-



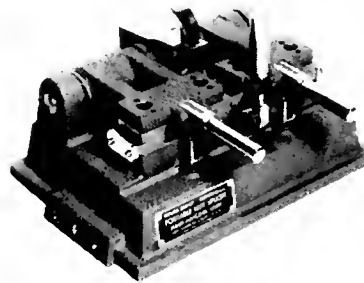
These theaters are ready for constant use in home, office or plant.

ly mounted mirror and plexiglas screen are easy to clean and entire unit folds compactly for storing. They can also serve as photocopy screens.

More information is available from *Polacoat, Inc., 8750 Conklin Rd., Cincinnati, Ohio 45242.*

Hot Splicer Available For Super 8-Film

The Model 816-ST professional hot splicer for slit or unslit Super-8 film is designed for laboratory and special user applica-



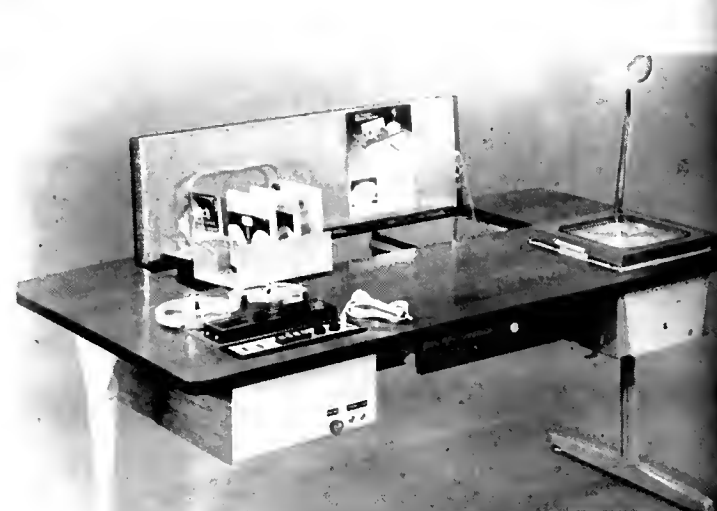
This splicer is also useful for 16mm wide Super-8 film.

tions. It handles A or B winding, emulsion up or down, has two sets of pins and provisions for double scrape. It is rugged, portable, has a built-in life-time scraper blade, hardened chrome steel cutter blades, and narrow, low visibility splices at frame line.

Literature is available on request. Write *Maier-Hancock Sales, Inc., 14106 Ventura Blvd., Box 5135, Sherman Oaks, California 91413.*

Mobile Lighting Outfit For Working Photographers

The Graflex Mobile Lighting Outfit includes a Graflex Strobomatic 500 electronic flash unit with two lamphoods, two silver Reflectasols, all necessary power and sync cords and necessary stands compactly packaged in a handy carrying case. Designed for use by the working photographer, the lighting outfit will particularly appeal to home portrait photographers and photographers



This attractive Teaching Demonstration Centers makes simple the presentation of any subject through the use of both audio and visual material. For details, write *American Seating, 901 Broadway Ave., N.W., Grand Rapids, Michigan 49502.*

working out of small studios.

For more information, write *The Singer Company, Graf Division, Rochester, New York 14603.*

Mini-Mate Provides Audio Mono or Stereo Sound

The Insta-tape Mini-Mate is an automated multicartridge tape player providing programmed automatic sequencing, yet permitting full manual operator control. Cartridges may be loaded and started in a random manner and live sound may be interspersed as desired. The unit may be loaded and set to sequence automatically, obtaining breaks in the sequence by the touch of t



The Mini-Mate has the properties of a group of cartridge tape players connected with a controller to provide automatic features.

"pause" button.

By use of an accessory auxiliary cue, a slide projector may be operated. Thus a series of commercials may be started the touch of the "advance" button. With the addition of a timer accessory a station identification may be inserted in the sequence automatically. For further information, write *Ampro Corporation, 1 Limekiln Pike, Clenshaw, Pa.*



Kodak presents a fully automatic cartridge-loading projector that makes it a snap to show movies.



"Snap"

Kodak's done it for you—snap-on movies with the new cartridge-loading Kodak Ektagraphic 120 Movie Projector. Just snap on the new Kodak super 8 cartridge, and the show's on.

With the Ektagraphic 120 Projector, there's now a low-cost, portable, easy-to-use display system that makes it a snap for anyone to show films. Mean anything to you and your business? Like the fact that now your films are more usable by more people in more places? And the fact that now's the time to consider reducing more of your 16mm films to super 8 for even wider distribution? Think about it.

The Ektagraphic 120 Projector is rugged—completely dependable. You can instantly repeat any part of the film

by just pressing a button. You can also project any frame as a still picture. At the end, the film automatically rewinds back into the cartridge—ready to show again, right from the start.

And the unique new Kodak cartridge? It's also a snap to load or unload with standard super 8 reels in 50- or 100-foot lengths. Just snap it open. Drop in the film reel. Snap the cartridge closed, and it's ready for showing. To edit or clean the film, simply snap open the cartridge.

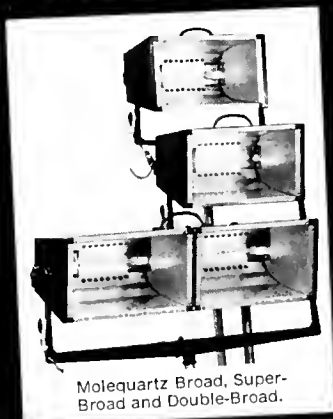
A Kodak Audiovisual Dealer will be glad to show you how the new Kodak Ektagraphic 120 Movie Projector can become a convenience tool in your film operation. See him, or contact the nearest office listed below.

EASTMAN KODAK COMPANY Atlanta: 404/351-6510 Chicago: 312/654-0200
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131 New York: 212/MU 7-7080 San Francisco: 415/776-6055

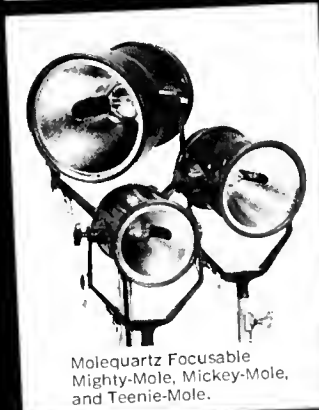
Kodak

Mole-Richardson QUARTZ LIGHTS

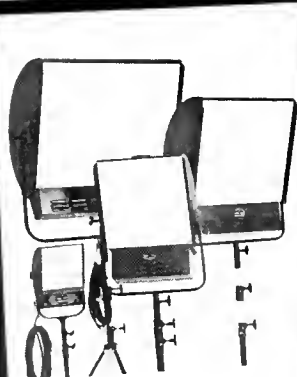
Molequartz light families for all your lighting needs. For details about lights and accessories write: Mole-Richardson Co. 937 No. Sycamore Ave. Hollywood, CA., 90038.



Molequartz Broad, Super-Broad and Double-Broad.



Molequartz Focusable Mighty-Mole, Mickey-Mole, and Teenie-Mole.



Molequartz Super-Softlites.

P.O. Box 1470, Hollywood, California 90028

Pre-Conference Observations

By the time you read this it will be all over! The ballots are all counted, the new officers announced, the Cindy Awards made, and the Conference in San Francisco all wrapped up.

But as of this writing, the conference is still three days away. Because Lon Gregory, Editor of BUSINESS SCREEN will be an official observer, as well as an attending member, we will not mention the conference program, the turn out, or the awards. We'll let him give you a full report next month. So we'll just report on a few things we *do* know: The election results, some new chapter officers, membership west contest results, rules and regulations revisions, and the creation of a new Vice Presidency on the Board of Directors.

The results of the 1970 National Elections are in and here are your new officers and a statement from each.

President Robert B. Montague: "Everyone wins in an IFPA Election. The candidates all become a part of the management and the membership given the promise of new ideas, enthusiasm, and lots of hard productive work."

Executive Vice President Michael Rye: "I've had the opportunity to be a part of a great group of people who sparked this revitalization to its present pact. This momentum must be continued if IFPA is to take its rightful place as the national leader in the audio-visual field."

Financial Vice President Jack Meakin: "IFPA must continually look to expansion and progress. We made great strides in this direction during the past year, but we've got to keep going and do even better."

Editorial Vice President Chuck MacCrone: "Make IFPA a little bit bigger, a little bit better organized, and a whole lot more desirable."

Chapters-Membership Vice President West Ray Hollingsworth: "This office is a challenge to any man. It requires knowledge of the IFPA, its membership, philosophies, aims and eventual goals. I pledge myself to those duties necessary to continue in the fine pattern set by my predecessors."

Chapters-Membership Vice President East Art Rescher: "We need to broaden the scope of chapter activities through greater representation of member affiliations, to obtain new members in diversified categories and,

thus further the communication exchange and the level of interest in our chapter meetings."

New Office Created

At the business meeting held during the conference, Vice President Bob Montague will introduce the motion to create a new post by appointment, that of Public Relations Vice President, and that it be filled by *William J. Nash:* "A vigorous, dynamic and imaginative public relations and information program is necessary for the growth of our organization. I will direct and implement a plan of action which will accomplish these goals."

Revised By-Laws Submitted

Board members were presented with the newly revised "Rules and Regulations" for examination, consideration and amendments. As promised, they will be presented to the general membership at the San Francisco Conference for ratification.

Next major order of business for the present Board of Directors and the newly elected officers in joint session will be to draft the new operating procedures for International and Local Chapters.

Western Contest Results

The first Western IFPA membership contest drive has been tallied and here are the winners:

First Place: George Kent of Los Angeles

Second Place: Jack Meakin also of Los Angeles.

Third Place: A five way tie. However, Mitch Rose and Bob Montague have voluntarily disqualified themselves which leaves three.

Richard Cameron of Seattle.

Tom Emmett of Los Angeles.

Ira Thatcher of San Francisco.

Congratulations to the above and to the dozens of others who got one or two new members and earned a gold IFPA Lapel pin.

Three New Sustainers

Berkey-Colortran, Jack Pill and Associates, and J&R Film Service were recently welcomed to the growing roster of IFPA

stainer member companies. In the words of Mitch Rose, National President: ". . . the support and involvement of these fine companies toward IFPA goals is most appreciated and will further assist IFPA in becoming the leading professional organization in the audio-visual/information film industry."

Seattle Chapter Installed

On September 28 the Seattle petitioners were presented their Chapter Charter at the organization meeting held in KOMO-TV's Studio "G".

Dick Cameron, Acting Chairman, conducted the meeting which was attended by over 60 film makers from the Northwest. Jackie Stillwell, IFPA Recording Secretary, made the trip as a representative of the National Office. She read a letter of installation from President Mitchell Rose and a letter of welcome from Chapters Vice President Bob Montague.

Chuck Hamilton, Acting Membership Chairman, extended the meeting invitation to all film makers of the area, as well as the charter members of the new chapter, and a question and answer session was held for those wanting more information about IFPA objectives, benefits and services.

Program for the evening continued with the screening of a modern, upbeat all-music Public Relations film not yet seen in the area, followed by an announcement and discussion of new motion picture film stocks by Ed Blasko of Eastman Kodak.

Member Picnic in LA

In keeping with a tradition to have at least one meeting a year a family affair, the Los Angeles Chapter officers, headed by Chairman, Mike Rye, recently treated it's members to a Mexican Fiesta picnic. Arranged and coordinated by Program Chairman Jack Meakin the scene was set in Mexican motif and featured a catered Mexican style dinner. Sombreros, posters, music and good food combined to give members, wives and children a most pleasant remembrance. It's make the picnic TAKE-3 next year Jack!

Not to be outdone by his own outstanding track record as program chairman, Jack Meakin did it again! The September Los Angeles meeting featured the latest in creative cinematography. Paul Kenworthy of Kenworthy Snorkel Films put on a most fascinating program and sample film showing Kenworthy's unique development, the Snorkel Camera.

Consisting of a series of tubes, mirrors and prisms suspended from an overhead camera, viewers were able to travel in, around and through a table top dinner setting, through a party in motion, through and around a stack of poker chips and card players hands. Even a bottle of ketchup looks fascinating when it's photographed from table top level, booms up along the table, goes over the top and down inside for

a look! What a creative tool this can be for the information film producer!

In addition, interesting demonstrations of their latest equipments were presented by Berkey/Colortran and Arriflex Camera Corporation.

New Inland Empire Officers

At a recent meeting of the Inland Empire Chapter, new officers for the next year were elected. Those named were:

- Larry Albers — Chairman
- Dan McGovern — Program Chairman
- M. Ray Ussery — Secretary/Treasurer
- Rolland V. Beech — Membership Chairman
- Mack McClintock — Publicity

San Diego Holds Election

No regular meeting was held in October due to the National Conference held in San Francisco. However, the officers and nominating committee were busy creating a slate of new officers for 1970. A special program to be announced for November is promised.

San Diego Chapter, the first "Satellite" Chapter of IFPA will return to the "one year term" this year and, therefore be in phase with other chapters.

And, In the East

Have you ever wondered how it would feel to walk a city street and see no neon signs, billboards or well stocked shop windows, — temptingly arranged to separate you from your money; to be served in restaurants and hotels by waiters and bellboys who would be insulted if you offered a tip? Bruce Herschensohn, IFPA Chapter Chairman and Director of Motion Pictures and Television for USIA, just back from representing the United States at the Moscow Film Festival, told of such cities as he related his recent experiences to those at the September meeting of Washington's IFPA Chapter. He told of the enthusiastic receptions given the U.S. film entries by Russian audiences, especially, *Funny Girl* and *2001, A Space Odyssey*, and their strange treatment by Russian officials.

At one time or another we have all wished for less commercialism in our cities, but Bruce says that its absence has an oddly depressing effect. So much so that when he returned to the cities of the West, he felt exhilarated as though arriving at a most swinging festival. Also, the indifferent service at restaurants and hotels made one appreciate our mercenary waiters.

The interesting meeting also included the business of selecting officers to serve the Washington Chapter during 1970. Selected were: LCDR S. Sims Howell — Chairman; Arthur Salkin — Vice Chairman; James Thompson — Secretary-Treasurer; Wolfe Dochtermann — Programs; Bob Circosta — Publicity; Jay Brubaker — Membership.

Continued on next page

Molequartz One-Light Nooklite and Three-Light Nooklite.

Molequartz Molepar and Molepar with Intensifier.

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For details about lights and accessories write to:

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Save processing costs and valuable time with the Houston E-16-8-30. Develops super-8mm or 16mm Ektachrome at speeds up to 20 feet per minute. Fully automatic, simple goof-proof operation. Each cycle precisely timed and all temperatures rigidly, automatically controlled to meet Kodak requirements. Uses standard Kodak chemicals. Many exclusive features including Houston Tendency Drive, the finest made. Eliminates film breakage and scratches. About 8 ft. long. Priced far below any comparable machine. Send for brochure.

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IFPA Journal . . .

continued

Two Premier Debuts

The Tenth Annual National Conference in San Francisco was the occasion for two World Premiers. IFPA attendees were treated to a special showing of a ninety-minute feature in 35mm Wide Screen Produced by Barry Coe of 20th Century-Fox titled *Footsteps on the Moon*. Key producers of the film dealing with the Apollo Landing Mission were Director Bill Gibson of McDonnell Douglas and Writer Bob Scott of Aerospace Corporation, two pioneer IFPA members. The other debut was that of a new "intimate" sound motion picture projector by Rheem Manufacturing Company. Using a special cassette and either AC or DC power, this hand or stand held projector is the size of an early Brownie camera and features variable speed, freeze frame, and battery recharger. First U.S. showing was the display area for the full three days of the conference.

Frisco Hears Lycett

In his third chapter appearance, Eustace Lycett, head of the special effects department at Walt Disney Productions and member of IFPA, presented his most interesting program to the Northern California Chapters, Lycett, Academy Award winner for "Mary Poppins—Special Effects," sponsored on the special effects he conceived for the film. In addition the sodium screen process and the traveling matte system were discussed and film clips from "Mary Poppins," "The Gnome-Mobile" and "The Love Bug" were shown.

SUPER-8 ★ 8mm or 16mm
Movie **DUPLICATE**

**Finest-Quality Kodachrome
COLOR or BLACK & WHITE**

PROFESSIONALS: We are Specialists in . . . 8mm to 16mm Blow-Ups. ★ 35mm or 16mm to 8mm or Super-8 Reductions ★ A & B Roll Printing. ★ 8mm & 16mm Eastman Internegs. ★ 8mm & 16mm Eastman Color Release Prints. ★ 8 & W Reversal Dupes. ★ Dup Negs. ★ B & W Positive Release Prints. ★ Single 8mm Printing. ★ Soundstripping. Splicing, Etc.

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Hollywood VALLEY FILM LABS
2704 W. OLIVE Ave., BURBANK, CALIF. 915



industry news

Technicolor to Supply NAC Cartridges

Technicolor, Inc. has been selected as the sole company by the new federal National Audiovisual Center to supply loaded, optical sound film cartridges for 500 educational film titles the agency has in its catalog.

The first act by NAC, upon being established in August, was to make the teaching films available to the fields of education and industry. Its catalog includes both color and black and white films, all of which will be available for purchase, with some also available to be loaned gratis.

With 1,300 other educational film titles already on hand, the contract with NAC boosts to 600 the number of films, ranging up to 30 minutes in length, now available in Technicolor optical sound cartridges for schools, industry and organizations.

A free copy of the agency's catalog can be obtained by contacting the National Archives and Records Service, General Services Administration, Washington, D.C. 20408.

F&B/Ceco Expands Again in Florida, Names New Men

Gearing up for boom movie business expected in the coming year, F&B/CECO has again expanded their facilities and personnel in the Miami area.

Arthur Florman, president of F&B/CECO Industries reported the following changes. Hy Roth, a 15 year veteran executive from New York is relocating to Florida and will become general manager of the entire F&B/CECO operation in the state. He replaces Norman Zuckerman.

Bill Samerdak, well-known personality from Hialeah is the new assistant manager.

Marty Conklin, also from the New York Headquarters is now located in Ft. Lauderdale and is district sales manager for S.O.S. Photo-Cine-Optics Corp., which is a professional movie equipment sales company — a Division

of F&B/CECO Industries. S.O.S. main headquarters will be moving into a new 40,000 sq. ft. building at 40 Kero Road, Carlstadt, N.J. on or about November 1st.

Further, the building adjacent to F&B/CECO Studios in North Miami at 14995 N.E. 20th Ave. has just been leased from Leonard Finkel Assoc. in a \$160,000.00 deal.

This new building was formerly occupied by Spector Scenic Designers, and was designed as a part of the former Studio City complex. It will house the F&B/CECO Rental Division, the S.O.S. Sales Showroom, and will also accommodate a showroom and manufacturing facility for Bardwell & McAlister, manufacturer of movie lighting and electrical equipment, also a division of F&B/CECO Industries.

Harry Foster remains as Manager of F&B/CECO Studios in North Miami.

Tandberg Radiofabrikk Buys U.S. Distributor

Tandberg Radiofabrikk of Oslo, Norway has purchased Tandberg of America, Inc., its exclusive U.S. distributor.

Kjell Ekornhoel, an engineer

with the firm for 10 years, has been appointed president and chief executive of the American organization. The founder and former president of Tandberg of America, Eric Darmstaedter, will continue to be associated with the new firm as a consultant and advisor.

In other moves, Robert J. Bowman has been named vice president and sales manager and William Ausman heads educational sales.

Eastern Video Expands Service, Adds Equipment

Eastern Video Production Services completed negotiations with Philips Broadcasting Equipment Corporation, for additional equipment for their New York studio facilities increasing the total initial package to \$1.8 million.

Eastern Video will provide color television facilities, equipment rental, services for use in production, video tape recording and editing of television programs and commercials, according to George H. Weber, president.

"The additional equipment, along with our mobile van, will give our customers complete, fast, quality turnkey color tele-

vision facilities in New York City and on location," Weber said.

The New York studio will have the latest equipment for production, post production and distribution of tape services. Equipment will include three new PC-70 cameras, and four Ampex video tape recorders.

The mobile unit is a 40-foot, \$1,100,000 air conditioned studio on wheels. In addition to four working cameras and a hand held PC P-90 camera, the van carries one HS-100 "Slo-Mo" recorder and two Ampex video tape recorders.

Eastern Video's equipment and services will be available to advertising agencies, regional and national network hookups, local stations, independent producers and educational and industrial users.

Executive offices of the new communications firm, are located at 210 East 49th Street, New York.

Papp Film Services, Inc. Opens in New York

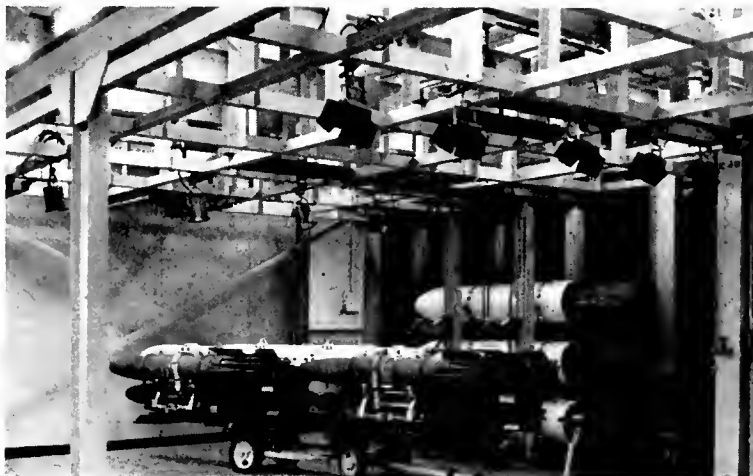
Papp Film Services, Inc., has opened at 350 E. 52nd St., in New York City. Formed by Tony Brischler, Papp stands for Production and Post Production Services.

According to Brischler, formerly production and editing supervisor at Elektra Films, the new firm will offer some innovations in post production handling and new concepts of production techniques all aimed at reducing costs without sacrificing creativity.

Julian Films Enters Nontheatrical Field

Julian Films has begun non-theatrical production with the 31 minute film, *Group Psychotherapy: The Dynamics of Change*, for Hoffmann-LaRoche.

Offices and facilities for the new firm have been established at Samuel Goldwyn Studios, 1041 N. Formosa Ave., Los Angeles, Calif. 90046. •



The Naval Air Engineering Center at Philadelphia has installed Berkey-ColorTran quartz lights at its H.G. Catapult Air Crew Equipment Department where it simulates "G" forces on dummies, chimps and humans and records the effects with high speed photography shooting at 1000 fps using Ekta EF film. — Official Photo, U.S. Navy.

**STUDIO
& LABORATORY
EQUIPMENT
BUYER'S
GUIDE**

PRODUCTION EQUIPMENT

Cameras
Production Accessories
Animation & Titling Equipment
Lenses
Lighting Equipment
Editing, Splicing & Inspection Equipment
Recorders and Sound Gear
Reels, Cans & Storage Equipment
Videotape Cameras
Videotape Recorders & Accessories
Sales, Rental & Repair Service

LABORATORY EQUIPMENT

Chemicals
Processors
Printers

FILM: RAW STOCK

Manufacturers

NAMES AND ADDRESSES

CAMERAS

ALLIED IMPEX CORP. U.S. Distributor of Bauer cameras and projection equipment.



ARRIFLEX CORPORATION OF AMERICA. The 16S/B, only one of many fine professional motion picture cameras from Arriflex, is compact and lightweight. It features Arri mirror-shutter reflex view finder; ultra-precision registration pin film movement; three-lens divergent turret with steel bayonet lens lock; frames per second tachometer-frame and footage counter. Accepts 100 ft. day light spools internally or 200 ft. external magazines.

BACH-AURICON INC. Filmagnetic sound-on-film camera line with sound head for recording on pre-stripped film. Self-blipped units for recording optical sound and picture on film at the same time.

BELL & HOWELL COMPANY. Line of professional cameras including Model 70, 70DR and 70HR. Also photoinstrumentation cameras and related accessories. Eyemo for newsreel work in 35mm.

CANON USA, INC. Canon Scoopic 16 news camera. Zoom lens with focal length from 13mm wide angle to 76mm telephoto.



CINEMA BEAULIEU/HERVIC CORPORATION. The Beaulieu R16 is light and silent, allowing high-speed, impressionistic reporting. The automatic diaphragm control avoids over- and underexposure and gains precious seconds previously wasted in checking light.

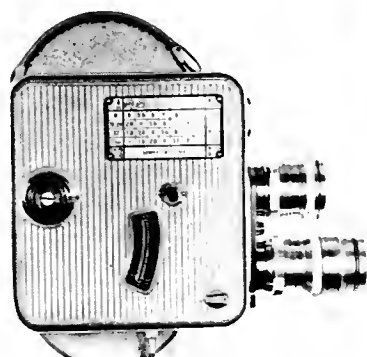
ANDRE DEBRIE OF NEW YORK. U.S. Distributors of the CX-16 16mm professional lightweight model with 400 foot magazine.

EASTMAN KODAK CO. Model K-100 Turret camera has full speed range, shoots 16mm roll film. Wide range of lenses.

ECLAIR CORPORATION OF AMERICA. Manufacturers of the Eclair NPR, 16mm silent, pin registered camera for sync sound filming, both single and double system. Also high speed intermittent cameras in 16mm and 35mm.

GENERAL CAMERA CORP. Manufacturer of the SSIII lightweight single-double system sound camera.

INTERCINEMA CORP. Featuring the Doiflex 16 professional camera with reflex viewing. Three lens C mount turret, battery operated motor. Line of Accessories.



MAGNIPHOTO CORPORATION. The Admira 16A1 twin-lens camera features 20mmf:1.8 Openar lens, NiCad battery/Pistol Grip, battery trickle charger and rewind crank for special effects. Weights under 4 pounds.

MITCHELL CAMERA CORP. 16mm and 35mm line. 35mm BNC and NC models with automatic fade, silent operation without blipping. Mark II 35mm reflex for studio, hand-held. Also 16mm studio model and SSR-16, portable reflex with magnetic sound.

PAILLARD, INC. Bolex line of 16mm cameras with through-the-lens-viewing system. Varied features on range of models.

PHOTO-SONICS, INC. Manufacturer of the Acme special effects motion picture equipment and Photo-Sonics high speed instrumentation camera equipment, including cameras of 16mm, 35mm and 70mm film sizes. The variety of cameras available includes rotary prism as well as pin registered cameras.



JACK PILL AND ASSOCIATES. The Cine-Con Camera offers an approach

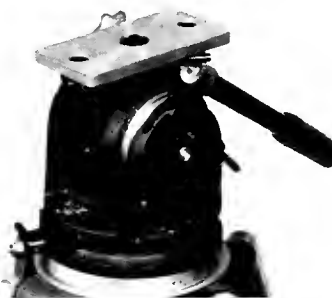
to the popular conversion of the Auricon Cine-Voice Camera to accept 400' Mitchell magazines. It utilizes a 16 volt D.C. transistorized governor controlled motor. Offers reduction in weight and maintains accurate film speed with quiet operation.

PRODUCTION ACCESSORIES



BREWSTER CORPORATION. Polecat Studio Background and Light Supports spring between floor and any ceiling up to 19 ft. to hold seamless paper rolls, drapes, panels, shelves or battery of lights.

CENTURY PRECISION OPTICS. Manufacture and repair of motion picture and cine equipment. Custom made sound blimps; specialists in modifications and zoom lens repair.



CINEMA BEAULIEU/HERVIC CORPORATION. Distributors of NCE's Hydrofluid Jr. tripod, designed to support motion picture cameras and accessories up to twenty pounds in weight, and featuring an integral leveling-ball.

CHRISTIE ELECTRIC CORPORATION. High current d.c. power supplies and battery chargers for various applications.

CINE 60, INC. Manufacturers of the Cine 60 Powerbelts which feature rechargeable nickel cadmium batteries, completely sealed battery cells, built-in charger, automatic overload switch and are designed for comfort and mobility; blimps.

VICTOR DUNCAN, INC. Lightweight power source to drive Auricon, Arriflex and Eclair cameras. Sales, service, rental, repair of wide line of professional equipment.

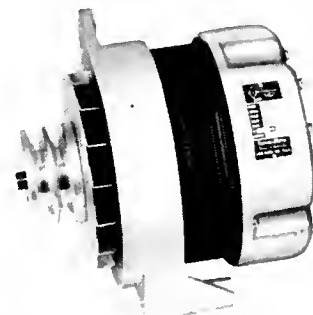
HENRY GROSSMAN ASSOCIATES. DC to 110 V-A.C. for driving movie cameras.

FELLER VACUUM FORM STUDIOS, INC. Pre-fabricated scenic backgrounds provide realistic scenery inexpensively. Light-weight and easily put together, each unit is a fully dimensioned and precisely detailed replica, hand painted in true to life colors.

C. M. MARCHIONI. Manufacturers of an elevating center post tripod with all angle tilt head for motion picture and still cameras. Features conveniently manipulated handles and clamping devices; is compact and light weight.

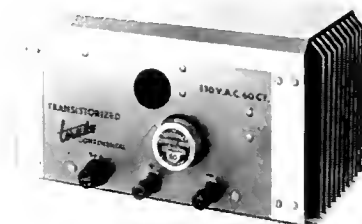
PACIFIC UNIVERSAL PRODUCTS. Vacuum coating of camera lenses including recementing, repolishing; front surface NAD partial mirrors; also camera reflex mirrors.

JACK PILL AND ASSOCIATES. The Kelly Zoom Control Pod, Model JP 1001, is designed to provide a camera support offering complete control of zoom, focus and motor without shifting hand position. A handle extending from beneath the camera platform incorporates a camera power button.



JACK PILL AND ASSOCIATES. The Powernator is an efficient low cost mobile electric power unit. It produces 6000 watts 115 volts 60 cycle A.C. power from auto engine at 3600 RPM. Also available with 40 amp D.C. output. Exact C.P.D. is controlled by frequency meter calibrated from 56 to 64 C.P.S. Regulator prevents overload from changing power draw.

CHARLES ROSS, INC. A fleet of generator trucks maintained for rental.



TERADO CORPORATION. Inverters for the conversion of 12 and 24 volts D.C. to 115 volts 60 Hz A.C. in operation of videotape systems and other

Continued on next page

production equipment . . .

continued

peripheral equipment, away from regular power. Also completely portable power supplies for silent fumeless operation of all types of electrical equipment.

STAREX, INC. Manufacturers of multi-color non-emulsion leader which does not fade or change color and requires no scraping to splice. Available in 35 and 16mm (single or double perforation).

ANIMATION & TITLING EQUIPMENT

BERKEY TECHNICAL OXBERRY PRODUCTS. The Oxberry Filmmaker 16mm Animation stand for making public relations, training sales presentation films to the point in a minimum time. Minimum operator attention required, automatic focus; also has capability of slide/filmstrip 35mm Camera. Also available Master Series Animation Stand for the professional user.

CAESAR-SALTZMAN, Division of BERKEY TECHNICAL. Animation equipment including special effects optical printers.

DURST EHRENREICH PHOTO-OPTICAL INDUSTRIES, INC. Copying and animation stand.

FOROX CORPORATION. Forox coordinated three-axis motor system for controlling compound and zoom movements on animation stand. Each movement has individual speed control with a master control to bring all three up to speed simultaneously.

HOFFMAN CAMERA CORPORATION. Multipurpose Verticam for direct and copy photography, all film formats.



LAFAYETTE INSTRUMENT COMPANY. Manufacturers of a complete line of Time Lapse Photography Equipment used to graphically record acrobatic in a manner that facilitates observation and analysis. A complete line of Time Motion Study Equipment for these purposes is available. Time Lapse Photography Units are available for Bolex, Bell & Howell, Eastman Kodak, Arriflex, and many others.

RAY MERCER & COMPANY. Grid-lined tracing pad (11 x 14") for motion picture and television layouts.

PAILLARD, INC. The Super Titler can be used with many 16mm cameras, including the Bolex H16 and H8, and can be used in either the vertical or horizontal position.

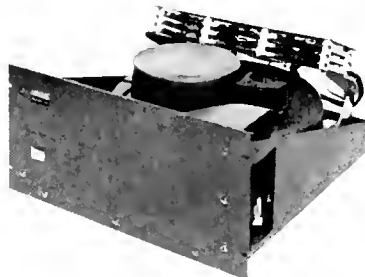
PHOTO-SONICS, INCORPORATED. Photo-Sonics, Inc., is the manufacturer of the ACME animation and titling equipment, which includes animation stands, checking boards, inking boards and related animation products.

PRODUCERS SERVICE COMPANY. Line of Acme Optical printers and special effects optical printers.

RESEARCH PRODUCTS, INC. Optical printer features automatic drive for fades, dissolves. Electronic Programmer can be added to set up skip-frame patterns.

SICKLES, INC. A full line of animation stands and accessories designed for today's high-speed animation film production techniques.

S.O.S. PHOTO-CINE-OPTICS. A complete line of Tel-Animastands for special effects and animation work with 16mm.



VISUAL ELECTRONICS CORPORATION. Manufacturers of TV titling equipment under system names of Readyfile, Masterfile and Titlefile. The titling is performed electronically and can be pre-programmed or spontaneously applied. Titles can be presented by crawling on the screen from right-to-left, rolling from bottom to top or statically. Visual's edging technique borders each character to strengthen its presence regardless of washed out or white background.

LENSES

ALLIED IMPEX CORP. For 16mm, 35mm and TV.

ANGENIEUX CORP. OF AMERICA. For 16mm, 35mm and TV.

ARRIFLEX CORPORATION OF AMERICA. For 16mm and 35mm.

BACH AURICON, INC. For 16mm.

BAUSCH & LOMB, INC. For 16mm, 35mm, 70mm and TV.

BELL & HOWELL. For 16mm.

BIRNS & SAWYER, INC. For 16mm and TV.

BUHL OPTICAL. For 16mm and 35mm.

BURKE AND JAMES. For 16mm, 35mm and TV.

CENTURY PRECISION OPTICS. For 16mm, 35mm, 70mm and TV.

CINE MAGNETICS, INC. For 16mm.

COHU ELECTRONICS, INC. For TV.

EASTMAN KODAK COMPANY. For 16mm.

ERCONA CORP. For 16mm and 35mm.

F&B/CECO, INC. For 16mm.

ALAN GORDON ENTERPRISES. For TV.

GRAFLEX, INC. For 16mm.

HENRY GROSSMAN ASSOCIATES. For TV.

KARL HEITZ, INC. For 16mm, 35mm, 70mm and TV.

OSCAR H. HIRT, INC. For 16mm, 35mm, 70mm and TV.

THE KALART COMPANY. For TV.

MITCHELL CAMERA. For 16mm and 35mm.

MOTION PICTURE CAMERA SUPPLY. For 16mm, 35mm and TV.

NATIONAL CINE EQUIPMENT, INC. For 16mm, 35mm and TV.

PAILLARD INC. For 16mm.

PHOTO SONICS, INC. For 16mm, 35mm and 70mm.

JACK PILL & ASSOCIATES. For 70mm.

PROFESSIONAL CINE PRODUCTS. For 16mm.

RADIANT CORP. For 16mm.

RED LAKE LABORATORIES, INC. For 16mm.

S.O.S. PHOTO-CINE-OPTICS, INC. For 16mm, 35mm, 70mm and TV.

WILLEY OPTICAL CORP. For 35mm.

H. WILSON CORP. For 16mm and 35mm.

ZOOMAR, INC. For 16mm, 35mm, 70mm and TV.

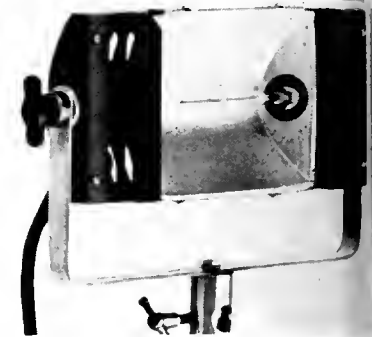
LIGHTING

BARDWELL & McALISTER INC. Complete line of quality lighting and grip equipment for motion picture and TV studio applications. Includes the new "Clip Strip" lighting system.

BERKEY-COLORTRAN, INC. Specialists in engineering, design and manufacture of lighting systems for motion pictures and television. Compact luminaires with related support equipment, including electronic control (dimming) systems and utilizing long life, constant color temperature, tungsten-halogen quartz lamps.

BIRNS & SAWYER CINE EQUIPMENT CO. Line of studio and portable lights including B&S Snooper underwater light for depths to 5000'.

THE BREWSTER CORP. The "Polecat" line of telescoping aluminum supports for lighting, backgrounds and display.



CINEMA BEAULIEU/HERVIC CORPORATION. Complete line of lighting equipment, including the new light-weight, easily portable Hervi Quartz kits.

JACK A. FROST. Rental, sales and service on wide range of lighting equipment.

GENERACO, subsidiary of Robins Industries. Spotlights for studio and location lighting. "Metro-Lite" ME-4 for long distance light throws of up to 400'.

GENERAL ELECTRIC CO. "Super Mate" and "MardiGras" on-camera movie lights. Lamps for all types of lighting and projection equipment.

LOWEL-LIGHT PHOTO ENGINEERING. Uni-6 lighting kit, lowel lights and barndoors, quartz and link systems. Line of grips and specialized lightweight lighting.

MOLE RICHARDSON CO. Complete line of specialized lighting equipment for motion picture and TV studios. Arc lamps, Molequartz kits, wide range of accessories.

NAREN INDUSTRIES. Line of professional equipment including spots, accessories and stands.

JACK PILL'S CAMERA EQUIPMENT. Giraffe line of portable studio stands.

CHARLES ROSS, INC. A complete inventory of the latest lighting equipment, grip equipment, props and generators available for sale or rent. Sole New York distributor of Mole-Richardson products.

SYLVANIA ELECTRIC PRODUCTS INC. Tungsten Halogen lamps for studio and television lighting. Complete line from 200 watt to 10,000 watt can be used in existing fixtures. These lamps can burn in any position and offer long life and constant light output.

WESTINGHOUSE ELECTRIC CORP. Lamps for all motion picture and television flood and spot light requirements.

EDITING, SPLICING INSPECTION EQUIPMENT

ALIED IMPEX CORP. The large, only illuminated screen of the Uher F1 Super editor permits critical focus.



IA CORPORATION. 16mm editor comes in versions with 400' or 2000' capacity. Also viewer editors for all 8mm film.

URNS & SAWYER, INC. Instant splicer for 16mm. Splicing block for 8 and 35mm.

EMMA BEAULIEU. Splicers for 8 and 16mm.

CK C. COFFEY COMPANY, INC. Side and transparency viewing and separation unit. Fluorescent illumination, steel case, plexiglass stage.

MAIG INC. Division of THE KALART COMPANY. Viewers, editors and accessories for all film sizes.

MMINS-CHICAGO, CORP. Complete line of film marking perforators for 8, 16 and 35mm.

DRE DEBRIE. The Vedette 16mm professional viewer permits high-speed inspection and aural monitoring of optical sound.

PAGE METAL PRODUCTS, INC. Wide range of splicers available for 8, 16, 35 and 70mm.

B/CECO, INC. Editing tables and viewers for 16 and 35mm editing. Automatic splicer and Magic Ear splicing tape for 16 and 35mm.

AN GORDON ENTERPRISES. Wide range of splicers for 16 and 35mm.

SWOLD MACHINE WORKS. Splicers for 8 and 16mm.



HENRY GROSSMAN ASSOCIATES. Film horses for commercial use in laboratories and editing rooms. For holding 35mm and 16mm film on cores up to 2000 ft. capacity.

GRYPHON CORPORATION. Film splicers and squeegees including Model 855 for sprocket-drive processing machines. Also, Cuematic printer control system and universal power rewind.

THE HARWALD COMPANY. Complete line of editing and viewing equipment, film inspection machinery, booking equipment, cleaner and cement.

HARWOOD ELECTRONICS CO. Editing facilities in motion picture projector stand with reel storage compartment and control panel.

HOLLYWOOD FILM COMPANY. Manufacturers and distributors of all types of film handling devices, rewinds and splicers.

INTERCRAFT CORPORATION. The KEM editing machine; microphones.

LIPSNER-SMITH CORPORATION. 16 and 35mm professional projectors for fast, safe, high speed viewing and inspection. Handles negatives, fine grains and prints. Also, ultrasonic cleaner for restoring clarity.

MAGNASYNC/MOVIOLA CORP. Series 20 editing machines for 16 and 35mm. Also rewinders, editing tables and bins, synchronizer sound readers available for optical or magnetic sound or combination.



MAGNAPHOTO CORPORATION. Meopta Meonet Editors represent high standards of premium quality both mechanically and optically.



MAIER-HANCOCK SALES, INC. The

1600 is precision made, with high quality optics. It is designed for continuous, professional use and features four rollers, one sprocket wheel and a film pressure plate with special mirror finish to prevent scratching.

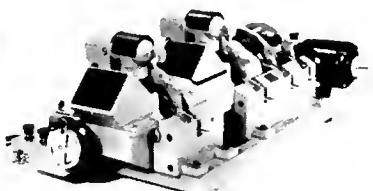
MAIER-HANCOCK SALES, INC. The Portable Hot Splicer cuts, splices and welds in one operation.

RAY MERCER & COMPANY. Film Patches, Mercer Film Rule — 16mm, 35mm and 16 35 combination.

MOTION PICTURE ENTERPRISES, INC. The Pro Splicers feature automatic scrapers, stainless steel construction and precision pins. Available for 16 and 35mm.

NEUMADE PRODUCTS. Complete line of film handling accessories including power rewinds, hand rewinds, splicers, editing tables, flanges, cutting barrels, synchronizers, measuring machines.

PAULMAR, INC. Manufacturers of completely automatic high-speed 16mm film inspection machines and 8-16mm film splicers. Inspection units inspect, clean, rewind at high speed and count splices and footage of each film. Liquid film cleaning and conditioning machines also available.



JACK PILL AND ASSOCIATES. A synchronous motor modification for forward and reverse operation at sound speed adds to the versatility of the Pic Sync editor. A three position switch control forward and reverse and in the center position through an electro-magnetic clutch disengages motor to permit manual operation.

PRECISION LABORATORIES. Manufacturers of a complete line of Precision Sound Readers for optical-magnetic tracks, Precision Unitized Synchronizers, Precision 16mm Viewers and film editors.

PRETOSEAL MFG. CORP. Rewind equipment and splicers for 8, 16, 35 and 70mm.

S.O.S. PHOTO-CINE-OPTICS, INC. Data reduction editor for 16, 35 and 70mm permits rapid viewing of film in either direction. Models for magnetic and/or optical sound. Also Pic-Sync synchronizer, footage counter, viewer and sound reader.

SUPERIOR BULK FILM CO. Line of editing and splicing equipment.

TRAD CORPORATION. Hot splicers for 8, 16 and 35mm.

ZEISS IKON-VOIGTLANDER. Editor with bright viewing screen for 16mm.

ZYCO MANUFACTURING, INC. Double rank film slitter for clean cuts and extreme accuracy.

RECORDERS, SOUND GEAR

AMEGA INTERNATIONAL CORP. Sound reproducers in single, double, triple, combination and automatic models. Also portable units, modular control centers and amplifier systems.

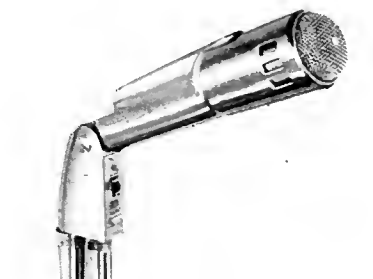
AMPEX CORP. (Audio Div.). Professional magnetic tape equipment and related accessories.

BACH-AURICON INC. Special head for recording sound-on-film on Auricon cameras.

CALIFONE/ROBERTS, division of RHEEM MANUFACTURING. Complete line of tape recorders and players, phonographs, transcription players, public address systems, listening stations and accessories.



CINEMA BEAULIEU/HERVIC CORPORATION. Exclusive U.S. distributor of the Uher 1000 Report Pilot 1/4" tape recorder, designed for sound/film synchronization.



ELECTRO-VOICE, INC. Manufacturers of a wide range of high quality, reliable microphones for all uses.

ERCONA CORPORATION. Manufacturers of high quality dynamic and condenser microphones for home and studio use.

GENERAL CAMERA CORP. Magnetic amplifier/mixer for Auricon camera.

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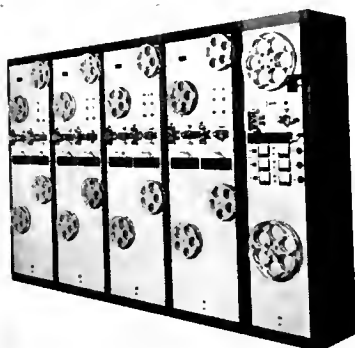
production equipment . . .

continued

HENRY GROSSMAN ASSOCIATES. Various types of lenses — Boom and fixed focal for motion picture and TV cameras. Also Zoom & focus controls; manual and motorized.

THE KALART CO. Mixer Magnasound for recording and playback of any magnetic striped 16mm film sound track. Adds sound to silent film, records and erases in single operation.

MAGNASYNC/MOVIOLA. Full line of professional magnetic recording units for studios. Dubbers and interlocked reproducers for transfer work, assembly and magnetic mixing.



MAGNA-TECH ELECTRONIC CO., INC. Manufacturers of a complete line of professional motion picture recording and screening room equipment, including automated systems. Provide total studio design and engineering service.

J. A. MAURER, INC. Model F prime dual-track recording system for 16mm and 35mm sound recording.

NAGRA MAGNETIC RECORDERS, INC. The Nagra IV 1/4" tape synchronous sound recorder adds new features to those of the Nagra III.

OPTRONIC TECHNOLOGY, INC. Optical systems for 16mm or 35mm film. Improved forms of Maurer galvanometers.

PRECISION LABORATORIES. Precision sound editing equipment and readers.

RCA FILM RECORDING. Magnetic and optical film recording systems including PM-85 Dual Recorder Reproducer, FR-10 Recorder Reproducer and PM-80A Optical Recorder. All units are available for 35mm, 16mm, and Super 8 film, and include many features for automated operation.

ROBERTS Division of RHEEM. Complete line of microphones for all uses.

SHURE BROTHERS, INC. Complete line of microphone and accessories for recording, P. A. systems.

STANCIL-HOFFMAN CORP. Film recording equipment, amplifiers, interlock motors, other accessories.

TANDBERG OF AMERICA, INC. Portable tape recorder for professional sound film synchronization. Unit records pilot signal from camera and accommodates Tandberg synchronizer for "lip" sync.

VANDERLEELIE FILM SYSTEMS. Light sound-on-film module converts Bolex 16mm camera to single-system magnetic sound camera.



VISUAL ELECTRONICS CORPORATION. The Rapid-Q features automatic cueing equipment, can be rack mounted, desk mounted or remotied. Noiseless, the unit can be located in live microphone areas. Adopts to all tape cartridges, up to 31 inches. Reliable with maximum audio quality, the Rapid-Q is available in monaural or stereo models.

WESTREX DIV., LITTON INDUSTRIES. Magnetic and optical sound equipment for motion pictures, theatre projection and sound systems.

REELS, CANS, STORAGE EQUIPMENT

ADVANCE PRODUCTS CO. "Pixmobile" and storage cabinets for slides, filmstrips, tapes, etc.

AEROJET DELFT CORPORATION. Processors.

BELL & HOWELL CO. Complete line of 16mm reels and cans.

BUCKEYE STAMPING CO. Film and filmstrip cans.

JACK C. COFFEY COMPANY, INC. Cabinets and Storage equipment. Approximately 200 models of filing and storage units for slides, filmstrips, records, audio tapes, cassettes, video tapes, sound filmstrips, 16mm films, 8mm films, 8mm loops, transparencies, microfilm & microfiche; mobile projector stands. Mobile VTR console accepts all models VT Recorders, monitor & accessories.

COMCO CORP. 16mm reels, cans. Mobile tables, cabinets and storage equipment.

COMPREHENSIVE SERVICE CORP. Motion picture reels, cans and cases.

FIBERBILT Division of IKELHEIM-ERNST, INC. Fiberbilt case for Wollensak Tape Recorder: padded at all points of contact to cushion recorder and has a separate com-

partment for tapes, extension cords, etc. Fiberbilt film shipping cases; three major types. Fiberbilt Semi-Stock accessory cases; hundreds of styles specifically designed to protect all kinds of photographic accessories.

THE HARWALD COMPANY. Complete line of storage cabinets.

HOLLYWOOD FILM COMPANY. Manufacture and distribute reels, cans and shipping cases.

MASTEREEL INDUSTRIES. Specialized film handling equipment; interchangeable split reels.

CHARLES MAYER STUDIOS, INC. Manufacturers and distributors of filmstrip cases, vulcanized fibre.

MOTION PICTURE ENTERPRISES, INC. Line of steel 16mm reels and cans. Precision videotape reels.

NEUMAQUE PRODUCTS CORP. Flat steel reels, film and filmstrip cans, fiber shipping cases.

PLASTICAN CORP. Lightweight plastic filmstrip containers and 2 x 2 frames for storage.

PLASTIC REEL CORPORATION OF AMERICA. "Plio-Magic" plastic film shipping cases, reels and accessories. Videotape, magnetic tape reels; processing rollers, bearings and bushings.

RICHARD MANUFACTURING CO. Full line of "Poly-Can" plastic filmstrip containers; 10 colors; attached lids.

WILLIAM SCHUESSLER, Div. of Ludwig Industries. Complete line of motion picture and filmstrip shipping cases. Custom made cases of all types.

TAYLOREEL CORP. "Tayloreel" line of film cans and shipping cases in all sizes.

WALLACH & ASSOCIATES, INC. Sectional, double door and mobile cabinets and racks for storage and filing of films.



H. WILSON CORPORATION. Manufacturers and distributors of a wide range of storage for A-V equipment, including Instructional Materials Filing Cabinets, wall and ceiling mounts and tray cabinets.

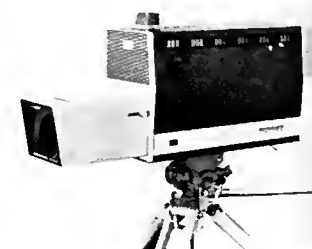
Complete addresses of manufacturers and companies listed here appear at the end of this listing section.

TV CAMERAS



AMPEX CORPORATION. The basic CC-330 camera features an integrated 9-inch electronic viewfinder; local or remote control beam, focus, target gain and blanking level; amplified intercom; iris control (which lens has this provision); zoom lens operation and tally light. Two versions of this closed circuit, studio-type television camera have been placed on the market by Ampex Corporation educational and industrial products division.

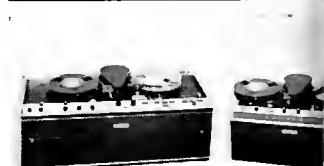
RCA CORPORATION. Single track color cameras from RCA make color television practical for many users. Cameras are small, light, easily operated by novices. PK-730 is a studio viewfinder camera. PK-710 designates a complete color film system for originating TV programs from 16mm motion pictures and film slides.



SHIBADEN CORPORATION AMERICA. The Shibaden FP-2000 is a 2" 1.0 camera with viewfinder offering the higher sensitivity characteristics of an image orthicon camera while maintaining the compact and easy operation functions of a vidicon camera. The FP is ideal for educational or industrial use where high image definition and resolution is essential, particularly where the camera is used for video recording.

SONY CORPORATION OF AMERICA. Videotape cameras.

VIDEOTAPE RECORDERS



AMPEX CORPORATION. The A-

-7800 and VR-5000 feature tape interchangeability with each other as well as with other models in the Apex one-inch line. Also other used circuit and broadcast video-recorders.

BERTS, Division of RHEEM MANUFACTURING. The model 1000 is a combination video and stereo tape recorder, with all ferrite beads, four motors, and many other features.

HIBADEN CORPORATION OF AMERICA. Wide range of videotape recorders, monitors and accessories.

ANY CORPORATION OF AMERICA. 1/2" & 1" helical scan formats. standard recorder EV310 may be used for both B&W and color with the addition of a color pack. The 320 is an electronic editing machine. Many other models available.

SUAL ELECTRONICS CORPORATION. The VS40 Compact High-Band Video Tape Recorder (monochrome color) is mounted on skids for portability. Ideally suited for closed circuit use.

SALES, RENTAL, REPAIR SERVICES

ABC CAMERA CORPORATION
352 W. 44th Street
New York, N.Y. 10036

LLIED AUDIO VISUAL SERVICES
3822 Lincoln Avenue
Chicago, Ill. 60613

BEHREND'S INCORPORATED
161 E. Grand Avenue
Chicago, Ill. 60606

**BIRNS & SAWYER CINE
EQUIPMENT CO.**
1026 N. Highland Ave.
Hollywood, California 90038

BURKE & JAMES
333 W. Lake St.
Chicago, Ill. 60606

CALVIN CINEQUIP INC.
1909 Buttonwood St.
Philadelphia, Pa. 19130

CALVIN PRODUCTIONS, INC.
1105 Truman Road
Kansas City, Mo. 64106

CAMERA CRAFT RENTS
6820 Sunset Blvd.
Hollywood, Calif.

THE CAMERA MART, INC.
1845 Broadway
New York, N.Y. 10023

CAMERA SERVICE CENTER
333 W. 52nd St.
New York, N.Y. 10019

CAPITAL FILM SERVICES, INC.
1001 Terminal Road
Lansing, Mich.

CENTURY CAMERA SHOPS, INC.
119 N. 9th St.
Minneapolis, Minn. 55403

CENTURY LIGHTING
3 Entin Road
Clifton, N.J. 07014

CENTURY PRECISION OPTICS
10659 Burbank Blvd.
No. Hollywood, Calif. 91601

CINE MAGNETICS, INC.
202 E. 44th Street
New York, N.Y. 10017

CINE 60
630 9th Avenue
New York, N.Y. 10036

CINEMA RECORDING
21 W. 46th Street
New York, N.Y. 10036

CINEMA SERVICES CO.
312 12th St.
San Francisco, Calif. 94103

CINERAMA CAMERA CORPORATION
119 W. Olympic Blvd. 90015
Los Angeles, Calif. 94103

CRAWLEY FILMS LTD.
19 Fairmont Ave.
Ottawa, Canada

F&B/CECO, INC.
315 W. 43rd St.
New York, N.Y. 10036

FILMCRAFT
5145 N. Keystone Ave.
Indianapolis, Ind. 46205

JACK FROST
234 Piquette
Detroit, Mich. 48202

GENERAL CAMERA CORP.
321 West 44th Street
New York, N.Y. 10036

ALAN GORDON ENTERPRISES INC.
5362 N. Cahuenga Blvd.
N. Hollywood, Calif. 91601

O. H. HIRT, INC.
41 N. 11th St.
Philadelphia, Pa. 19107

HOLLYWOOD CAMERA COMPANY
6838 Sunset Blvd.
Hollywood, Calif. 90028

THE JAM HANDY ORGANIZATION
2821 E. Grand Blvd.
Detroit, Michigan 48211

THE KALART COMPANY, INC.
Hultinus Street
Plainville, Conn. 06062

LABCRAFT INTERNATIONAL CORP.
4019 Prospect Avenue
Cleveland, Ohio 44103

L-W PHOTO, INC.
15451 Cabrito Road
Van Nuys, Calif. 91406

LLOYDS CAMERA EXCHANGE
1612 N. Cahuenga Blvd.
Los Angeles, Calif. 90028

MACK CAMERA SERVICE
1025 Commerce Avenue
Union, N.J. 07083

MIDWEST VISUAL EQUIPMENT
571 W. Randolph St.
Chicago, Ill. 60606

MOLE-RICHARDSON COMPANY
937 N. Sycamore Avenue
Hollywood, Calif. 90038

**MOTION PICTURE CAMERA
SUPPLY INC.**
424 W. 49th Street
New York, New York 10019

**MOTION PICTURE EQUIPMENT
COMPANY**
210 Semple Street
Pittsburgh, Pa. 15213

**MOTION PICTURE
LABORATORIES, INC.**
781 S. Main
Memphis, Tennessee 38106

MAGNASYNC/MOVIOLA CORP.
5539 Riverton Avenue
N. Hollywood, Calif. 91601

NATIONAL CAMERA
2000 W. Union Ave.
Englewood, Colo. 80110

NATIONAL CINE EQUIPMENT, INC.
37 West 65th St.
New York, N.Y. 10023

W. A. PALMER FILMS, INC.
611 Howard St.
San Francisco, Calif. 94105

PAN AMERICAN FILMS
822 No. Rampart St.
New Orleans, La. 70116

PHOTO-SONICS, INC.
820 S. Mariposa St.
Burbank, Calif. 91506

JACK PILL AND ASSOCIATES
1135 N. Highland Ave.
Hollywood, Calif. 90038

PRODUCERS SERVICE COMPANY
1200 Grand Central Ave.
Glendale, Calif. 91201

PROFESSIONAL CINE PRODUCTS
2959 Ladybird Lane
Dallas, Texas 75220

ROSS-GAFFNEY, INC.
21 W. 46th Street
New York, N.Y. 10036

RYDER SOUND SERVICES
1161 N. Vine Street
Hollywood, Calif. 94108

S. E. FILM & SCHOOL SUPPLY
2608 Main Street
Columbia, S.C. 29201

SOS PHOTO-CINE-OPTICS, INC.
East Coast:
311 West 43rd Street
New York, N.Y. 10036
West Coast:
7051 Santa Monica Blvd.
Hollywood, Calif. 90038
also:
40 Gero Road
Carlstadt, N.J. 07072

**SOUTHWEST
FILM LABORATORY, INC.**
3024 Fort Worth Avenue
Dallas, Texas 75211

TECH-CAMERA RENTALS, INC.
1042 Cole Avenue
Hollywood, Calif. 90038

TRAID CORPORATION
777 Flower Street
Glendale, Calif. 91201

UNILUX, INC.
48-20 70th St.
Woodside, N.Y. 11377

UNIVERSAL CINE PHOTO INC.
1430 Slocum Street
Dallas, Texas 75207

**W.R.S. MOTION PICTURE
LABORATORY
MOTION PICTURE EQUIPMENT
CO. DIV.**
210 Semple St.
Pittsburgh, Pa. 15213

WESTERN-CINE DENVER
312 South Pearl St.
Denver, Colo. 80209

**WILLOUGHBY
INDUSTRIAL CO., INC.**
110 W. 32nd Street
New York, N.Y. 10001

LABORATORY EQUIPMENT

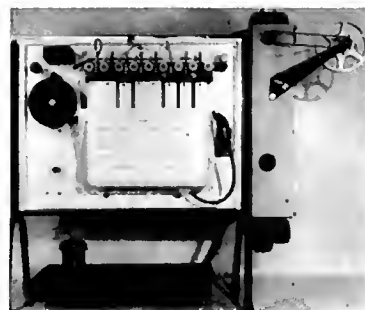
CHEMICALS

Motion picture processing chemicals are available from Agfa-Gevaert, H. G. Cramer, E. L. DuPont De Nemours, Eastman Kodak Co., FR Corporation, Philip A. Hunt Chemical Corp., 3M Company, GAF Corporation, Ilford, Inc., and Superior Bulk Film Co. See address list at end of the section for complete addresses.

MOTION PICTURE PROCESSORS

ARTISAN INDUSTRIES, INC. (Hi Speed Equipment Division). Products for the photographic laboratory manufactured by Hi Speed Equipment include: Hi Speed Spray Developing Machines—black and white—negative/positive Eastman Color Equipment — Kodachrome, Ektachrome and Ansochrome Installations — Silver Recovery Systems — Custom Photographic Processing Equipment — Laboratory Engineering Service.

BURKE & JAMES. Portable developing units for 16, 35 and 70mm.



H. G. CRAMER COMPANY. Cramer Model 68 Mark 1 Motion Picture film
Continued on next page

laboratory equipment . . .

continued

processor. Continuous Automatic for black & white processing. Combination rollers to accommodate either 16mm or single-Super 8 film. Will process to any image, reversal, negative, positive. 400 feet of film can be processed with one filling of the machine. Elevator legs for precise timing of each tank regardless of the overall speed of the processor. Will process 8 feet per minute (reversal).

ANDRE DEBRIE OF NEW YORK. Automatic daylight film processor at speeds of up to 1400 feet per hour.

FAIRCHILD CAMERA & INSTRUMENT. The "Mini-Rapid 16" automatic processor for 16mm negative or positive features leaderless loading, self-threading.

FILMLINE CORPORATION. Daylight and darkroom processors for 16, 35 and 70mm. Specially designed units for TV stations.

OSCAR FISHER CO. Semi-portable Mark 16/35 for 16mm and 35mm processing; also "dry" spray immersion film processor.

ALAN GORDON ENTERPRISES. Daylight operation A-9 portable processor for black & white films. Automatic processors for 16 and 35mm.

GRYPHON CORP. Processing previewer for motion picture processing machines.

HOUSTON FEARLESS CORP. Complete line of processors and related equipment.

JAMIESON FILM CO. Mark IV 16mm color processor with patented tube tank reducing amount of solution in use.

JANPRO. Film Processor Rollers and Bushings. Precision molded plastic film rollers and parts for use in film processing machines and related equipment.

MARK SYSTEMS, INC. Bimat processors for 16, 35 and 70mm films. Extensive line of specialized processing equipment and materials.

J. A. MAURER INC. Portable film processors for 16mm, 35mm and 70mm.



METRO/KALVAR, INC. The Model 135/16 convertible Printer-Processor

produces Black & White 35mm, 8mm or Super 8 positive prints at up to 100 fpm, cleans the negative and raw stock just prior to exposure, permits variable contrast, timing and print inspection in one continuous operation in ordinary room light without chemicals or solutions of any kind.

PAKO CORPORATION. Tabletop Maurer-Matic Model 153-M for 16mm and 35mm film. Cine Strip processors for 16, 35 and 70mm films.

SICKLES, INC. Circle S automatic color film processor for 16, 36, 46, and 70mm color films.

TRIESE ENGINEERING, INC. Line of continuous film processing equipment and accessories. Custom design and building for any processing need.

UHLER CINE MACHINE CO. Sound and silent processors for 8mm and 16mm films.

PRINTERS

AEROJET DELFT CORP. Reduction and contact printers for 16 and 35mm films.

BELL & HOWELL CO. Film printing equipment for all sizes. Professional additive color printing system.

BERKEY TECHNICAL, OXBERRY PRODUCTS. Special effects optical printer series for complete control over film to have wipes, ripples, dissolves, etc. included.

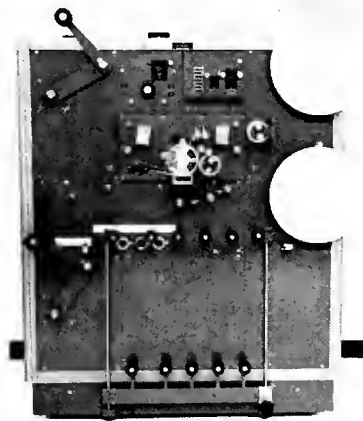
ANDRE DEBRIE OF NEW YORK. Complete line of step printers in contact and optical. "Tipro RA" optical printer, reduces, enlarges, makes 16mm and 35mm contacts.

FOTOVEND CORP. Line of ultra high-speed contact and reduction printers. Basic models "Mark 500 & 600" series include table and power units.

HOLLYWOOD FILM COMPANY. Manufacturers and distributors of High Speed Printers, Slitters, Inspection Projectors, Edge Numbering machines for Professional Laboratories.

METRO/KALVAR, INCORPORATED. The Model 135/16 convertible Printer-Processor produces Black & White 35mm, 16mm, 8mm or Super 8 positive prints at up to 100 fpm, cleans the negative and raw stock just prior to exposure, permits variable contrast, timing and print inspection in one continuous operation in ordinary room light without chemicals or solutions of any kind.

OPTRONICS INDUSTRIES INC. Line of optical printers engineered by Maurer include both step and continuous high speed printers in 16/35mm, 16 16mm and 16/Super 8.



PETERSON ENTERPRISES, INC. The color additive panel printer is designed for high volume color release printing and is built for use with standard 1" 8-hole tape system.

PRECISION LABORATORIES. Special printers, processing and tanks for the film laboratories.

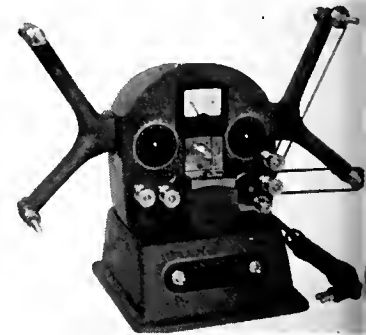
PRODUCERS SERVICE CO. Line of Acme optical printers and special effects printers.

RESEARCH PRODUCTS INC. Line of optical printers in 8, 16, 35 and

70mm. Custom built special effect equipment to order.

S.O.S. PHOTO CINE OPTICS. Line of professional motion picture printers. All formats from Super 8 to 35mm cinemascope.

SUPERIOR BULK FILM CO. Portable fully automatic L&F printer operate in daylight and provides reversal printing.



UHLER CINE MACHINE COMPANY. Complete line of printers, including Cine Printer for Super 8, 8mm and 16mm for sound and picture all incorporated in one small machine. Reproducing perfect contact, clear and steady pictures.

FILM MANUFACTURERS

AGFA-GEVAERT, INC.

275 North Street, Teterboro, New Jersey 07608
Phone: (201) 288-4100

Sales Manager, Professional Cine Products, Irwin B. Freedman.

Atlanta

F. Cole, 1019-C Collier Road, N.W., Atlanta, Georgia 30324;
Phone: (404) 355-7450

Boston

E. Newman, 440 Totten Pond Rd., Waltham, Mass. 02154; Phone: (617) 891-5430

Chicago

Al Blais, 6901 North Hamlin Ave., Lincolnwood, Illinois 60645;
Phone: (312) CO 7-9100

Independence

F. Schaezting, 5805 Valley Belt Road, Independence, Ohio 44131; Phone: (216) 398-2900

Dallas

Jack Gilbert, 1355 Conant St., Dallas, Texas 75207; Phone: (214) ME 1-7290

Denver

R. Bennett, 5225 East 38th Ave., Denver, Colo. 80207; Phone: (303) 388-9261

Los Angeles

George Alexander, A. Carleton, Phil Singer, 1025 Grand Central Ave., Glendale, Calif. 91201.
Phone: (213) 246-8141

San Francisco

J. Heller, 1485 Bayshore Blvd., San Francisco, Calif. 94122.
Phone: (415) 467-2330

New York

J. Mazor, 275 North Street, Teterboro, New Jersey 07608; Phone: (212) LO 5-7850

EASTMAN KODAK COMPANY Motion Picture and Education Markets Division

General Offices: 343 State Street, Rochester, New York 14650
Phone: (716) 325-2000

Dr. N. L. Simmons, General Manager

East Coast

K. M. Mason, Sales Manager, 20 Park Ave., New York, N.Y. 10017.
Phone: MUrray Hill 7-7080. AC: 212.

Midwest

J. H. Maynard, Sales Manager, 1901 W. 22nd St., Oak Brook, Ill. 60521. Phone: 654-0200. AC: 312.

West Coast

W. L. Farley, Sales Manager, 67 Santa Monica Blvd., Hollywood, Calif. 90038. Phone: 464-6121. AC: 213.

Hawaii

G. A. Stevens, Sales Manager, 1065 Kapiolani Blvd., P.O. Box 1260 (mail), Honolulu, Hawaii 96807. Phone: 566-1111. AC: 80

**E. I. DU PONT
DE NEMOURS & CO.**

Photo Products Department
Wilmington, Delaware 19898
C. Chambers, *Director of Sales,
Printing & Industrial Markets*
T. Harding, *Manager Planning
& Tech. Serv., Instrumentation
Markets*

Southeastern

B. Sutherland, *District Manager*
C. Hitchcock, *Field Sales Manager*
370 Northeast Expressway
Camblee, Georgia 30005
Phone: (404) 451-2611

Northeastern

E. Ray, *District Manager*
H. S. Fleming, *Field Sales Manager*
330 Allwood Road, Allwood Station,
Clifton, New Jersey 07012
Phone: AC: 201 473-4004 (N.Y.
area) 924-3100

Midwestern

H. Lines, *District Manager*
E. Smith, *Field Sales Manager*
631 Gross Point Road, Niles,
Illinois 60648 Phone: (312) 222-
5100

Southwestern

A. C. King, *District Manager*
V. A. Gatlin, *Field Sales Manager*
P.O. Box 10486, 3120 Commonwealth
Drive, Dallas, Texas 75247
Phone: (214) 631-7180

Western

W. S. Hushebeck, *District Manager*
R. C. Axon, *Field Sales Manager*
300 Pacific Avenue, West Burbank,
California 91505 Phone: (818)
(3) 843-1612

**GENERAL ANILINE
& FILM CORPORATION**

10 W. 51st St., New York, N.Y.
10020
Phone: (212) JU 2-7600

R. C. Van Winkle, *National Marketing
Manager*
D. Liddell, P. Telep, C. R. Bennett,
Assistant Product Managers

Southeast Region

E. M. Warnecke, *Sales Manager*
P.O. Box 4778 (Federal Annex)
Atlanta, Georgia 30302. Phone:
SA: 404 351-6510

Southwestern Region

W. A. Kock, *Sales Manager*, 6300
Clar Springs Road, Dallas, Texas
75235. Phone: AC: 214 351-3222

Northeastern Region

P. J. Daly, *Regional Manager*;

J. D. Barry, *District Manager*, 140
W. 51st St., New York, N.Y.
10020. Phone: (212) JU 2-7600;
W. F. Schlag, *District Manager*,
240 University Ave., Westwood,
Mass. 02091. Phone: (617) 329-
1550; H. P. Christman, *District
Manager*, 4601 Lydel Rd., Cheverly,
Md. 20781 (Washington, D.C.
District). Phone: (301) 322-3130.

Central Region

W. D. Hopkins, *Regional Manager*;
P. Stadler, *District Manager*,
4255 W. Touhy Ave., Chicago, Ill.
60646. Phone: (312) 679-2300;
H. W. Gost, *District Manager*,
Detroit/Cincinnati District, 12680
Westwood Ave., Detroit, Mich.
48223. Phone: (313) BR 3-8410;
P. J. Caldwell, *District Manager*,
Kansas City, Missouri.

Southern Region

P. V. DeGraff, *Regional Manager*;
J. H. Farnham, *District Manager*,
2925 Avenue E East, P.O. Box 68,
Arlington, Tex. 76011; Phone:
(817) CR 5-4411; C. Holt, *Dis-
trict Manager*, 1219 Williams St.,
N.W. Atlanta, Ga. 30309. Phone:
(404) TR 6-0351.

Western Region

W. L. Fagan, *Regional Manager*;
P. T. McNaughton, *District Man-
ager*, Los Angeles District, 525 E.
Imperial Highway, P.O. Box 626,
La Habra, Calif. 90631. Phone:
(213) LA 6-6601; J. Nelson, *Dis-
trict Manager*, 206 Utah Ave., S.
San Francisco, Calif. 94080.
Phone: (415) JU 9-6500.

Canada

G. F. Ashmore, *Vice President &
Sales Manager*, Ansco of Canada
Ltd., 2403 Stanfield Rd., Cooks-
ville, Ontario. Phone: (705) 277-
0381.

METRO/KALVAR, INC.

745 Post Road, Darien, Connecti-
cut 06820

Phone: (203) 655-8209

A. W. Hall, Jr., *President*
W. A. Muttitt, *Director of Oper-
ations*

**Engineering Office & Laboratory
Services:** 10202 West Washington
Boulevard, Culver City, Califor-
nia 90230. Phone: (213) 836-
3000 Ext. 366.

K. W. Scott, *Director of Develop-
ment*
W. I. Vance, *Chief Engineer*

Services: Manufactures and dis-
tributes printing and processing
equipment and Kalvar Vesicular
film for motion picture and televi-
sion applications. Laboratory serv-
ices available.

NAMES & ADDRESSES

—A—

ADVANCE PRODUCTS COMPANY
2300 East Douglas Avenue
Wichita, Kansas 67201

AEROJET DELFT CORPORATION
80 Skyline Drive
Plainview, New York 11803

AGFA-GEVAERT, INC.
275 North Street
Teterboro, New Jersey 07608

ALLEN PRODUCTS, INC.
170 Carrie Street
Bridgeport, Connecticut 06607

ALLIED IMPEX CORPORATION
168 Glen Cove Road
Carle Place, New York 11514

AMEGA CORPORATION
11817 Wicks Street
Sun Valley, California 91352

AMPEX CORPORATION
401 Broadway
Redwood City, California 94063

ANGENIEUX CORP. OF AMERICA
440 Merrick Road
Oceanside, New York 11572

ARRIFLEX CORP. OF AMERICA
25-20 Brooklyn-Queens Expressway W.
Woodside, New York 11377

ARTISAN INDUSTRIES, INC.
HiSpeed Equipment Division
73 Pond Street
Waltham, Massachusetts 02154

—B—

BACH-AURICON, INC.
6914 Romaine Street
Hollywood, California 90038

BAIA CORPORATION
9353 Leo Road
Jackson, Michigan 49203

BARDWELL & McALISTER INC
1117 N. McCadden Place
Hollywood, California 90038

BAUSCH & LOMB
88568 Bausch Street
Rochester, New York 14602

BELL & HOWELL
7100 McCormick Road
Chicago, Illinois 60645

BERKEY/COLORTRAN, INC.
1015 Chestnut Street
Burbank, California 91502

**BERKEY TECHNICAL
Division, Berkey Photo, Inc.**
25-15 50th Street
Woodside, New York 11377

BIRNS & SAWYER, INC.
1026 N. Highland Avenue
Los Angeles, California 90038

BREWSTER CORPORATION
50 River Street
Old Saybrook, Connecticut 06475

BUCKEYE STAMPING COMPANY
555 Marion Road
Columbus, Ohio 43207

BUHL OPTICAL COMPANY
1009 Beech Avenue
Pittsburgh, Pennsylvania 15233

BURKE & JAMES, INC.
333 W. Lake Street
Chicago, Illinois 60606

—C—

**CALIFONE/ROBERTS
Div. of Rheem Manufacturing Co.**
5922 Bowcraft Street
Los Angeles, California 90016

THE CAMERA MART, INC.
1845 Broadway
New York, New York 10023

CANON USA, INC.
64-10 Queens Boulevard
Woodside, New York 11377

CENTURY PRECISION OPTICS
10661 Burbank Boulevard
North Hollywood, Calif. 91601

CHRISTIE ELECTRIC CORPORATION
3410 West 67th Street
Los Angeles, California 90043

CINE MAGNETICS, INC.
202 East 44th Street
New York, New York 10017

CINEMA RESEARCH CORPORATION
716 N. LaBrea Avenue
Los Angeles, California 90038

CINE 60, INC.
630 Ninth Avenue
New York, New York 10036

JACK COFFEY COMPANY, INC.
104 Lake View Avenue
Waukegan, Illinois 60085

COHU ELECTRONICS, INC.
P.O. Box 623
San Diego, California 92112

COMPCO CORPORATION
1800 N. Spaulding Avenue
Chicago, Illinois 60647

**COMPREHENSIVE SERVICE
CORPORATION**
250 West 64th Street
New York, New York 10023

**H. G. CRAMER MOTION
PICTURE PRODUCTIONS**
6028 General Tinker Avenue
Sarasota, Florida 33580

CUMMINS-CHICAGO CORPORATION
4750 Ravenswood Avenue
Chicago, Illinois 60640

—D—

ANDRE DEBRIE
432 West 45th Street
New York, New York 10036

DU PAGE METAL PRODUCTS
211 South Main Street
Lombard, Illinois 60148

E. I. DU PONT DE NEMOURS
Product Information Center
1007 Market Street
Wilmington, Delaware 19898

DURST
Div. Ehrenreich Photo-Optical
Industries, Inc.
623 Stewart Avenue
Garden City, New York 10530

E

EASTMAN KODAK COMPANY
343 State Street
Rochester, New York 14650

ECLAIR CORPORATION OF AMERICA
7262 Melrose Avenue
Los Angeles, California 90046

ELECTRO-VOICE, INC.
600 Cecil Street
Buchanan, Michigan 49107

ERCONA CORPORATION
432 Park Avenue South
New York, New York 10016

F

F&B/CECO, INC.
315 West 43rd Street
New York, New York 10036

THE FR CORPORATION
951 Brook Avenue
Bronx, New York 10451

**FAIRCHILD CAMERA &
INSTRUMENT CORP.**
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221 Fairchild Avenue
Plainview, New York 11803

**FELLER VACUUM FORM
STUDIOS, INC.**
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New York, New York 10451

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Div. of Ikelheimer-Ernst, Inc.
601 West 26th Street
New York, New York 10001

FILMLINE CORPORATION
Erna Street
Milford, Connecticut 06460

FOROX CORPORATION
P.O. Box 1005
New Rochelle, New York 10802

FOTOSONIC, INC.
15 West 46th Street
New York, New York 10046

JACK A. FROST
234 Piquette Avenue
Detroit, Michigan 49202

G

GAF CORPORATION
140 West 51st Street
New York, New York 10020

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INDUSTRY**
15-58 127th Street
New York, New York 11356

GENERAL CAMERA CORPORATION
321 West 44th Street
New York, New York 10036

GENERAL ELECTRIC COMPANY
Nela Park
Cleveland, Ohio 44112

ALAN GORDON ENTERPRISES
5362 N. Cahuenga Boulevard
North Hollywood, California 91601

GRAFLEX, INC.
Rochester, New York 14603

GRISWOLD MACHINE WORKS
412 Main Street
Port Jefferson, New York 11777

HENRY GROSSMAN ASSOCIATES
519 South Fifth Avenue
Mount Vernon, New York 10550

GRYPHON CORPORATION
2806 West Burbank Boulevard
Burbank, California 91505

H

HARWALD COMPANY
1245 Chicago Avenue
Evanston, Illinois 60202

HARWOOD ELECTRONICS COMPANY
466 W. Superior Street
Chicago, Illinois 60610

KARL HEITZ, INC.
979 Third Avenue
New York, New York 10022

O. H. HIRT, INC.
41 N. 11th Street
Philadelphia, Pennsylvania 19107

HOFFMAN CAMERA CORPORATION
19 Grand Avenue
Farmingdale, New York 11735

HOLLYWOOD CAMERA COMPANY
6838 Sunset Boulevard
Hollywood, California 90028

HOLLYWOOD FILM COMPANY
956 N. Seward Street
Hollywood, California 90028

**HOUSTON FEARLESS
CORPORATION**
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Los Angeles, California 90064

HOUSTON PHOTO PRODUCTS, INC.
665 East 20th Street
Yuma, Arizona 85364

**PHILIP A. HUNT
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Palisades Park, New Jersey 07650

I-J

ILFORD, INC.
West 70 Century Road
P.O. Box 288
Paramus, New Jersey 07652

INTERCINEMA CORPORATION
311 West 43rd Street
New York, New York 10036

INTERCRAFT CORPORATION
630 Ninth Ave., New York, N.Y. 10036

JAMIESON FILM COMPANY
3825 Bryan Street
Dallas, Texas 75204

JANPRO
1245 West Brooks Street
Ontario, California 91762

K

THE KALART COMPANY
Hultenius Street
Plainville, Connecticut 06062

L

L-W PHOTO, INC.
15451 Cabrito Road
Van Nuys, California 91406

LABCRAFT INTERNATIONAL
4019 Prospect Avenue
Cleveland, Ohio 44103

**LAFAYETTE INSTRUMENT
COMPANY**
P.O. Box 1279
Lafayette, Indiana 47902

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7334 North Clark Street
Chicago, Illinois 60626

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3M CENTER
St. Paul, Minnesota 55101

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Sherman Oaks, California 91413

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25 Home Street
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Long Island City, New York 11101

CHARLES MAYER STUDIOS, INC.
776 Commins Street
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4241 Normal Avenue
Los Angeles, California 90029

METRO/KALVAR, INC.
745 Post Road
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D. B. MILLIKEN COMPANY
131 N. Fifth Avenue
Arcadia, California 91006

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666 West Harvard Street
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**MOTION PICTURE CAMERA
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Tarrytown, New York 10591

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One Philips Parkway
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New York, New York 10001

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25-15 50th Street
Woodside, New York 11377

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1900 Lower Road
Linden, New Jersey 07036

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464 Central Avenue
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1840 Pickwick Avenue
Glenview, Illinois 60025

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820 South Mariposa
Burbank, California 91506

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640 S. Commercial Avenue
Carlstadt, New Jersey 07072

**PRECISION CINE
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894 East 51st Street
Brooklyn, New York 11203

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37-12 108th Street
Corona, New York 11368

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1230 Grand Central Avenue
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2959 Ladybird Lane
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ELECTRONICS SYSTEMS**
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Hollywood, California 90038

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Los Angeles, California 90016

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P.O. Box 5914 Noble Avenue
Van Nuys, California 91404

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333 West 52nd Street
New York, New York 10036

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Division F&B/Ceco, Inc.
311 West 43rd Street
New York, New York 10036

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361 West Superior Street
Chicago, Illinois 60610

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Woodside, New York 11377

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P.O. Box 3396
Scottsdale, Arizona 85257

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56 Emerald Street, S.E.
Minneapolis, Minnesota 55414

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48-17 Van Dam Street
Long Island, New York 11101

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329 Grand Central Avenue
Glendale, California 91201

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Hollywood, California 90038

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430 Schuyler Avenue
Kearny, New Jersey 07032

SUPERIOR BULK FILM COMPANY
442 N. Wells Street
Chicago, Illinois 60610

**SYLVANIA ELECTRIC
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Photolamp Division
730 Third Avenue
New York, New York 10017

—T—U—

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P.O. Box 171
Pelham, New York 10803

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Universal City, California 91604

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5701 Euclid Avenue
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**WESTREX DIVISION
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1136 N. Los Palmas
Hollywood, California 90038

**WILEY OPTICAL
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Melbourne, Florida 32901

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555 West Taft Drive
South Holland, Illinois 60473

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Supplement to Production Services Buyer's Guide

Late listings and corrections to our October Buyer's Guide to Production Services.

LABORATORIES

ALPHA FILM LABORATORIES

P.O. Box 5325, Baltimore, Maryland 21209
Phone: CL 2-4150 AC: 301

Year of Organization: 1919

W. E. Wood, *Owner*

35mm Services: Theatre Trailers, titles, sound recording.

16mm Services: reversal processing, titles, sound recording — live or from tape.

ALPHA CINE LABORATORY, INC.

1001 Lenora St., Seattle, Washington 98121
Phone: MU 2-8230 (206)

Branch: East 213 Second Avenue, Spokane, Wash.

Phone: (509) RI 7-8009

Year of Organization: 1957

Leslie E. Davis, *President*

George Harvey, *Vice President*

Hughie Tanner, *Manager*

16mm Services: ECO-2/3 & ME-4 Ektachrome processing; Eastman color negative/positive processing; black & white negative, positive & reversal processing; Additive color printing. Ink edge numbering. Ultrasonic cleaning. Permafilm treatment. Optical sound tracks.

8mm Services: Regular & Super 8 processing of black & white and Ektachrome films.

ALPHA CINE SERVICE, LTD.

1195 Richards St., Vancouver 2, B.C. Canada
Phone: 688-7757 (604)

Year of Organization: 1968

George Harvey, *President*

Leslie E. Davis, *Vice President*

Ralph Umbarger, *Manager*

35mm Services: Eastmancolor negative and positive processing, overnight color dailies. Ink edge numbering.

16mm Services: ECO-2/3 & ME-4 Ektachrome processing, Gevachrome 6N1 color processing, Eastmancolor negative positive processing, Gevacolor positive processing, black & white negative, positive and reversal processing. Additive color 35/32mm printing. Ink edge numbering. Ultrasonic cleaning.

8mm Services: Regular and Super 8 processing of black & white reversal and Ektachrome films.

PATHE-HUMPHRIES OF CANADA, LTD.

9 Brockhouse Road, Toronto 14, Canada
Phone: 25 9-7811 AC: 416

H. Greenberg, *President*

R. I. Beaudry, *Vice President, General Mgr.*

D. Hardon, *Lab Superintendent*

G. Grimaldi, *Sound Department Head*

35mm Services: negative developing & dailies; color & b&w dupes; masters; black & white re-

lease printing. Eastman color processing and printing.

16mm Services: negative developing & dailies; color & b&w dupes, master; contact and reduction release; 35/32mm release; Ektachrome masters and reversal color prints. 16mm. Ektachrome processing ECO and ME-4. Eastman color printing and processing.

8mm Services: Color and black & white Super-8mm and standard 8mm printing and processing.

Special Services: Edge coding, 16 & 35mm; editing; sound mixing facilities, 35 & 16mm; all sound transfers, optical and magnetic, 16-35mm, 1/4" sync, etc.

REELA FILM LABORATORIES, INC.

65 N.W. Third Street, Miami, Florida 33128
Phone: (305) 377-2611

Regional Sales Office: 100 W. 40th St., New York, N.Y. 10018

Year of Organization: 1951

F. F. Sack, *Vice President/General Manager*

J. T. Wilson, *Technical Director*

J. E. Romano, *Business Manager*

Frank Zambrano, *Traffic Manager*

Ed Thompson, *Still Dept. Manager*

Hal Burnett, *Laboratory Manager*

Les Heier, *Customer Service*

C. Biddlecom, *Animation and Art*

35mm Services: processing ECN; printing (additive) sound mix and transfers; B&W processing and printing.

16mm Services: processing ECO & ME4; additive printing; sound mix and transfers; B&W processing and printing; B&W reversal processing & printing.

8mm Services: Super 8mm Silent-sound—franchised Technicolor cartridge loading—S/8 and Reg 8 loading. Optical or magnetic tracks for any format.

Special Services: sound stage rental—all producer services — animation, titling, graphic arts, music libraries, editing, editing room rental, post recording, sound mix and transfer, lab services through release prints, kinescope transfer from video tape.

VITFER / E. LEZE CINE TV LABORATORIES

1 Rue Charles Marie Widor, Paris XVIeme, France

Phones: AUT 88-05; MIR 53-50

Branch: Issy, 47 Rue Victor Cresson. Phone: 642 46-99

Year of Organization: 1934

Emile Leze, *President*

Claude Leze, *Vice President*

Jean Vernav, *Technical Director*

Services: 35mm: black & white, color processing, printing, Eastmancolor. 16mm: Ektachrome, 2255, 7241-42 Eastmancolor 7254 processing, printing, A & B rolls, special effects, negative, positive, reversal. Special services: 16/35mm sound transfer, optical or magnetic; animation stands — 16/35mm. One hour service for TV color newsreels.

EFFECT & OPTICALS

CINEMA RESEARCH CORP.

6860 Lexington Ave., Hollywood, Cal. 9
Phone: (213) HO 1-3235

Year of Organization: 1947

Harold A. Scheib, *President*

Jack Glass, *In-Charge of Production*

Services: for 16/35/70mm; special effects; work; traveling matte; miniatures; inserts; combination animation and live action; optical printing; duplicate negatives; wipes; fades, dissolves

SPECIAL SERVICES

PEERLESS FILM PROCESSING CORPORATION

250 West 64th St., New York, N.Y. 100
Phone: 799-2500 AC: 212

Cable: PEERFILPRO

M. L. Freedman, *General Manager*

Branch Office: West Coast Laboratory
N. Highland Ave., Hollywood, Calif

Year of Incorporation: 1934

Services: protective treatment; reconditioning services including scratch removal, inspection & repair, shrinkage reduction, correction of brittleness, buckle and curl; supplies for cleaning & repair. Rehumidification process.

TELEFEX FILM PRODUCTIONS

1191 Richards St., Vancouver, Canada
Phone: 688-3739 (604)

Frank E. Fleming, *General Manager*

Services: motion picture backgrounds for black & white and color. Optarama special effects process. Front projection equipment.

VIDEOTAPE SERVICE

WINDSOR ELECTRONICS SYSTEMS CO.

230-08 S. Condoit Avenue, Laurelton, N.Y. 11431

Phone: (212) 723-1200

Date of Organization: 1966

Bertram B. Goodman, *President*

Robert J. Henderson, *VFR Marketing Manager*

Services: Videofilm recording (VFR), Transfer of helical scan video to 16mm and 8mm film. Physical equipment: Mobile TV studio equipment.

DISTRIBUTORS

ROTHACKER, INC.

Rothacker Building, 241 West 17th New York, N.Y. 10011

Phone: (212) 989-2929

Douglas D. Rothacker Jr., *President*

W. Stanfield Copper, *Vice-President*

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SALED BIDS, in duplicate, will be received by Harvey A. Immerman, Trustee, 402 Atlas Bldg., Cincinnati, Ohio until Dec. 5, 1969 10:00 A.M.

SALE in the bankruptcy of K & S Films, Inc., #55645, U.S. District Court, Southern District of Ohio.

INSPECTION of the premises and its contents may be arranged with Harvey A. Immerman, Trustee.

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reference shelf

Same Day Film Processing

Ektachrome commercial film processing with same day service is described in a two-color brochure offered by WRS Motion Picture Laboratory. The brochure describes the company's new ECO processing machine, specifically designed to handle 7255 Ektachrome Commercial, plus EF, EFB, and MS film. Designed by WRS in close coordination with Eastman Kodak, the WRS ECO machine incorporated innovations in photographic research from Rochester, and meets Kodak ECO processing specs.

For the brochure, write *WRS Motion Picture Laboratory, Dept. BSC, 210 Semple Street, Pittsburgh, Pa. 15213.*

Luxor Catalog Available

A 32-page catalog giving complete details of all Luxor products lists more than 200 products for use in schools, churches, industry and government by audio visual departments, instructional materials centers, training departments, libraries and film departments. The catalog lists three series of library units for filing and storing AV and instructional materials plus mobile multi-height projector and TV receiver stands, mobile storage/projection centers, mobile videotape recorder console, the Luxor AV and instructional materials record system and various forms and materials for AV library use.

Write for catalog #3269 to *Jack C. Coffey Co., Dept. BSC, 104 Lake View Ave., Waukegan, Ill. 60085.*

Association Films Catalogs Available

Association Films, Inc. has just released its 1969-70 catalog covering an expanded library of educational and entertainment films and filmstrips that are available on a free-loan basis to community and educational groups and television stations. The company, which reached over 700 million viewers last year, offers a diverse selection of subjects, including economics, science, health, safety, fine arts, nature studies, sociology, technology, travel and sports.

Through its Association Instructional Materials division, Association Films has also released its 1969-70 Sale/Rental catalog which includes many outstanding productions. The catalogs are available by writing *Dept. BSC, at the Associations Films distribution center nearest you.*

Continued on next page

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Color TV Camera Brochure

A two color, 8 page brochure explains the operation of the VP3 Color Television Camera and describes the basic features of all the contributing camera components. The camera weighs 90 pounds and features optimum broadcast studio quality color and ease of operation.

For the brochure, write *Visual Electronics Corporation, Dept. BSC, 356 West 40th St., New York, N.Y.*

Ampex Fact Sheet

A fact sheet, V69-20, describing the performance and specifications of the Ampex VR-7500X high resolution closed industrial and educational recording applications is now available from *Ampex Educational and Industrial Products Division, Dept. BSC, 2201 Estes Ave., Elk Grove Village, Ill. 60007.*

Full-Line Catalog

Bardwell and McAlister has prepared a fully illustrated, full-line color catalog. It details a complete line of "quartz" lighting equipment and accessories available to the motion picture, TV and still photography industries. A copy of the catalog is

available by writing *John M. Ray, Executive Vice-President Bardwell and McAlister, Dept. BSC, 6757 Santa Monica Boulevard, Hollywood, California 90038.*

Directory of Photography

The 1970 Directory of Professional Photography, designed for use by buyers of quality professional photography, has been published by the Professional Photographers of America, Inc. It is particularly useful to advertising and public relations managers and agency account executives. The directory carries a complete geographical listing of nearly 13,000 members of the PP of A throughout the United States, Canada and 32 other countries.

Separate sections list portrait and commercial photographers available for assignments, and industrial photographers who work in business or industry and are for photographic studios.

Any buyer of photography may receive a copy of the PP of A's Directory of Professional Photography, without charge by writing on company letterhead to *PPA Publications, Inc., Dept. BSC, P.O. Box 452, Des Plaines, Ill. 60018.*

Midwest Visual Equipment Co., Inc.
6500 N. Hamlin, Chicago 60645.
Phone: (312) IR 8-9820, and
Two equipment rental locations:
571 W. Randolph — AN 3-5076.
O'Hareland: 6600 Mannheim Rd.
at O'Hare Inn—Phone 296-1037.

• MICHIGAN •

The Jam Handy Organization, 2821
E. Grand Blvd., Detroit 48211.
Phone: 313/TR 5-2450.

• MISSOURI •

Cor-rell Communications Co., 5316
Pershing, St. Louis 63112. Equip-
ment rental (314) FO 7-1111.

Swank Motion Pictures, Inc., 201 S.
Jefferson Ave., St. Louis, Mo.
63103. (314) JE 1-5100.

• OHIO •

Academy Film Service, Inc., 2110
Payne Ave., Cleveland 44114.

Sunray Films, Inc., 2005 Chester
Ave., Cleveland 44114.

Twyman Films, Inc., 329 Salem
Ave., Dayton 45401.

M. H. Martin Company, 1118 Lin-
coln Way E., Massillon.

• CALIFORNIA •

Coast Visual Education Co., 5610
Hollywood Blvd., Hollywood
90028. 466-1651

The Jam Handy Organization, 305
Taft Building, 1680 N. Vine St.,
Hollywood 90028. HO 3-2321.

Photo & Sound Company, 870 Mon-
terey Pass Road, Monterey Park.
91754. Phone: (213) 264-6850.

Ralke Company, Inc. A-V Center,
641 North Highland Ave., Los
Angeles 36. (213) 933-7111

SAN FRANCISCO AREA

Photo & Sound Company, 116 Na-
toma St., San Francisco 94105.
Phone: 415/GARfield 1-0410.

• COLORADO •

Cromars' Audio-Visual Center, 1200
Stout St., Denver 80204.

• NEW MEXICO •

**University Book Store Allied Supply
Company**, 2122 Central East, Al-
buquerque 87106.

• OREGON •

Moore's Audio Visual Center, Inc.
234 S.E. 12th Ave., Portland
97214. Phone: 503/233-5621.

• UTAH •

Deseret Book Company, 33 East
South Temple St., Salt Lake, 10.

• MAINE •

Headlight Film Service, 111 Ocean
St., So. Portland, Me.

• MARYLAND •

Stark-Films, Inc. (Since 1920)
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Md. 21201. Phone: 305/539-3391

• WASHINGTON •

"The" Film Center, 915 12th St.
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(202) 393-1205

• NEW YORK •

Buchan Pictures, 122 W. Chippewa
St., Buffalo 2, N.Y.

Cine Communicators, 777 Third
Avenue, New York, New York
10017, (212) 682-2780

The Jam Handy Organization, 1775
Broadway, New York 10019.
Phone 212/JUDson 2-4060.

Projection Systems, Incorporated,
202 East 44th Street, New York,
New York 10036 (212) MU 2-
0995

Training Films, Inc., 33 Laurel St.,
Butler, N.J. 07405

Visual sciences, 599BS Suffern, N.Y.
10901

• PENNSYLVANIA •

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Carnet — Important New Word for Filmmakers

Carnets may well be one of the most significant aids to the filmmaker filming abroad to become available recently.

In case you haven't heard, "carnets" are customs documents that greatly reduce the red tape involved in crossing from one foreign country into another.

Administered by the U.S. Council of the International Chamber of Commerce, carnets are issued in advance to Americans going abroad with business or other equipment that will eventually be returned home. Customs arrangements are made in advance at a pre-determined cost for all the countries on an itinerary.

The carnet arrangements may even be made by mail provided a U.S. customs inspection of the equipment is made.

By participating in the carnet program, the U.S. has joined several others in the program

that has been effective in parts of the world for about a decade. It eliminates the need to fill out endless forms when entering and leaving a country participating in the program.

By issuing the carnet, the U.S. Council in effect guarantees to foreign customs officials that any tariffs, charges and taxes on material listed on the carnet that is not taken back out of the country will be paid by the Council's counterpart organization in that country.

The carnet system covers a number of items including engineering, entertainment and electronic gear. But most important to the peripatetic filmmaker is carnet coverage of cameras and cinematographic equipment. Paint, cleaning materials, gems and food are not covered.

Countries presently participating in the program include Austria, Belgium, Luxembourg, Bulgaria, Czechoslovakia, Denmark, Finland, France (Guadeloupe,

Guyane, Martinique, Reunion), West Germany, Hungary, Ireland, Israel, Italy, Ivory Coast, Netherlands, Norway, Portugal, Rumania, Spain, Sweden, Switzerland, United Kingdom (Gibraltar), United States and Yugoslavia.

A free brochure with details about the carnet program is available from the U.S. Council of the International Chamber of Commerce, 1212 Avenue of the Americas, New York, N.Y. 10036.

Acme Introduces Newest Transfer Process

Acme Film and Videotape Laboratories, Inc., recently introduced the newest advance in their Acme Chroma videotape-to-film transfer process.

At a special presentation hosted by Mel Sawelson, a demonstration of the results of a new solid state color film recording unit was shown.

The new unit increases definition as much as 25%-30% in addition to allowing for greater stability and much less variation than previously possible. Several unique corrective devices have been built into the unit.

A second unit is currently being completed incorporating everything used in the prototype, now in full use at the Hollywood laboratory.

No decision has yet been made as to whether the unit will be marketed to other firms.

DFI Communications, Inc. Makes Two Acquisitions

DFI Communications, Inc., recently acquired Golden-Penn Theatre Ticket Service and Communications Group, a film and TV production and distribution firm.

Golden-Penn, organized in 1957 pioneered the concept of mass sales at box office prices and innovated the credit card system as applied to the purchase of theatre and sports tickets.

The Communications Group actively engaged in the production and distribution for the film and TV industry through its subsidiaries: Gerald Productions, Sponsors Film Service, Sight Sound Productions, and Callwell Pictures.

Both acquisitions were made with an exchange of DFI stock for 100% of the acquired companies.

Interesting Reading

Some fascinating reading for filmmakers is contained in a new booklet, "Byron on Film", authored by Byron Roudabush, president of Byron Motion Pictures.

Basically a semi-technical booklet covering all phases of motion picture production, subjects range from positive pitch and negative pitch to tracking, mix, sound editing and prints.

Copies of the booklet are available by writing Byron Motion Pictures, Dept. BSC, 65 K Street, Northeast, Washington, D.C. 20002. *point & per*

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Training Manuals
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Utilization Assistance
Closed-Circuit TV
Stimulation Programs

Group Meeting Implementation

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and Specifications
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Animated Cartoons
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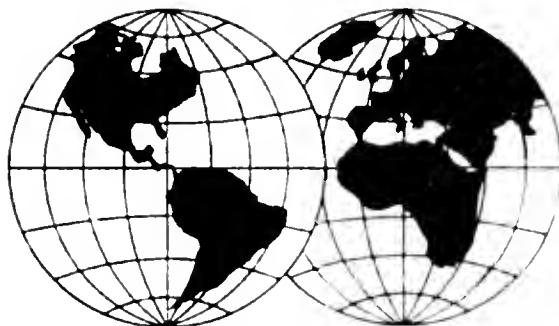
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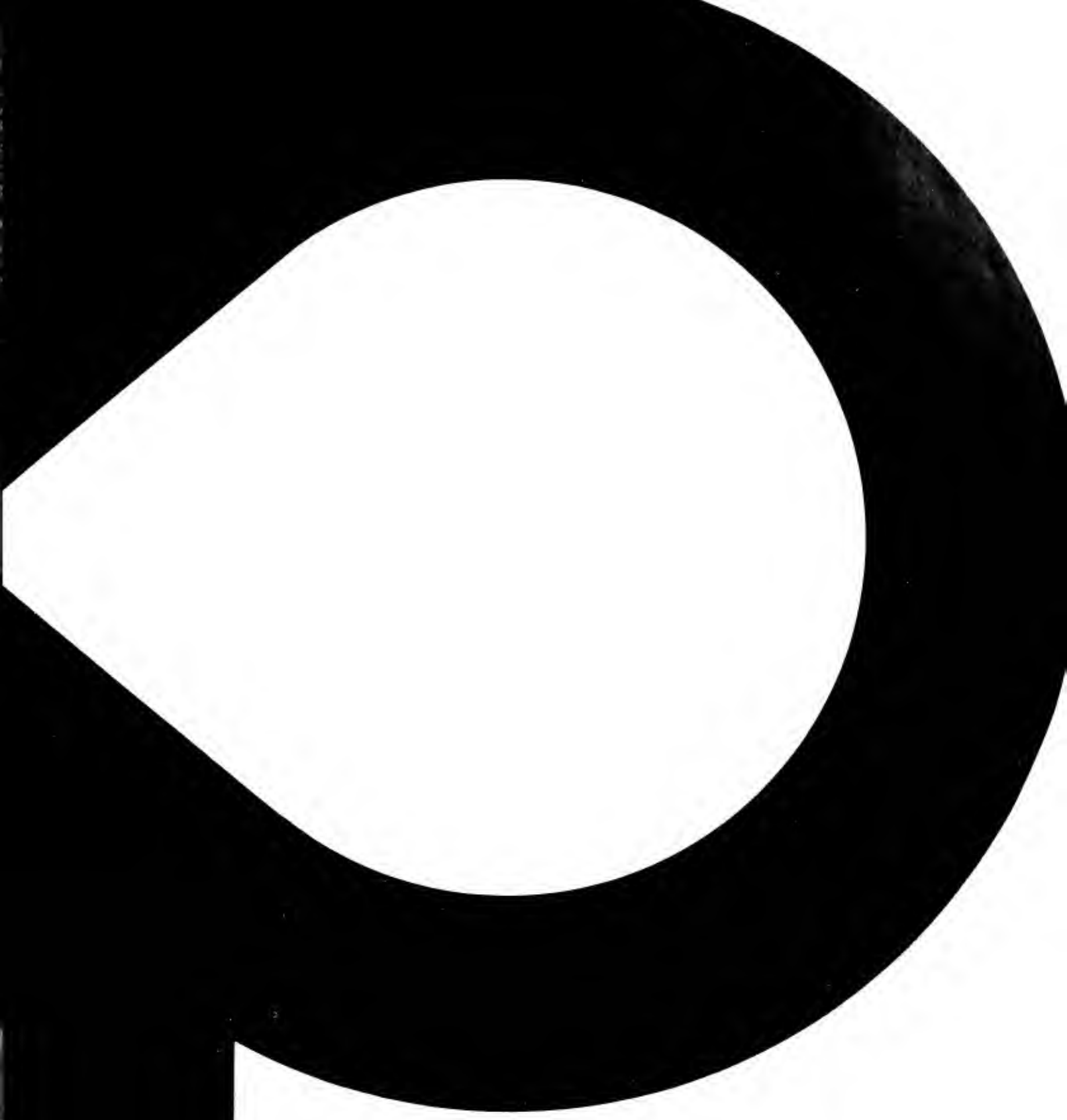
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BUSINESS SCREEN

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*The magazine of trade and news
Food and Technical of Communication*

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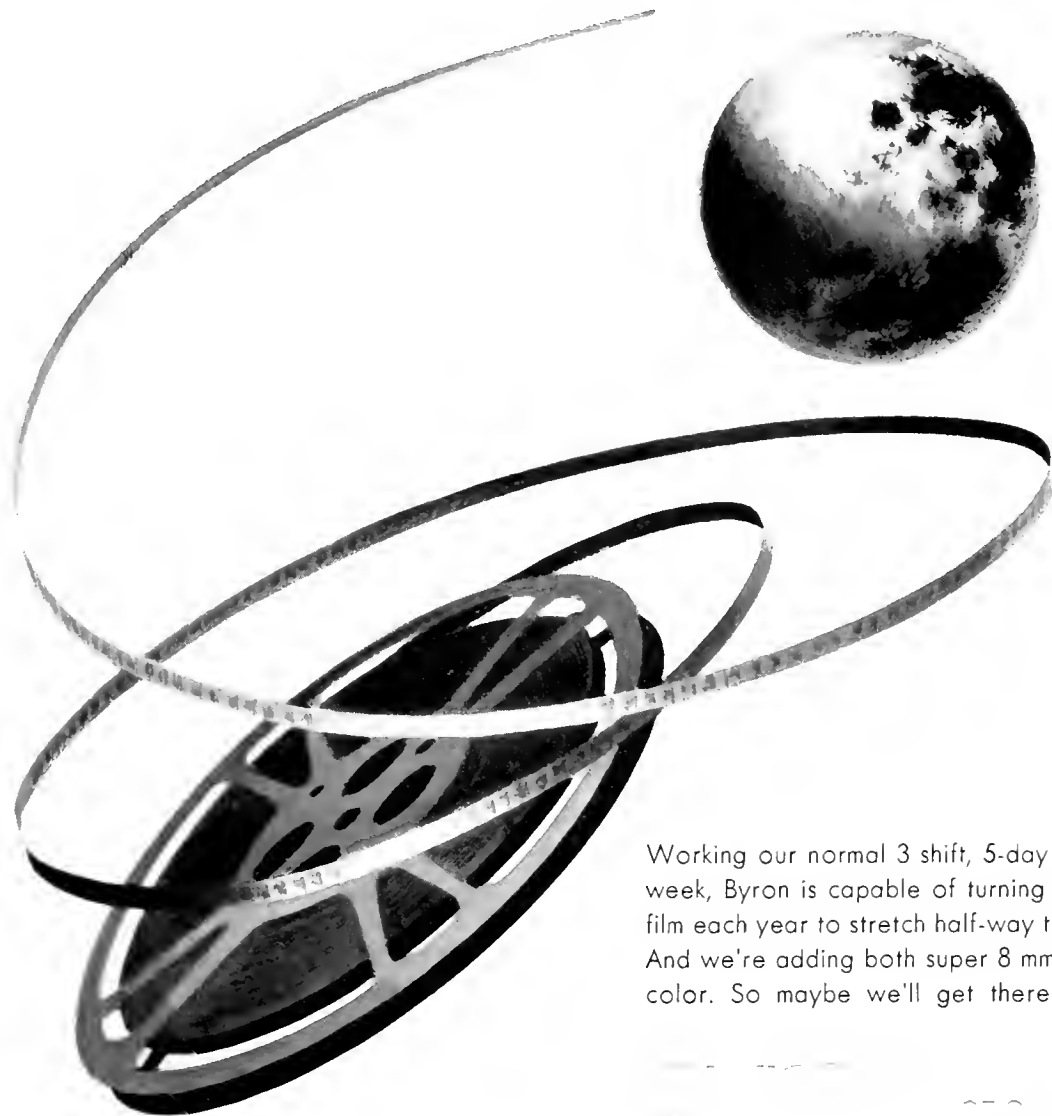
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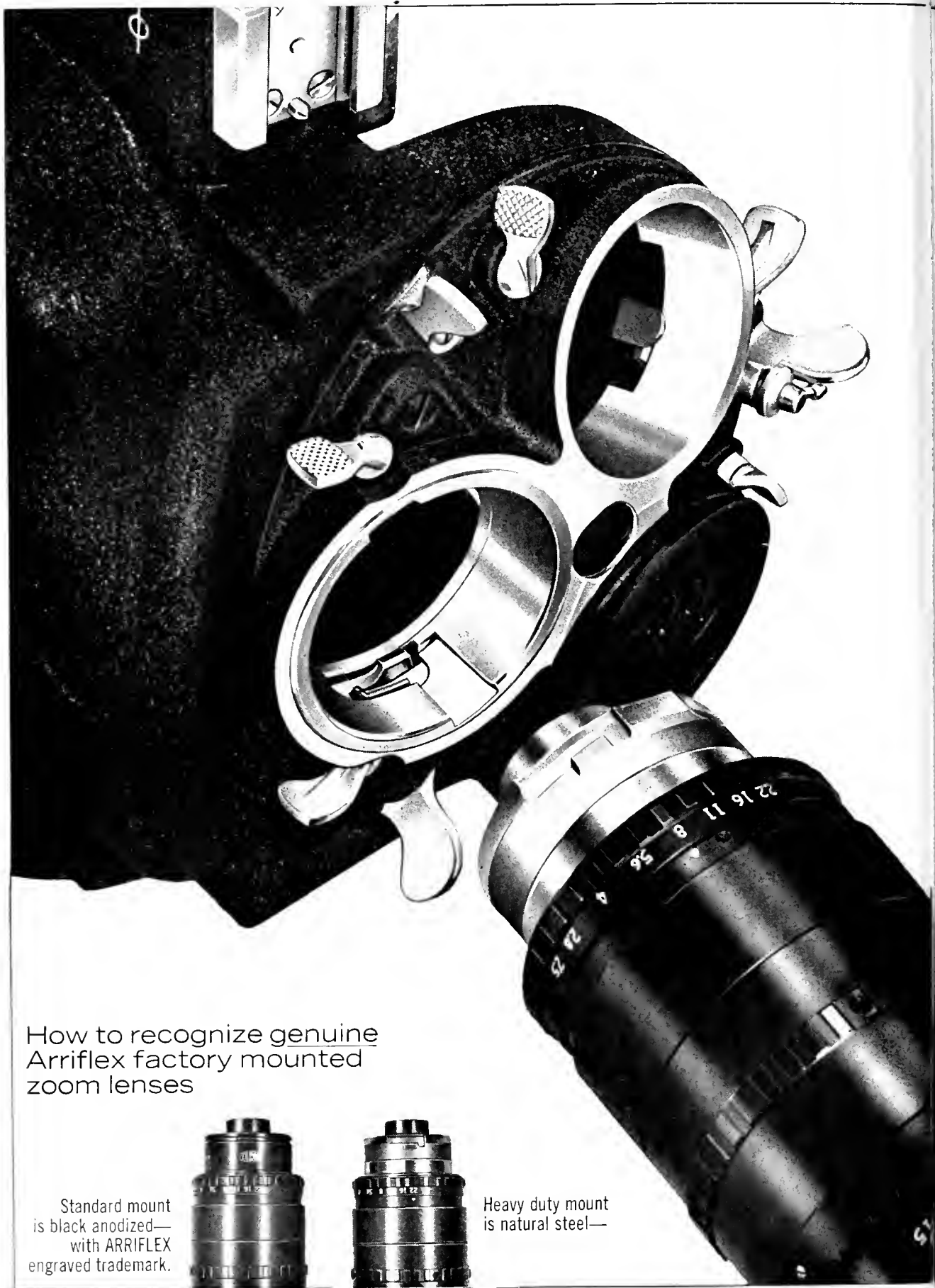


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The new popular high-performance zoom lenses have solved a lot of cinematic problems—but they created a few, too. Their ability to produce a high-resolution, high definition image depends upon their ability to be correctly seated in relation to the focal plane—focal flange distance, optical alignment and precise centering are, as always, critical. Yet, because of the length and heavy weight of these lenses, maintaining proper seating could be done only with brackets or cradles—which, in turn, added weight and bulk, and made quick lens changes impossible. The new Arriflex heavy-duty Bayonet-Lock lens mount and matching turret have been designed to solve these problems in the most efficient way: to assure precise seating without the encumbrance of extra equipment.

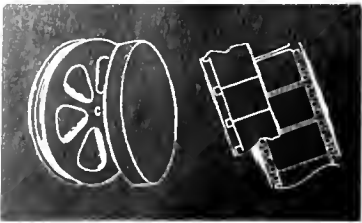
Now the most popular zoom lenses such as 12.5/75mm, 9.5/95mm, 12/120mm and 12/240mm Angenieux and 12.5/75mm Vario Sonnar for Arriflex 16, and 35/140mm and 25/250mm Angenieux for Arriflex 35 will be available with factory installed heavy duty mounts. Other heavy and long lenses such as telephoto or retrofocus wide angles will similarly be equipped at a later time.

TECHNICAL DETAILS:

The new heavy duty bayonet, as well as its matching lens socket are made of extra hard specially fabricated steel castings and machined within closest tolerances. This assures precise and lasting lens seating and alignment for heavy and long lenses, such as zoom optics. Wear of lens mount and socket is practically eliminated. Only one lens socket on each three lens turret is such equipped. A new lock is now also built into each turret on the opposite side of the heavy duty socket. This lock not only arrests turret but also serves to relieve further strain on the entire turret when heavy lenses are mounted. Lenses with standard Arriflex mount can be inserted into the new heavy duty socket in the conventional way. Conversely, lenses with heavy duty Arriflex mount will not fit into standard lens sockets.

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right off the newsreel

Calvin Slates 24th Annual Workshop February 2-4

Calvin Communications, Inc., will host its 24th Annual Motion Picture Workshop February 2, 3 and 4, 1970. The Workshop will be held on the sound stages and throughout the facilities of Calvin Communications, Inc., 1105 Truman Road, Kansas City, Missouri.

The Workshop program will review basic procedures in all phases of motion picture production and will examine many of the newer aspects and developments occurring within the industry.

Included will be film examples, discussions, displays,

staff and guest speakers, special presentations related to film making.

There is no cost for attendance at the three day event. Calvin requires advance notice of plans to attend and will confirm all reservations by mail. Attendance is limited to 800 on a first-come-first-served basis. Last year advance registrations hit the 800 mark in December.

VPI Consolidates to One Line Service Concept

Since Sheldon Satin assumed the presidency of VPI in July, several significant changes have been made in the company's op-

eration. Newest move is the establishment of VPI Services.

Designed specifically to meet the total post-production needs of the commercial producers, their agencies and agency clients, VPI Service groups six separate services and consolidates management functions of previously independent operations in one full line service concept.

To head up VPI Services, Robert C. Winkler moves from president of Video Prints (now one of the services) to president of the entire post-production operation, which includes *Editors, Opticals, Color Consultants, Laboratory, Print Distribution and Shipping.*

Heads of all these services report directly to Winkler in a move to centralize management of post-production.

In the meantime, Satin's *Directors Center*, in the first official month of operation (it tested out for about a year) has been busy producing commercials both singly and in series—and has also inaugurated "fixed-fee" production plans with two major ad agencies. Under the terms of this unusual arrangement. The Directors Center becomes an extension of the production department at the agency. To effect this arrangement, The Directors Center be-

Continued on page 8

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We have a whole collection of different backgrounds available, all equally as realistic. English, Italian, Spanish and French panelings, brick walls, fieldstone, logs, shingles, roof tiles and barnwood siding are just a few of the many settings we supply. Each unit is a *fully dimensioned, precisely detailed* replica of the real thing hand painted in true to life colors. If your company needs authentic but inexpensive scenery that sets up in a hurry, and is also easily stored, just check with us. Chances are, we've already got it made up for you.

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continued

directors of the agency's choice and the post-production facilities of VPI Services, all of which have now been consolidated into a single line.

Cameras Substitute for Pencil, Paper in Test

Fourth grade students in four elementary schools in Chicago and one in Minneapolis are taking part in a research project that substitutes cameras and film for pencil and paper in teaching the fundamentals of composition.

The project, termed Curriculum for Visual Media Composition, is being conducted by the Communications Division of the Sisters of Charity, BVM, Chicago, and funded by the Audio-Visual and Consumer Products Divisions of Bell & Howell Company.

Designed to run for three consecutive school years, the project, which began in October, puts Super 8 movie cameras into the hands of a class of fourth graders at each of the schools. These students will make motion pictures that express their creative thoughts, while a control group of fourth graders at each of the same schools will use the traditional paper and pen to convey their thoughts.

Test results and evaluation of individual student progress are expected to demonstrate comparative learning achievements between the experimental and control groups.

Sony Opens Videotape Production Center

Sony Corporation of America has opened its Video Tape Production Center at 165 Tuckahoe Road, Yonkers, New York, according to Richard F. O'Brien, vice president.

Services offered by the center include tape duplication (in either 1/2-, 1-, or 2-inch formats); tape-to-tape, tape-to-film, and film-to-tape transfer; complete studio facilities for internal and external use. Both color and monochrome equipment are

available for the production of video tapes.

The center boasts equipment that permits the production of video tapes in any configuration and to any standard. Multiple tapes may be made for any of Sony's Videocorder® video tape recorders.

Complete information, including price lists and studio rental rates, is available from Eugene Maffei, manager, Sony Video Tape Production Center, 165 Tuckahoe Road, Yonkers, N.Y. 10710.

AGE Inc. Introduces Samuelson Line in U.S.

Alan Gordon Enterprises Inc. is the first U.S. firm to make available several new cinema products being marketed for the first time by Samuelson Film Services Ltd. of London.

The products, which were introduced in this country by David Samuelson of the British firm at the recent SMPTE Convention in Los Angeles, are now in stock in Hollywood.

They include the KingKlapper, a compact electronic audio and visual clap board with an integrated signal generator and synchronizing light; the Dawe Cine-strobe, which provides powerful short-duration light in synchronization with the shutter of the professional cine or TV camera; the Samcine Limpet Camera Mount, which can be attached to any smooth, non-porous surface; and Acrylic Window Filter Sheets, which are 1/8" thick 5'x 8' plastic filters designed for converting window light to tungsten.

Samuelson said this is the first time his company has made its products available for sale. Heretofore the firm was primarily a professional motion picture equipment rental house.

Further information on the products may be obtained by contacting Alan Gordon Enterprises Inc., 1430 N. Cahuenga Blvd., Hollywood, Calif. 90028, (213) 466-3561. Samuelson says AGE Inc. will be joined by other U.S. distributors in handling his products in the near future. •



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the screen executive

Esther Turner Retiring From Charles Ross, Inc.

After twenty-five years with Charles Ross, Inc., Esther Turner will retire effective Dec. 31, 1969.

Miss Turner started her career with Charles Ross in 1945. In 1950 she became the company's secretary-treasurer and upon the death of Charles Ross in 1952, she was named a joint corporate director.

Reeves/Actron Appoints Three Top Executives

In order to better serve the closed circuit television community, Reeves/Actron has appointed E. Grey Hodges senior vice president and chief executive officer, John H. Barwick senior vice president and Robert

J. Nissen director of systems and equipment engineering.

Audiotronics Corporation Appoints Severdia Manager

The appointment of Anthony W. Severdia as general manager of the new video systems division has been made at Audiotronics Corporation. Severdia's appointment will enable Audiotronics to move ahead with their plans to develop and market a complete line of video tape recorders, video cameras, television receivers and closed-circuit monitors.

Sylvania Appoints Hodges Vice President Marketing

Richard H. Hodges has been appointed vice president mar-

keting-original equipment for miniature lamps, lamps and photolamps produced by Sylvania Electric Products Inc.

Hodges will be responsible for the marketing of all of three.



HODGES



JEFFRIES

Jeffries Joins MPO in Sales-Service Capacity

Ginny Jeffries, for the past three years at Benton & Bowles, has joined MPO Videotronics, Inc. as a producer. Mrs. Jeffries

will call on MPO ad agency clients.

Movielab Appoints Cardasis Vice President, Production

Peter Cardasis has been appointed vice president, in charge of production at Movielab's New York offices. Cardasis joined Movielab in 1952 as office manager and was promoted to comptroller and assistant secretary over the years.

Founder of Fordel Films, C. F. Potts, Dies At Home

Long time pioneer of the commercial film industry and founder of Fordel Films, Inc., Clifford F. Potts, died at his home in Bronx, N.Y. on the evening of

Continued on page 12

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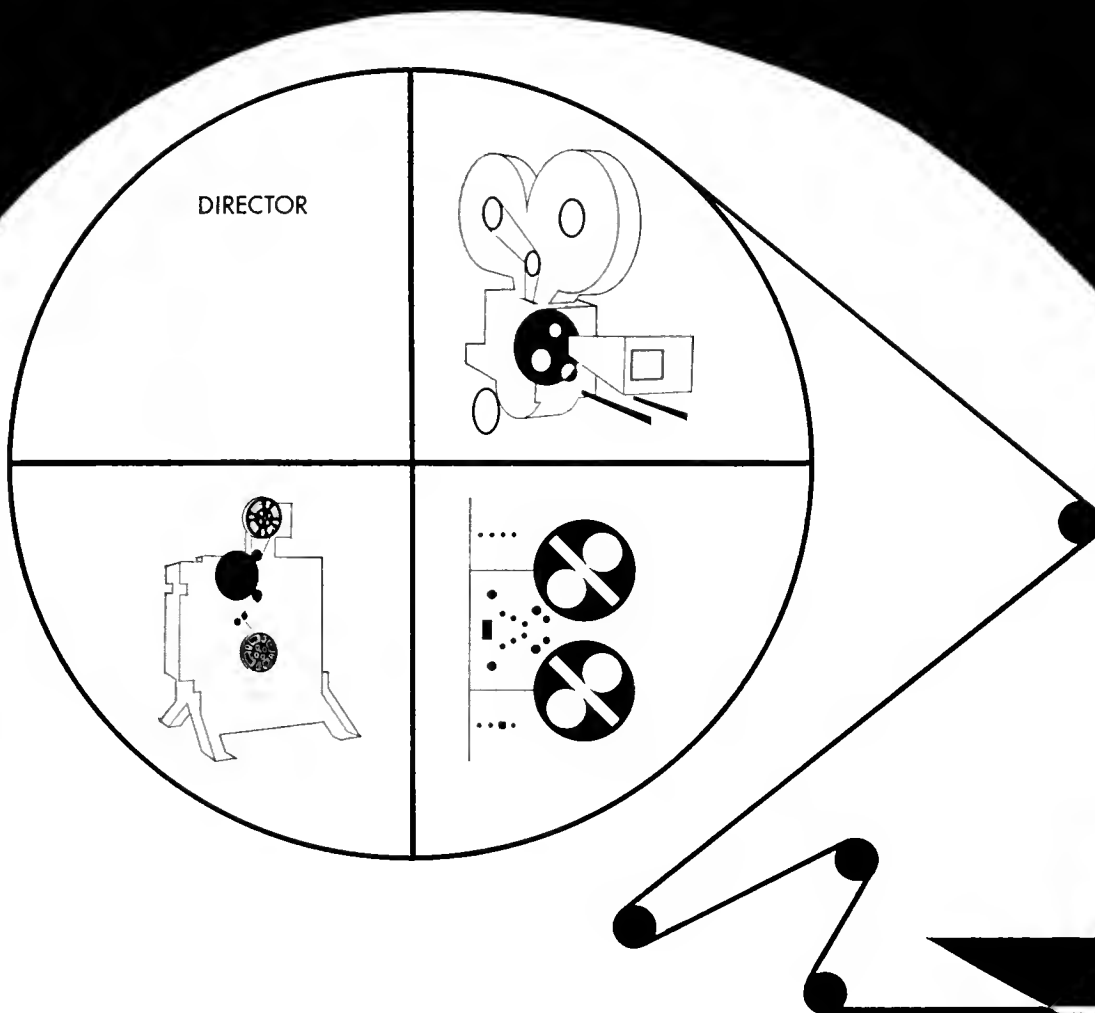
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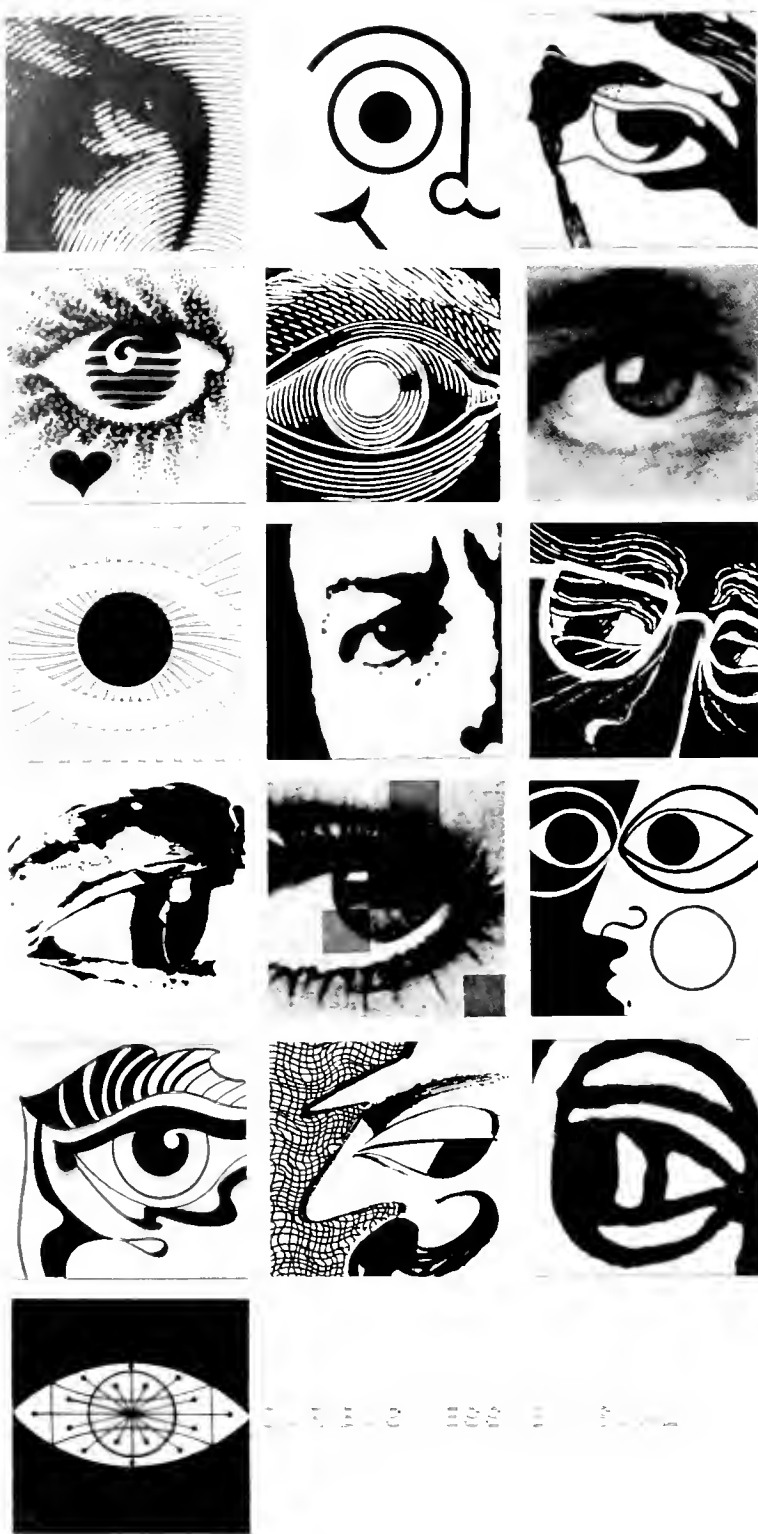
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the screen executive . . .

continued

November 8.

Potts established his companies in 1941. He produced many advertising, employee training, public relations and educational films for major companies and associations.

Association Films Names O'Brien Promotion Manager

Eileen O'Brien, a former press representative with the Metropolitan Opera, has joined the staff of Association Films, Inc. as promotion manager.

Computer Image Appoints Handel Nat'l Sales Mgr.

Rudolph F. Handel has been named national sales manager of the Computer Image Corporation's hardware division.

Handel will be responsible for the marketing of the Scanimate animation computer developed and patented by Audiotronics.



HANDEL



SIGMAN

Visual Graphics Corp. Names Sigman Director

Formerly head of the engineering consultant firm bearing his name, Theodore "Ted" Sigman now leads the eleven-man research and development department at Visual Graphics Corporation.

Visual Graphics is a Manufacturer of graphic arts equipment.

Audiscan, Inc. Names Six Consultants

Six executives have been promoted and added to the communications consultants staff at Audiscan, Inc., in Bellevue, Washington.

Among those added to the Audiscan staff are: Jack I. Fox, to concentrate on the Los Angeles and southern California area; Edward W. (Troy) Miller,

to be responsible for Georgia, Alabama, Tenn., North and South Carolina and Florida; Richard B. Rummell, to train and distribute in Michigan, Indiana, Ohio and Kentucky.

Frederick Jones will work in Virginia, West Virginia, Delaware, Maryland and Pennsylvania, as well as Washington, D.C., where he will make his headquarters.

Robert L. Bonney will work in Louisiana, Arkansas, Oklahoma, Mississippi and Texas, and Thomas M. Holzel in New York, New Jersey, Connecticut, Rhode Island and the New England States.

Around The Industry

Among recent appointments made in Eastman Kodak's motion picture and educational markets division are *Vaughn C. Shaner* to regional sales manager and *John M. Warner* to district sales manager in the Pacific Southern region *Richard P. Buch* has joined Goodway Films as a writer-producer . . . Bell & Howell Photo Sales Company has named *Robert E. Mayer*, manager, photographic services . . . Arriflex has named *Major Leland G. Collins*, U.S. Army Ret., western technical representative . . . *Paul H. Crane* has joined Bonded Services Division of Novo in the company's sales development and customer relations departments . . . *Eileen O'Brien* has joined the staff of Association Films, Inc. as promotion manager . . . Recorded Publications Laboratories, Inc. has appointed *George B. Freifeld*, eastern regional sales manager . . . *Robert B. Pell* is sales representative for Reela Film Labs, Inc . . . Tech Films has elected *Edward B. Shaw* executive vice-president . . . *Betty Keegan Goldstein* has been promoted to personnel director for Movielab, Inc. . . . Rose-Magwood has appointed *Harry Chang* supervising editor . . . *Robert Hiltwine* has joined Byron Motion Pictures as manager of the customer service department . . . *George R. Arnold* has been appointed general sales manager of Radiant Corp . . . and *Michael Tolan*, actor/narrator, has joined KAP V Films, Ltd., as a staff film director.

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the camera eye

By O. H. Coelln

Principles of "Practical Idealism" Applied to Films and Film Festivals

PRACTICAL IDEALISM, as we choose to call it, is of paramount importance in this troubled world and nation and in our own special "world" of factual, informational film production. For without the moving force of spiritual ideals, of belief in the brotherhood of man and his right to all the freedoms, we are as nothing to ourselves or to any man. Yet, idealism must be practical, it must achieve through unified action, follow the principles, observe the standards—while always reaching out for improvement and fulfillment of aims and goals.

Practical idealism is reflected in many of the titles which are the "credits" of the family of experienced, specializing producers who make this 20th Annual Production Review the recognized, widely-used sponsor/agency reference it has become. For motion pictures and other forms of audiovisual presentation created by these companies are helping to bring *understanding and means of effective action* toward the solving of problems of human relations, food and fiber production, greater safety and health in the plant, home, office and on the road. World problems of population and pollution, the assistance of underdeveloped peoples, equality of opportunity for men of every race and creed, the exploration of sea depths and the vastness of outer space are all reflected here in the works of these film makers.

Practical idealism had better also motivate us to review progress in the search for recognition which has brought so many "film festivals" into existence. In the U.S. this has become a mixed blessing. Exposure of worthwhile product to fair and equal competition is one thing; submission of hundreds of titles to serve some individual's personal profit is quite another.

Let there be standards to which all sponsors and producers can clearly agree: the quality of judging known far in advance; the true sponsorship of each event openly identified in advance; fairness of competition which assures each entrant that his film will be judged *within the special category of its content* are among the most urgent standards to be met.

And let the standards of events which have met such criteria be widely known. It is a great honor to achieve recognition in the National Safety Film Contest, for example. Specialization of content is obvious;

judging by members of the National Committee on Films for Safety, after careful review of accuracy by specialists in subject areas within the National Safety Council makes these citations of real value. The fact that they are presented before sizeable audiences at each year's National Safety Congress is an added incentive.

Selection by regional and national screening groups who serve the Council on International Nontheatrical Events (CINE) may only bring a "Golden Eagle" certifying selection for submission to represent the U.S. abroad. But it can also bring one of the many trophies bestowed to date on hundreds of U.S. factual films in lands abroad.

On the national scene, competition for educational values and the "Blue Ribbons" of the Educational Film Library Association, has special merit; through the years, few cities have given so much of their leadership talents and time as the tireless sponsors of the Columbus Film Festival, co-sponsored by that Ohio city's Commerce Association.

Key phrases have merged which such events have in common: *non-profit sponsorship* and either national or regional participation by established, specializing organizations. The Chicago International Film Festival has achieved that status of non-profit operation. And we have found it worthwhile to do more than talk: we have aided this civic endeavor to better its calibre of jury operation. Atlanta has moved in the right direction, too, through its affiliation with the "Forward Atlanta" community organizations.

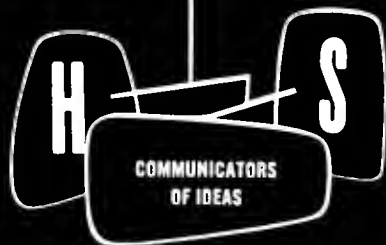
Every organized group within the trade itself owes it to its memberships to review film competitions, their standards, their costs and their resultant values. Contribute to and participate in those which attract potential users of these films; support those which truly lift our medium; deny such support when objectives are unclear and values dubious. Those which receive your support through entries and contributions will raise both national and international acceptance of the great medium to which we are dedicated.

It will always, we trust, be the view and practical idealism of BUSINESS SCREEN to actively participate in, to support and to publicize those events which merit your interest. Through jury service, at home and abroad, through our service as an officer

Continued on page 16

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camera eye . . .

continued

and member of the Board of CINE since its inception, and through our present guidance of a first sizeable delegation attending the "world model" of all Festival events: the 10th International Industrial Film Festival at West Berlin this year, we serve the cause of practical idealism which we preach.

Sponsors and producers of the many outstanding films credited in these pages do the same thing in an even greater way: for they have brought the light of understanding and the sound of action to peoples of all ages, creeds and needs throughout the world. We honor them with listing. Those who acquire and distribute these films to their intended audiences make it possible to fortify their creative efforts and pave the way for even greater effort in the year ahead.

World Standard for Film Competition Set by Int'l Industrial Festivals

FOR A DECADE, Europe has been providing sponsors, producers and distributors of industrial/informational motion pictures with what is truly the world's foremost showcase for the medium and its only world forum for those directly concerned with the factual film's problems and potentials. Each year since this event was first held in Rouen in 1959, the International Industrial Film Festival has been held in a different European city. Rouen, London, Madrid, Lisbon, Venice, Vienna and West Berlin have been among the host cities.

On the eve of the 10th International, which returned to Berlin in November, it was important to reflect on *why* this particular event has achieved first rank. First, its European sponsor each year is *not* a profit-minded individual, its aim is *not* to promote tourism and it is unaffected by producers or those with commercial aims within the studios or plants of our industry.

The Confederation of European Industrial Federations, comprising each of the national manufacturing organizations, the principal labor and industrial associations

of all of Western Europe, give tremendous status to this annual event. The process of selection of the films which come to the Festival for final judging is through separate national competitions where each country's maximum of 15 entries are most carefully judged.

In the United States, region committees which serve the Council on International Nontheatrical Events (CINE) help send suitable titles of international interest and value to a "final" judging by the special CINE Committee formed on behalf of the National Association of Manufacturers. In the U.S., as well as among all participating countries abroad, entries can only be submitted through each nation's manufacturer association.

Some U.S. entries will not have reached West Berlin because their sponsors did not elect to meet the entry fee. But at least 10 industrial films will have competed at West Berlin as the official U.S. entries in the seven categories for which they are eligible.

Joining with us on the trek to Europe were Robert O. Beatty (with Mrs. Beatty), Director of Public Relations and Advertising, Boise Cascade Corporation; Jack Gabrielson (with Mrs. Gabrielson), Manager, Film & Television Communications, McDonnell-Douglas Corporation; Richard Roxas (and Mrs. Roxas), Manager of Meetings & Presentations, Westinghouse Electric Corporation; E. B. (Jack) Hall, Information Film Service Manager, Eastman Kodak Company; Michael Ritt, Jr., International Sales Promotion Manager and head of Audio-Visuals, Combined Insurance Company of America; Johna Pepper, Manager, Film & Electronic Communications, Ford Motor Company; Robert F. Unrath, Port Promotion Manager, World Trade Department, The Port of New York Authority; Harold Daffer, Staff Film Producer, Honeywell, Inc.; and William W. Walton, Manager, CCTV-VTR & Audio-Visual Services, IBM. Bill Walton is president of the Industrial Audio-Visual Association. •

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awards?

American Film Festival/Blue Ribbon Awards
American Television Festival/Clio Award
Art Directors Club of Chicago/Merit Awards
Art Directors Club of New York/Award of Merit
Atlanta International Film Festival/Gold Medal
Backstage/Special Award
Brussels Experimental Festival/Bronze Medal
CA Annual/Award of Excellence
Chicago International Festival/Silver Hugos
Cine/Golden Eagle Awards
Columbus Festival/Chris Statuette & Chris Awards
Edinburgh Film Festival/Participations
Festival D'Annecy/Participations
Montevideo Festival of Int'l Experimental Cinemas
International Film Festival of New York/Silver Medal
International Management Festival/Second Prize
Lisbon International Festival/Participation
Melbourne Festival/Participations
National Comm. on Films for Safety/Bronze Plaque
N.V.P.A./First Prize Merit Awards
San Francisco Int'l Festival/Honorable Mentions
Sydney Film Festival/Exhibitions
Tours Film Festival/Participation
Turin International Festival/First Prize
U.S. Industrial Film Festival/First Prize
Venice Film Festival/Participation

Columbus Film Festival/The Chris Award For Excellence of Production

NVPA 15th Annual Competition 1968
Day of Visuals Award 2nd Prize
Industrial Sales & Promotion

4th Chicago International Film Festival
Silver Hugo

San Francisco International Festival
Meritorious Participation

Industrial Design/1968 Design Review at Smithsonian Institution for Excellence of Design

Chicago Artists Guild Show/22nd Annual Exhibit of Editorial & Advertising Art
Best of Category

CINE/Golden Eagle Certificate

Atlanta Film Festival (Educational Documentary) Silver Medal

Art Directors Club of New York
48th Annual Exhibition
Certificate of Merit

International Film & TV Festival of New York/Gold Medal

Informational Film Producers of America, Inc. Hollywood/1st Prize "Cindy"

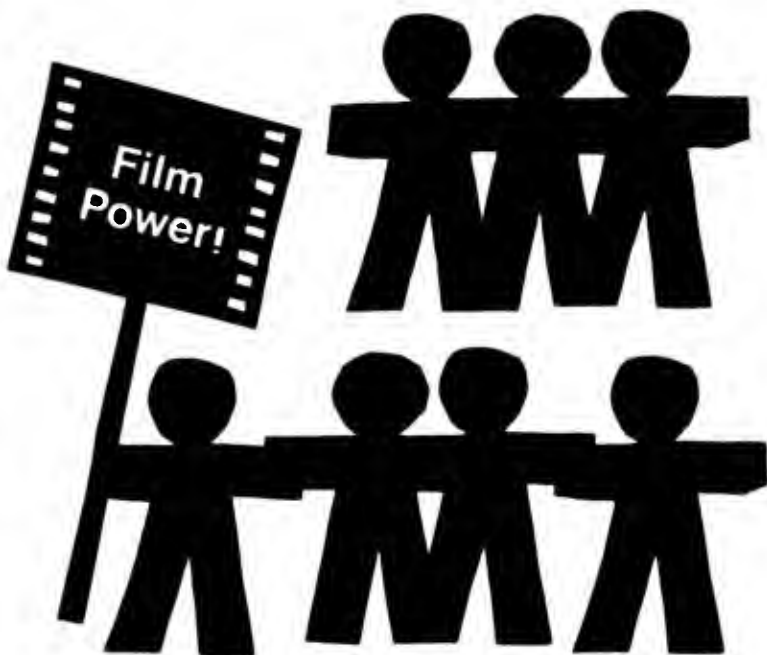
7th International Children's Film Festival
La Plata, Argentina/Silver Medal
Silver Medal & Honorary Mention

US Industrial Film Festival/Chicago
1st Place in Category Advertising/
Sales Promotion

Atlanta Film Festival/Silver Medal
Industrial Documentary

Information Film Producers of America, Inc. Hollywood/"Cindy" Finalist Award

Columbus Film Festival/The Chris Award For Excellence of Production



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**DEPARTMENT OF
AGRICULTURE
Office of Information
Motion Picture Service
Washington, D. C. 20250**

• The Motion Picture Service of the USDA produces motion pictures in color and black-and-white on agricultural and related subjects for various agencies within the Department and, on occasion, for other Government agencies. Production and laboratory services are also available on a cooperative basis with land grant colleges and universities.

- Martin Lobdell, *Chief, Motion Picture Service*
Phone: DUDley 8-6072
- Homer Boor, *Producer*
Phone: DUDley 8-3628
- Judd Scott, *Producer*
Phone: DUDley 8-6518
- Gilbert Courtney, *Producer*
Phone: DUDley 8-3319
- Joseph Sanders, *Chief, Business Management*
Phone: DUDley 8-7263
- Arthur Foster, *Chief of Laboratory*
Phone: DUDley 8-6747
- James E. Alford, *Chief of Distribution*
Phone: DUDley 8-5246
- Mrs. Anne Ware, *Stock Footage Librarian*
Phone: DUDley 8-3629

ACTIVITIES: The USDA currently has more than 300 films in distribution with an estimated audience of 380 million persons. These films cover such subjects as conservation, forestry, agricultural research, insect eradication, control of animal diseases, consumer information, rural area development, nutrition and marketing. Maintains an extensive 16mm color stock footage library of agricultural scenes which are for sale at nominal cost.

FACILITIES: The USDA Motion Picture Service has complete in-service production and laboratory facilities which have been in continuous operation since 1912.

DISTRIBUTION: Films for school and group showings are distributed through 69 cooperative film libraries located in each state. Films for TV bookings are distributed directly from the Distribution Section, and prints of most films may be purchased from the Business Management Section. Catalogues are available of motion pictures, films suitable for TV showing, and of stock footage scenes.

PUBLICATIONS: Two catalogs contain complete listing of USDA motion pictures; one of these provides data on films for general 16mm distribution; the other lists films available for public service showing by television stations.

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**UNITED STATES
ATOMIC ENERGY
COMMISSION
Division of Public Information
Audio-Visual Branch
Washington, D.C. 20545**

• The Audio-Visual Branch of the Atomic Energy Commission has as its primary function responding to requests from the public media in all the audio-visual fields for assistance in the preparation of films, stills, tapes, slides and other audio-visual materials on atomic energy.

- Edwin L. Wilber, *Branch Chief*
Phone: (301) 973-5365
- Elton P. Lord, *Deputy Chief*
Phone: (301) 973-5476
- Sid L. Schwartz, *Audio Visual Specialist*
Phone: (301) 973-4239
- James E. Westcott, *Photographer-Editor*
Phone: (301) 973-5477
- Jon Fogel, *T.V.-Radio Specialist*
Phone: (301) 973-4483

ACTIVITIES: This branch plans and carries out film, TV, radio and still picture projects to ad-

vance specific Commission Programs, and acts as advisor to Commission and contractor personnel in Washington and nationwide or audio-visual problems and projects. In 1969, 16 films were produced by the Commission and its contractors; about 12 films are planned for 1970. In addition, TV clips and radio platters and tapes are produced by the Commission and contractors every year. This branch also places Commission- and contractor-produced motion pictures into loan and commercial sales channels, determines the content of the 10 domestic and 9 overseas film libraries, and issues a combined Information - Education and Professional - Technical film catalog.

FACILITIES: AEC has no motion picture production facility or motion picture laboratory, but uses Government and/or commercial services. **DISTRIBUTION:** AEC operates an 8,000 still photo library, is setting up a 35mm color slide library, and distributes 11,100 16mm prints through 10 domestic film libraries which cover particular geographical areas. All films are for free-loan. Each library has about 320 titles (education-information, technical-professional, and historical). The Commission also has four overseas libraries at its offices at the U.S. Embassies at London, Brussels, Tokyo and Buenos Aires, stocked with educational and technical films, and also supplies films to the film library of the International Atomic Energy Agency in Vienna, The American Film Library, The Hague, Holland, The Puerto Rico Nuclear Center, and to USIS-Stockholm for use throughout Scandinavia. The Brussels and Buenos Aires libraries have about 80 films each in French and Spanish respectively. Information on libraries available from Washington office.

STOCK FOOTAGE: Color stock footage is also available from any of the completed documentary films produced by or sponsored by the government. Films may be borrowed from libraries in geographical areas for footage counts prior to purchase of duplicating materials from the various laboratories holding the originals. Unedited stock film footage in black-and-white and color on nuclear or thermo-nuclear detonations sold at Lookout Mountain Air Force Station, USAF, 8935 Wonderland Avenue, Hollywood, California 90046. The Commission has more than 120,000 feet of 35mm black-and-white unedited film footage on peacetime uses of atomic energy available for purchase. Information may be obtained from Washington office.

**DEPARTMENT OF COMMERCE
Washington, D. C. 20230**

• The U.S. Department of Commerce produces and circulates motion pictures dealing with those domestic and foreign subjects relating to the offices under the jurisdiction of this Department.

Business & Defense Service Administration

Saul Padwo, *Director*
Scientific, Photographic and Business
Equipment Division

Earl Young, *Motion Picture Analyst, Motion*
Picture & Photographic Products Branch
Phone: 967-2911

• The Motion Picture and Photographic Products Branch of this Division serves the motion picture, photographic, and audio-visual equipment and supplies industries. Its primary function is to foster, promote, and develop the foreign and domestic trade of these industries. It provides market development counsel to producers and exporters on where and how to cultivate and expand their sales. It participates in tariff and trade negotiations, maintains information on foreign trade trends, and periodically issues basic trade statistics on U.S. exports and imports of photographic goods. The

Continued on page 22

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government . . .

continued

Branch acts as a focal point for industry with reference to advice and guidance to other agencies and use of other agency facilities.

Environmental Science Services Administration (ESSA)

Stanley B. Eames, *Director of Public Information*
George A. (Jeff) Baker, *Radio/TV/Film Officer*
Phone: (301) 496-8243

• ESSA's centralized film development office within the Office of Public Information administers and supervises production of informational and educational films for all components of the Agency. Film and tape spots, short and special features for both radio and TV are also under the direction of this office.

ESSA's film library now combines film formerly distributed by the U.S. Weather Bureau, the U.S. Coast Guard and Geodetic Survey, and the Ionospheric Propagation Laboratory of the Bureau of Standards. Distribution of these films is handled by Modern Talking Picture Service, and requests should be directed to them.

Inquiries about ESSA film, radio and TV activities should be directed to: Environmental Science Services Administration, U.S. Department of Commerce, Washington Science Center, 6010 Executive Blvd., Rockville, Md. 20852. Attention: PI.

DEPARTMENT OF DEFENSE

Office of Public Affairs Directorate for
Defense Information — Audio-Visual Division
The Pentagon, Washington, D.C. 20301

• This Division of the central Armed Forces contact for news media and producers in the important fields of radio, television, still pictures and motion pictures. Direct contacts on national and international release matters in these fields are:

Norman T. Hatch, *Chief, Audio-Visual Division*
Phone: OXford 7-4162
Donald E. Baruch, *Chief, Motion Picture Productions Branch*
Phone: OXford 7-4596
Russell W. Wagner, *Chief, Radio-Television Productions Branch*
Phone: OXford 5-0168
Lt. Col. Jack R. Olsen, USAF, *Chief, Audio-Visual News Branch*
Phone: OXford 7-6161

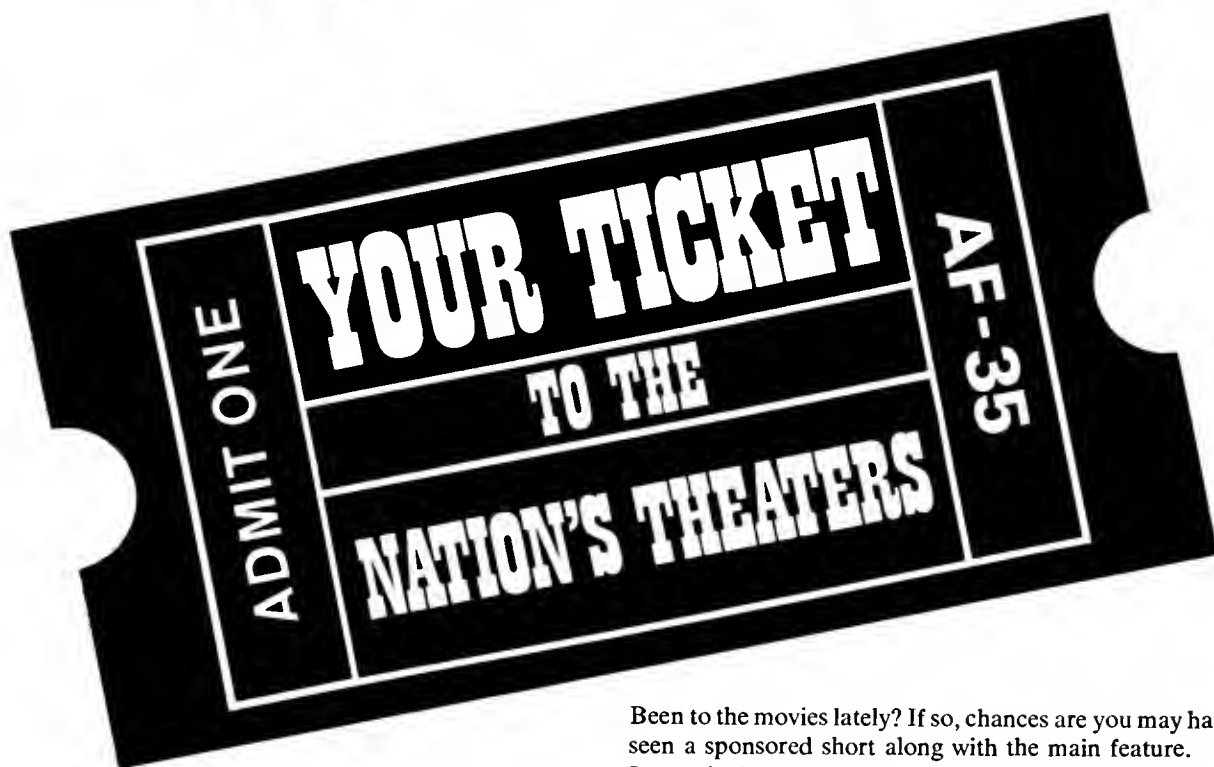
ACTIVITIES: The Audio-Visual Productions Branch approves release of Armed Forces stock footage which cannot be procured commercially and assists studio motion picture and independent producers in the production of entertainment and documentary films and theatrical productions relating to the Armed Forces. Information on Armed Forces films available for public non-profit showing or cleared for public service TV programs can be obtained from the Branch.

The Radio Television Productions Branch approves release of Armed Forces stock footage which cannot be procured commercially and assists network and independent producers in the production of documentary and entertainment programs related to the Armed Forces.

The Audio-Visual News Branch releases approximately 200 (2-3 minute) subjects to the TV and theatrical newsfilm media annually. I maintains two small Pentagon studios for servicing the news media and radio programs which feature interviews with top Defense officials. It also releases taped and filmed messages by Secretaries and Service Chiefs and provides ad

Continued on page 2.

Medium Hot!



Been to the movies lately? If so, chances are you may have seen a sponsored short along with the main feature. Increasingly sponsors are using the big screen medium to reach big audiences. It's got a lot going for it, too. Arc-bright projection. Hi-fi sound. Plush surroundings. And people—in large numbers. It's a prestigious showcasing for sponsored films and one that is attracting considerable interest these days. A recent front-page story in *The Wall Street Journal* was headlined, "What's at the Bijou? Many Movie Shorts Have Soft-Sell Pitch."

We've put out a booklet that answers many of the questions sponsors and producers have asked about theatrical distribution. We'll be happy to send you a copy and—if you like—screen your film and evaluate its theater potential. Medium hot? And getting hotter all the time!



a division of Association Films, Inc.

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government . . .

continued

vice and guidance to radio and TV news producers. The Branch also releases to the press and TV media approximately 2,000 photographs each year.

DEPARTMENT OF DEFENSE

Defense Supply Agency: DSA Administrative Support Center

Technical Presentations Division
Cameron Station, Alexandria, Virginia

• Technical Presentations Division, DSA Administrative Support Center, is the technical source and point of contact for the production of films for the Defense Supply Agency. DSA's headquarters staff at Cameron Station and 25 primary level field activities furnish technical information for the films. The projects are aligned with the primary objective of the agency, mainly, to provide effective logistic support of the operating forces of all Military Services in war and peace.

ACTIVITIES: This division carries out a wide variety of activities, including audio-visual communications, motion picture productions, technical and informational exhibits, still picture photography, and graphic presentations. The range of in-house staffing allows the division to contribute materially to the production of DSA films.

FACILITIES: DSA has no motion picture production facility or motion picture laboratory, but uses Government and/or commercial services. The key personnel of Technical Presentations Division is as follows:

Chief, Morris S. Namkin
Phone: (202) OX4-6075
Deputy, Mary E. Kennedy

Phone: (202) OX4-6077
Adm. Officer, Robert W. Henderson
Phone: (202) OX4-6185
Audio-Visual Facilities, John E. Rockwell
Phone: (202) OX4-6129
Exhibits, Leonard S. Ray
Phone: (202) OX4-6185
Graphics, Charles R. Gallion and
Eleanor J. B. Howard
Phone: (202) OX4-6078
Photography, Mortimer Friedman
Phone: (202) OX4-6079

Armed Forces Institute of Pathology Medical Illustration Service

Washington, D.C. 20305

Morris M. Goldberg, Chief, Medical Illustration Service
Phone: (202) 576-2866
John A. Ey, Jr., Asst. Chief, Medical Illustration Service
Phone: (202) 576-2867
James N. Young, Chief, Training Aids Division
Phone: (202) 576-2865
Miss Daisy B. Howze, Chief, Audio-Visual Support Center
Phone: (202) 576-2864

ACTIVITIES: This Institute makes or supervises films for the Armed Forces on medical subjects.

FACILITIES: In-house capability, and contracts through Office of the Chief, Communication-Electronics.

DISTRIBUTION: AFIP operates a U.S. Army Audio-Visual Support Center for medical films. The Institute procures and loans films for the Medical Services of the Armed Forces. Unclassified films are available to members of the medical profession, with borrowers paying return postage. For information about available films, write the Superintendent of Documents, Government Printing Office, Washington, D.C.

20402 and refer to *The Film Reference Guide for Medicine and Allied Sciences*.

DEPARTMENT OF THE AIR FORCE

The Pentagon, Washington, D.C.

• The U.S. Air Force produces approximately 400-500 reels of film each year by contract with commercial producers or in-service. These films are used by all levels of management for education, training and informational briefings.

ACTIVITIES: Headquarters, USAF at the Pentagon, Washington, D.C. The management focal point within the Air Staff for all photographic and closed circuit television policy is the Audio-Visual Systems Division, Directorate of Operations. Complete address is:

Hq. U.S. Air Force
AFXOTV
Washington, D.C. 20330
Phone: OXFord 5-2830

Col. James P. Warndorf is chief of the division. The office is responsible for determining or validating requirements for all Air Force motion pictures and insuring that the capability exists within the Air Force to either procure them by contract or produce them in-service. In this respect, they monitor the Aerospace Audio Visual Service, a technical service under the Military Airlift Command.

In charge of the program at the Military Airlift Command Hq. is Lt. Col. Robert J. Arblaster. Complete address is: Hq. MAC (MAXPDV), Scott AFB, Ill. 62225. The Aerospace Audio-Visual Service is directly responsible for producing or procuring films, adequate photographic documentation of the total Air Force mission and distribution of release prints. The complete address is: Aerospace Audio-Visual Service, Norton AFB, Calif. 92409. Col. William E. Nix is the Commander. Specific information concerning the service of AAVS or its

Continued on page 26



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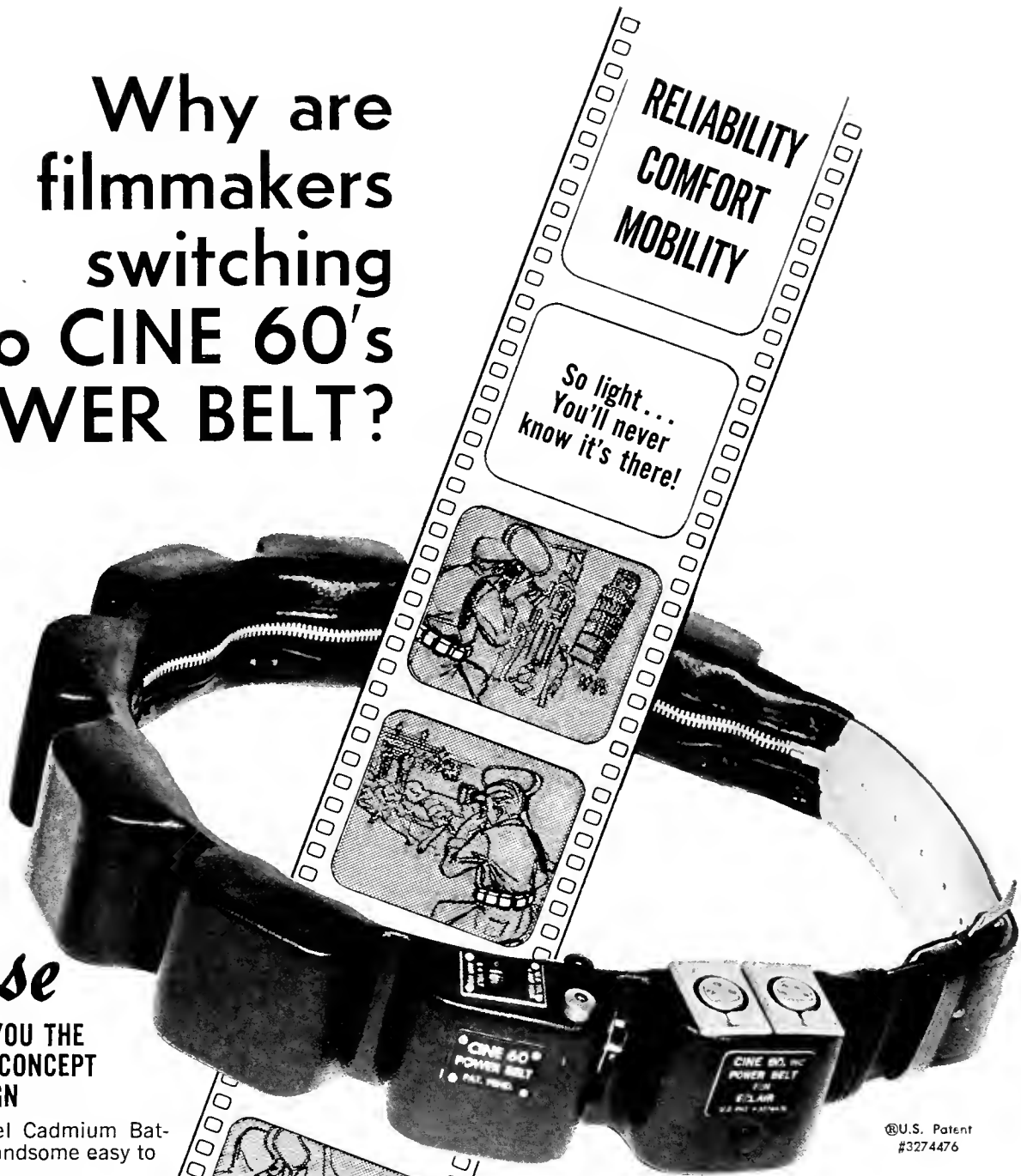
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Gold Medal, International TV and Film Festival of New York

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Washington: 9145 Sligo Creek Parkway, Silver Spring, Md. 20901 (301) 587-8648

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continued

commercially produced motion pictures may be obtained from: AAVS (AVODC), Norton AFB, Calif. 92409. Phone: (714) 382-2673.

FACILITIES: Complete motion picture production facilities are located at the Audio-Visual Center, Norton AFB, Calif. A television production capability is to be completed in the near future.

AAVS is responsible for contract procurement and commercial production of U.S. Air Force films. The USAF Motion Picture Film Depository, a film archive housing historical and current films, is also located in the Audio-Visual Center.

The AAVS is documenting Air Force activities worldwide through a unit in Southeast Asia and widely dispersed photographic flights and detachments. It is also providing audio-visual services to a number of Air Force major commands and agencies around the globe, operating optical instrumentation systems, television production systems, gun and strike camera systems on fighter aircraft, and base support photographic laboratories.

Specific information regarding the Commercial Production of Air Force films may be obtained by contacting:

Hq AAVS (AVODOMC)
Norton AFB, Calif. 92409
Phone: (714) 382-2350

DISTRIBUTION: Approved Air Force films, filmstrips and related visual aids are distributed by the Aerospace Audio-Visual Service (MAC) through the film library of the Audio-Visual

Center. This facility routinely distributes 360,000 films per year to Air Force units and other agencies all over the world. The present active inventory consists of nearly one-half million prints of more than 6,000 separate film subjects. The Film Library also maintains overseas central Film Libraries located in Germany, Panama, Japan and Alaska, with a Branch Film Library in the United Kingdom. These libraries are strategically placed and stocked to service approximately 140 Base Film Libraries located through the world. Information regarding distribution of these films can be obtained by contacting:

Hq AAVS (AVOAS)
Norton AFB, Calif. 92409
Phone: (714) 382-3255

DEPARTMENT OF THE ARMY Washington, D.C. 20315

The Assistant Chief of Staff for Communications-Electronics of the Army is responsible for coordination, review and supervision of all audio-visual activities to include motion picture and still photography, television and electronic display. Within the Assistant Chief of Staff for Communications-Electronics the Audio-Visual Office carries out these responsibilities and information pertaining to them may be obtained from the following:

Colonel Stanford Roberts, *Chief, Audio-Visual Office*

Phone: Oxford 7-3520

LTC Donald E. Poe, *Chief, Organization & Equipment Branch*

Phone: Oxford 7-7835

LTC Finis E. Schneider, *Chief, Concepts & Doctrine Branch*

Phone: Oxford 5-3806

LTC Richard C. Lauff, *Chief, Management Branch*

Phone: Oxford 7-9453

The Commanding General, United States Army Material Command is responsible for the production and initial distribution of official motion pictures and related audio-visual materials. Information concerning contract for writing, production and procurement may be obtained from:

Commanding General
U.S. Army Material Command
Washington, D. C. 20315
Phone: (202) Oxford 2-2463

DEPARTMENT OF THE NAVY

• The U.S. Department of the Navy produces motion pictures and still photographs for such purposes as training, maintaining fleet readiness, explaining new weapons and devices, and for medical, historical, indoctrination, safety and recruiting uses, public relations, to name a few key subject areas.

• *Information and General Policy Procedures* on all aspects of the Navy film program, including application information for commercial producers interested in bidding n Navy contract films are handled by the Commander, Naval Air Systems Command (AIR-5393), Navy Department, Washington, D.C. 20360.

Capt. D. A. Lane, USN, Code (AIR-539)
Director, Photographic Division
Phone: OXford 3-3416

E. L. Randel, Code (AIR-5393) *Head, Training Film & Motion Picture Branch, Photographic Division*

Phones: OXford 3-3470, OXford 3-3472

Continued on page 28

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LONDON: 295 Northolt Road
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THE BUCK STOPS AT FISCHER-CYGNET: One source for all motion picture services, single authority and single responsibility, along with quality control from beginning to end. What else do we provide? Well, like: treatment and scripts . . . job analysis, recommending the specific audio-visual equipment for your needs . . . shooting, in studio or on location . . . editing . . . sound recording and mixing . . . quad super 8 and 16mm printing . . . new color processing with quality control and top security . . . distribution . . . equipment. You name it, we do it. Try us.



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DIVISION OF NIAGARA FRONTIER SERVICES, INC.

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continued

• *Procurement policies and procedures*, which involve information on technical questions regarding bids, are handled by the Officer in Charge, Navy Purchasing Office, Washington, D.C. 20390.

Cdr. Donald A. Needham, USN, *Officer in Charge*

Phone: OXford 3-2901

LCdr. O. T. Fleisher, Jr., USN, *Director Purchase Division*

Phone: Oxford 3-2845

FACILITIES: The U.S. Naval Photographic Center, a field activity of the Naval Air Systems Command, is the central photographic laboratory for the Navy Department and the Navy's largest photographic activity. The Center, composed of about 550 military and civilian personnel, provides photographic assistance and specialized services to the entire Naval Establishment, supervises the production of Navy training films and maintains the Navy's motion picture and still photographic film libraries and motion picture distribution division.

The motion picture production facilities at the Center are modern and complete. There is a sound stage, film and tape recording and mixing equipment, an art and animation group and editorial branch. Here experienced script writers and artists collaborate with Navy photographers and technicians, maintaining high standards of quality for Navy productions. The processing division has the capability to develop and print negative film and release prints in 35mm and 16mm black-and-white and negative-positive color. About 75 percent of all Navy films, however are contracted with established commercial producers.

In addition, there is a growing requirement for films to report on the Navy's research and development activity. To meet this need, a TV closed circuit kinescope facility has been installed. Two video tape recorders and kine-

recorders together with visomat processing make for rapid completion of urgent films.

Extensive libraries of both still and motion picture photography are maintained at the Center. Library services are provided to the Naval Establishment, other government agencies and to commercial concerns on a cash sale basis. The Still Picture Department produces all types of still photography such as press, serials, murals, and official portraits. Modern continuous roll paper printing and processing units meet the Navy's large volume print demands. There are also complete negative, positive and transparency color processing facilities.

A research and development group conducts tests, experimentations, development and evaluation of photographic equipment. Here, technical photographic specifications, instructions and other publications are also prepared. Information about NPC may be obtained from: Commanding Officer, Naval Photographic Center, U.S. Naval Station, Washington D.C. 20390

Capt. J. J. Crowder, USN,

Commanding Officer

Phone: OXford 3-2101

Capt. C. D. Longo, USN, *Head*

Motion Picture Department

Phone: OXford 3-2142

DISTRIBUTION: Prints of all Navy films available to the public can be purchased from DuArt Labs, Inc., 245 W. 55th St., New York, New York, under an annual contract administered by the General Services Administration. Civilians may borrow films from Naval District Public Information Officers, Training Aids Libraries, Aviation Films Libraries, Recruiting Stations and Public Information Offices located throughout the United States will serve government requests for film showings. Requests for the use of Navy stock footage in commercial productions should be submitted to the Chief of Information, Navy Department, Washington, D.C.

United States Marine Corps

• For information on U.S. Marine Corps films, write to the office of:

Commandant of the Marine Corps (Code A03P)

Headquarters, U.S. Marine Corps
Washington, D.C. 20380

GENERAL SERVICES ADMINISTRATION

National Archives and Records Service

8th and Pennsylvania Avenue, N. W.

Washington, D. C. 20408

NATIONAL AUDIOVISUAL CENTER

Jim Gibson, *Director*

Phone: (202) 963-4275

Dick Simpson, *Technical Assistance Staff*

Phone: (202) 963-4275

Bill Taylor, *Chief, Information Branch*

Phone: (301) 440-7714

Ralph Collett, *Chief, Sales Branch*

Phone: (301) 440-7756

Glen McMurry, *Chief, Distribution Branch*

Phone: (301) 440-7753
The National Audiovisual Center, a Division of the National Archives and Record Service, General Services Administration, provides four main services:

1. INFORMATION. The Center is the main contact with the public and the Federal Government regarding audiovisual materials available from Federal agencies and where and how they can be obtained. Detailed information is gathered on all relevant materials and is made available on request.

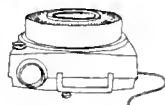
2. SALES. The Center functions as the central sales point for most completed audiovisual materials produced by the Federal Government. Over 3,000 motion pictures and film strips are listed in a sales catalog available from the Center.

3. DISTRIBUTION. The Center provides a uniform, efficient and economic loan service of audiovisual materials, primarily 16mm motion pictures, deposited in the Center by various Federal Government agencies.

4. TECHNICAL ASSISTANCE. The Center develops and monitors basic ordering agreements covering production services, distribution services and other audiovisual

Continued on page 30

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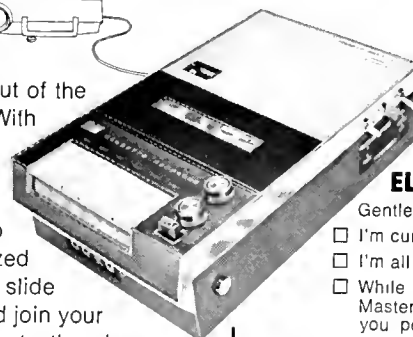
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ELCO Corporation
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ELCO Opticonics Division

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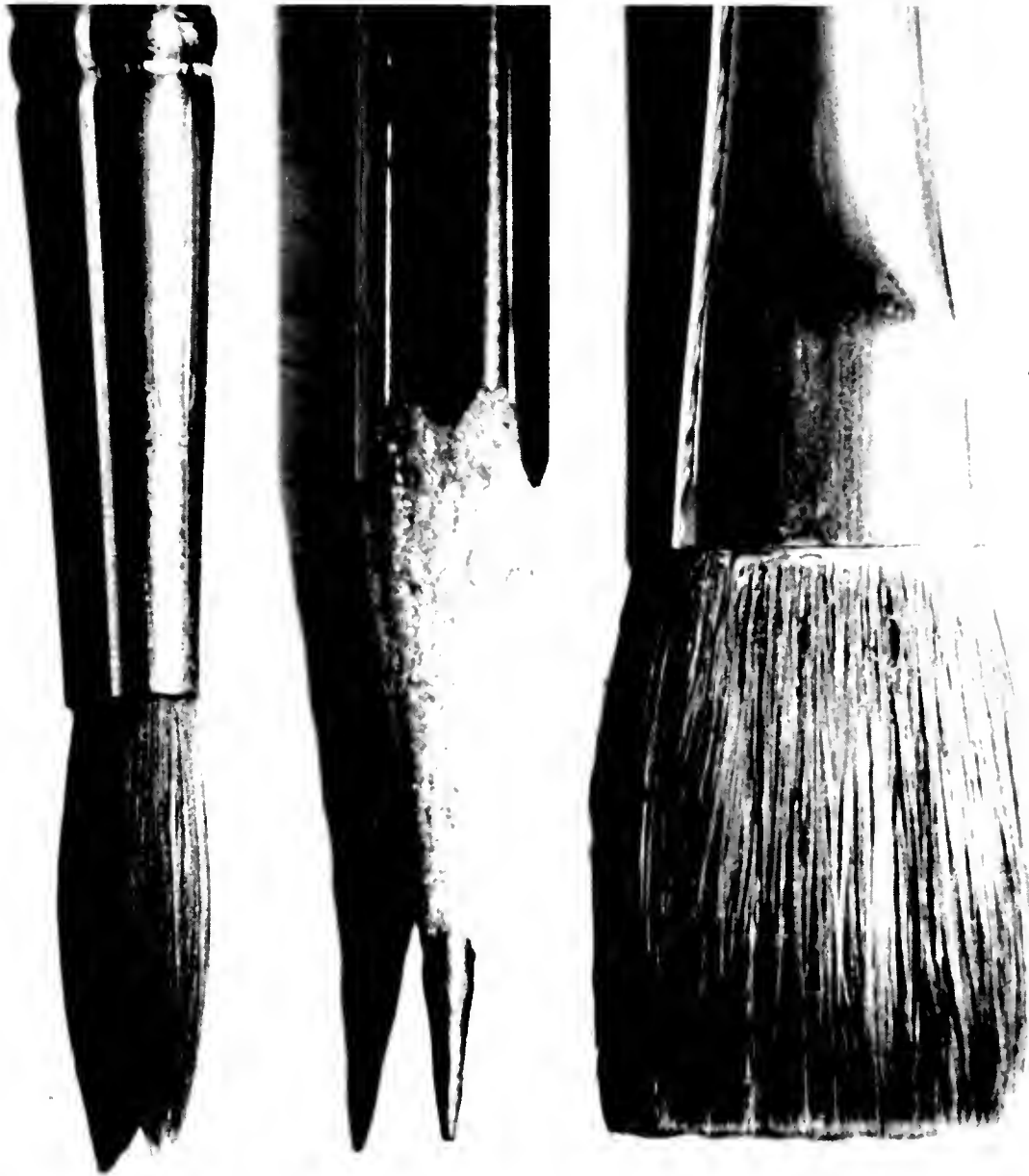
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continued

services desired by the Federal Agencies. It also provides on request to other Federal Agencies limited technical assistance relating to such audiovisual services.

AUDIOVISUAL BRANCH OFFICE OF THE NATIONAL ARCHIVES

James W. Moore, *Chief*
The Audiovisual Branch, Office of the National Archives, National Archives and Records Service, General Services Administration is the repository for more than 60 million feet of historical motion pictures created by 100 Federal agencies and non-government producers. The ever-growing collection includes a wide range of subjects covering the period from 1896 to the present.

Films are not loaned, but may be viewed by researchers, film producers, or their authorized representatives. Duplicate negatives or masters of films or scenes may be purchased by individuals or producing companies subject to consent of the depositing agencies and copyright restrictions, if any.

U. S. DEPARTMENT OF HEALTH EDUCATION AND WELFARE Washington, D. C. 20202

Dr. Andrew R. Molnar, *Chief, Institutional Materials and Practices Branch*, Division of Higher Education Research, Bureau of Research, U.S. Office of Education, 400 Maryland Avenue, S.W., Washington, D.C. 20202 Phone: (202) 963-5963

The Institutional Materials and Practices Branch supports promising media-related projects.

Media Services and Captioned Film for the Deaf

(Division of Educational Services,
Bureau of Education for the Handicapped)

Dr. Edwin W. Martin, *Acting Associate Commissioner, Bureau of Education of the Handicapped.*

Phone: (202) 963-5925

Dr. Frank B. Withrow, *Acting Director, Division of Educational Services*

Phone: (202) 962-5022

Dr. John A. Gough, *Chief, Media Services and Captioned Films*

Phone: (202) 963-3060

• The Media Services and Captioned Film Branch administers a program of educational media under P. L. 85-905, as amended by P. L. 87-715 and P. L. 89-258. These laws provide for promoting the general welfare and the educational advancement of deaf persons. Media Services and Captioned Films furnishes a free loan service of films for the deaf; conducts research in the use of films and other educational media for the deaf; produces and distributes films, filmstrips and related media for the deaf and for persons who work closely with the deaf (parents, employers, etc.). The branch also provides for the training of persons in the utilization of these materials and provides media equipment to most schools for the deaf.

Further expansion to provide media services to all types of the handicapped was made possible by enactment of P.L. 90-247. Actual program activities remained essentially the same as in previous years since no funds were appropriated for the expansion of the program.

UNITED STATES PUBLIC HEALTH SERVICE NATIONAL MEDICAL AUDIOVISUAL CENTER

Atlanta, Georgia 30333

All Phones: (404) 633-3351

Dr. James Lieberman, *Director*

Edward F. McClellan, *Deputy Director*

Jerome K. Barnett, *Ass't Director for Operations*

Joseph A. Staton, *Special Projects Officer*

Dr. Henry D. Abraham, *Associate in Biomedical Communication*

Dondell C. Cotter, *Administrative Officer*

Katherine C. Skogstad, *Information and Publications Officer*

Jack C. Kirkland, *Chief, Production Branch*

Dr. Norman L. Cole, *Acting Chief, Educational Systems & Development Branch*

Robert Sumpter, *Chief, Acquisition, Distribution, and Reference Branch*

ACTIVITIES: The National Medical Audiovisual Center plans, directs, conducts and coordinates a national program in biomedical communication. It is the central installation in the Public Health Service for development, production, distribution, evaluation and utilization of motion pictures, videotapes, and other audio-visual forms.

Through its professional education program, the Center, through a newly established educational program, provides consultation and assistance to schools of the health professions, and is responsible for the development of specialized conferences, seminars and workshops. A recently established audiovisual systems planning activity concerns itself with the development of communications systems in a wide variety of health and health-related institutions.

Under the leadership of the School of Medicine at Tulane University, the Center participates in a graduate program in biomedical communication designed to provide a cadre of trained audio-visual specialists to work with schools of the medical/health professions. The curriculum was developed through a consortium of institutions of higher learning in 1967.

The Community Medical Television System, the nation's first medical network on the 2500 megaHertzian instructional bandwidth, began operation in Spring of 1967, under NMAC's leadership and coordination. It linked initially, with line-of-sight transmitters, Emory University Medical School and Hospital; Grady Memorial Hospital, Emory's teaching hospital; the Georgia Department of Public Health and its Mental Health Institute; the Veterans Administration Hospital and the Audiovisual Center. Programs are transmitted from Grady and the Center and received by others hooked into the network. The System could serve as a prototype for others of its kind throughout the nation. Operation of the system became a project of the Georgia Regional Medical Program in 1968 and now includes 24 institutions.

FACILITIES: The Center is housed in a four-story building designed especially for audiovisual activities. In a two-story annex, it maintains the International Index of Medical Film Data, a collection of information on some 25,000 audiovisuals; acquires, prints and distributes medical and health-related films, makes multiple prints and distributes them throughout the world, operates the National Archives of Medical Motion Pictures.

DISTRIBUTION: Public Health Service films are available from National Medical Audiovisual Center (Annex), Station K, Atlanta, Georgia 30324, on loan to schools of the health professions, other medical/health institutions and organizations throughout the U.S. Films are listed in the National Medical Audiovisual Center Catalog.

REFERENCE SOURCES: In addition to the National Medical Audiovisual Center Catalog, the Center also compiles and publishes the *Film Reference Guide for Medicine and Allied Sciences* and other listings in specialty areas of the biomedical sciences. Special catalogs are available in mental health; heart disease, cancer and stroke; mental retardation; and organ transplant. Information from the International Index of Medical Film Data supports special request for film information not otherwise available.

Continued on page 3



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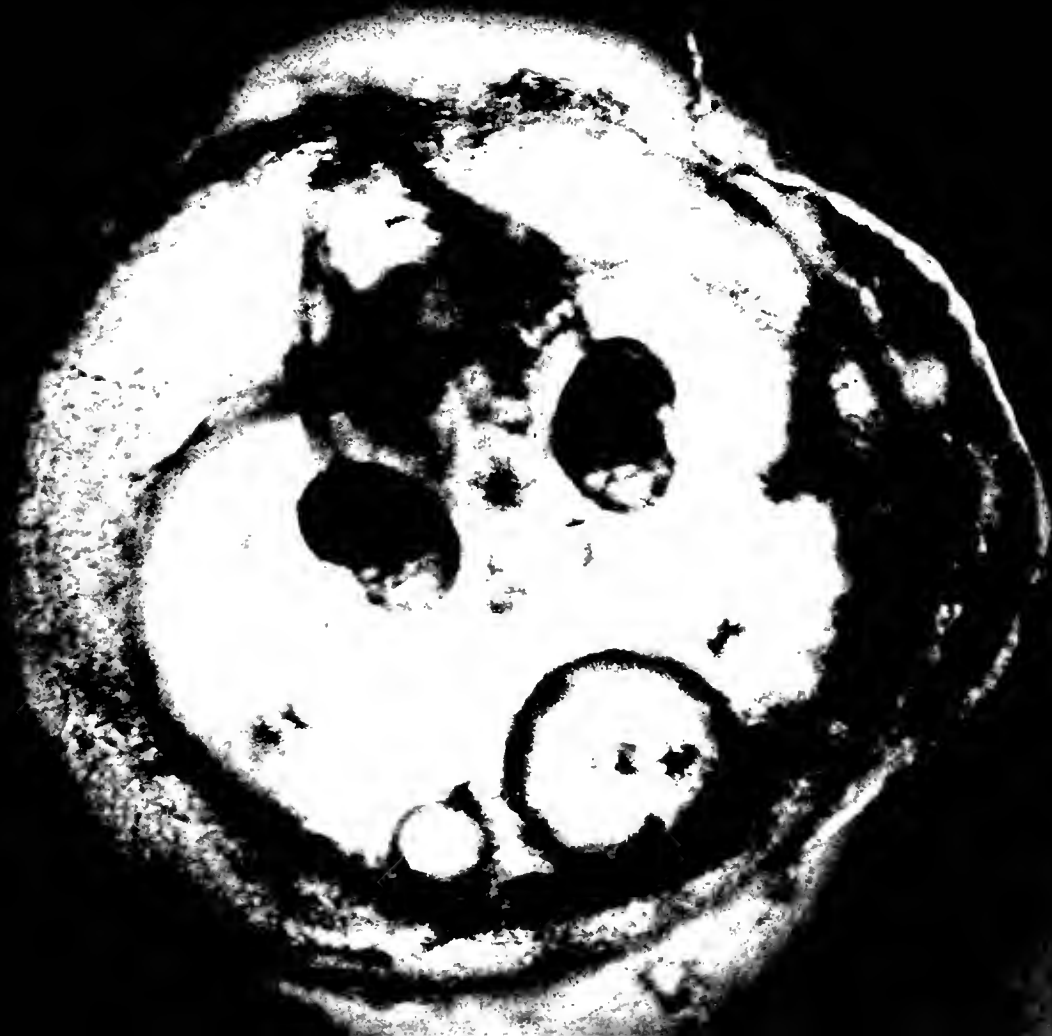
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Chicago, Illinois 60611
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PRODUCTIONS AVAILABLE: New productions available from NMAC include: *Cholera: Part II: Practical Laboratory Diagnosis*; *Stop Rubella*, with an introduction and ending by the cast of the television show *Julia*, to be used in the national campaign against rubella; a series of films showing techniques in rehabilitation medicine; and several television film recordings of a series of discussions on concepts and controversies in modern medicine.

A Slide series, *Basis of Diagnosis of Peripheral Nerve Injuries*, is available for instruction in medical schools and uses a combination of artwork and still photography to teach physiology of the human nerve network.

The publication, *Assistive Devices For The Handicapped*, has been completed and is available from the American Rehabilitation Foundation in Minneapolis, Minnesota. *Toward Improved Learning*, Volume II, has been released and is available from the Educational Systems and Development Branch, NMAC.

Social Security Administration

Baltimore, Maryland 21235

Russell R. Jalbert, *Assistant Commissioner for Public Affairs*

Phone: 944-5000 ext. 2187

Robert T. Fenwick, *Chief, Audio-Visual*

Branch, Office of Information

Phone: 944-5000, ext. 5587

ACTIVITIES: The Social Security Administration produces and distributes films on Old Age, Survivors, and Disability Insurance, and on Health Insurance (Medicare). These are public information films designed to explain to the viewer what he needs to know about the social security law and what benefits he might be entitled

to. Most films and spots are intended for both television and theatrical use.

FACILITIES: The Administration has a small studio and limited facilities located in the Baltimore Headquarters Building. Some film work is contracted to commercial producers.

DISTRIBUTION: Through 800 District and Branch offices throughout the country, prints may be obtained on a free loan basis. Prints may also be bought.

DEPARTMENT OF THE INTERIOR

Washington, D.C. 20240

• The Department of Interior produces films which are concerned with the management, conservation and development of natural resources in every section of the Nation. Films are available from the bureau in which they have been produced.

Office of the Secretary

Harmon Kallman, *Office of Information*

Phone: (202) 343-3171

Inquiries concerning the use of Department of Interior films for television should be addressed to this office. A Department film catalog is available on request.

The Bureau of Land Management

John A. Mattoon, *Chief, Office of Information*

Phone: (202) 343-3609

• Two films are available from the Bureau's office including the award-winning new film *The Last Frontier*, a 29-minute film about America's last public domain lands, their history and future.

Others available for loan and for TV showings are: *This Waiting Land*, a 27-minute color film, which contrasts pioneering a century ago with present day multiple use resources management, and *The Last Frontier*. State BLM offices having libraries are: Portland, Sacramento, Phoenix, Reno, Salt Lake City, Santa

Fe, Denver, Cheyenne, Boise, Billings, and Anchorage.

The U. S. Bureau of Mines

Dr. A. Nicholas Vardac, *Officer-in-Charge, Audio-Visual Programs, Motion Picture Development and Production* Bureau of Mines, Washington, D.C. 20240

Phone: 202-343-3359

ACTIVITIES: The Bureau of Mines has a broad film program dating from about 1920. Motion picture subjects deal with natural resources of states and areas and with mineral commodities including metals, non-metals and petroleum. Recently released films include: *Helium, Aluminum - Metal of Many Faces, Nevada and Its Natural Resources, Steelmaking Today, the Extraordinary World of Zinc, The Lead Matrix, Silver, Wealth of the Wasteland, More Fire Control, First Aid Now* and *Tennessee and Its Natural Resources. Oregon and Its Natural Resources.*

FACILITIES: All films are made in cooperation with private industrial firms which pay production costs and select commercial film producers. The Bureau maintains no production facilities.

DISTRIBUTION: About 9,000 prints of films are distributed to the public on a free loan basis from the film distribution center of the Bureau of Mines, 4800 Forbes Ave., Pittsburgh, Pa. 15213, and from depositories in 40 states. Annual number of showings is 240,000. Most films are cleared for free TV use. Single or block bookings arranged. Catalogs available.

PRODUCTIONS: Currently in production are films on *Molybdenum, the Modern Refractory, Pennsylvania And Its Natural Resources* and *Mineral Resource Research and Development.*

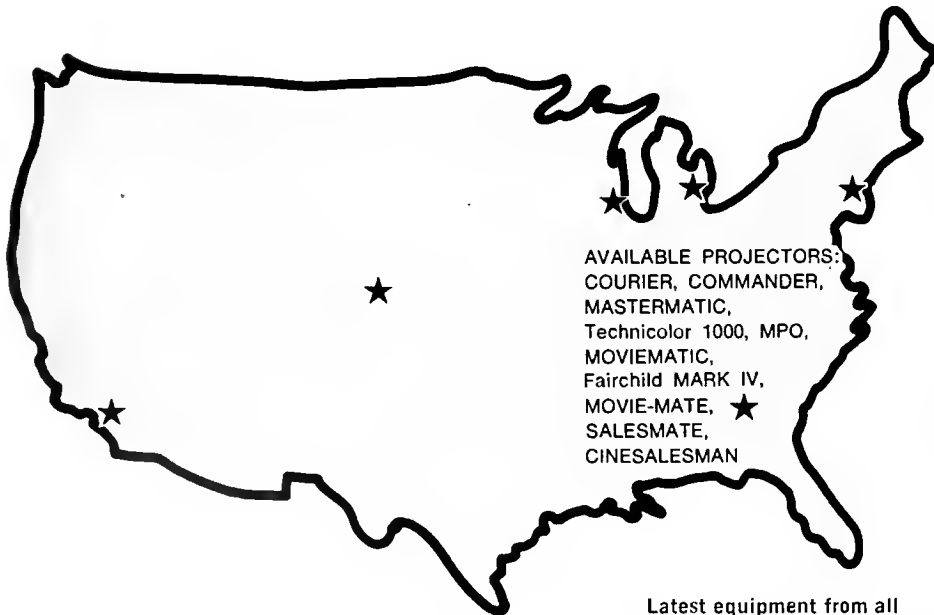
The Bureau of Reclamation

Ottis Peterson, *Assistant to the Commissioner, Information*

Continued on page 34

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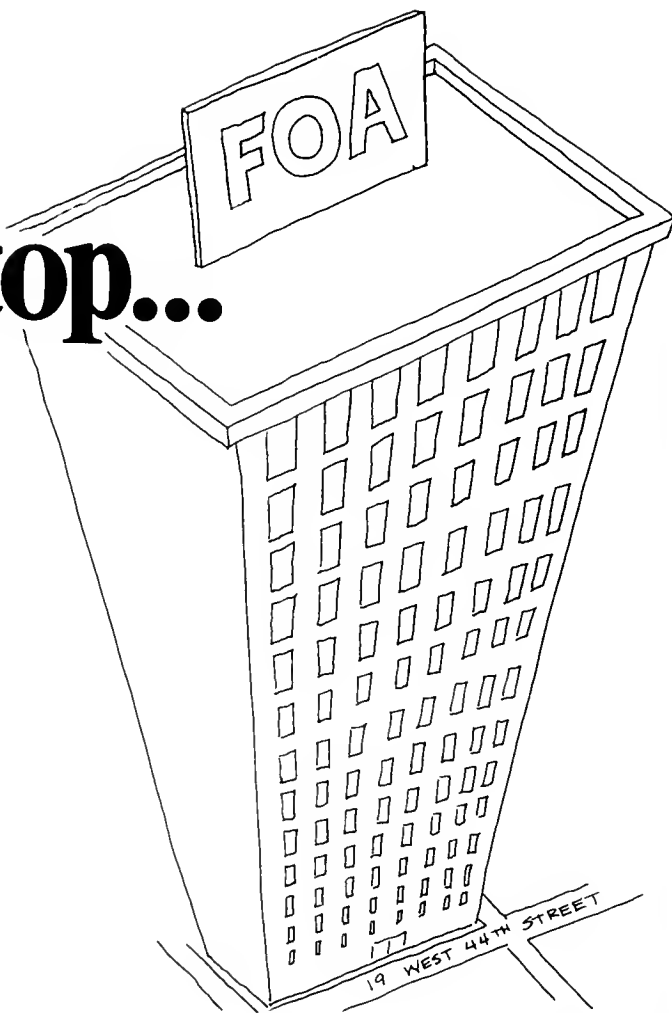
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government . . .

continued

Phone: (202) 343-4662

ACTIVITIES: The Bureau of Reclamation produces one or two pictures a year on water resource development in the seventeen western states - usually "low budget" sound-color films which run 14 or 28 minutes. Film catalogs are available from the Washington, D.C., office of the Bureau; the Regional offices and the Film Distribution Center in Denver.

FACILITIES: Most of the film work for the Bureau of Reclamation is contracted by the appropriate Regional office with commercial producers. There are seven Regional offices, all in the western states, supervised by the Washington office.

DISTRIBUTION: Distribution of Bureau of Reclamation films is accomplished through the Film Distribution Center, Bureau of Reclamation, Bldg. 67, Denver Federal Center, Denver, Colorado 80225. On occasion, surplus prints are loaned to educational institutions for their distribution libraries.

U. S. Fish & Wildlife Service

Elliot A. Macklow, *Chief, Audio-Visual Services*, Branch of Marketing, Bureau of Commercial Fisheries, Fish & Wildlife Service. Phone: (202) 343-6897

ACTIVITIES: Using commercial contractual motion picture facilities, this organizational unit plans, produces and distributes fishery marketing and educational motion pictures sponsored by both Government and industry. Other audio-visual materials such as fishery television spot announcements and radio spot announcement discs and are also produced and distributed.

FACILITIES: Commercial contractual motion picture facilities.

DISTRIBUTION: Utilizing about 200 Government

and private film libraries, 26 fishery motion pictures are distributed free of charge upon request. Provision has been made so that most of the films are cleared for television, although special permission is required before telecasting. Stock footage is not available. A catalog listing the commercial fisheries films distributed and the instructions for obtaining them may be obtained free of charge upon request. A central Audio-Visual Services film library is maintained. Films and information may be obtained by writing Audio Visual Services, Bureau of Commercial Fisheries, 1815 N. Ft. Myer Drive, Room 601, Arlington, Va., 22209. Requests for films to be sent outside the U.S. should be made to the nearest U. S. Embassy or Consulate. Applications are accepted from institutions wishing to serve as non-profit film libraries.

PRODUCTIONS: The following motion pictures are the latest added to the film library system: *Flavor of Maine*, sponsored by the Maine Sardine Council; *Trout USA*, for the U.S. Trout Farmers Association; *Mullet Country*, sponsored by the Florida Board of Conservation; *Estuarine Heritage* and *The Biologist and the Foy*, both produced for the five states bordering the Gulf of Mexico, comprising the Gulf States Marine Fisheries Commission. Two new films in production, *That Florida Flavor*; *Alaska Salmon*.

The U. S. Geological Survey

Frank H. Forrester, *Information Officer*
Phones: (202) 343-4646 4647

• This office maintains and distributes a limited collection of motion picture films dealing with the earth sciences. Of major interest are the award winning films, *The Eruption of Kilauea, 1959-60* and the earlier film release, *The 1955 Eruption of Kilauea*. These show, at close range, the spectacular eruption of the Kilauea volcano on the island of Hawaii.

Recent film releases include the *Alaskan*

Earthquake, 1964 and The Sea River. The first of these films documents the destructive effects of the March 27, 1964, Alaskan earthquake both graphically and pictorially in on-the-spot scenes. The *Sea River* film records hydrological investigations carried on in the Amazon River Basin as a joint operation between the Geological Survey and the Brazilian Navy.

Requests for additional information about these and other films should be addressed to the Information Office, U.S. Geological Survey, Washington, D.C. 20242.

THE LIBRARY OF CONGRESS Washington, D.C. 20540

Dr. Edgar Breitenbach, *Chief, Prints and Photographs Div.*
Phone: STerling 3-0400, ext. 127
Dr. John B. Kupier, *Head, Motion Picture Section*
Phone: STerling 3-0400, ext. 721
Paul Spehr, *Motion Picture Specialist*
Phone: STerling 3-0400, ext. 721
Mrs. Elizabeth K. Duane, *Chief, Copyright Cataloging Division, Copyright Office*
Phone: 557-8715
Mrs. Katharine W. Clugston, *Head, Audio-visual Section, Descriptive Cataloging Div.*
Phone: STerling 3-0400, ext. 484
Mrs. Virginia Colbert, *Head, Special Services Section, Card Division*
Phone: STerling 3-0400, ext. 573

• The Library of Congress has an unrivalled collection of American films dating from the infancy of the motion-picture industry, which it has acquired through the operation of the copyright law and through gifts, and it also has a large body of foreign films turned over to it as a result of wartime seizure. The Library's activities in the motion-picture field include the registration of claims to copyright, the acquisition of films, the cataloging of films and related bibli-

Continued on page 36



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continued

ographical data and a small study center for research.

The Library's Copyright Office has registered claims to copyright for motion pictures since 1894, when the first examples of this medium were deposited in the Library in the form of photographic paper prints; since 1912 the copyright law has provided for the registration and deposit of motion pictures as such. Generally, under the provisions of the motion-picture copyright agreement between the Library of Congress and the copyright proprietors, the films are returned to the proprietor by the Library after registration, but the Library has the right to claim the deposit for its collections later.

The Copyright Cataloging Division of the Copyright Office prepares a semi-annual *Catalog of Copyright Entries: Motion Pictures and Filmstrips*, which lists all such materials registered for copyright in the United States and which is published by the Library and sold by the Government Printing Office. It has also prepared four cumulative catalogs entitled *Motion Pictures*, which together cover registrations of films for the years 1894-1959 and which are for sale by the Government Printing Office.

In addition, the Library's Descriptive and Subject Cataloging Divisions catalog educational films, using data submitted largely by producers and distributors, and the Library publishes this cataloging information in two useful forms for purchase by other libraries or individuals. One form is the printed catalog card, which any filmmaker may purchase to establish his own card-catalog for the control of his collection and for the dissemination of film information. The other is a book-catalog reproduced photographically from the printed cards and containing a detailed subject-index, adequately cross-indexed; entitled *Library of Congress Catalog - Motion Pictures*

and *Film-Strips*, this publication is issued quarterly and in annual cumulation, and it also appears as volume in the quinquennial cumulation of the Library's *National Union Catalog*. Both the printed catalog cards and the book-catalog may be purchased from the Card Division, Library of Congress, Building 159, Navy yard Annex, Washington, D.C. 20541.

The Library's collection of motion pictures comprises about 90,000 reels and is in the custody of the Prints and Photographs Division in the Reference Department. It is primarily an archive in nature, and reference service is provided to assist research activities. The Library does not lend motion pictures, but some films may be copied under certain conditions; copying requires the signing of a standard agreement concerning the clearance of copyright and the copying of equivalent footage for the Library.

POST OFFICE DEPARTMENT Washington, D. C. 20260

James M. Henderson, *Special Assistant to the Postmaster General, Public Information*
Phone: 961-7500

Vacancy: *Deputy Special Assistant to the Postmaster General, Public Information*
D. Jamison Cain, *Assistant Special Assistant to the Postmaster General, Public Information*
Phone: 961-7713

James S. Cline, *Director, Special Projects, Office of Special Assistant to Postmaster General Public Information*
Phone: 961-7908

Ray N. Mahan, *Chief, Motion Picture Branch Office of Special Assistant to Postmaster General Public Information*
Phone: 961-7711

ACTIVITIES: The Post Office Department currently uses Public Information film clips for Public Service, plus training and engineering photo reports.

FACILITIES: Limited motion picture production

performed by the Department. Public Service film production is contracted:

Bureau of Facilities, Procurement Division
Room 7407, Post Office Department
Washington, D.C. 20260

DISTRIBUTION: Public information film clips for public service and documentary films are distributed through U.S. Postmasters in all regions.

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Office of Public Affairs —
Audio-Visual Program
Washington, D.C. 20546

Walter E. Whitaker, *Audio-Visual Officer*
Room 811, Reporters Building
Phone: 962-2757

James B. Etheredge, *Chief, Motion Picture Production*, Room 811, Reporters Building
Phone: 962-2757

Warren Phipps, *Chief, Distribution and Depository*, Room 811, Reporters Building
Phone: 962-4341

Clayton L. Edwards, *Manager, TV Productions Services*, Room 6050, Federal Office Building 6
Phone: 962-2795

ACTIVITIES: These branches supervise the agency-wide production and distribution of films, TV and radio programs, and other audio-visual materials on space and aeronautics; and coordinate requests for NASA assistance from media producers and the public.

FACILITIES: Production requirements are fulfilled primarily by contractors under a "call contract" or basic ordering agreement system, with some in-house production.

DISTRIBUTION: NASA films, tapes, and production aids are available on free loan; stock footage
Continued on page 38

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Our Selective Distribution is matching their film to the specialized audience they want. The case in point: "Good Hand, Good Eye" was made to reach and encourage high school and vocational students, recently separated veterans, and high school graduates. The aim was to recruit them for a business that needed them. The auto paint and body refinish industry.

We are promoting the film to guidance and career counselors in high schools around the country. We are sending out mailings to neighborhood recruitment centers and social service agencies. We are using our own personal contacts through the American Personnel and Guidance Association. And we are getting them an audience of potential autobody craftsmen.

The Refinish Division of DuPont is receiving continuing responses from their target audience, with referrals to local body shops all over the country. Because their film is not just being shown. But it is being shown to the people for whom it was meant.

Of course, there's a moral to the story. Chances are, the film you made is also for a special audience. Come to Sterling and let our Selective Distribution plan get it for you. Want community leaders? A predominantly female audience? Businessmen? Teen-agers? You name them, and we'll get them for you.

What we did for DuPont we can do for you. We'll match you the perfect match.

sterling movies

government . . .

continued

age and transparencies may be purchased from agency contractor laboratories. All requests for assistance in film productions should be sent to Mr. Whitaker, requests for TV production assistance to Mr. Edwards. Requests to borrow NASA films or other AV materials should be sent to Mr. Phipps.

PRODUCTIONS: Those released in 1969 include: *Debrief*; *Apollo 8*; *Apollo 9: The Space Duet*; *Apollo 10: Green Lights for a Lunar Landing*; *Within This Decade*; *Eagle Has Landed*; *Flight Without Wings*; *A Mission for Mariner*; *Seas of Infinity*; *Satellite Astronomy*; *Research in the Atmosphere*.

DEPARTMENT OF TRANSPORTATION FEDERAL AVIATION ADMINISTRATION

800 Independence Ave., S.W., Room 412B
Washington, D.C. 20590

Phone: WOrth 2-5693

John A. Nugent, *Chief, Motion Picture and TV Branch, HQ-450*

Martin Konigmacher, *Senior Production Supervisor*

Jerry Ward, *Producer-Director*

George Mathieu, *Project Coordinator*

ACTIVITIES: The Motion Picture and TV Branch produces motion pictures and television programs designed to meet the needs of the Services and Offices which comprise the Federal Aviation Administration.

FACILITIES: The FAA uses both in-service capabilities and commercial contracts with industry in supplying its motion picture services.

FILM DISTRIBUTION: Distribution of FAA films is handled through the Aeronautical Center

Film Library, AC-921, P.O. Box 25082, Oklahoma City, Oklahoma 73125.

PRODUCTIONS: Among the recent releases are: *Safety by the Numbers*; *Plane Sense*; *Stable and Safe*; *The Inspectors*; *Airports In Perspective* and three films for the Paris Air Show.

Federal Highway Administration

William F. Hall, *Chief, Photographic Section*
Phone: WOrth 7-3013

ACTIVITIES: This Bureau produces films on subjects pertinent to highway development, safety and related subjects, sometimes in cooperation with other government agencies, state and local highway departments, and other interested organizations.

FACILITIES: In-house capacity.

DISTRIBUTION: These films are available on a loan basis, with borrower paying return transportation, from Chief, Photographic Section, Federal Highway Administration, Washington, D.C. 20591. Films may be purchased by responsible organizations, by inquiry to same address.

United States Coast Guard

Washington, D.C. 20591

Phone: (202) WOrth 4-5303

H. E. Whitwer, *Chief, Motion Picture & TV Branch, Public Information Division*

ACTIVITIES: The U. S. Coast Guard produces information and training, as well as recruiting films. The majority are in 16mm color-sound with running time of 3 to 28 minutes. Coast Guard films have consistently been selected by the United States government for entry in foreign film festivals, and have won a number of awards.

FACILITIES: In-house capability. The Coast Guard has limited in-house writing, directing, shooting and editorial capability. Additional pro-

duction services as well as all processing and printing are contracted for as required.

DISTRIBUTION: A catalog of U.S. Coast Guard films is distributed by film libraries in Washington, D. C. and at District offices in Boston, New York, Portsmouth, Miami, New Orleans, St. Louis, Long Beach, San Francisco, Seattle, Juneau and Honolulu.

PRODUCTIONS: Current productions include training films, public information films and TV spots.

U. S. TREASURY DEPARTMENT

Washington, D.C. 20025

• A recently-revised version of a 28-minute film, *The Treasury Story* reviews the activities of this Department. A five-minute summary version is also available for use in continuous automatic projectors.

Internal Revenue Service

Phillip S. Horne, *Training Production*

Coordinator, Phone: (703) 557-2933

Charles M. Lammond, *Visual Information*

Officer, Office of Public Information.

Phone: WOrth 4-4037

ACTIVITIES: Films for public and internal use are prepared by the Internal Revenue Service. Motion pictures for public viewing are produced by the Public Information Division, those for employee training or orientation by the Training Division. The Training Division also produces filmstrips, slide/tape programs and videotapes for internal use. The Information Division also supervises production of television spot announcements for use during each tax filing period. It has also recently begun the production of films in Spanish, partly to extend its taxpayer information in the U.S. and partly as an advisory aid to Latin American countries concerned with Federal government cooperative programs.

Continued on page 40

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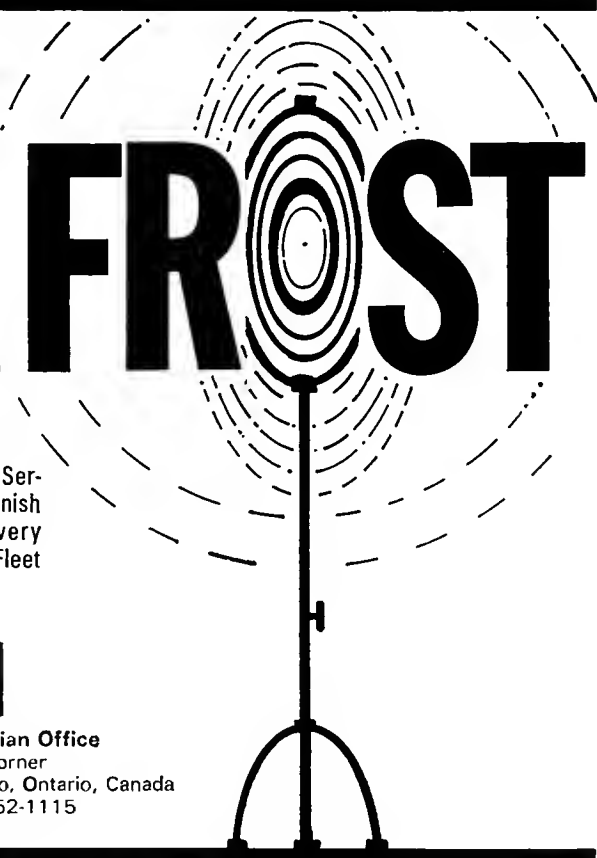
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17th Annual Columbus Film Festival

GEORGE WASHINGTON HONOR MEDAL,

Freedoms Foundation at Valley Forge

THE "GOLDEN EAGLE" AWARD,

8th Annual CINE Film Festival, Washington, D.C.

TWO "GOLDEN EAGLE" AWARDS,

9th Annual CINE Film Festival, Washington, D.C.

CREATIVE EXCELLENCE AWARD,

1st Annual U.S. Industrial Film Festival, Chicago

CREATIVE EXCELLENCE AWARD,

2nd Annual U.S. Industrial Film Festival, Chicago

SECOND PRIZE,

39th Annual Film Festival of the Photographic Society of America

TOP TEN OF THE YEAR AWARD,

40th Annual Film Festival of the Photographic Society of America

PREMIUM AWARD PLAQUE,

1st Annual Atlanta International Film Festival

SILVER MEDAL,

8th Annual International Film & TV Festival, New York

SILVER MEDAL,

9th Annual International Film & TV Festival, New York

BRONZE MEDAL,

10th Annual International Film & TV Festival, New York

AWARD CERTIFICATE,

7th Annual American Film Festival, New York

AWARD CERTIFICATE,

10th Annual American Film Festival, New York

"CHRIS" AWARD CERTIFICATE,

15th Annual Columbus Film Festival

"CHRIS" AWARD CERTIFICATE,

16th Annual Columbus Film Festival

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JOHN SAVAGE
Writer-Producer



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And "Chroma Key," where we combine "live" actors in the studio with 35mm background slides, artwork or photos and make it appear as though they are actually at the locale shown (a retail store, factory, office, exterior, foreign country, imaginary setting, etc.).

If you like, we'll also help plan your program—even write and produce meeting guides and workbooks (as we've done for Pepsi and S&H). Call or write for further information, screenings, prices, etc.

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FACILITIES: The public information films of Internal Revenue Service are produced professionally, usually utilizing the agency's own office facilities and personnel for background scenes but hiring professional talent for action bits, narration, etc. Laboratory production facilities are contracted to complete the film after the first rough cut. Training films are sometimes produced with Internal Revenue Service personnel and sometimes with professional talent. Production and laboratory facilities for some training programs are also contracted.

DISTRIBUTION: The 58 district offices, and several of the larger local offices, distribute Internal Revenue Service film productions. All clearances and releases have been obtained for general showing of Internal Revenue Service films.

PRODUCTIONS: The Public Information Division has prepared a new ½-hour film production featuring Dennis James to inform taxpayers about 1969 developments in filing their federal income tax returns. In addition to this 16mm color production, it also has released a 20-minute, 16mm color combination historical and informational film, *Mission for Millions*, which will give taxpayer viewers an insight into actual operations of Internal Revenue Service offices of all types. A 10-minute film, *Right on the Button*, describes the ADP — automatic data processing — of tax returns, from the standpoint of taxpayer interest.

U. S. Savings Bond Division

Treasury Department

Jacob Mogelev, *Promotion Manager, U.S. Savings Bonds*
Phone: (202) WOrth 4-5702

- A variety of films telling the story of U.S. Savings Bonds is available suitable for community audiences of all kinds. Many are inspirational, some humorous, some informational. They were made available to the Treasury through the generosity of patriotic volunteers. Their showings take place under volunteer auspices as well. *The Land We Love*, 16mm, sound-color, 23 min., cleared for television. *24 Hours in Tyrantland*, 16mm, sound-black and white, 30 min., television rights by special arrangement only. *Grampa's Inheritance*, 16mm, sound, black and white, 16 min., television rights by special arrangement only. *Star Spangled Salesman*, 16mm, sound, color, 20 min., not for television. *Riley — Savings Bonds Salesman*, 16mm, sound, black and white, 19½ min., television rights by special arrangement only. *Wilbur Gets the Message . . . About Payroll Savings*, 16mm, sound, black and white, 20 min. *Danny Kaye for School Savings*, 16mm, sound, black and white, 16½ min., not cleared for television. *The Junior Astronaut*, 16mm, sound, black and white, 15 min., cleared for television. *Rocky and Bullwinkle Savings Stamp Club*, 16mm, sound, black and white, animated cartoon, 15 min., cleared for television. *Beaver's Savings Stamps*, 16mm, sound, black and white, 18 min., cleared for television. *Stamp Day for Superman*, 16mm, sound, black and white, 15 min., cleared for television. *The Story of Old Glory*, 16mm, color, sound, 16 min., not cleared for television

THE UNITED STATES INFORMATION AGENCY

Washington 30547, D.C.

Bruce Herschensohn, *Director, Motion Picture and Television Service*

Phone: 755-1890

Anthony Guarco, *Deputy Director, Motion Picture and Television Service*

Phone: 755-1892

O. Rudolph Aggrey, *Program Manager*

Phone: 755-4174

Anthony Jowitt, *Production Manager*

Phone: 755-4124

Kenneth Boles, *Chief, Regional Productions*
Phone: 755-1897

Dan Lawler, *Chief, News & Special Events*
Phone: 755-4152

Leon Silver, *Chief, Documentary Productions*
Phone: 755-4170

John DeVinev, *Chief, Television Staff Productions*

Phone: 755-1858

Ralph Price, *Operations Manager*

Phone: 755-1837

Wilbert Pearson, *Chief, Int'l Communications Media Staff*

Phone: 755-1870

Douglas Smith, *Chief, Acquisitions Staff*

Phone: 755-4151

SERVICES AND FACILITIES: USIA produces, acquires and distributes abroad motion picture and television films for the overseas information and cultural program of the U.S. Government. The USIA audience numbers several billion television viewers in more than 100 countries plus around one billion persons who annually see USIA films in theatres and private showings. Output ranges the full gamut of both media — from brief newscasts to feature length motion pictures and hour-long television programs. These products are released in as many as 75 foreign languages.

PRODUCTIONS: Examples of the Agency's motion picture and television output include: Documentaries such as *Project Apollo*, *A Few Notes On Our Food Problem* and *Art of the Real* based on an exhibit at the Museum of Modern Art; *Enfoque: Las Americas*, a half-hour television series for Latin American; *Adventure* series for Africa and *Washington Correspondent* worldwide both television productions.

THE PEACE CORPS

Washington, D.C. 20525

Kenneth Skirvin, *Special Assistant*,
Phone: (202) 382-2482

Information regarding films produced for the Peace Corps may be obtained by writing directly to the Peace Corps.

THE CANADIAN FILM INSTITUTE

NATIONAL OFFICE: 1762 Carling Avenue, Ottawa 13, Ontario, Canada.

OFFICERS: Jean Clavel, President; T. Johnson, Vice President; Andre Saumier, Vice President; Gordon Sparling, Honorary Treasurer; Gordon Noble, Executive Director.

DIVISIONS: Canadian Film Archives, National Science Film Library, Business Film Service, Reference and Information Center and Film Study Centre.

PURPOSE: To bring together Canada's educational, scientific, cultural and community interest in the field of films and to encourage and promote the study, appreciation and use of motion pictures and television as educational and cultural factors.

ACTIVITIES: Film Services — National Circulating Film Library (12,000 titles in special subject collections); Importation of films from other countries (Special services in the fields of business films, scientific films, films on art, medical films, etc.); Reference and Information Center — information on 100,000 feature and short films, newspaper clippings; book and periodicals library, etc.; Canadian Film Archives — preservation and study of films; National Film Theatre, Peter Morris, Curator; National Science Film Library — programmes, information and distribution in the area of science films, Steven Rothwell, Programmer, Director.

PUBLICATIONS: Books, Booklets, Film Study Notes, Catalogues, Special Subject Listings, Information Sheets and *Film Canadiana* — a quarterly catalogue, listing all film and television programmes produced, or released for distribution in Canada. •



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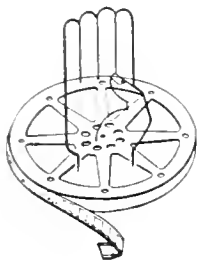
Big films like *Sweet Charity* are drawing more and more people into the movie theaters on a regular basis. And along with these major films, guess what else these growing audiences are seeing? Right. A PR film, which has been booked to help reinforce the program.

Not just *any* PR film, of course. But it is true that huge, measurable audiences are available to you if your film is right for theatrical distribution.

A lot of people in PR film distribution are now talking about this new medium, and we're delighted to have them join us. We've been talking about motion picture theater distribution for years. As part of the Universal-MCA family, it wasn't hard for us to spot this trend when it *first* happened, and to take advantage of it for our clients. There are still a few tricks up our sleeve that your distribution house probably hasn't caught on to yet.

This is just one more reason to talk with us about *your* PR film distribution. Whether it's movie houses only, or a full mix of all of today's distribution channels, you'll find it really does pay to talk with the man from United World.

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BOARD OF DIRECTORS: Terms Expire Fall - 1970: Class A—Leo Diner (Leo Diner Films, Inc.); Class B—Frank M. McGeary (Motion Pictures Labs, Inc.); Class C—G. Carleton Hunt (DeLuxe Laboratories, Inc.); *Canadian Region*—R. J. Beaudry (Pathe-Humphries of Canada, Ltd.); *Western Region*—Sidney P. Solow (Consolidated Film Industries). Terms Expire Fall—1971, Class A—Bruce Jamieson (Jamieson Film Company); Class B—William H. Smith (Allied Film Laboratory, Inc.); Class C—W. D. Hedden (Calvin Productions, Inc.); *Central Region*, George W. Colburn (Geo. W. Colburn Laboratory, Inc.); *Northeastern Region*—John Kowalak (Movielab, Inc.); *Southern Region*—Dudley Spruill (Byron Motion Pictures, Inc.)

ASSOCIATION OF MOTION PICTURE PRODUCERS AND LABORATORIES OF CANADA

OFFICE (Of the President): 22 Front St. W. Toronto 116, Ontario; (Of the Executive Secretary): Suite 512, 55 York Street, Toronto 1, Ontario, Canada.

OFFICERS: Robert C. Crone (Film House Ltd.),

President; Al Dancy (T.D.F. Film Productions Ltd.); V. *President*; Heinz A. K. Drege (Drege Audio Ltd.) *Honourary President*.

DIRECTORS: Murray Briskin (Associated Screen Industries Ltd.), Tom F. Glynn (Crawley Films Ltd.), Lew Parry (Lew Parry Film Productions Ltd.); Don Wilder (Don Wilder Ltd. & Co.); Ed Zemla (Rose-Magwood (Prod.) Canada Ltd. & Co.), Gunter Henning (Western Films Limited), Henry Michaud (Stellart Drege Audio Ltd.), Pat Clever (Comprehensive Distributors Ltd.).

MEMBERSHIP: Canadian firms, proprietorships, corporations and agencies engaged in motion picture production or laboratory work are eligible for Active Membership (voting). Persons, firms or organizations acceptable to the membership and interested in the furtherance of the motion picture industry in Canada are eligible for Associate Membership (non-voting). Present membership: 59 Active Members; 15 Associate Members; Total 74.

PURPOSE: To promote the common interest of those engaged in the motion picture production and laboratory industries in Canada by maintaining the highest possible standards in the production of motion pictures for industrial, commercial, theatrical, or television release; to represent the industry in its relations with government, other associations and the public at large; to encourage government agencies to have their films produced by private producers.

ACTIVITIES: 1. To continue to promote the quality and use of Canadian private film production and laboratory industries. 2. To encourage all governments and government agencies to let more and more film production via tender to private producers, and to produce fewer films themselves. 3. To co-operate with the Federal Government in the operation of the Canadian Film Development Corporation. 4. To take an important part in the staging of the impressive annual Canadian Film Awards competition. 5. To provide constant liaison with all levels of government in matters of taxation.

AUDIO VISUAL SERVICE COMMITTEE OF THE ASSOCIATION OF NATIONAL ADVERTISERS, INC.

OFFICE: 155 E. 44th St., New York, N.Y. 10017.

OFFICERS: Peter W. Allport, *president*; William D. Kistler, *Vice President*; Anthon C. Lunt, *Administrative Secretary*, *Audio-Visual Service Committee*.

MEMBERSHIP: *Chairman*: Willis H. Pratt, Jr. (American Telephone & Telegraph Co.); *Committee Members*: R. W. Bonta (General Electric Co.); William J. Connelly (Union Carbide Corp.); James G. Damon, Jr. (IBM World Trade Corp.); John Flory (Eastman Kodak Co.); John K. Ford (General Motors Corp.); ance Co.); John P. Grember (United Air Gerry G. Germain (Metropolitan Life Insurance); C. M. Kent (3 M Co.); Frank Rollins (E. R. Squibb & Sons); Johna Pepper (Ford Motor Co.); B. B. Randolph (Alcoa).

PURPOSE: The committee initiates and executes projects which will provide the 1300 "Audio-Visual Interest Group" members of the ANA with cost, technical, distribution and other information about business films and other audio-visual materials and techniques.

CHICAGO FILM COUNCIL, INC.

OFFICE: 309 W. Jackson Blvd., Suite 100, Chicago, Ill. 60606. Phone: (312) 939-6056.

OFFICERS: Robert Ponikow (Abelson-Frankel, Inc.) *President*; Jack Lusk (Modern Talking Pictures) *Vice President*; Gordon Hempel (Sterling Movies) *Secretary*; Robert Doyle (U.S. Steel Corp.) *Treasurer*; Lon Gregory (Business Screen Magazine) *Program Chairman*.

DIRECTORS: Darryl Miller (American Dental Association); William Kruse (Audio-Visual Media, Inc.); John Colburn (John Colburn Associates);

Bernard Mack (Filmack Studios); Robert Seipp (WTTW-TV); Dan Bjick (Illinois Bell Telephone Company); Ruth Ratny (Ruth Ratny Enterprises); Frank Bronwell (Chicago Cinema Club); Wil Anderson (Keebler Co.); Jerry Curto (Santa Fe Railway); Ray Hyde (Barton Distillers); Dr. Phillip Lewis (Instructional Dynamics St.); Carl Nelson (The Film-Makers, Inc.); Robert Zeller (Allstate); John Thompson (Technicolor Film Services).

PURPOSE: The purpose of the Council is to promote, improve, and extend the use of films and other audio visual materials for commercial, informational, cultural, and socially constructive purposes and to seek progressive methods of film production, distribution, and effective use of films.

BIOLOGICAL PHOTOGRAPHIC ASSOCIATION, INC.

HEADQUARTERS: P.O. Box 12866, Philadelphia, Pa. 19108. (Office of the Executive Secretary). Ronald M. Christopher, RBP, FBPA.

OFFICERS: *President*; Stanley Klosevych, RBP, FRMS, FBPA Medical Communications Services Faculty of Medicine, University of Ottawa, Ottawa, Ontario, Canada. *Vice President*; Donald H. Fritts, RBP, FBPA Associate Professor, Montana State University, Bozeman, Montana. *Secretary-Treasurer*; Stanley J. McComb, RBP, FBPA Director of Photography, Mayo Clinic, Rochester, Minnesota. *Editor of Journal*: Stanley Klosevych, RBP, FRMS, FBPA, Terminal "A" P.O. Box 333, Ottawa, Ontario, Canada. *Clerk, House of Delegates*; Lawrence R. Reynolds, RBP, The Pennsylvania State Univ., Milton S. Hershey Medical Center, Hershey, Pa. *Past Presidents*: 1968-69 Howard E. Tribe, RBP, FBPA, Academic Communications Facility, Health Science Center U.C.L.A., Los Angeles, Calif.

EX OFFICIO: Stanley Klosevych, RBP, FBPA, *Editor of the Journal*; Lawrence B. Brown, FBPA (Harvard School of Dental Medicine), *Chairman, Chapters Committee*; Clifford L. Freehe (University of Washington); *President* 1966-67; Lardner A. Coffey, RBP, FBPA (Section of Photography, Mayo Clinic), *President*, 1964-65; Mervin W. La Rue, Sr., FBPA (Mervin W. LaRue, Inc.).

DIRECTORS: John D. deBlois, RBP 1971, Photographic & Motion Picture Unit, National Research Council, Ottawa, Ontario, Canada. Will E. Renner, RBP, FBPA 1972 Medical Illustration Dept., University of California, Davis, Calif. Herbert R. Smith 1972 Director, Medical Communications, Baylor College of Medicine, Houston, Texas. Robert F. Smith, RBP, FRMS, FBPA 1972 Brookhaven National Laboratory, Associated Universities, Inc. Upton, L.I., N.Y. Leonard Hart (Veterans Administration Hospital); David Lubin RBP, FBPA (Veterans Administration Center); Charles G. Reiner RBP (Veterans Administration Hospital); John P. Vetter, RBP, FBPA (Western Penn. Hospital).

PURPOSE: The BPA was founded at Yale University in 1931 as a group of medical, dental, veterinary and natural science photographers. Active membership is limited to those professionally engaged in the practice of bio-photography. The BPA is dedicated to the study and improvement of photographic science as applied to all things which live or have lived.

ACTIVITIES: Chapters hold area meetings for their respective members. Slide-tape lectures of outstanding papers presented at annual meetings are made available through the BPA's recorded lecture program. The 1970 annual meeting will be held at the Rice Hotel, Houston, Texas, August 10-13, 1970.

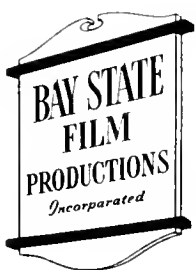
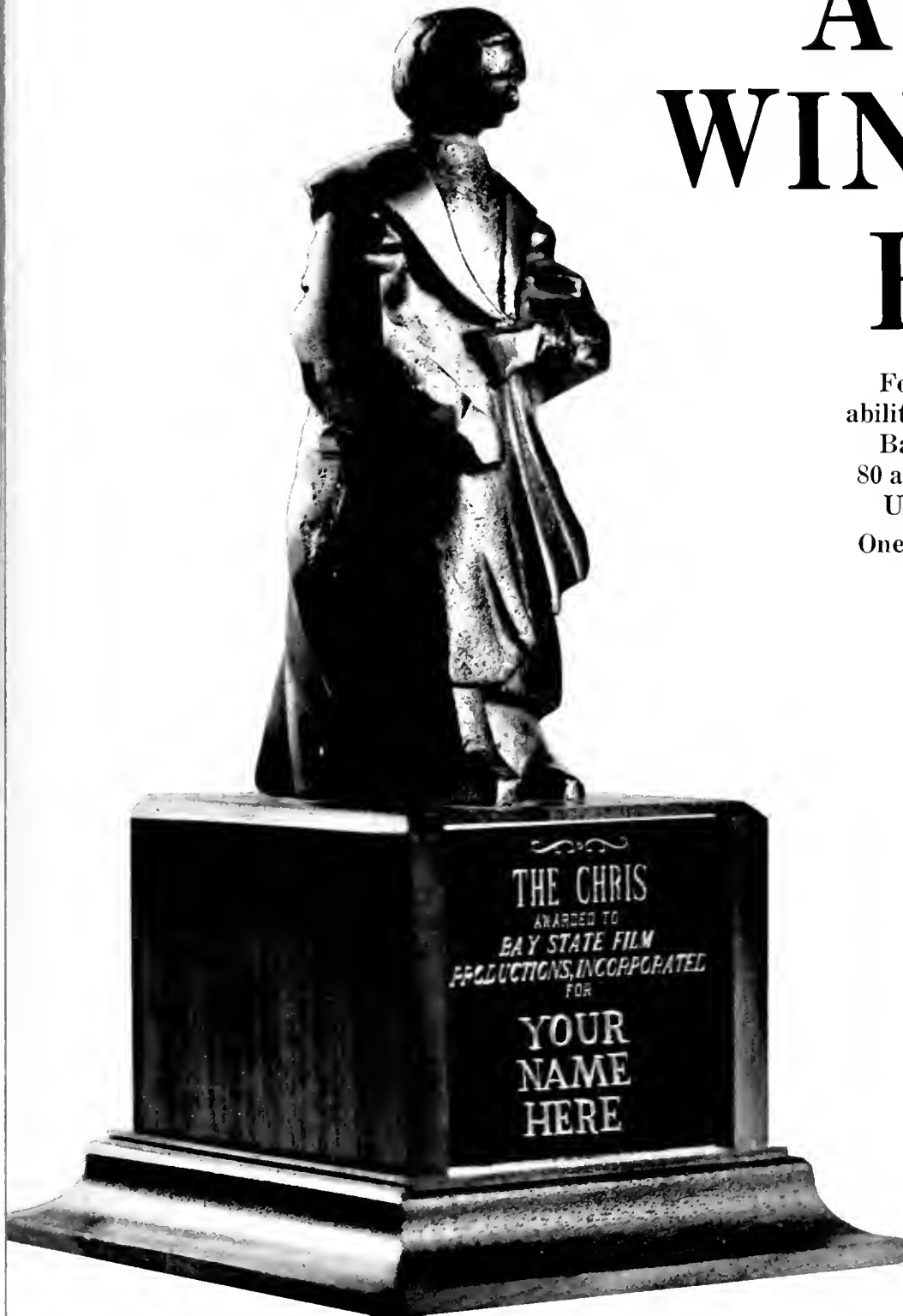
Continued on page 44

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DEPARTMENT OF AUDIOVISUAL INSTRUCTION

(A National Affiliate of the National Education Association)

OFFICE: 1201 Sixteenth Street, N.W., Washington, D.C. 20036. Howard Hitchens, Jr., Secretary.

PURPOSE: The improvement of instruction through the better, wider use of audio-visual equipment, materials and techniques. Membership consists primarily of directors and specialists in colleges and universities, state depts. of education, and county and city school systems. School supervisors and administrators, classroom teachers, librarians and audio-visual specialists in the armed forces, in industry and among religious groups are included in membership of this NEA-affiliated A-V department.

CONFERENCES: National convention, 1970: Detroit, Mich. April 27-May 1; 1971: Philadelphia, Pa., March 14-18; 1972: Minneapolis, Minn., April 16-21; 1973: Las Vegas, Nev., April 8-13. Joint DAVI-AASL and DAVI-DESP meetings in connection with the NEA convention, San Francisco, July 1970. Lake Okoboji Educational Media Leadership Conference, August 16-21, 1970.

ACTIVITIES: 1969-70: DAVI continued task forces in these areas of concern: certification; technical support personnel; information science; computerized booking and cataloging; media standards. DAVI has committees and commissions dealing with such areas evaluation of materials and instructional systems, history and archives, information science, legislation, professional education of media specialists, professional standards, radio and television, teacher education and technical standards. Works on joint projects with the Educational

Media Council, American Assn. of School Librarians, National Assn. of Educational Broadcasters, Associated Organizations for Teacher Education, Joint Council on Educational Telecommunications. DAVI participates in activities of international organizations of the teaching profession, International Council for Educational Films, and in state and regional audiovisual conferences.

PUBLICATIONS: Official organ is *Audiovisual Instruction* (monthly except July and August); *AV Communication Review* (quarterly). Current Publications: *New Media and College Teaching*; *Standards for School Media Programs*; *Teachers in TV and Other Media*; *A Survey of Policies and Practices*; *Educational Facilities with New Media*; *The State of Audiovisual Technology*; *Standards for Cataloging Coding and Scheduling Educational Media*; *Highlights of School Using Educational Media*; *Instructional Television Fixed Service* (2500m-Hz); *What It Is . . . How to Plan*; *DAVI Membership Directory and Data Book, 1969-70*; *Handbook for State Newsletter Editors*; *Language Laboratory and Language Learning*, second edition. Current publication list includes books and pamphlets in areas of AV instruction, TV, programmed instruction, educational technology, foreign language, educational uses of the computer, non-projected pictures. (Complete publications catalog available upon request.)

AWARDS AND SCHOLARSHIPS: Pioneer Awards for long-time service in the AV field given at each national convention; DAVI Memorial Scholarship of \$1,000 awarded annually for graduate AV study; joint DAVI EBE award for in-service education (total of 5 scholarships will be awarded annually).

THE EDUCATIONAL FILM LIBRARY ASSOCIATION

OFFICE: 17 West 60, New York, New York 10023.

OFFICERS: James L. Limbacher, *President*; Carol Guss, *Vice President*; Penny Northern,

Secretary; Esme J. Dick, *Administrative Director* (at headquarters).

COMMITTEES: Esme Dick, *Festival Chairman*; Penny Northern, *Nominations Chairman*; Carolyn Guss, *Membership Chairman*; Jill Van de Water, *Evaluations Chairman*.

MEMBERSHIP: (Constituent) — 706 non-profit educational institutions; (Service) — 52 commercial organizations and interested individuals; 8 sub-memberships and 236 personal memberships, Magazine 220, for a total enrollment of 1446.

PURPOSE: To encourage and improve the production, distribution and utilization of educational films, EFLA conducts a film evaluation service.

1970 AMERICAN FILM FESTIVAL: To be held May 13-17, at the New York Hilton Hotel, New York City.

PUBLICATIONS: For members — Evaluations, bi-monthly magazine *Sightlights* which incorporates the previous EFLA Bulletin, Filmlist, Film Review Digest, and Service Supplements. Also books and pamphlets, described in publication list, which is available on letterhead request.

THE FARM FILM FOUNDATION, INC.

MAIN OFFICE: 1425 H. St., N.W., Washington, D.C. 20005.

OFFICERS: Dr. Roger B. Corbett (New Mexico State Univ.), *President*; Mrs. Edith T. Bennett *Executive Vice President*; Anna Breckenridge (Potomac Grange), James E. Gibson (National Archives), Melvin Sims (National Council of Farmer Cooperatives), Virginia Smith (Women's Committee, Am. Farm Bureau Federation), *Vice Presidents*; Ken Geyer (Conn. Milk Producers Assn.); *Treasurer*; Webster Tenney, (Future Farmers of America) *Secretary*; C. D. Bennett, *Special Consultant*; Lew B. Martin (Pope, Ballard & Loos), *Counsel*; Julian Heron, Jr. (Pope Ballard & Loos), *Asst. Treasurer*.

BOARD OF TRUSTEES: Mrs. Edith Bennett, *Exec. V.P.*; Richard J. Babcock (Farm Journal); *Continued on page 46*



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Harry O. Bercher (International Harvester Co.); William J. Brake (National Grange); Anna Breckenridge (Potomac Grange); Roger Corbett (New Mexico State University); John H. Davis (Agribusiness Consultant); Roger H. Davis (Agribusiness Consultant); Roger Fleming (American Farm Bureau Federation); Ken Geyer (Comm. Milk Producers Assn.); James Gibson (National Archives); Howard Harris (CPC International, Inc.); H. G. Hawes (Maine State Dept. of Agriculture); Patrick Healy (Natl. Milk Producers Fed.); R. M. Hendrickson (Chas. Pfizer and Co., Inc.); Karl D. Loos (Pope, Ballard & Loos); G. C. Matthiesen (Allied Chemical Corp.); Charles E. Palm (Cornell Univ); James Roe (E. H. Brown Adv.); John W. Scott (National Grange); Melvin E. Sims (National Council of Farmers Co-ops); Virginia Smith (Women's Committee American Farm Bureau Federation); J. K. Stern, (American Institute of Cooperation); R. D. Stuart (Quaker Oats Co.); Webster Tenney (Future Farmers of America); R. N. Whipp (Natl. Assn. of County Ag. Agents). HONORARY LIFE MEMBERS: Earl W. Benjamin, William T. Brady, Frank W. Jenks, James A. McConnell, Wheeler McMillen, Mrs. Raymond Savre, William T. Spanton, John D. Waugh, Francis R. Wilcox, P. O. Davis, Herschel D. Newsam, Carroll Streeter, J. Jerome Thompson. SPECIAL CONSULTANT: Charles Dana Bennett. BOARD OF CONSULTANTS: Roy Battles (Clear Channel Broadcasting Service); E. G. Cheronnier (Foundation for American Agriculture); Ott Coelln (BUSINESS SCREEN MAGAZINE); Kit H. Haynes (American Farm Bureau Fed.); H. N. Hunsicker (Office of Education, HEW); J. Don Parel (Association of American Railroads); Val Sherman (National Milk Producers Federation); Russell Tall (Nat. Council of Farmers Cooperatives); C. Maurice Wieting (Ohio Farm Bureau Federation); Louis H. Wilson (National Plant Food Institute); Judd Wyatt (Missouri Farmers' Association).

MEETINGS: The Trustees meet each year in June. The Board of Consultants meets to screen films on call of the Executive Vice-President. **PURPOSE:** The creation of better understanding between rural and urban America through audio-visual education.

ACTIVITIES: (1) Distributes through its main office and cooperating depositories 16mm motion pictures found suitable by Board of Consultants for Foundation endorsement. Distribution is principally to rural America. There is no cost to film users except for return postage. (2) The Foundation, through its contacts with all phases of rural America, makes available a unique consultation service to film sponsors and producers.

FEDERATION OF SPECIALISED FILM ASSOCIATIONS

OFFICE (of the Secretary): 25 Green Street, London, W. 1, England. Telephone: 01-499-0631. J.P.H. Walton, *General Secretary*.

PURPOSE: The Federation represents and promotes the interests of all branches of the specialised film industry through its constituent member Associations: (1) Association of Specialised Film Producers representing the producers of cinema shorts, documentaries, educational and training films, sponsored industrial and Government films. (2) Advertising Film Producers Association representing producers of advertising films for television and cinema. (3) British Animation Group representing producers of cartoon, animated diagram, special and model animation films. Each Association is represented on the Federation Council by its Chairman and Vice-Chairman and elected representatives.

THE FILM COUNCIL OF GREATER COLUMBUS

OFFICES: Center of Science and Industry, 280 E. Broad Street, Columbus, Ohio 43215, and Office of Columbus Film Council, Kresge Bldg., Room 212, 83 South High St., Columbus, Ohio 43215.

OFFICERS: Dr. D. F. Prugh (Director, Franklin

County Historical Society, *President*; Galvy Gordon (Public Relations Dir., Columbus Public Library), *Executive Vice-President*; Mary A. Rupe (Film Librarian, Columbus Public Library), *Secretary-Treasurer*.

TRUSTEES: G. Roger Cahaney President, (Sterling Movies U.S.A.); Dr. Edgar Dale (Research Associate of the Bureau of Education, Ohio State University); Carl M. Lenz, (President, Modern Talking Picture Service); Dr. Robert M. Wagner (Chairman, Dept. of Photography, Ohio State University); Charles W. Vaughn (Director of Communications Arts Department, Xavier University).

PURPOSE: To promote a greater interest in the production and use of films by schools and universities, public service organizations, civic groups, and business firms and industries. The use of films by these organizations in the Columbus area and the state is also stressed.

FILM PRODUCERS ASSOCIATION OF NEW YORK, INC.

OFFICE (of the Executive Director): 165 West 46th Street, New York, N.Y. 10036.

OFFICERS: Sam Magdoff (Elektra Film Prods. Inc.), *President*; Irving Hecht (Cineffects, Inc.), *Vice President*; Harold Friedman (Savage Friedman, Inc.), *Secretary*; Morris Behrend (WCD, Inc.), *Treasurer*.

DIRECTORS: John Babb (F&B Ceco), Manny Casiano (Berkey-Pathé), Ronald Cohen (Jerome J. Cohen), Joe Ducford (Pelican Films), Dan Eisenberg (Moviellab), Eli Feldman (Focus Productions), Warren Fox (PGL Productions), Harold Friedman (Savage-Friedman), Ira Marvin (Vialfilm), John Monterola (Filmfair), Lou Mucciolo (Audio Productions), Bill Sohl (EUE/Screen Gems), Bill Susman (MPO Productions), Zack Vorisek (Reeves), Sam Magdoff (Elektra), past president.

PRODUCER MEMBERS: Allegro Film Productions; American Film Productions, Inc.; Audio Productions, Inc.; AVC-TV Productions, Inc.; Colodzin Productions, Inc.; Communications Group, Inc.; Thomas Craven Film Corp.;

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d'Amylar Productions; De Martin-Marona Productions; DFI Communication, Inc.; Directors Group, Inc.; Duo Productions, Inc.; Elektra Film Production, Inc.; East West Film, Inc.; EUE Screen Gems; Filmfair, Inc.; Filmways of California East; Focus Presentations, Inc.; Sol Goodnoff Productions, Inc.; Galfas Productions, Inc.; Henry Jaffe Enterprises Clayco Films, Inc.; Kim & Gifford Productions, Inc.; Stan Lang, Inc.; Marathon International Productions, Inc.; Motion Associates East, Inc.; MPO Productions, Inc.; Fred A. Niles Communications Centers, Inc.; Pelican Films, Inc.; PGL Productions, Inc.; The Place for Filmmaking, Inc.; Producing Artists, Inc.; David Quaid Productions, Inc.; Rose-Magwood Productions, Inc.; Henry Jaffe Enterprises Clayco, Inc.; Sokolsky Film; Henry Strauss Productions, Inc.; Tele-Video Productions, Inc.; Trio Productions; The TVA Group, Inc.; VIAfilm, Limited; Vision Assoc. Inc.; VPI Div., Electrograph Corp.; WCD, Inc.; Willard Pictures, Inc.; Weissman Franz Productions, Inc.

ASSOCIATE MEMBERS: Bonded Service, div. Novo Industrial Corp.; Canera Service Center, Inc.; Cineffects, Inc.; Jerome J. Cohen, Inc.; DuArt Film Labs, Inc.; F&B Ceco, Inc.; General Camera Corp.; Manhattan Sound Studios; Mecca Film Laboratories Corp.; Movielab, Inc.; Precision Film Labs, Inc.; Preview Theatre, Inc.; Recording Studios, Inc.; Reeves Sound Studios; Charles Ross, Inc.; Donald Shaffer, Inc.

EXECUTIVE DIRECTOR: Harold Klein

PURPOSE: An organization of professionals in the art and craft of motion picture making, dedicated to preserving standards of quality, service, good practice, ethics and to the development of the industry. The organization, through

membership meetings and active committees works to advance the motion picture industry in all of its branches; to establish and maintain a high standard of ethics among producers, their employees, their suppliers and their clients; to distribute accurate information with regard to technical improvements; to advise the general public on the importance of the film industry in the nation's economy; to encourage responsible people to enter the industry; to promote, stabilize and coordinate all elements of the industry.

THE INDUSTRIAL AUDIO-VISUAL ASSOCIATION

OFFICE: (of Executive Secretary): Frederic J. Woldt, 313 Stanley Ave., Waukegan, Ill. 60085.

OFFICERS: William M. Walton (International Business Machine), *President*; Lee Coyle (Ohio Bell Tele. Co.), *1st Vice President*; Gerard K. Hall (National Cash Register Co.), *Second Vice President*; Robert C. McCaslin (Caterpillar Tractor Co.), *Vice President-Illinois*; Harold N. Read (Liberty Mutual Ins. Co.), *Secretary*; Robert M. Titman (Wyeth Laboratories), *Assistant Secretary*; Frederick J. Woldt (retired Illinois Bell), *Executive Secretary & Treasurer*.

DIRECTORS: John P. Grember, (United Airlines), *Central Region*; John P. Tierney (Standard Oil Co.), *Eastern Region*; Herbert D. Johnson (3M Co.), *Northern Region*; Calvin R. Gould (Martin Marietta), *Southern Region*; Larry Filby (Aerojet-General Corporation), *Western Region*.

ADVISORY COUNCIL: Marshall Wayne (Armour & Co.), *Constitutional Chairman*; James Craig (General Motors Corp.), *Historian*; Robert E. Doyle (U.S. Steel Corp.), *Membership Chairman*; William H. Buch (Lederle Laboratories), *Past Presidents Chairman*; 1970 - Spring Meeting, Herbert D. Johnson, (3M Company), St. Paul, Minn. *Program Chairman*; Wm. T. Dikeman (Sears Roebuck & Co.), *Publicity Chair-*

man; Edward W. Palmer, (New England Tele. & Telegraph Co.), *Technical Chairman*.

PURPOSE: To study all means of audio-visual communications including creation, production, appreciation, use and distribution; to promote better standards and equipment, and to establish a high concept of ethics in the relation of members with associated interests.

INFORMATION FILM PRODUCERS OF AMERICA, INC.

OFFICE: (mail address): P. O. Box 1470, Hollywood, Calif. 90028.

NATIONAL OFFICERS: Robert Montague, *President*; Michael Rye, *Executive Vice President*; Jack Meakin, *Financial Vice President & Treasurer*; Chuck MacCrone, *Editorial Vice President*; William J. Nash, *Vice President, Public Relations*; Ray Hollingworth, *Chapters Vice President & Membership West Art Rescher, Chapters Vice President & Membership East*; Jacqueline Stilwell, *Recording Secretary*; Ralph Hall Productions, (Ralph Hall), *Executive Director*.

BOARD OF GOVERNORS: Robert S. Scott, *Chairman*; Robert J. Guthrie, *Vice Chairman*; Policy and Management Committee: Gene Burson, *Chairman*; Robert B. Montague, *Plans and Development Committee*; Mitchell Rose, *Chairman*; Robert Murray, *Communications Committee*; Robert J. Gunther, *Chairman*; Ray Jewell, *Member Services*; Ralph M. Hall, *Chairman*; Jack Smith, *Government Operations Committee*; Lt. Col. J. C. Stokes, USAF, *Chairman*; Bruce Herschensohn, *Industrial Operations*; Charles (Cap) Palmer, *Chairman*; Robert L. Hecker, *Educational Operations*; Dr. Raymond S. Fielding, *Chairman*; Technical Advisory Committee: Donald B. Adams, *Chairman*; William J. Gibson.

PURPOSE: Study, discussion and exchange of ideas, concerning the production of industrial,

Continued on page 50

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MEMBERSHIP: Primarily composed of industrial, business, educational and government film producers, directors, writers, cameramen, editors and technicians as well as members in commercial labs, equipment firms, independent production studios, commercial labs and equipment firms.

PUBLICATION: Official publication of the IFPA is **BUSINESS SCREEN**. Internal publication is the **NEWSLETTER**.

1969 ACTIVITIES: Tenth Annual National Conference, Trade Exhibit and IFPA Film Awards Banquet, Los Angeles, California. Hotels & Dates to be announced.

INTERNATIONAL QUORUM OF MOTION PICTURE PRODUCERS

OFFICE (of the President): Paragon Productions, 2930 "M" St., N.W. Washington, D.C. 20007 USA.

OFFICERS: W.B.H. Legg, Jr. (Paragon Productions, Washington *President*); Hack Swain (Hack Swain Productions, Inc., Sarasota, Florida), *Vice President*; Fred A. Niles, (Fred A. Niles Communications Center, Chicago, Ill.), *Secretary/Treasurer*.

GOVERNORS: Georges Pessis, Paris; Heinrich Fueter, Condor Films, Ltd., Zurich; G.H.W. Groom, Films of Africa (Pty) Ltd. Johannesburg.

MEMBERSHIP: Members include 53 non-theatrical motion picture production companies, situated in 31 marketing areas of the United

States, plus one company in each of Australia, Belgium, Canada, Denmark, Finland, France, Germany, Greece, India, Japan, Kenya, Mexico, Norway, Peru, Portugal, Puerto Rico, South Africa, Sweden, Switzerland, Turkey, United Kingdom, and Yugoslavia.

PURPOSE: This is an international network of non-theatrical producers of films for industry, government and television. Purposes are to assist in the exchange of ideas, information and understanding among its members, to broaden the horizon of each member through affiliation with member-producers located strategically throughout the world; to raise the professional standards of non-theatrical motion pictures by examples of excellence; to share among members new concepts and technology for the betterment of motion pictures; to exchange information on personnel, equipment and markets for the good of all members; to provide members with information on photography and recording conditions in each area, and to simplify and render more productive the operations of all members.

THE NATIONAL COMMITTEE ON FILMS FOR SAFETY

OFFICE (of the Secretary): 425 North Michigan Ave., 5th Floor, Chicago, Illinois 60611.

OFFICERS: Thomas H. Wilkenson (Safety Director, Dept. of The Army), *Chairman*; William Englander (National Safety Council), *Secretary*.

MEMBER ORGANIZATIONS: American Automobile Association, American Association of Motor Vehicle Administrators, American Insurance Association, American Medical Association, American National Red Cross, American Petroleum Institute, American Public Health Association, American Society of Safety Engineers, American Society for Training and Development, American Water Works Assn., Association of Safety Council Executives, Auto Industries

Highway Safety Committee, Automotive Safety Foundation, Insurance Institute for Highway Safety, National Association of Automotive Mutual Insurance Companies, National Association of Manufacturers, National Association of Mutual Casualty Companies, National Fire Protection Association, National Grange, National Safety Council, U.S. Dept. of the Air Force, U.S. Dept. of the Army, U.S. Dept. of the Navy, U.S. Dept. of Transportation, U.S. of America Standards Institute.

PURPOSE: A co-sponsored group of national organizations, with active interest in accident prevention through use of films, who wish to accomplish the following objectives: 1. To stimulate production and use of safety films. 2. To raise the quality of films produced. 3. To establish film evaluation standards. 4. To recognize film excellence in awards program.

1970 ACTIVITIES: April meeting of the Committee as a Board of Judges to screen and finally judge entries in their 27th Annual Safety 16mm Film Awards Program. October evening showing of top winning films and presentation of awards to representatives of sponsors and/or producers (during the National Safety Congress and Exposition in Chicago, Ill.).

THE NATIONAL VISUAL COMMUNICATIONS ASSOCIATION, INC.

OFFICES: 420 Lexington Avenue, New York, N.Y. 10017. Phone: (212) LE 2-7700

NATIONAL OFFICERS: Les Waddington (J. C. Penney), *President*; Morris Slotkin (First National City Bank), *Vice President*; Herb Rosenthal (Graphic Institute, Inc.), *Vice President*; Mrs. Joseph V. Connolly, Jr. (Junior Leagues), *Treasurer*; Joseph Kroppy (Union Carbide), *Secretary*; D. D. Miller, *Executive Secretary*.

PURPOSE: To advance and encourage the most effective use of visuals to promote better com-

Continued on page 52



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MEETINGS: Monthly luncheon meetings featuring presentations of specialized audio-visual topics, September through June, in New York and Chicago. Visitors welcome. The 16th Annual "Days of Visuals" Exposition, Seminars and Awards Banquet will be held November 16-18 in New York City, at the Essex House.

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Continued on page 54

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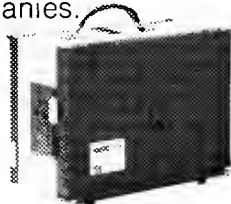
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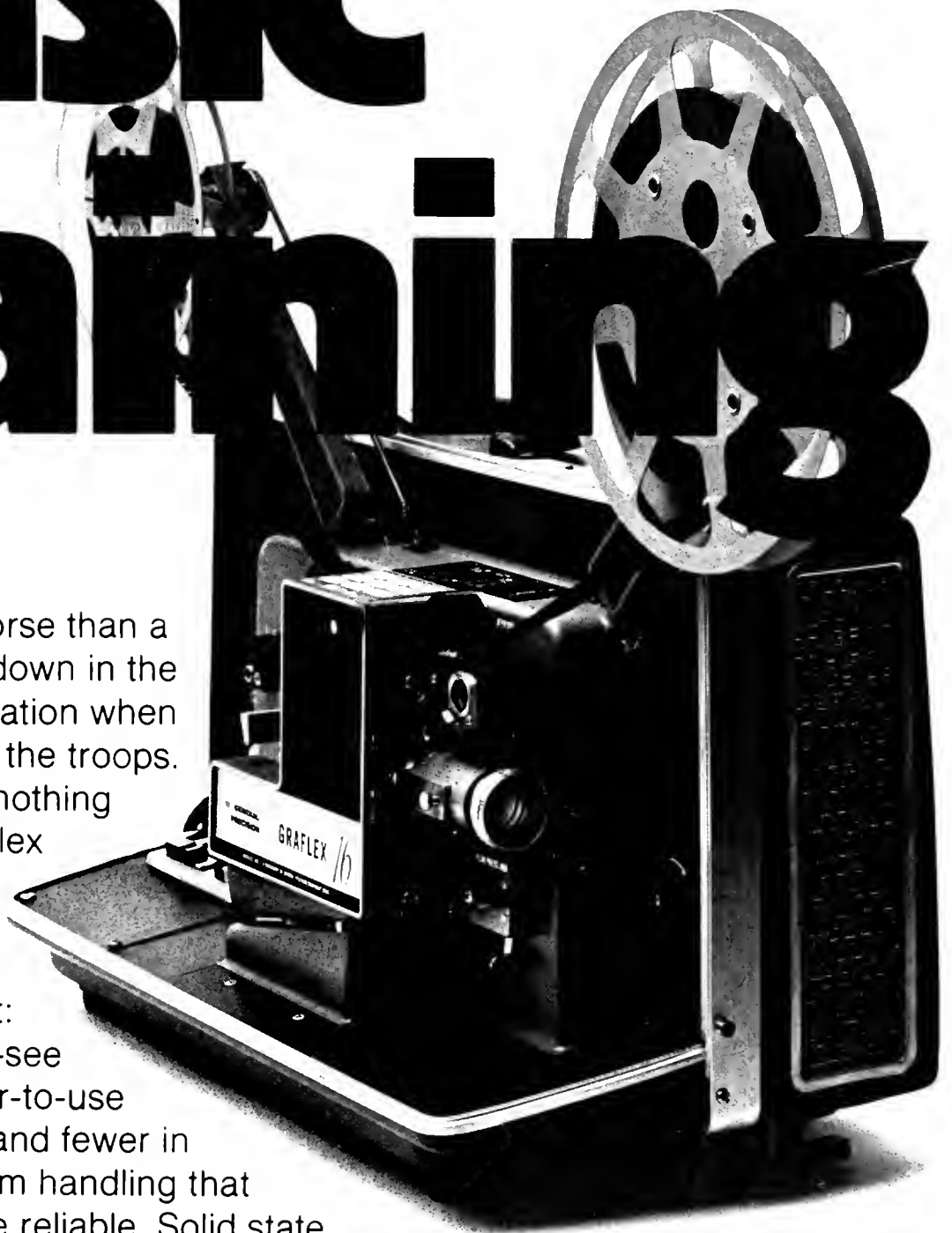


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IFPA JOURNAL

INFORMATION FILM PRODUCERS OF AMERICA, INC.

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Snoopy & Cindy Hits at IFPA Conference

MEEETING AMIDST the grandiose splendor of a bygone era in this historic Sheraton-Palace Hotel in San Francisco, the Tenth Annual Conference of the Information Film Producers of America discussed topics as timely as today's news — social problems, Apollo moonshots and revolutionary new lighting techniques.

Co-sponsored by the Sixth U.S. Army at Presidio, California, the IFPA conference continued its record as one national meeting that operates on time. More than 200 conference participants were welcomed by IFPA President Mitch Rose, Col. H.H. Arnold of the Sixth Army and a representative from San Francisco Mayor Alioto's office.

Keynote speaker Don Fabun set the pace and theme of the conference via his videotaped comments on "The Shape of Things to Come" in personal relationships, research, technology and environment.

Highlight of the opening morning of the conference was a presentation on "The New Look in Religious Telecasting" by Father Emory Tang from St. Francis Productions in Los Angeles. Discussing the popular "teleshots" and their job in communicating vital socio-religious messages to Amer-

ica, Father Tang presented examples of the teleshots now receiving nationwide broadcasting via TV stations throughout the country.

Discussing "Film and the Friendly Skies," John Grember, manager of motion pictures at United Air Lines told IFPA how the famous United slogan and spirit evolved. Following some clips of United's most successful commercials, he provided a sneak preview of his company's arty new film on Los Angeles. Following in the pattern of the previous "swinging cities" series films, the Los Angeles film provides a swinging look at the nation's smog capitol for the young traveler.

During the afternoon of the first day, the "Dick and Jerry Show" (Dr. Richard Lewis and Dr. Jerry Kemp of San Jose State College) presented an enlightening look at "Trends in Media Utilization in Training and Education". They presented a bouncing demonstration of what can be done through carefully planned utilization of various A-V equipment in training and learning.

Following an Eastman Kodak presentation on a new Ektachrome film, Charles Intrator, New York Gaffer unveiled the

Continued on page 58

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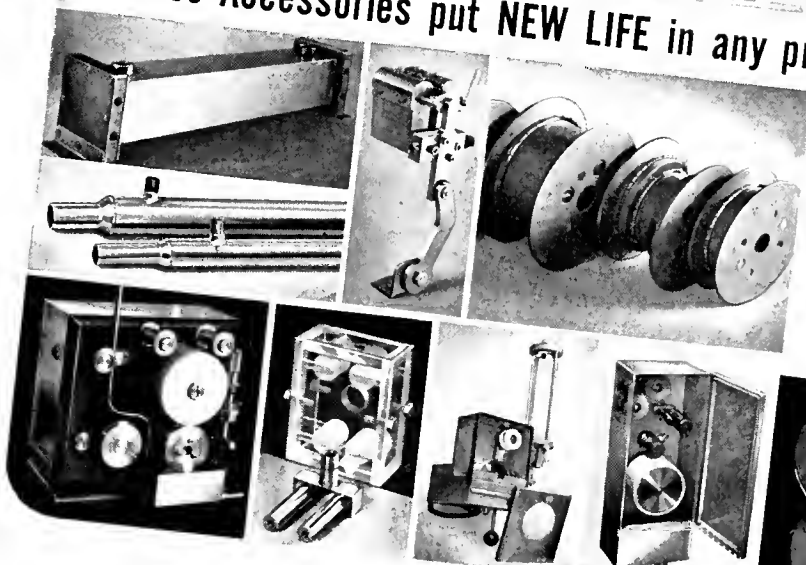
Lt. Chdr. Simms Howell accepts "Cindy" from United Air Lines stewardesses assisting in presentation of awards at banquet. Emcee Bob Crane is in background.

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IFPA...

continued

unique new "clip strip" for studio and location lighting. As potential application raced through the collective minds of the audience, Intrator demonstrated and provided fascinating case histories of this clever new lighting concept.

Senator George Murphy's luncheon address was presented by Bob Scott, former IFPA president. In his message, Sen. Murphy observed, "If McLuhan is right about our global village and if many of our younger citizens are identifying themselves with the 'now generation' then your science

and your technology have caused it. And, if there are new human problems that have resulted; perhaps we should all share some of the responsibility."

Challenging IFPA members to improve our world, Sen. Murphy added, "In today's challenging world — where we have so much to learn and so little time to learn it — where youth is demanding that everything be told exactly like it is — we'd better improve, develop and protect the freest and broadest possible exchange of accurate information through audio visual communi-

cation, showing and telling the truth — to fill those credibility gaps and bridge those generation gaps we've all heard so much about."

The final day of the conference began with a bus trip to the nearby Presidio Army base where conference participants were treated to a special preview of the new 20th Century Fox feature *Footprints on the Moon*, produced by Barry Coe. This historic epic was written by IFPA's Bob Scott and skillfully edited by IFPA's Bill Gibson. Tracing the historic voyage of Apollo 11, the film will soon be shown in theatres throughout the world.

Continuing the Apollo 11 and space theme, cartoonist Charles Schulz was the featured luncheon speaker along with Albert Chop, resident Apollo Spacecraft Officer at North American Rockwell. Schulz outlined the "Snoopy" error elimination motivational program among NASA contractors and sub-contractors. Following his presentation, Schulz was presented with a special NASA award plaque containing a "Snoopy" pin that made the Apollo voyage.

The final afternoon program was loaded with timely examinations of current topics. Dr. Bernard Kantor, chairman of USC's Department of Cinema offered a look into the future via presentations of current student work and explaining what they are thinking and how they go about their film work. Referring to young people as "the film literacy generation," Kantor said today's producers must learn to make films that reach them.

The afternoon was concluded with a look at the visual symbols and motivation in the Apollo space program and a presentation of the future of space photography by Bill Gibson.

The concluding conference banquet where 41 "Cindy" awards were presented was masterfully emceed by Bob Crane, Col. Hogan on the TV series "Hogan's Heroes."

This year's Eugene Keefer Memorial Award was presented to the 1365th Photographic Squadron at Norton Air Force Base. The annual Jay Gordon Award was presented to Bill Gibson by last year's recipient, Charles "Cap" Palmer.

Guest of honor for the evening was Rep. Jerry Pettis, (R.-Calif.). Addressing those attending, Rep. Pettis called the recent Apollo 11 television coverage "the greatest show on earth — to date" and said, "It was the miracle of space age communication that permitted the world to share the event. That is the promise of audiovisual communication at the speed of light. If it can produce one moment of shared experience — one moment of greater unity and understanding — and on a global scale — then if it is properly used, in good will, it can also help bind our separateness, our differences, our misunderstandings, our disunity. All of these diseases, I believe, can be cured by more effective global communications."

Next year's annual IFPA conference is scheduled to be held in the Los Angeles area in October.



A busy registration desk (above) often found Jackie Stillwell handling registrants and fielding phone calls at the same time. Cartoonist Charles Schulz was presented a special award (right) for his "Snoopy" contribution to the space program.



Exhibit areas outside meeting rooms were a crowded attraction during the coffee and lunch breaks.

“WHAT IS A non-theatrical film producer doing in South Dakota?”

That, invariably, is one of the first questions asked by friends in the motion picture industry accustomed to the bustle of Los Angeles, New York, Chicago, Denver and other population centers.

In response, I answer, “Thriving.”

It's true. Since starting my own production company in Rapid City, in 1959, I've averaged five films a year for seven years for a variety of clients. It hasn't all been easy, but it can be done—an independent film producer can thrive out of the industrial-business mainstream markets.

Two of the key ingredients for success in such markets are some knowledge of the area's industry and a heavy dose of sales promotion. Of course, the same criteria for success in any facet of the motion picture industry also applies here—a willingness to travel, and to invest a lot of hard work.

In the first area, I had a built-in advantage. I was born and reared in the ranch and farm country of the West. My desire to return to the plains led me to take a long, hard look at the quad-state area of North Dakota, South Dakota, Wyoming and Nebraska as a potential business site. Investigation uncovered a substantial potential clientele in the livestock and mining industries that dominate the commerce of this area. I discovered that only one firm in the area was using a promotional film—a black-and-white production shot in 1928.

Getting started in an untapped area such as this was not as difficult as it may seem. First, I had samples to show, work I had done while heading up a motion picture division for a major corporation. Similarly, I had contacts in the area, gathered while operating out of Denver for this same firm. Importantly, I had also a positive plan for sales promotion.

Right from the start, direct mail became my primary means of contact with potential clients. I put together a mailing list of all the livestock associations, all the mining companies, all the utility companies, and all the state offices concerned with promoting tourism. To this list, I sent letters describing the value

of film as a promotional communications tool. As the first inquiries came in, I followed up with personal calls, showing samples, and, in effect, educating my relatively unsophisticated prospects to the value of motion picture film. After a lot of writing, a lot of traveling, and a lot of talking, I had my first client, a livestock growers association.

In the years since, my basic selling pattern has remained the same. The initial contact with prospects is usually made by direct mail, although some are referred by previous clients.

The basic direct mail program I started with has been expanded to include self-designed and produced brochures, as well as a series of five different brochures entitled, “Movies Move People”, produced by the Eastman Kodak Company and personalized to my company's name. These materials are sent to my new prospect mailing list at two-week intervals, and have proved quite successful in generating inquiries.

A request for information from the prospect—which we get from about four percent of the recipients of the direct mail program—is followed up with a background brochure detailing my company's experience in the business.

The brochure is a looseleaf type, in which individual elements can be inserted to tailor the presentation to the specific prospect. The first item in the brochure is a cover letter thanking the prospect for his interest. This is followed by a printed sheet that lists some of our better known films, particularly those that have won awards. Then comes a printed list of most of the major films produced during my 25-year career. These are backed up with reprints of articles about some of my films, testimonial letters from clients, and one of six brochure pages tailored to the character of the prospect's business. The selection of brochure pages including general industrial, livestock, mining, tourism, power company, and training film versions of the basic sales information.

While the prospect is, hopefully, digesting my promotional background material, I am analyzing him as a prospective client. If everything works out, I follow up with a personal call. I make it a practice to see only

MAX HOWE— Success in the Boondocks



By **MAX HOWE**
Max Howe Productions
Rapid City, South Dakota

HOWE'S QUARTER CENTURY IN FILMS

The author, Charles M. “Max” Howe, at 53, is a veteran of more than 25 years in the motion picture film industry. During that period he has produced, directed, scripted and filmed 66 business and industrial productions on over 30 different subjects. A number of these films have won awards:

Four Seasons West, a 29-minute color production prepared for the South Dakota Stockgrowers Association, was the 1960 winner of the Western Heritage Award presented by the National Cowboy Hall of Fame as an outstanding Western Documentary.

Power for Good, produced for the Black Hills Power and Light Company, was named the winner of the 1964 Better Copy Contest Award by the Public Utilities Advertising Association.

Sitzmark received the 1965 Notable Advertising Film Award from the Calvin Workshop, Kansas City, Missouri. It was produced for the Red Lodge Ski Corporation.

For Those Who Stayed, a film produced for the Northwestern Public Service Company, Huron, South Dakota, won the 1965 Better Copy Contest First National Award from the Public Utilities Advertising Association.

Howe's most recent production, **Run the Wild Colorado**, earned the “Golden Eagle Award” for 1969, at the International Film Festival in Washington, D.C.

In addition to his award-winning sales and promotion films for business and industry, Howe has filmed 143 travel and scenic productions throughout the United States.

Located in Rapid City, South Dakota, Max Howe Productions also maintains offices in Denver, Colorado and Salt Lake City, Utah, and serves clients throughout the northwest Plains states.

"I spend 75 per cent of my time selling . . . 25 per cent filming."

max howe . . .

continued



Also a member of the production team, Harriette (Mrs. Max) Howe edits production rushes to relieve Howe for sales work.

the top man in the company—the decision-maker—in order to cut down on waste time.

One thing I have learned, over years, is that in dealing with non-users of film, the educational process has to begin with your first letter and continue through the final screening of the completed film. Basically, my selling theme is, "You (the client) have an idea to get across. Motion picture film is an ideal medium to convey your message. I am the expert in communicating this message."

In dealing with unsophisticated, first-time users of films, I've found that my long experience in the industry pays off. It not only makes selling the prospect easier, but allows me to guide them around the mistakes common to first films.

I usually begin by showing the client a film called, "The Vicious Circle," (produced by Calvin Co. of Kansas City) a satire on the frustrating experience of a producer calling on a company and working his way up the chain of command. The client usually gets the point.

Of course, not all inquiries result in sales. There was one prospect with whom I'd communi-

cated for over nine years. When he finally did make up his mind to move on a film, he selected a group of university students who bid the production at 15% of my cost. But this is to be expected, particularly among beginners in the use of films. I have made it a practice not to compromise my commitment to quality. From initial contact to finished product, I insist upon quality. It has paid off, in happy clients, and a number of industry awards, as well.

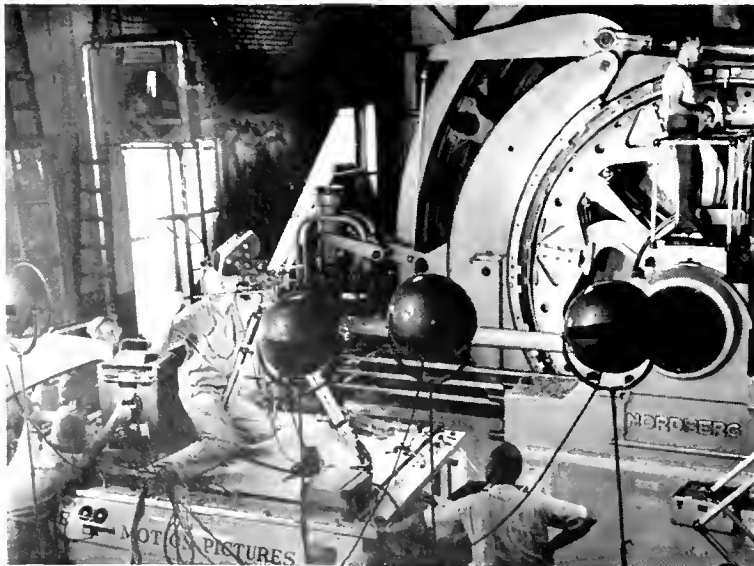
Overall, I estimate that I spend about 75 percent of my time selling, and only about 25 percent in actual filming. I do have some help in running the business. My two daughters help to operate the office and handle the direct mail promotion. One of the girls, Linda, as well as my wife, assists me in editing rushes. This has helped free me to travel sufficiently to both follow up on sales opportunities spread across five or six states, and to do a lot of on-location production without having my sales promotion program come to a complete halt.

Our location in the "boondocks" has led us into some very interesting assignments. The latest of these was the shooting of a

28-minute 16mm sound/color production called, *Run the Wild Colorado*, for Jack's Camera Shop of Rapid City, South Dakota, shot from a bouncing rubber raft running down the rapids of the Colorado River through the Grand Canyon. This film was released in December, 1968. Other jobs have taken us into a Montana blizzard and 5,900 feet underground in a gold mine.

Assignments like these, plus living in an open, clean rural atmosphere, have made doing business away from the population centers, where most motion picture producers work, a joy. Consistent promotion has kept me as busy as I could want to be. The future looks bright, too.

With taxes going ever upwards, and natural resources dwindling in many of the more populous areas, industry is beginning to move into our area. This influx of diversified business is creating a new market for my services, particularly in the area of sales and training films in super 8mm sound. Our sales promotion program is being geared to go after this business. Constant motion is the only way to go out here in the boondocks of South Dakota. •



Frequently working as writer, director, producer and cinematographer, Howe shoots a scene for a film.



Getting some expert editing advice, Linda Howe prepares final cutting and editing of film.



Film crew shoots cream puff dune buggy "that 17 coats of handrubbed lacquer is no place for one speck of dirt."

Old Message, New Format

A "now" look at teenage dental care

DESPITE THE ADAGE about old wine and new bottles, it is not only possible but often desirable to put old messages in new film formats. Ample proof of this proposition can be found in *Teeth*, the motion picture recently released for educational distribution by the American Dental Association. Previous A.D.A. films on dental care were still in circulation but a replacement was needed. Also needed, in the opinion of producer Cal Dunn and writer John Davenport, was a radical departure from the conventional "straight" approach employed in the sponsor's previous films for high-school audiences.

It seemed to them (and they were prepared to argue the point) that in recent years there have been exciting changes both in film techniques and in the attitudes of teen-age film viewers. To bolster their position, they could cite the impact of Expo '67, the widespread influence of "Pop" and "Op" art, not to mention the minimal, hard-edge and super-realist schools. We've had Marshall McLuhan, of medium-is-the-message fame and an emphasis on form over content. We've had various new forms of popular music, from rock to acid rock, folk rock and soul rock, from Beatles to Moog-Bach. Most important (they felt) we've had an emergence of a dynamic new sub-culture of teen-age youth, with its own signs, symbols, styles, and visual-verbal vocabulary.

Why not, Dunn/Davenport reasoned, make a film which would approach its young audience on their own terms, in their own special language? Why not tell it like it is (the ADA input) but also like a teen-ager would like to have it told?

The members of ADA's film committee were in full and even enthusiastic agreement.

In short order, Ted Ashford and Steve White were composing a big-beat musical score for three guitars, drums, and electronic organ.

The score was recorded by "Food", a combo of young musicians who had recently taped the original music track for the feature film *The Baby-Sitter*, and whose Capitol album was then approaching release.

Dunn assembled a cast of young actors and dancers, and threw an on-stage party for cast and combo on two live-sound sets decorated with psychedelic artwork, with mind-blowing disco-type lighting. To play-back, the combo played, the dancers danced, the actors acted, and all assembled around the refreshment table to be filmed in the inevitable break for soft drinks and sweet snacks. Cameraman Hal Schullman shoulder-mounted his Arri to shoot

with complete flexibility, wide angle and tele, high, low, Dutch and some other angles as yet un-named.

After two days on stage, director, Dunn, camera and crew followed the cast on location for flash-cut coverage of the teen scene: surfing, a beach party, hamburger stand, sand dunes and dune buggies, not to mention dentists' offices and exhibits at Chicago's Museum of Natural History. (Primitive men had good teeth but bad gums.)

Meanwhile, a research assistant was assembling flat art and illustrations at the archives of Chicago's central library.

Under the Oxberry, Dunn shot 130 pieces of flat material, B&W and color, for a 40-second historical recap of U.S. history from frontier days to Astronaut Neil Armstrong's first "giant step" onto the moon.

With all the film in the can, Jim Dricker started editing, cutting together and mixing artwork titles, still and motion pictures, black and white, full color, reversed color, negative and positive all with a minimum of opticals.

A few additional statistics help to describe the completed film. Running time, 12 minutes. Actual film cuts, 360. With original music and live sound, total narration was held to 4½ minutes.

Nowhere in this film will its with-it audience find the usual up-tight lecture from a "square" authority such as parent, friendly dentist, wise stylist or grooming expert. The message comes through by virtue of near-subliminal artwork and free, off-beat interchange between actors and narrator. And the message *does* come through that teeth are good for singing, smiling, eating, looking best, looking at—and with good care can last a lifetime. As the film puts it, the "in" thing with dentists is keeping *teeth* in—which of course is exactly what the ADA has always had in mind.

The completed film was premiered in New York City's Coliseum at the 110th annual session of the American Dental Association, in conjunction with the 57th annual session of the Federation Dentaire Internationale, October 12 through 16, and was widely shown over the ADA's closed circuit TV network in delegates' hotel rooms. Reactions from delegates have been uniformly good. Also, test showings to high school audiences indicate that "Teeth" may represent a "milestone" in dental and health films for the "difficult" age group.

Teeth has already received the Bronze Medal in the Health and Home Economics category in the 1969 New York International Film and Television Festival.



VIDEO MATRIX—For All Uses

Dramatically departing from traditional A-V techniques, American Can Company is using one of the most sophisticated video show systems ever devised for total marketing communications both internally and for public shows.

In a bold departure from traditional communications techniques, American Can Co. has introduced one of the most sophisticated and concentrated video show systems ever developed by private industry, utilizing the latest electronic communications technology.

Christened "Video Matrix," the system was developed to provide the most meaningful and flexible marketing communications system possible for American Can Co. in the Markets of the '70s. The Video Matrix will be used for both external and intra-corporate communications of company activities and technology, public displays, employee communications, executive recruitment and sales/marketing communications. American in November will introduce the communications technique by presenting live and videotape TV on more than 50 monitors in a single trade show exhibit area. The showings will dramatize corporate leadership and innovation in products and services.

The concept, developed and produced by Harvey Lloyd Productions, Inc., New York City, is the first total TV exhibit of its type and sophistication to be shown anywhere. It will project up to six different pre-taped programs continuously and simultaneously, interspersed with product and process demonstrations and live interviews of show visitors and industry leaders, all shown on 56 monitors with individual headset plug-in sockets.

The exhibit, built by Lynch Exhibits and engineered by Hampton Engineering, is

totally modular in construction and utilizes up to 144 two-foot chrome-framed glittering, transparent plastic cubes as "building blocks" which can be arranged to conform to the distinctive shape and size of any convention display booth. This maximum flexibility also permits concentrated placement of monitors facing the aisle or aisles carrying heaviest visitor traffic. Additional cubes are provided for storage, seating areas, and company products.

American Can's Video Matrix was shown first in its consolidated version at the Frozen Food Show at the Americana Hotel in New York City, Nov. 2-5, and in dual form at the company's two separate display areas at the National Soft Drink Association show at Civic Auditorium in San Francisco, Nov. 17-20.

"This exciting new exhibiting technique will project up-to-the-minute information about the company's products, people, design, research and overall capabilities," James Chowning, creative services director of American Can Co., said. "Contemporary communications media demand a new exhibit concept, commensurate with American's image as a progressive, innovative, and responsible leader in new packaging technology.

"Television is the universal electronic language of the 1970's," Chowning emphasized. "TV is uniquely suited to entertain and inform audiences. TV is a 'live' medium giving everyone personal contact with speaker and subject matter.

"Our TV exhibit uses videotape and live

cameras to record and view subject matter repeatedly. On videotape, as in live presentations, visuals and sound are recorded, but the system also permits utilization of appropriate movies, still pictures, sound effects, photographs and art work. Videotape will be edited, up-dated and changed right up to show time. This new tool of effective marketing permits us to bring any tailor-made message before a specific audience in its most communicative, dramatic and receptive form."

Chowning said American Can had been exploring for months new opportunities which might exist for upgrading the standard of quality and effectiveness of its exhibits which appear in a score of national and regional trade shows annually. He said it is generally recognized that other media have been "over-used and over-exploited" in such shows.

"We believe that this space age innovation opens a new era in specialized commercial and industrial communication," Chowning said.

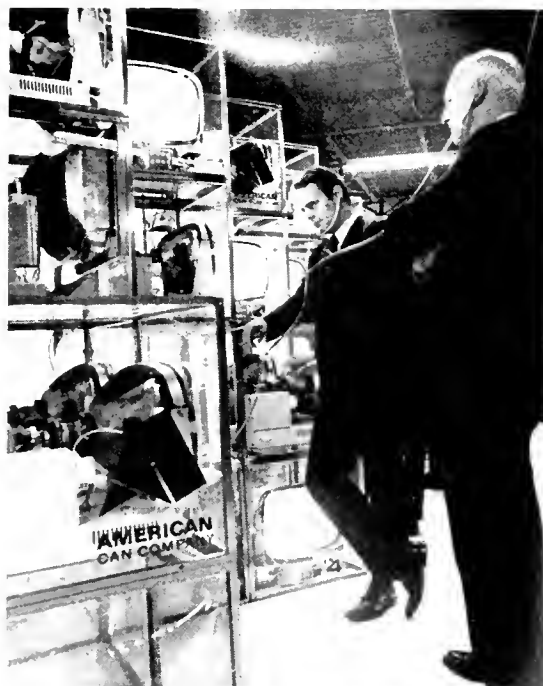
Technical Data

Harvey Lloyd, president of Harvey Lloyd Productions, outlined technical details of American's Video Matrix program, which has been adopted for a wide range of exhibitions and displays throughout 1970.

Fifty-six TV monitors, six videotape playback units and six vidicon live cameras—all by RCA—are supplemented by switching circuitry and control equipment. All of these units are housed, exposed, in the plexiglas cubes, to create glittering, electronic environment.

Six pre-taped programs will run at once. After each short, taped message, automatic switching will turn that bank of monitors alive, showing the exhibit and viewers to themselves. At the control console, a live TV camera will pick up interviews of top people and visitors, sending their images to 50 black and white monitors. In addition, six color monitors will carry color programming.

"The principle is short bursts of pre-recorded videotaped messages, alternating with live programming," Lloyd pointed out. "Born of television, this formula permits immediate visual communication with any desired mix of live pick-up—plus photographs, video-tape, film or slides. Thus American Can will create its own programming for each event. Live statements and 'sell' can be inter-cut with other illustrations. Major new product and sales news, corporate capability, research and development, technical services, customer services, art and design and American Can identification logos will be shown in half-minute to one-and-a-half minute segments. Messages will be pithy and timely, in news style. The entire exhibit program, just as with human reactions, thus will grow, change and develop."



Individual headsets provide private listening at some of the TV receivers used in the Video Matrix presentation.

Cameras, TV receivers and associated equipment are shown here in their plastic modules. Maximum flexibility of the system permits one, part or all of the system to be used at any one time.



Videotape recorders are shown in the background. They provide part of the programming involved in the Video Matrix system shown at the right.



Good technical productions help make good tapes at Prudential's Video Center in Newark, New Jersey. Below, cameraman zooms in to capture a point being made in discussion. The center uses two floor cameras and several mobile units. Tapes are made at nine different Prudential field centers.



VIDEOTAPE AT PRUDENTIAL

THE FACT that Americans are living longer and forming families earlier now is keeping the insurance business hopping — continually revising and devising life insurance plans to meet needs of the people in an \$884.4 billion industry.

At Prudential, the nation's top-ranked life insurance company in assets and No. 2 in insurance in force,* videotape recording is helping keep company specialists abreast of the changing times.

The Prudential Video Center at the company's Newark, New Jersey, home office is one answer to an industry-wide problem of keeping management, agents and office employees ahead of new policy changes, and updated procedures associated with modern life insurance requirements. That's important where 40 million policyholders are concerned.

Prudential's senior audio visual specialist, Dick VanDeusen, operates the studio, which is kept busy filling the needs of 12 internal departments. A week's work at the New Jersey center often includes production of role playing tapes, staged training presentations or information tapes such as "A New Approach To The Payment Of Group Health Claims."

From time to time the videotape center is called on to prepare presentations for the company's board of directors. When that happens the six-man staff, Hugh Sherry, writer-producer; Harold Gallina, technical director; Gordon Hawkins, director; Frank Westerdale, unit manager; Regina Collins, scripts, and VanDeusen operate mobile or floor cameras, taping, editing, and duplicating equipment. They then distribute the productions throughout the company.

The home and field offices use a variety of Ampex closed circuit equipment including Ampex 6400 cameras and assorted videotape recorders, from the Ampex VR-5000, VR-5100 and VR-6000, to a pair of VR-7500s in Newark.

Machine compatibility gives the entire Prudential videotape system a flexible set-up in its tape playback — while VanDeusen uses the VR-7500s as a mastering and duplicating system.

Prudential offices in Toronto, Boston, Newark, Jacksonville, Chicago, Minneapolis, Houston, Los Angeles, and Philadelphia

all have playback facilities. Chicago and Jacksonville do their own recording while the others rent equipment as required. Many of the tapes produced are edited and reviewed in Newark.

VanDeusen, who joined Prudential more than five years ago, says he knew then that videotape recording would develop at the company. What began as a test for potential uses has turned into what he now modestly refers to as, "one of the largest videotape centers in the state."

And the Prudential Video Center has earned a reputation of respectability at the home office and in the field over the years through several major programs recorded and produced by the videotape team.

One videotape program that gets company-wide attention is a 25-hour computer programmer course that ties in all local offices to the Newark headquarters. Given four to five times each year at the nine regional offices, the course is aimed at clarifying and simplifying details associated with servicing of insurance — such as claim payments or policy changes.

Perhaps the center's biggest success thus far was achieved in August 1968, when it produced a four-day closed circuit program for the District Agencies International Business Conference in Boston, where thousands of insurance agents gathered.

"More than eight hours of video tape was shown on a *Today Show*-type format through the hotel's closed circuit television system, a proud achievement for the center's staff," VanDeusen offered.

Variety was the hallmark of the program as segments on dining out in Boston, the president's trophy winning agent, and interviews with outstanding Prudential agents and managers shared the spotlight with taped samples of Prudential's advertising campaign, PR efforts, a baseball film, and a showing of a Prudential motion picture depicting life saving techniques uses by Boy Scouts.

"We use the system as a creative medium. We consider our programs as imaginative and professional. They are not instantaneous, nor should they be," VanDeusen said.

"Television at Prudential is definitely here to stay, and it looks as if it is going to be a major element of our total communications and training program for some time," according to the executive producer.

*From FORTUNE'S 50 largest life insurance companies, May 15, 1969

In an advertisement for the Famous Writers School, Bennett Cerf asks:
"DO YOU HAVE A RESTLESS URGE TO WRITE?"
"If so, you face an exciting opportunity . . ."

THANK YOU, MR. CERF!

Dear Mr. Cerf:

Thank you, Mr. Cerf, for asking that question.

Now that you mention it, Mr. Cerf, I have. I've felt it ever since I was old enough to read.

And I think you have a very real gift for words, too. I can see that from a mere glance at your advertisement. Just a few well-chosen words that put it all in a nutshell, so to speak. Like:

Restless — From my dictionary, that means not quiet or still; also active, seeking change.

Urge is to press on earnestly, to advocate strongly, to drive forward vigorously, to persuade or impel to action.

Opportunity is a combination of favorable circumstances; a fit time, a good chance or occasion.

How well, Mr. Cerf, in just those three words, you've described the work of a writer in the audio-visual communications business! Just see if you haven't.

This is a restless industry, *not* still or quiet, *seeking* change, *impelled* to action.

It is in exactly such a field that a writer's restless urge can lead to a most favorable combination of circumstances.

It can lead to a close and creative collaboration with talented and vigorous people — producers, directors, film editors, cameramen, sound recordists, set designers — who at fit times have the good occasion to drive forward earnestly to persuade an audience and propel its members to action.

It can lead a restless writer to work closely with all the varied people in the clients' fields of activity: top executives, decision-makers, prime movers, thinkers and builders; plant managers and plant workers; scientists, secretaries, engineers and foremen; doctors, dentists and nurses; physicists, chemists, mathematicians and dieticians; advertisers, marketers, personnel and P.R. men; sales promoters, etc.

Speaking of my own experience, Mr. Cerf, it's led me in over twenty years to Canada, Mexico, England, France, Germany, Ireland, Italy and North Africa, and always, luckily, since I am not by nature a tourist, at somebody else's expense. I am looking forward to visiting Australia, Asia and Hawaii. Expense free, of course.

In this country, Mr. Cerf, the only city of any importance I have not visited is Sioux Falls, and I've seen many of little or no importance. I have been in Ponca City, Okla.,

when it reported the highest temperature in the country. I've been to Key West in July and Duluth in December. I can guide the inexperienced traveller to the best accommodations in Bisbee, Arizona, Kokomo, Indiana, or Southwest Harbor, Maine.

In the way of business, my urge has led me to go up or down or into or onto or off in an aircraft carrier, tank, helicopter, blimp, submarine, racing car, sand buggy, snow-go, motorboat, freight ship, lumber truck, funicular and ski-lift. "How can you write about it," clients ask, "if you haven't experienced it?" (But to a recent offer to spend six months on an ice-breaker for a round trip through the Northwest Passage, I responded with thanks but no thanks.)

Any writer for any time in this restless business can say as much or more. His work may lead him to hospitals, laboratories, forests, dams, caves, stores, stations (bus, train and service), to bakeries, fisheries and granaries; to farms, mines (salt, iron and coal), refineries, banks, warehouses and hamburger stands; to steel mills, chemical plants, consulates and embassies.

He will go on a multitude of trips to factories making everything from pills to pipe, paper, plywood, plaster and plastics, from white goods to softgoods, from hardboard to hardware, from autos to appliances, tires and transistors, from tuners to television sets and toys, from ceramics to computers to meat substitutes and suits and shower enclosures, from a powerhouse (steam, hydro-electric and nuclear,) to a roundhouse, slaughterhouse and, yes, in the name of research, even to a house of less than high repute.

We've all been there, give or take an item or two — or will go soon.

Most important, Mr. Cerf, we with the restless urge in this restless business may be given the opportunity to assist in some small or large way in many of the good causes of business, industry, education, government, national defense, medical care, food production, transportation, conservation, urban renewal and civil rights. To the degree that democracy and consumer capitalism are inherently viable, we, with our many collaborators and clients, have helped to make it more so.

I don't suppose you can fully realize, Mr. Cerf, the excitement and continuing satisfaction that come to one of us who has helped to define and communicate the policies, objectives and ideals of a major cor-

poration, to promote a product or a sales program, or a marketing or advertising effort, or a course of training for executives, salesmen, small businessmen or production employees.

I know, Mr. Cerf, I still shake my head in wonderment that, despite a lack of any military service, I've helped to instruct my uniformed betters in strategy, tactics, electronics, mechanics and field operations.

On one wild and wonderful occasion, I assisted at the merger of two great banking institutions, although totally unable to merge my checkbook and bank statement.

But obviously, Mr. Cerf, you know all of this, since you were able to express it so well in only a few well-chosen words. Along with your great accomplishments as wit, raconteur, teacher, anthologist and publisher, you have been able to gain a deep understanding of our business of audio-visual communication in all its varied facets.

So it's no news to you that ours is a one-of-a-kind, break-the-mold operation. We're not canning beans. Many of our clients assure us *their* business is *different*.

Yes, sure it is. But *our* business is *all* different.

For that reason we often live dangerously. Crisis is the order of our days. And when crisis looms ahead or is already close upon us, a director, producer, editor, cameraman or accountant is only surprised that anybody else is surprised.

That's particularly true of our restless writers, if only because they're at the top of the batting order, first to the plate.

You might say it's the kind of business that if you don't like it, it isn't worth it so don't stay with it.

Those who stay like it *very* much.

I'm sure, Mr. Cerf, if you'd had the opportunity, you'd have liked it too. Especially with your gift for words.

Anyway, since you asked, I thought I'd fill you in, just to bring you up to date if you haven't been watching lately.

Maybe we can get together one of these days and kick it back and forth some more. I suppose you get around a bit too.

Maybe in Sioux Falls?

I just got a call to be up there in November.

If not, some other time and thanks again, anyway, Mr. Cerf.

Yours very truly,
John B. Davenport

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Crew prepares to shoot a sequence from "A Lot of People Sell Hamburgers."

McDonald's Film Cuts Employee Waste

SPEARHEADING a McDonald's Hamburger campaign to cut down employee waste is a sharp film by Chicago's Betzer Productions.

A Lot of People Sell Hamburgers combines modern training and motivation. Successfully "getting through" to an audience of young men between 15 and 17 years old without preaching was the challenge masterfully met in the production.

Jeff, the star of the film, is a

McDonald counterman with a "so what" attitude. So what if he gets an order wrong? So what if he drops a couple of patties? Or, sticks his fingers in the french fries?

A new "crewman" shows up in the film . . . one who appears and disappears at will . . . who changes hamburgers into money . . . and who has the ability to make other mysterious changes. The most important change is in Jeff's attitude.

He succeeds in making Jeff see things through different eyes. He makes Jeff realize that companies, like people, have to have "a little something" left over after expenses are paid—the profit a company needs to expand and upgrade its people; and that there is a direct relationship between people and profits.

A Lot of People Sell Hamburgers was recently previewed before 1200 McDonald's dealers at Doral Country Club in Miami Beach, Florida, kicking off the nationwide campaign to cut waste.

Starring Paul Cook and Scott Wallace, the film was produced by Joe Betzer, written by Helen Krupka and directed by Cary Brown. Cameraman was Jack Whitehead with art and animation by Oscar Herz.

Accompanying the film at showings throughout the country to McDonalds' employees is pre-showing announcement and meeting leader's guide for participation.

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At reception preceding the banquet (above), Herbert Rosen, festival chairman (standing), chats with (l. to r.) Mr. and Mrs. J. Damasceno Goncalves Covao, Mr. and Mrs. Jorge Rodrigues, and Mochihiro Uchirii. Left to right below are: Louis Mucciolo, Audio Productions; Mr. and Mrs. Walter King, Directors Group; and Samuel Sandrof, Audio Productions.



Record Crowd Marks 12th New York Festival

THE LARGEST attendance in its 12 year history was only one of the accomplishments marked by the International Film & TV Festival of New York at its awards ceremonies in October.

Once again, the festival was highlighted with an informative seminar program in conjunction with the film award event.

During the awards banquet, as those attending were dining and dancing, colored slides flashed

along one wall telling the audience who had won second and third prizes. A.V.E. Corporation did a commendable job in devising the multi-media system of announcing the smaller awards painlessly.

Top honors at the festival went to:

Circle Productions for *Checkered Flag Audiovisual Kit* produced for Field Educational Publications, Inc. (filmstrip); MPO Productions for 1970: *An Escape Odyssey*, produced for Oldsmobile Division of General Motors (best industrial); Van Prag Productions for *The Results*, (best educational); Fred A. Niles Communications Centers for *A Fable*, produced for Mobil Oil (best featurette); Sokolsky Film for *Goldiggers of 1969*, sponsored by Menley & James Labs (best TV commercial). And the National Broadcasting Company was presented a grand award for *Five Cities* as the best public service television program.



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BIG

OR TOO
SMALL



picture parade

AWARD WINNING MOVIE NOW A CHILDREN'S BOOK

WHEN A BOOK becomes a movie, that's old hat, but today when a movie becomes a book it's worth noting.

The Day the Bicycles Disappeared, a safety film created for the AAA Foundation for Traffic Safety, has been adapted into a 64-page colorful luxury children's book by writer-director Gene Starbecker.

Starbecker originally conceived the children's film-fantasy for the Bay State Film Productions. To date, over 1,000 prints have been sold.

In addition to excellent critical response, the motion picture was awarded the Silver Cup as the best U.S. children's film entered in the International Film Festival at Ischia, Italy.

Executives of the Robert Luce Publishing Company of Washington saw the film version at the awards presentation of Cine and immediately commissioned a book. Parents, educators and safety advisors have been even more enthusiastic about the book than the film. Here are some of the quotes:

"'The Day the Bicycles Disappeared' may well save your child from serious or fatal injury." — Burton W. Marsh, Executive Director, Institute of Traffic Engineers (a grandfather)

"After reading or hearing the story of 'The Day the Bicycles Disappeared' — every child will want to obey safe bicycling rules — for the bike's sake if not his own." — Calvin E. Larsen, Executive Director, AAA Foundation for Traffic Safety.

Written for children 4 through 10, this 64-page colorfully illustrated fantasy, "The Day the Bicycles Disappeared," retails for \$3.95, but Gene Starbecker has arranged with the publisher for readers of BUSINESS SCREEN and

members of the motion picture industry to purchase copies as gifts for their own children or grandchildren directly from the publisher at a special discount price. The cost is \$2.37 per book, which includes postage and handling.

Orders should be mailed to Robert B. Luce, Inc., Dept. P, 2000 N Street, N.W., Washington, D.C. 20036. Checks or money-orders should be made payable to Robert B. Luce, Inc.

**The Navy Explores
The Land Beneath the Sea**
Land Beneath the Sea, a 16mm color sound film, 24 minutes, produced by the Public

Affairs Office of the Oceanographer of the Navy, tells about the exploration of the ocean bottom by Navy oceanographer-scientists.

It was once thought that the ocean floor, often lying under miles of seawater, was almost flat, resembling a great plain, stretching from continent to continent. But with advanced equipment oceanographers have begun to examine the deeps. They have discovered great submarine mountain ranges and vast trenches whose depths would engulf our own grand canyon.

The land under the sea is as varied as the land above it. "Land Beneath the Sea" tells how the enormous pressures on the crust of the earth, the folding and buckling which gave the land its characteristic features, are just as extensive in the sea.

The film also tells about the land-building forces now at work in the sea, about volcanoes building mountains whose peaks appear above the water as fiery islands, and how most of the water that falls on the land eventually flows into the sea carrying much of the land with it.

Prints of the film are available on free loan from Public Affairs Offices of all Naval Districts.

Los Angeles Stars as Swinging City

Los Angeles is seen with a pleasure-bent eye in the fourth and latest film released by United Air Lines in its award-winning series, *Swinging Cities*.

The new film, *Los Angeles: Focus On Wonderland*, takes viewers on a "through-the-Looking-Glass" tour of Disneyland, Grauman's Chinese Theatre, Movieland Wax Museum, Aquarius Theatre, P.J.'s, Knott's Berry Farm, a movie studio lot, Griffith Park Zoo, beaches near Marineland, and on a visit to Hollywood Park races.

As with predecessors in the *Swinging Cities* series—*Honolulu*—Continued on page 70



Like this:

In 1969 . . .

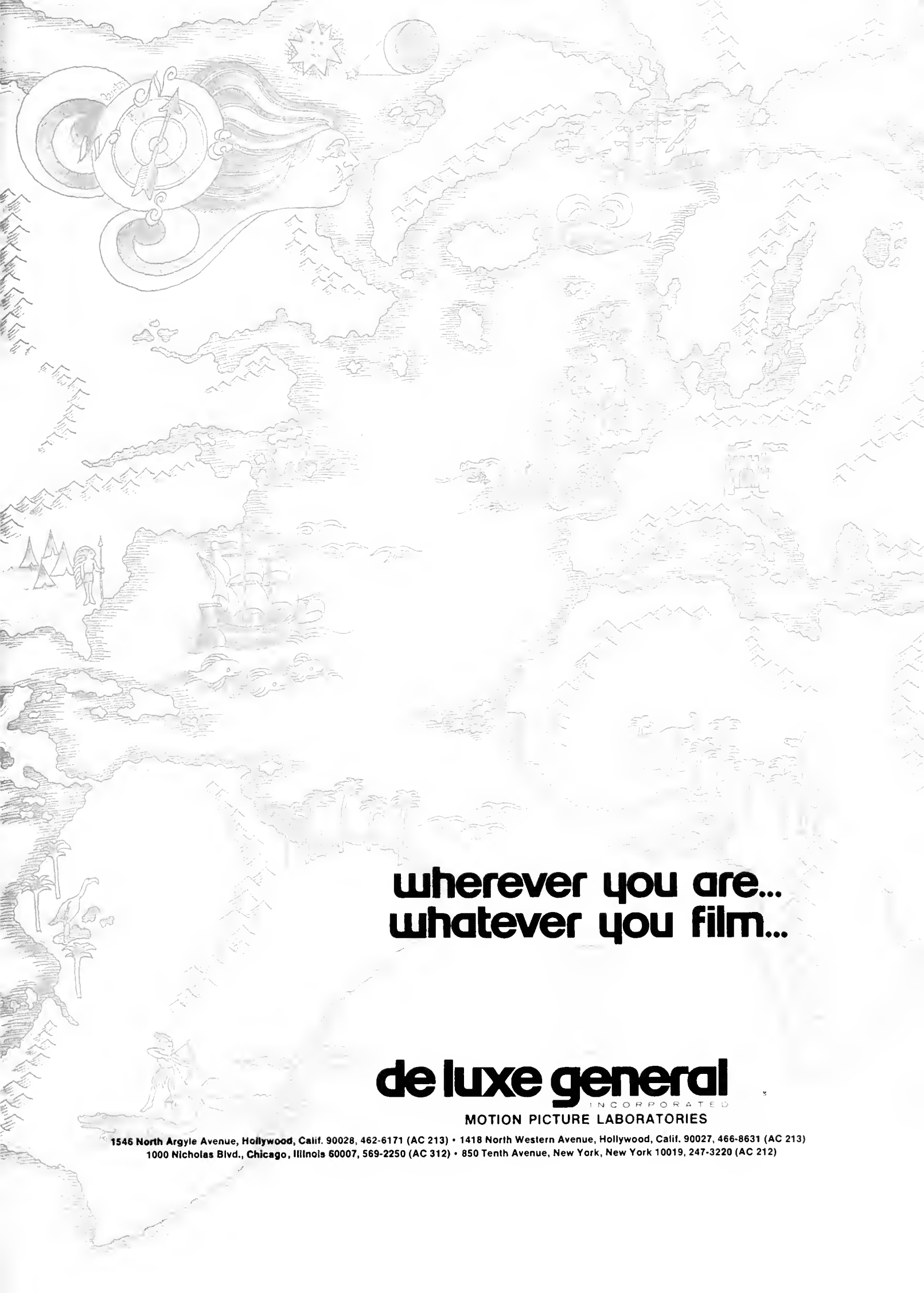
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picture parade . . .

continued

lu, New York and Las Vegas—the Los Angeles film is designed for the young adult market. In camera technique, musical score and other details, the new release represents a sharp break with the traditional travelogue. Narration, for example, is omitted.

The 13½ minute color motion picture was produced for United by FilmFair of Los Angeles. The film, shot in both 35mm and 16mm footage, is provided without charge to community, travel and church groups through United's film distributor, Modern Talking Pictures, Inc.

Micro Expo Launches Debut of New Fiber

A one-day fair — housed in a giant geodesic dome and featuring participatory environments, fashions, fabrics and film — launched the debut of Anim/8, a revolutionary new fiber in New York, October 22.

Open to press and textile industry officials, the micro Expo was on view for one day only at Tavern-on-the-Green in Central Park.

A highlight of the exhibit was a continuous showing of a unique, interpretative art film created by William Claxton, of



MPO Productions. Created especially for the event, the film beautifully captured the movement and essence of stretch fabrics and fashions.

Anim/8, an acrylate elastomer, has received a new generic classification, anidex, from the Federal Trade Commission, and is said to be the first truly new fiber in ten years. It was developed by the Rohn & Haas Company, of Philadelphia, producers of Plexiglas acrylic plastic.

Strange Partners Live In Underseas Community

The tiny neon goby, an inch long mini-fish who wears a uniform of shimmering blue accented by two wide, white stripes down his back, runs a fish-cleaning service station in any typical underwater neighborhood. The goby's customers include virtually every type of sea creature, but among the most interesting is the fierce, green moray. Fellow fish respect the moray's powerful, sinuous body, razorsharp teeth, and killer instincts. Yet the tiny goby is so valuable to the menacing moray that he is jealously protected.

Moving quickly the little worker sets about scouring the

moray's skin by sucking in particles with his rapid, vacuum-like mouth. He has a regular work pattern, moving along the moray's back and even venturing between the jaws. Like a live toothpick, he pokes at the extensive bridgework. And if he ventures too far and disappears down the moray's throat, he is



In return for the moray's protection, the tiny goby keeps him clean.

belched out and sent tumbling, tail over fin.

As in most successful busi-

nesses, there is competition. The orange and white coral shrimp runs a station down the block. The shrimp uses his many spindly legs and strong claws to snatch up particles from his customers. He even conducts an advertising campaign with his constantly flailing antennas.

Coral shrimp, neon gobys and their customers are representative of a way of life known as mutualism, a relationship in which two partners benefit each other. Mutualism is one aspect of symbiosis, a scientific term meaning "living together".

Other symbiotic partners of the sea are the remorah and the shark. The remorah uses suckers on his underside to hitch rides from anyone, including the shark, as though he were taking a bus around town. Because the remorah neither helps nor hurts the shark, they have a commensal relationship—benefiting one species while the other is not affected in any way.

A less happy relationship is parasitism, in which one species lives at the expense of another. One such parasite, the lace-like trematode, is a microscopic vampire. It lodges itself in the gills of fish and slowly sucks their blood.

These underseas relationships are one of the subjects of an educational motion picture series, *The Living World of the Sea*, produced by Reela Educational Films of Miami. The series is available from Sterling Communications, Chicago.

An American Industry Gets Involved in People

Gulf Oil Corporation's *Power for People* is a motion picture stressing the similarity in the daily lives of people the world over and reveals one American company's diverse efforts to unlock the door to a better life for them.

Five continents of scenic panoramas and fascinating faces under "hard hats" working with sampans, ships and trucks, in service stations and research centers are shown with the Gulf Oil logo appearing in every language. The film is a tribute to American know-how aimed at a better life for all through the miracle of matter converted into energy.

This 28-minute color film is being distributed by Association Films, Inc.

The new Norelco FP-16 16mm Projector that...

BRINGS BIG-THEATRE PERFORMANCE to your auditorium. This remarkably rugged projector is engineered to the same high standards demanded by professional motion picture theatres.

PACKS A 2½ HOUR FILM ON ONE REEL. No rewinding or reel changing interrupts the show. Runs forward or reverse. Adapts to automatic operation and remote control.

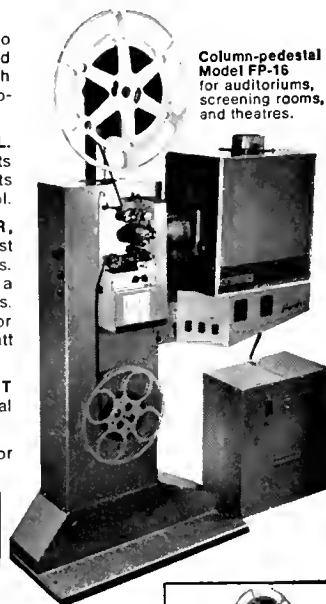
THROWS A BRIGHTER, CLEARER, STEADIER PICTURE across the largest auditorium. Doesn't require total darkness. Nine different Norelco lenses, including a new zoom lens, available to fit your needs. Uses Xenon or carbon arc light source—or can be purchased with built-in 500 watt ozone-free Xenon lamp house.

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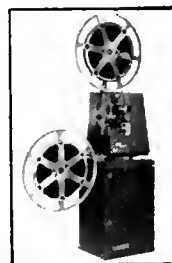
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Column-pedestal Model FP-16 for auditoriums, screening rooms, and theatres.



Portable self-contained Model EL 5100 for outdoor showings, exhibits, social halls, etc. Uses incandescent light source.

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Motion Picture Equipment Division
One Philips Parkway
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(201) 391-1000

Please send facts and prices on the new Norelco 16mm Professional Projectors.

FP-16 with column-pedestal EL-5100 Portable model

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School/Company _____

Address _____

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World Wide Search for Oil Continues Successfully

Since no problem facing man is more serious than his need for greater supplies of energy to feed the machinery of modern life, Atlantic-Richfield's latest film is both timely and reassuring.

Produced by Audio Productions, *Oil Is Where You Find It* is a 30-minute film designed to provide information for stockholders, employees and the general public about Atlantic-Richfield. In addition to stockholder and employee showings, present plans call for distribution of the film on TV.

Through its two-fold emphasis on (1) the need for providing increasing sources of energy for the future and (2) the success of Atlantic-Richfield in locating

rooms through a panorama of exploration sites "not only in the Gulf of Mexico but in desert scrub, mountains, valleys and even beneath city streets."

The longest sequence of the film, recording the search for oil beneath the remote tundra of Alaska's North Slope, takes on the character of a good mystery thriller as man uses his powerful paraphernalia of civilization against an environment so hostile that a mechanical breakdown could mean the end of all traces of existence there. Contrasting shots of an Arctic storm with scenes of workers carrying on their lives in snug shelters make for a strikingly dramatic element.

The drama is heightened by the narrator's matter-of-fact geologist's language set against the visual effect of men drilling "down through the permafrost—permanently frozen mix of gravel, mud and ice that forms a layer a thousand, maybe 1300 feet thick."

The weather is warmer as the film shifts to Lake Maracaibo in Venezuela where crude oil is easily transported to refineries in the U.S.

In the Persian Gulf, multi-colored pastel tanks, buildings and processing plants stand out on an island against the blue background of the Gulf.

In the North Sea, workers man a rig piping natural gas to Great Britain before relaxing over dinner and a card game.

Back in the Arctic wastes, drilling experiments are conducted to unlock a giant reservoir of crude oil. The test crew traces track occurrences at the surface that reflect stress below.

In its creative use of locations, sharp exposition of the points to be made, *Oil Is Where You Find It* is a film of distinction.



The film is heightened by the visual effect of men battling the Arctic elements in search of new energy sources.

new sources, the film combines public and stockholder interest by means of a descriptive journey through the company's wide-spread fields.

The film presents a striking range of settings. Starting with off-shore drilling operations in the Gulf of Mexico, the film



An array of shots show the striking geometric composition of oil operations in the Gulf of Mexico.

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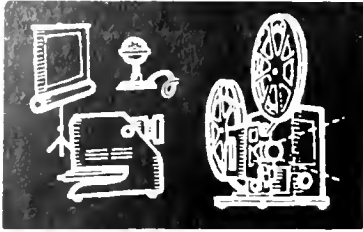
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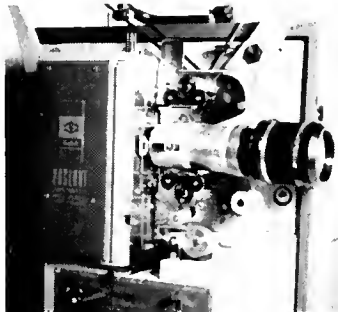
Chicago: Suite 217, 2200 E. Devon Ave., Des Plaines, Ill., (312) 297-6161



new products review

Zoom Attachment For 16mm Projectors

The Varazoom, attached to the prime objective lens of a 16mm projector, provides various focal length lenses from the standard lens. The variation in focal length permits the same 16mm projector, without changing the lens, to be used in any number of classrooms, auditoriums or board rooms requiring different focal length lenses to achieve an acceptable image size. For example, a projector with the Vara-



zoom attachment for 16mm projectors produces various focal length lenses from the standard lens.

zoom attached can be placed anywhere from 14' to 22' to fill a standard 40' screen.

The Varazoom attached to a 2" prime lens will produce focal lengths from 1.6" to 2.5". It also works with the condensing system of the projector to retain maximum light output. For details, write *Buhl Optical Company, Dept. BSC, 1009 Beech Ave., Pittsburgh, Pa. 15233.*

Cassette Cartridge Corp. Awarded Contract

Cassette-Cartridge Corporation has been awarded the cassette duplication contract from Universal Education Corporation, New York, for its Michigan Language Program. This cassette series is part of an extensive audio-visual program originally created by the University of Michigan for reading training for children.

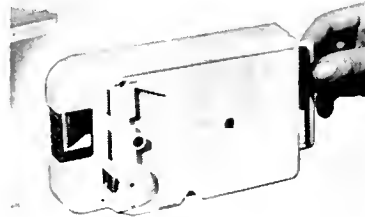
In addition to duplicating cassettes for publishing firms, educational organizations and adver-

tising agencies, Cassette-Cartridge is the prime supplier of recorded cassettes in America to R.C.A. Contact *Cassette Cartridge Corporation, Dept. BSC, 220 East 23rd St., New York, N.Y.*

Filmstrip/Sound Cartridge For LaBelle Units

The Compak cartridge is a 16mm continuous loop filmstrip with permanently synchronized

continuous loop tape sound. Programs are instantly interchangeable without threading or manipulation. A large capacity of 250



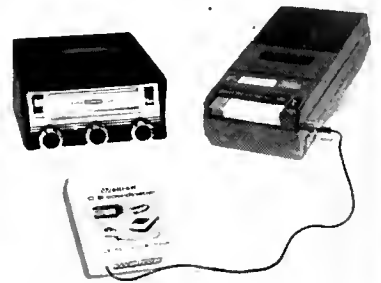
The Compak cartridge is small and easy to handle.

visuals allows fast sequence scenes to approach animation, suggesting motion. A silent impulse on the sound tape actuates the projector for automatic synchronization of visual changes. This can be accomplished even in the middle of a word or sound effect.

The cartridge can be slipped into any of the "16" series of LaBelle audio/visual units. For more information, write *LaBelle Industries, Dept. BSC, 510 S. Worthington St., Oconomowoc, Wisconsin 53066.*

Coordinator For Adapting Tape to 8-Track Stereo

The C/8 Coordinator is designed to adapt tape cassette machines to 8-track stereo cartridge units for better sound reproduction. This enables owners of cassette equipment to attach



The C/8 Coordinator is easy to operate.

them to any audio equipment which has an earphone jack.

For further information, write *The Weltron Company, 514 Peabody Street, Durham, N.C. 27702.*

Versatile TV System Available from Raytheon

A television system suitable for either closed-circuit or broadcast operation has been developed by Raytheon Learning Systems Company.

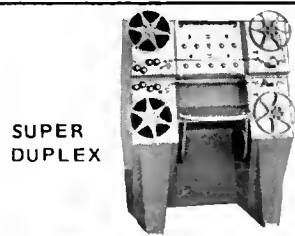
The 716/717 Camera System incorporates the Model 716 Viewfinder Camera and the 717 Camera Control Unit. The lightweight camera offers solid state circuitry, an integral zoom lens

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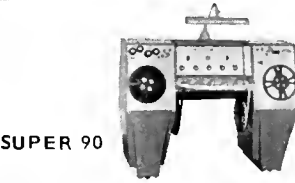
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in either 5:1 or 10:1 zoom-range, and a 9-inch solid state viewfinder. The zoom lens controls are internally mounted allowing side control of the zoom function, while the focus and



Raytheon's 616 617 offers applications in business, industry, medicine, banking, aerospace, transportation, materials handling, etc. iris controls are available at the

rear panel.

The 717 Camera Control Unit uses only 3.5 inches of standard rack space and includes beam, target, electrical focus, set-up and intercom controls. The unit contains pulse isolation amplifiers for horizontal drive, vertical drive, composite blanking and composite sync which permit bridging these signals through the camera control to drive multiple camera chains from either an external sync generator or the unique internal synchronization board. Resolution of 800 lines is assured by the 10 MHz bandwidth and Grade A vidicons.

Further information is available from Raytheon Learning Systems Company, Dept. BSC Route U.S. 12 East, Michigan City, Indiana, 46360.

Shoulder Bracket a Must When Tripod is Awkward

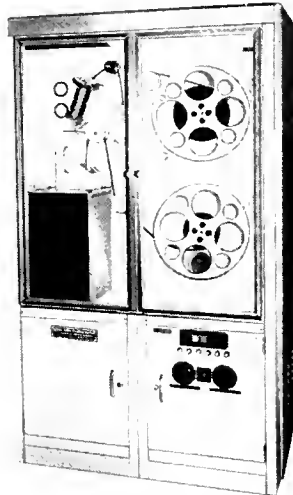
The Soligor Shoulder Bracket, designed for use with 35mm SLR cameras (with extra-long lenses in mind) is equally suitable for

extra-long range zoom movie cameras. This bracket makes it possible for photographers to handle such cameras with ease in locations where use of a tripod is impractical.

The entire shoulder bracket can be tripod mounted. More information may be had by writing Allied Impex Corporation, Dept. BSC, 168 Glen Cove Road, Carle Place, New York 11514.

Film Conditioning System Cleans, Coats, Lubricates

Lipsner-Smith's motion picture film conditioning system makes it possible for the television industry and all users of motion picture films to automatically clean, coat, lubricate and condition film in one economical, time-saving operation. Film is run through the CF2 Ultrasonic



Film processed in this film conditioning system will have improved brilliance, resolution and clarity.

Film Conditioning System prior to projection and emerges static free with all contamination removed. Scratches and abrasions, in which dirt tends to accumulate, are also cleaned out and

Continued on next page



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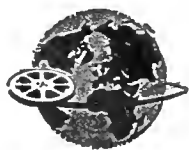


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filled in with the subsequent coating.

Film which has been processed may be safely stored for long periods of time. Aging will be slowed and storage deterioration will be minimal. For full details, write *Lipsner-Smith Corporation, Dept. BSC, 7334 N. Clark Street, Chicago, Illinois 60626.*

Assistant Editor is a Complete Editing Station

What its inventive developer calls "an entire new approach to present-day requirements for 16mm film editing," the all-new Behrend-originated Film Editor's Assistant combines every relevant tool needed by the editor in one convenient location.

The Assistant's 9" x 12" viewing screen gives the same viewing angle normally encountered in the projection room. This image is bright enough so that the machine can be used in full room light. Its two sound heads and basic controls provide for mixing of two sync sound tracks. The machine includes a footage counter, illuminated "trim bin" plus plenty of work space for splicers, scissors, tape, etc. More than enough storage space, a leader station are other key features.

The "drive" is in various speeds from double/sound speed to as low as three frames per second; an inching knob permits editor to move film a frame at



The Assistant measures 5 feet long, four and a half feet high and moves easily through a 30" door.

a time by hand. Sprockets are locked together by magnetic clutches which can be released by the flip of a switch, permitting easy change of the sync point. There is plenty of working clearance between the picture head and the light source, allowing for easy marking with grease pencil (marks transmitted to bright viewing screen).

The Assistant Editor is a complete editing station. All work is done there in assembling the film;

when complete the picture can be previewed on the same machine. This unit was designed on the premise that most industrial films are made by "piecing together" the picture information, sound information (dialogue) and sound effects, which includes music.

Write: *Behrend's Inc., Dept. BSC, 161 East Grand, Chicago, Ill. 60611 or phone (312) 527-3060* for a detailed descriptive folder on the Assistant.

Videographic Kit Available From Sony

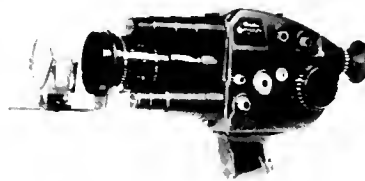
A Videographic Kit for instant production of visual aids has been developed by Sony Corporation of America.

The Videographic Kit contains six sheets of lettering, four sheets of illustrations, 12 reuseable visual boards, a lettering level, letter removal tape, a burnishing tool with crafting point, a felt tip pen, a desk top easel and an instruction book.

The kit is designed to replace time-consuming, make-shift efforts necessary to put together effective visuals for closed circuit productions. Write *Sony Corporation of America, Dept. BSC, (47-47) Van Dam Street, Long Island City, New York 11101.*

Versatile Accessory Holds Slides or Cards

The Macro-Stage, a slide/title holder accessory for the Beaulieu 4008ZM Super 8 camera, can be attached in seconds to the sun-shade filter holder on the front of the Angenieux zoom lens. The assembly can be rotated 360 degrees around the lens for special effects. It accepts regular slides as well as title cards and other types of opaque



Slide/Title Holder accessory attaches to the 4008ZM Super 8 camera.

or translucent art materials.

A plastic box allows the user to place live insects and other small objects in front of the lens and always have them remain

within the field of view and in focus.

Further information is available from *Cinema Beaulieu, Dept. BSC, 14225 Ventura Blvd., Sherman Oaks, Calif. 91403.*

Complete Line of Film Rollers from Treise

A complete line of film rollers for lab processors features ball-bearing design insuring minimum film pull and smooth processor performance. All rollers are precision molded of durable plastic, including the core itself. The lands in the rollers are angled so that only the outside edges of the film touch and the image never comes in contact with the roller.



Treise film rollers are available in many sizes and types.

In addition to the standard rollers are other models for use with unperforated or multiperforated film or any type of film on tendency drive processors. For complete information, write *Treise Engineering, Inc., Dept. BSC, 1941 First Street, San Francisco, Calif. 91340.*

Sight, Sound Desk-Top Communication Center

The AVC-10 desk-top audio video communicator allows the operator to watch, talk and listen to as many as five locations without leaving his desk. He can select any location in his operation for viewing and be on-the-spot. He can ask a question and see and/or hear the answer. The AVC-10 is applicable to management/supervisory situations in warehousing, production line operation, hospitals and nursing homes: anywhere where a time-saving link is needed.

It can serve as a security or theft deterrent device. The operator can monitor several top priority areas constantly without exposed cameras. An auxiliary input is provided for the additions of an FM tuner or other



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music source so that the system operates as a background music system as well as a public address system.

For additional information,



A new concept in management communications allows the operator to watch, talk and listen to five locations.

write *Concord Communications Systems, Dept. BSC, 1935 Armacost Ave., Los Angeles, Calif. 90025.*

System For Transfer From Helical Scan to Film

Reeves/Actron has a system designed specifically for the non-broadcast tape use. It provides quality reproduction on 16mm film from any manufacturers helican scan tape, with single system or double system possibilities. The kinescope process is monitored so that faults in the original videotape can be corrected in the film negative.

Reeves/Actron can feed the kine system by playing back from their wide selection of on-premise recorders, with live action from adjacent studios or by telco feed. For more information, write *Reeves/Actron, Dept. BSC, 565 Fifth Avenue, New York, N.Y. 10017.*

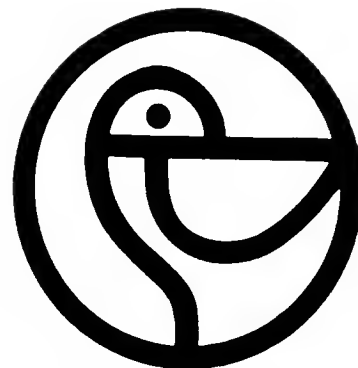
Closed Circuit TV Camera Serves Variety of Uses

The Ampex CC-450, a compact viewfinder television camera for closed circuit production work, features crisp, high contrast pictures through the use of



The CC-450 camera has a full bandwidth signal-to-noise ratio of 40 dB and camera resolution is 600 lines at center and 400 lines at corners. a 2/3-inch separate mesh vidicon picture tube with a 50 gauss focus field. Automatic light level

Continued on next page



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control provides uniform picture output over wide variations in scene illumination.

The CC-450 has an integral recessed 5-inch viewfinder which eliminates the need for a bulky viewing hood. The viewfinder can be used as an on-site monitor.

More information is available from *Ampex Corporation, Dept. BSC, 2201 Estes Avenue, Elk Grove Village, Illinois.*

Industrial TV Camera Has Many Features

The Model ITV-15 industrial TV camera features advanced circuitry and all-solid-state construction. It is ruggedly designed for continuous duty in closed-circuit applications such as surveillance, and offers good picture quality for recording and remote-video presentation of educational, clinical and industrial material.

Standard features include a C-mount f/1.9 lens, 1-inch vidicon interchangeable with an IR-sensitive vidicon, 525-line scan, 500



The ITV-15 weighs only eight pounds.

line resolution, minimum sensitivity of 10 Lux with automatic compensation for varying light intensities, RF and Video outputs and switchable positive/negative image reversal.

For more information, write *Advanced Technology and Systems Corp., Dept. BSC, 1143 Post Road, Riverside, Conn. 06878.*

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Midwest Studios, Inc. has the finest physical facilities in the Midwest for the production of sound motion pictures or videotaping . . . a production man's dream come true! Here, under one roof, is a complete service studio available to any organization.

PHYSICAL DETAILS:

This sound studio has *two* stages. The main sound stage is 100 feet long by 60 feet wide, height to overhead catwalk 30 feet. Catwalks on both sides of the stage 16 feet from floor. Ground level entrance to stage for passenger cars and trucks. Stage is equipped with overhead electric crane. The second stage is 40 feet long and 24 feet wide with a 14 foot ceiling.

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3000 amps of 120 volt AC current distributed to stage plugging outlets; hundreds of feet of cable . . . A permanent sweep set, as well as miscellaneous sets and components . . . Sepa-

rate make-up and dressing rooms for men and women . . . Screening room . . . Modern kitchen . . . Carpenter shop with power tools . . . Large fire-proof vault . . . Fully equipped editing room . . . Production office facilities for units renting the stages . . . Conference room available for top executives' "office-away-from-the-office" while working in the studio.

Midwest Studios, Inc. Operational Policy

Midwest Studios, Inc. is owned by a realty corporation and will not compete with its service customers. No production personnel will be employed by the studio corporation. A producer desiring to rent studio space may bring his own personnel and equipment. However, upon request, Midwest Studios will supply or suggest sources of personnel needed, such as directors, set designers, cameramen, sound men, carpenters, painters and other technicians. Talent sources also available. Arrangements may be made through the studio for any and all types of equipment as required.

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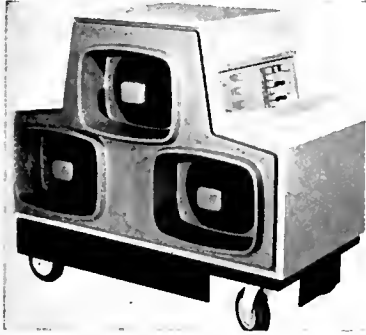
1037 Woodlond Drive, Glenview, Illinois

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GLENVIEW PHONE:
(312) 724-0515

Color TV Projector Introduced by Amphicon

The Amphicolor 1000, an all solid state full color television projector, provides brightness and sharpness for large screen use in classrooms, lecture halls and auditoriums. All controls are easily accessible and simple enough for non-technical personnel to learn to operate easily.



The Amphicolor 1000 provides bright color whenever necessary or desirable.

The electronic and optical systems are contained in one unit which is mounted on large rubber wheels for portability.

The projector is compatible with all existing television systems, cameras, flying spot scanners, UHF and VHF tuners and videotape recorders. More information is available from *Amphicon Systems, Inc., Dept. BSC, One Graphic Place, Moonachie, N. J. 07074.*

Bell & Howell Recorder Uses Half-Inch Tape

The Bell & Howell model 2966 is a helical scan video tape recorder with two heads which uses half-inch tape. It features stop motion, simplified controls and rugged portability.

Continuous recording up to



This portable black-and-white video tape recorder from Bell & Howell utilizes half-inch tape.

one hour is possible with a standard 7" (2,400') reel. It delivers more than 300 lines in

horizontal resolution, operates over a frequency range of more than 3MHz, and delivers 40db in video signal-to-noise ratio. Literature is available from Bell & Howell, Video and Audio Products Division, 7235 N. Linder Ave., Skokie, Ill. 60076.

Metro/Kalvar Adds Leader Stock to Product Line

Metro/Kalvar, Inc., has expanded its film products line to include leader stock for threading laboratory processing machines, photographic processors, and other equipment.

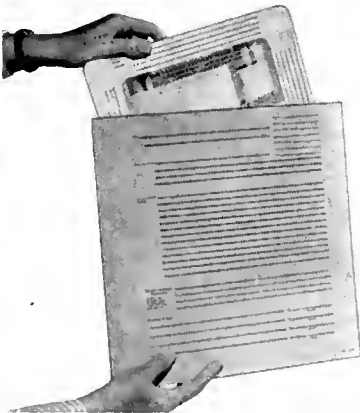
These new products are splice free, in roll lengths of 800' to 1,200', both 16mm and 35mm. Strong, long-lasting, polyester base stock, in 3-mil and 4-mil thickness, perforated or unperforated, clear or opaque, is available for immediate delivery.

A sample strip, description and price list will be sent upon request. Write *Metro/Kalvar, Inc., Dept. BSC, 745 Post Road, Darien, Conn. 06820.*

Transparency Jackets For Protection and Filing

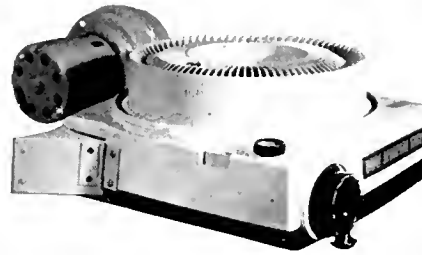
Luxor No. 311 jackets protect overhead projector transparencies from dust, dirt and damage and are ideal for filing and storing. Ample space is provided on the cover for descriptive details and a two-way indexing tab provides for ease in filing and retrieval.

The jackets are 12 $\frac{3}{4}$ " square

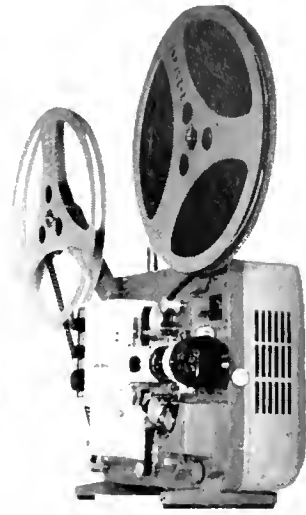


Transparency jackets offer protection in storage or carrying.

with the opening die-cut offset for ease in removing transparencies. They are made of heavy manila stock. For more information and a free sample, write *Jack C. Coffey Co., -30- Inc., Dept. BSC, 104 Lake View Ave., Waukegan, Ill. 60085.*



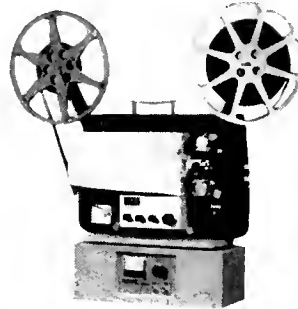
A.V.E. 1200 Carousel Slide Projector



A.V.E. Canary 16mm Projector

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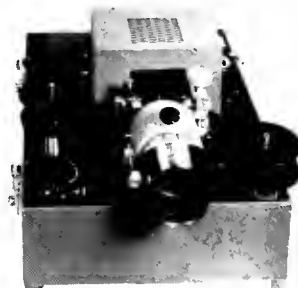
250 West 54th Street

New York, N.Y. 10019

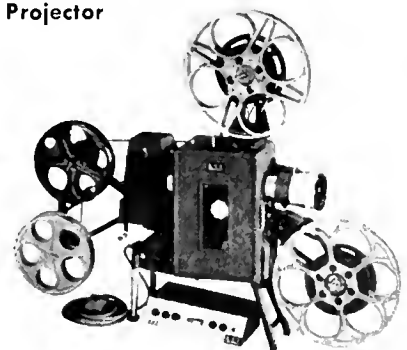
Cable "AVEMANSA"

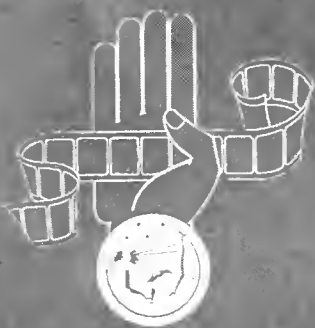
(212) PL 7-0552

A.V.E. Powerhouse
Widescreen Filmstrip
Projector



A.V.E. Transportable 35mm
Rusher-Interlocker
Projector





National Distributors of the Sponsored Motion Picture...



ASSOCIATION FILMS, INC.

Headquarters Office:

600 Madison Ave., New York, N.Y. 10022

Phone: (212) 421-3900

Robert D. Mitchell, *President*

Robert M. Finehout, *Vice President,
Marketing*

Robert W. Bucher, *Vice President, Sales*

Reg. Evans, *Vice President, Sales*

Tim Wholey, *Director of Promotion and
Sponsored Film Services*

E. H. Johnson, *Mgr. Special Services*

John Zwart, *Manager, Association
Instructional Materials*

Eastern Area Exchange

600 Grand Avenue, Ridgewood, N.J. 07657.
Phone: (201) WHitney, 3-8200, E. H. Johnson, *Manager*.

Northeastern Area Exchange

484 King Street, Littleton, Mass. 01460.
Phone: (617) 486-3458, William H. Shumway, Jr., *Manager*

Southeastern Area Exchange

2227 Faulkner Road, N.E., Atlanta, Ga. 30324. Phone: (404) 633-2651, 2652, William O. Fly, *Manager*.

East Central Area Exchange

324 Delaware Ave., Oakmont, Pa. 15139.
Phone: (412) 828-5900. Robert Imlach, *Manager*.

Central Area Exchange

512 Burlington Ave., La Grange, Ill. 60525.
Phone: (312) 352-3377. Joseph Liebich, *Vice
President & Manager*.

Southern Area Exchange

8615 Directors Row, Dallas, Texas 75247
(214) 638-6791. Ivan Clark, *Manager*.

Western Area Exchange

25358 Cypress Ave., Hayward, Calif. 94544.
Phone: (415) 783-0100. Winston O. Siler, *Vice
President & Manager*.

South Pacific Area Exchange

Olive St., Los Angeles, Calif. 90007. Phone:
(213) 749-0377. Linwood P. Beacom, *Manager*.

Canada

Association-Industrial Films, 135 Peter Street,
Toronto, Ontario. Herb Lewis, *Vice President
& Manager*.

BACKGROUND: Founded in 1911 (as "The YMCA Motion Picture Bureau," a division of the International Committee of the YMCA's), Association Films was the first sponsored film distributor in America. In 1949, the company was incorporated as an independent distribution service.

SERVICES: Promotion and Publicity: Promotes sponsored films through catalogs, special supplements (directed to teachers and program chairmen), advertising in educational and adult journals, individual film brochures, exhibits at conventions, publicity services. **Print Inspection and Maintenance:** prints are electronically cleaned and inspected after each use; repairs are made as needed and replacement prints ordered on sponsor's authority; scratched prints are given Perma-New treatment, as authorized; during the first 36 months of print life Association Films shares in replacement costs due to damages. **Monthly Reports:** sponsors receive detailed performance reports (data processed) which give audience size and composition; film-user evaluations and comments; course of study where film was used; bookings and showings (current, year-to-date, and cumulative); summary of coverage by states; and other data about performance and audiences. **Programming Services:** confirmation and advance booking notices are sent to users and sponsors on a daily basis; bookers assist organizations in arranging programs and special distribution concepts (Movie-A-Week, on campus, Travelcinema Films for Freedom, etc.) **Library Service Plan:** a professional "physical handling" service for sponsored film libraries that provides all regular services except promotion, as desired) and includes Sponsor Imprinted forms.

ASSOCIATION TELEFILMS: This division is responsible for the distribution of sponsored films to commercial and educational TV stations. It maintains daily contact with TV programmers, creates sponsored-film series and special concepts, prepares TV promotion kits, publicizes sponsored films in "TV Guide" and local newspapers and distributes newsclips and scripts to TV news departments. Current AF-AV series include: *Kyle Rote's World, Discovering America, Films for Freedom, Your Neighbor - The World, Theatre 30, Achievement, World in Focus and This Aerospace Age*, all comprised of sponsored films.

THEATRICAL DISTRIBUTION: Places sponsored films in motion picture theatres. Monthly reports, comment cards and advance booking notices are provided; promotion is sent to theatres; publicity stories are sent to theatrical trade magazines.

ASSOCIATION INSTRUCTIONAL MATERIALS: This division of Association Films handles the sales, long-term leasing and rental of educational, training and special purpose films and filmstrips. Acquisitions include sales, rental rights to more than 150 episodes from the award-winning series, *The Twentieth Century; Fair Adventure*, a lecture series on Shakespeare featuring Dr. Frank Baxter, *CBS Reports*; and *The Ryan Athletic Instructional Series*, sports training films produced by Dr. Frank Ryan offered to schools through local bank sponsorship or by direct purchase.

ASSOCIATION MATERIALS MAILING SERVICE: a service for mailing, storage and servicing of consumer information and educational materials; processes shipping of booklets, catalogs, premiums and giveaways; records and tapes; fulfillment specialties. MMS has facilities for weighing and metering, packaging, labeling, inventory control and delivery.

BERGEN MOTION PICTURE SERVICE, INC.

Route 46, Lodi, New Jersey 07644

Phone: (201) 472-1154

New York City, Phone: (212) 564-1195

Eugene Demick, *President*

Morris Shapiro, *Comptroller*

Camelina Connelly, *Director of Distribution*
Leo Loewenthal, *Vice President, Sales*

DISTRIBUTION of sponsored motion pictures via network of field representatives who operate 65 regional film exchanges serving Bergen.

FILMS OF THE NATIONS

(a subsidiary of Alden Films)

5113 - 16th Ave., Brooklyn, N.Y. 11204

Phone: (212) 851-8090

Date of Organization: 1945

Ernest Fischel, *President*

Nick Greenwood *Vice President*

William Rosenfeld, *Secretary-Treasurer*

Jerome Schapiro, *Production Mgr.*

Maurice H. Groen, *Consultant*

Services: Film Distribution; sponsored films, TV distribution, sales of educational films. Color stock shots, mostly on foreign countries.

JAM HANDY PRODUCTIONS

(Division of Tele-Tape)

Headquarters Office:

2S21 East Grand Blvd., Detroit, Mich. 48211

Phone: (313) 875-2450

SERVICES: Producers and distributors of sponsored films to theaters, non-theatrical audiences and TV stations throughout the United States and Canada. Special promotional pieces prepared for each title and listings made in professional directories. Normal services include storage, booking, shipping, electronic inspection.

IDEAL PICTURES

Division of Fleetwood Films, Inc.

EXECUTIVE OFFICES: at 34 MacQuesten Parkway, South, Mount Vernon, New York 10550

Phone: (212) CI 6-0560

Myron Bresnick, *President*

Martin Bresnick, *Gen. Manager, Operations*
 Alfred Halper, *Treasurer*

Edwm Swanson, *Account Executive*
 Joseph Hirtzer, *Account Executive*

BRANCH EXCHANGES AND MANAGERS: Baltimore, Maryland 21218—102 West 25th Street, Nelson C. White, (301) 889-9963; Boston, Mass. 02116—42 Melrose St., Edward Kondazian, (617) 426-1133; *Denver, Colorado* 80203—1120 Broadway, Hal Stewart, (303) 825-5525, 534-4533; *Honolulu, Hawaii* 96814—1370 Beretania St. Oram Strauser, Jr., Honolulu 6-5536; *Indianapolis, Ind.* 46204—15 E. Maryland, Marty Markey, (317) 632-6383; *Los Angeles, Calif.* 90028—1619 N. Cherokee Ave., William E. Kenney, (213) 463-0357; *Memphis, Tennessee* 38103—352 Union, Stanley Nolan, (901) 527-4313; *Miami, Florida* 33132—15 N.E. 13th St., Jack Spire (305) 374-8173; *Milwaukee, Wis.* 53208—4431 West North Ave., Richard Hoelke, (414) 873-0434; *Minneapolis, Minn.* 55408—3400 Nicolet Ave., Joe Komarek, (612) 827-2966; *Mount Vernon, New York* 10550—34 MacQuesten Parkway, South, Walter J. Dauler, (914) 664-5051; *Portland, Oregon* 97214—234 S.E. 12th St., Tom T. Moore, (503) 233-5621; *Richmond, Virginia* 23219—200 E. Cary St., Dan Browning, (703) 644-2973; *San Francisco, Calif.* 94118—406 Clement St., Eddie Nakagama, (415) 752-4800; *Buffalo, New York*, 14226, 3910 Harlem Road, William Kirkpatrick, (716) 839-1290; *Dallas, Texas*, 75247, 8615 Directors Row, Carol Crowder, (214) 637-2483; *La Grange, Illinois* 60525, 512 Burlington Avenue, Dorothy Desmond, (312) 482-9090.

WESTERN DIVISION SALES
 1145 North McCadden Place, Los Angeles, California
 Phone: (213) 469-8282
 Jack Whalen, *In Charge*

WASHINGTON D.C. SALES
 200 L Street, N.W., Suite 4, Washington, D.C. 20036
 Robert A. Kelly, *Director of Public Affairs*

CANADIAN SALES
 1943 Leslie Street, Don Mills, Ontario, Canada
 Phone: (416) 444-7359
 Mr. Lynn Meek, *In Charge*

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 William H. MacCallum
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 Phone: TL 3-1805
 200 Third Ave., S.W., Cedar Rapids, Ia. 52404
 Phone: 363-8144
 503 N. College St., Charlotte, N.C. 28202
 Phone: FRanklin 7-2574
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 Phone: MAin 1-9469
 1411 Slocum St., Dallas, Texas 75207
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 115 E. Michigan St., Indianapolis, Ind. 46204
 Phone: 635-5331
 3718 Broadway, Kansas City, Mo. 64111
 Phone: LOGan 1-1208
 1145 N. McCadden Place, Los Angeles, Cal. 90038
 Phone: 469-8282
 1696 N. Astor St., Milwaukee, Wis. 53202
 Phone: BRoadway 1-0861
 9129 Lyndale Ave., S., Minneapolis, Minn. 55420
 Phone: 884-5383
 1410 Howard St., Omaha, Neb. 68102
 Phone: 341-8476



MODERN TALKING PICTURE SERVICE, INC.

Headquarters Office:
 1212 Avenue of the Americas, New York, New York 10036
 Phone: (212) 765-3100
 Carl H. Lenz, *President*
 William Oard, *Executive Vice President*
 Albert Tyndall, *Treasurer*
 Harry Bogaards, *Vice President—Production*
 Fontaine Kincheloe, *Vice President—Advertising & Promotion*
 James McPoland, *Vice President—Operations Manager*
 Dan Kater, *Vice President—Sponsored Film Division*

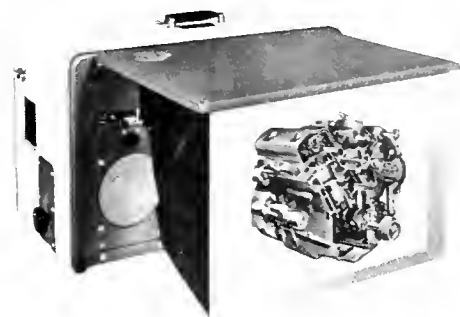
MODERN LEARNING AIDS

Div. of Modern Talking Picture Service, Inc.
 1212 Avenue of the Americas, New York, New York 10036
 Phone: (212) 765-3100
 James J. Renko, *Assistant Vice President — General Manager*
 Gordon Cummings, *Director of Special Marketing*

NATIONAL SALES OFFICES

EASTERN DIVISION SALES
 1212 Avenue of the Americas, New York, New York 10036
 Phone: (212) 765-3100
 Ralph J. Del Coro, *Vice President*
 Bruce Thomas, *Account Executive*
 Gordon Reynolds, *Account Executive*
 Carl Sallach, *Account Executive*

CENTRAL DIVISION SALES
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Phone: 277-6300
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Phone: 531-5100
16 Spear St., San Francisco, Cal. 94105
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2100 N. 45th St., Seattle, Wash. 98103
Phone: MELROSE 3-3878
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1875 Leslie St., Don Mills, Ontario, Canada
Phone: 444-7347
485 McGill St., Montreal 125, Quebec, Canada
Phone: 878-3644

NEWPORT FILMS, INC.

630 Ninth Ave., Film Center Building, New York, N.Y. 10036
Phone: (212) JU 2-1180
Seymour Berkowitz, *President*
Selma Fier, *Vice-President*
M. O'Ferral, *Office Manager*
Ken McIlwaine, *Film Editor*
Services: Exclusive distributor of sponsored short subjects for theatrical use.



STERLING MOVIES, INC.

Executive Office:
375 Park Avenue, New York, N.Y. 10022
Phone: (212) 586-1717
Roger Cahaney, *President*
Shirley Smith, *Assistant to President*
Sophie C. Hohne, *Senior Vice President*
Ward French, *Vice President, Sales*
Vincent J. Capuzzi, *Vice President Customer Services, Operations*
Lyle Zimmerman, *Comptroller*

CREATIVE PROGRAMMING SERVICES

375 Park Avenue, New York, N.Y. 10022
Phone: 586-1717
Edward Atwood, *Vice President, General Manager*

STERLING GENERAL PICTURES INC. (Theatrical Division)

375 Park Avenue, New York, N.Y. 10022
Phone: 586-1717
Richard H. Rogers, *President*

NATIONAL SALES OFFICES

EASTERN REGION
375 Park Avenue, New York, N.Y. 10022
Phone: (212) 421-9666

Ward French, Vincent Capuzzi, Stanley Zeitlin, George Wisker

WASHINGTON, D.C. SALES OFFICE

1750 Pennsylvania Avenue, N.W. 20206
Phone: (202) 298-5980
John P. Hudak, *Vice President, Regional Manager*

MIDWEST REGION

69 W. Washington St., Chicago, Illinois 60602
Phone: (312) 939-6056
Frank J. Havlicek, *Senior Vice President, Regional Manager*
Gordon J. Hempel, *Vice President*

WESTERN REGION

6290 Sunset Boulevard, Los Angeles, California 90028
Phone: (213) 467-3739
Ralph Rafik, *Vice President, Regional Manager*

CANADIAN SALES OFFICE

Sterling Movies Canada
4980 Buchan Street, Montreal 9, Quebec
Phone: (514) 737-1147
John Lush, *Manager*

REGIONAL FILM EXCHANGES

Eastern (Headquarters) Exchange: 43 West 61st Street, New York, N.Y. 10023. Phone: (212) 586-1717; Barbara Bartlett, *Television Dept.*; George Wisker, *16mm Dept.*; Mario Renzulli, *Data Process Dept.*

Southeastern Regional Office: 3700 Oakcliff Road, N.E., Atlanta Georgia 30040. Phone: (404) 457-1341; Shirley Samples, *Manager*
Midwestern Regional Office: 309 West Jackson Blvd., Chicago, Illinois 60606. Phone: (312) 939-6056. Gordon J. Hempel, *Manager*, Kathy Peil, *TV Coordinator*

Southwestern Regional Office: 100 University Ave., Fort Worth, Texas 76107. Phone: (817) 332-7184. Dorothy Murray, *Manager*.
Western Regional Office: 6290 Sunset Blvd., Los Angeles, California 90028. Phone: (213) 464-2656. Ralph Rafik, *Regional Manager*, Heather Forsythe, *TV Coordinator*.

Canadian Office: 4980 Buchan Street, Montreal 9, Quebec. Phone: (514) 737-1147. John Lush, *Manager*

SERVICES: National, regional and special-market distribution of sponsored motion pictures to the following audiences: Television stations, motion picture theatre, business and professional audiences, general adult audiences, colleges and universities, high schools, elementary schools. Services include audience promotion and publicity, print inspection and maintenance, monthly activity reports, quarterly inventory reports, special audience analyses. Other programs: *Sponsor's Service*, nation-wide system of servicing bookings arranged by sponsor; *Library Service*, nation-wide system of servicing film programs under sponsor's identity; *Promotion Service*, audience development service in which bookings are served by sponsor; *Creative Programming Services*, creation and syndication of informational programming materials for public media: Television, radio, theatre. TELEVISION: *News-Screen*, 60-second sponsored news film stories for TV news programs; *TV Tempo*, quarter-hour film participation program of five 2½ minute stories released bi-monthly; *Tele-Lecture*, interview format for placing business and industry spokesmen on local TV programs.

Sterling General Pictures, Inc. — Distribution of sponsored short subjects and features to theatres. Nation-wide or regional coverage, through network of 32 branch exchanges. Producer and distributor of CAVALCADE, 10-minute 35mm color participation film series of five two-minute stories. Four releases per year.

TELEVISION PRESENTATIONS: Closed circuit division. Planning, creative and production services in preparing programs for closed-circuit TV distribution. Distribution of live and videotape programs. Programming and operation of closed circuit TV "Networks" for conventions, seminars, sales meetings. Planning and installation of closed-circuit systems for intercompany use.



UNITED WORLD FREE FILM SERVICE
An Activity of Universal Education
and Visual Arts

Headquarters Office:
221 Park Avenue, S., New York, N.Y. 10003
Phone: (212) SPring 7-6600
Peter McDonald, *President*
Murray Goodman, *Vice-President, Castle Packaged Films*
John D. Desmond, *Vice-President, Distribution Services*
Donald Freeberg, *Director, Advertising & Sales Promotion*
Edward S. Riley, *Director of Purchasing*
Leo Guelpa, *Director of Research*
Richard Lukin, *Executive Producer*
Frank J. Gillhaus, *Manager, Branch Operations*
Alan G. Roberts, *Director, Sponsored Film Department*
Phillip Wulf, *Manager, Educational Films Department*

NEW YORK REGIONAL AREA

221 Park Ave. South, New York, N.Y. 10003
Phone: (212) SPring 7-6600
Charles McGratty, *Manager*

CHICAGO REGIONAL AREA

425 N. Michigan Ave., Chicago, Ill. 60611
Phone: (312) DEarborn 7-1100
Daniel Bishop, *Manager*

LOS ANGELES REGIONAL AREA

1025 N. Highland Ave., Los Angeles, Calif. 90038
Phone: (213) HOLlywood 5-5136
Calvin Behr, *Manager*

PORTLAND REGIONAL AREA

5023 N.S. Sandy Blvd., Portland, Ore. 97213
Phone: (503) ATLantic 1-9732
Paul Weber, *Manager*

ATLANTA REGIONAL AREA

205 Walton St., N.W., Atlanta, Ga. 30303
Phone: (404) JACKson 3-6201
J. Hunt, *Manager*

DALLAS REGIONAL AREA

510 South St. Paul St., Dallas, Texas 75201
Phone: (214) 747-2326
P. Howard, *Manager*

BACKGROUND: United World Films was organized in 1946. It is part of the Music Corporation of America, which includes Universal Pictures, Universal City Studios, Inc., Decca Records, Inc., and MCA-TV, Inc. In 1946 United World Films purchased the Bell & Howell Film-O-Sound library which was the largest film library operating in the United States. In 1946 United also purchased outright Castle Films, the largest producer and distribu-

Continued on next page

Thinking about having a movie made?

Ask for your copy of . . .

33 QUESTIONS AND ANSWERS ABOUT INDUSTRIAL AND BUSINESS MOVIES

Movies are a powerful, persuasive, often overlooked medium — a medium that can help your company sell an idea, a product, or a service. But before you have a film produced, there are many facts and figures you should have at hand.

Write or phone for your copy of "33 questions and answers about industrial and business movies." It includes answers to questions such as:

- * My business is complicated and different — Could I really expect an outsider to write a good script?
- * How much does a good film cost?
- * Could we use some of our own people in our movie — engineers, technicians, service men?
- * How long will our movie stay up to date?
- * Are filmstrips just as good as movies?
- * We have a young man who is good with a camera. Why couldn't we shoot our own film, and have our advertising department write the script?

PILOT PRODUCTIONS, INC.

Producers of motion pictures and filmstrips

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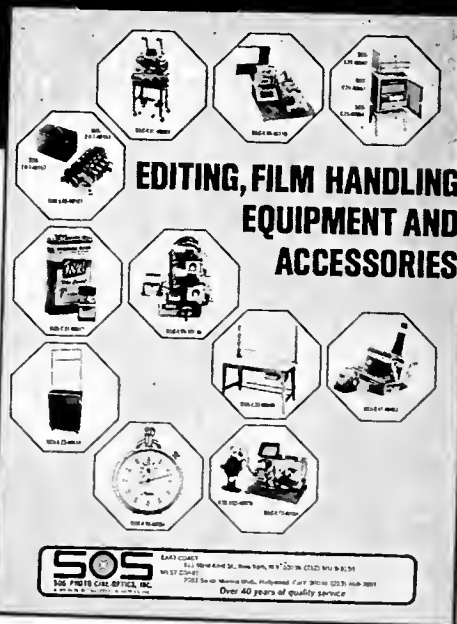
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distributors . . .

continued

tor of 8mm and 16mm sound and silent motion pictures.

SERVICES: Since its organization, United World Films has distributed sponsored films for industry. Distribution is conducted for non-theatrical, television and theatrical audiences through 43 distribution offices located throughout the United States. United also produces and distributes classroom teaching films to the nation's schools. It makes available on 16mm film all of its own company (Universal) feature theatrical titles along with selected features from Paramount and other producers. Demand for its films comes from clubs, business organizations, colleges, universities, high schools, women's organizations, agricultural groups, etc. These audiences are constantly increasing and United uses this source of fresh new audience contacts for distributing their clients' sponsored films. In the distribution of their clients' 35mm sponsored films, United utilizes the theatrical knowledge, experience and contacts of Universal Pictures, its associate company. By reason of its affinity with MCA, United has the added opportunity to be in constant contact with the program departments of television stations throughout the country. These contacts are used by United in arranging showings for its clients' films.

PROMOTION AND PUBLICITY: United not only produces individual advertising and brochures for each of their clients' pictures, but also has available the extra advertising exposure via listings in other film catalogs produced by the company and distributed to 16mm audiences. United maintains booths and exhibits at the important convention and audio-visual demonstration centers throughout the world.

PRINT SERVICES AND MAINTENANCE: Because it is part of a professional motion picture distribution organization, United maintains the highest standard of inspection. Prints are inspected and cleaned utilizing the latest electronic equipment. Scratched prints are repaired under a special film coating process. United also shares in the cost of replacing any prints damaged during the early years of distribution.

TELEVISION DEPARTMENT: This department specializes in the distribution of client sponsored films to commercial and educational TV stations utilizing TV station contacts of MCA.

THEATRICAL FILM DEPARTMENT: Through this department, arrangements are made for quality theatrical distribution dates utilizing the experience and theater contacts of its associate, Universal Pictures. The latter company has had over 50 years experience in theatrical distribution and was the first organized motion picture company in the industry. United also makes arrangements for its sponsored clients through its film editing staff to produce 35mm prints from existing 16mm prints via a special process.

These 35mm prints are thereafter exhibited in the nation's theaters. Professional advertising is employed by United in the exploitation of its clients' films in the theatrical distribution.

NON-THEATRICAL DIVISION: Clubs, organizations, colleges, universities, men's and women's groups, high schools, agricultural groups, etc., are but some of the audiences supplied to their clients by this division of United. Film showings are arranged, advance booking notices supplied, monthly reports and recapitulations utilizing automatic business machines.

SPONSOR-GENERATED DISTRIBUTION: Where a client wishes to solicit and obtain bookings himself, United provides the physical handling, inspection, storage and distribution of such films utilizing its professional experience and facilities. Additional services include "custom" promotion and national research can also be obtained under this type distribution.

"CUSTOM" SERVICES: United produces a "custom" service which includes promotional kits supplied (under a special contract service with its client) by United to each film audience. This gives the sponsored client the added public relations effect surrounding each local community film distribution. It is accomplished by United's publicity division and advertising staff which prepares special news releases, film guides, advertising mats and special posters for use by local film exhibiting audience.

NATIONAL RESEARCH FACILITIES: United has engaged a national research organization on a permanent basis for the purpose of conducting a detailed research on questions of importance and interest to its clients. Such things as preferred length of films, content and the like is obtained from audiences throughout the country.

INFORFILM

Headquarters Office:

147 ave. de l'Hippodrome, Brussels 5,
Belgium

Phone: 47.10.03-47.28.77

MEMBER COMPANIES

Austria: Oesterreichisches Film Service, Graf Starhembergasse 15, 1040 Vienna

Belgium: Sofedi, 147 avenue de l'Hippodrome, Brussels 5.

Canada: Modern Talking Picture Service, 1943 Leslie Street, Don Mills, Ontario.

Czechoslovakia: Kratky Film Praha-Infor Film 34, Jindriska, Praha 1

Denmark: Erhvervenes Film Center, 22 Kobmagergade, Copenhagen.

Finland: Filmiyhtyma Oy, Kaisaniemenkatu 13A Helsinki.

France: Celfilm, 31 avenue Pierre ler do Serbie, Paris 16.

Germany: Konferenz der Lnadefilmdienste, Rheinallee 59, 532, Bad Godesberg.

Great Britain: Sound Services Ltd., Kingston Road, Merton Park, London S.W. 19.

Italy: Difi, Viale Parioli 25, 00197 Roma

Japan: Educational Film Exchange, 3 Ginza Nishi: 6-Chome, Chuoku, Tokyo.

Middle East: Colchester-Hughes Ltd., Gatwick House, Horley, Surrey, England.

Netherlands: Technical Film Center, Arnhemsestraatweg H, Velp (Gld.)

South Africa: Independent Film Centre South Africa (PTY), P.O. Box 11112 Johannesburg.

Spain: Teletecnicine International Distribution, Anda Jose Antonio, 464, Barcelona 15.

Sweden: Swedish Council for Personnel Administration, Sturegatan 58, Stockholm O.

Switzerland: Schmalfilm Zentrale, Erlachstr 21, Bern.

Turkey: National Productivity Center, Mithatpasa Caddesi 46, Yenisehir-Ankara.

United States of America: Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N. Y. 10036.



Eddie O'Brien - The Writer

WILTON, CONNECTICUT

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A REFERENCE GUIDE TO

Film Writers

A LISTING OF CREATIVE SPECIALISTS
EXPERIENCED IN AUDIO-VISUAL MEDIA

TED DE ALBERICH

P.O. Box 20116, Houston, Texas 77025

Phone: (713) 781-5988

Ted de Alberich, *Writer-Director*
Betty West, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Fire Control Tank M60A1, Part 1 Introduction to the Computer; Part 2 Computer System Checkout; Part 3 Test Units for the M16 Computer; Fire Control-Tank M60AE2, Part 1 Introduction to the Computer; Part 2, Computer System Checkout; Part 3 Test Units for the M19 Computer; Part 4 Troubleshooting the M16 Computer; Turret And Gun Control-Tank M60A1E2; Part 1 Introduction; Part 2 Servo Systems; Part 3 Operation and Maintenance; Part 4 Turret Alignment and Adjustment; Part 5 Commanders Cupola; Part 6 Cupola Alignment and Adjustment; Part 7 Turret Electrical System; Part 8 Gun Launcher; Part 9 Breech Mechanism and Scavenging; Part 10 Bore-sight Synchronizing (U.S. Army).*

STAN ANTON

440 W. 34th Street, New York
N.Y. 10001

Phone: (212) CH 4-4578

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Drag Race (Filmex/Cummings Truck Engines); Man In Motion (Filmex Junior Achievement); As Long As There's A Girl (Jacoby/Storm/Seventeen Magazine); Rocky Graziano* host segment for *Nutcracker (Jacoby/Storm/CMM); Pictures of Artie (Vision Associates/American Foundation); Some times It Goes Kathunk-Kathunk; Gigs And Pigs And Stuff; The Way It Is With Walter (Vision Associates/McGraw-Hill).* FILMSTRIPS: *The Toughest Man In The World; Whatever Happened To What-Cha-Ma-Call-It? A Measure of Success (Kent Lane Assoc./Continental Can Co.); The Apple Shall Not Fall (Animatic Production/BOAC); What A Lovely Way To Go (Jacoby/Storm/Leeds Luggage); The Facts of The Matter (Lurana Group/AICPA).* MULTIMEDIA: *Right Now! (Filmex/American Transport Assoc.); Like It Is (Corn Products).* TV COMMERCIALS: *The Clerk; The Extension Cord (Vision Associates/NEA).*

ARMINGTON & MEISTER

239 East 79th St., New York, N.Y. 10021

Phone: (212) 628-8165

Date of Organization: 1960

H. F. Armington, *Writer-Director*

I. W. Meister, *Industrial P.R. Consultant*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: Extensive series of CLASSIFIED scripts on electronics for Military-Industrial clients; KS 104 Aerial Camera System & Employment, KA 76 Aerial Camera, Characteristics & Operations, (U.S. Aerial Surveillance School, Fort Huachuca, Arizona). MULTIMEDIA: 3-SCREEN PRESENTATION: *Schizophrenia (E.R. Squibb & Sons).* (Producers: DiPaola & Janson & Associates, N.Y.).

LEWIS S. BAER

65 K St., N.E., Washington, D.C. 20002

Phone: (202) 628-7089

Date of Organization: 1968

Lewis S. Baer, *Writer/Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Marine Helicopters in Combat (U.S. Marine Corp.); Youth In Latin America; Foreign Trade In Latin America; Apollo 10 - Journey Around The Moon (U.S. Information Agency); Saturn Gas Turbine Engines (U.S. Navy); The FBI Laboratory (Federal Bureau of Investigation); The Air University (U.S. Air Force).* TV COMMERCIALS: *Image (Alderman Studios).*

JOHN C. BANCROFT

5855 N. Sheridan Rd., Chicago, Ill. 60626

Phone: (312) ARdmore 1-7747

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Call Me Buster; The Master Touch (Allis-Chalmers); Paired For Paving (Iowa Manufacturing Co./Pilot Productions) Mass Machining Flexibility (Ingersoll Milling Machine Co./Pilot Productions); Skid Control (Gunite Div. Kelsey-Hayes/Pilot Productions); Admiral Creates Excellence (Admiral Corp./Kellogg Productions); How To Read A Micrometer Caliper; How To Read A Vernier Caliper (John Colburn Assoc.); A Second Look (A. B. Dick/Direct) SLIDELIMS: *Tox Works (Camcar/Cal Dunn Studios); 20 training films for Inland Steel; Globe Union and Ryerson Steel/Universal Training Systems Co.; Cummings Engine sales show material through Wilding, Inc.**

SHERMAN BECK

207 East 43rd St., New York, N.Y. 10017

Phone: (212) OXford 7-1459

Date of Organization: 1947

Sherman Beck, *Writer/Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Inside South Vietnam (US Information Agency); Liquiprin (Johnson & Johnson/Rowe & Sanford); At Home Abroad; The Way West; Open Doors (Girl Scouts of America/Fred Niles Communications Centers, Inc.); The Pattern For Success (U.S. Army/N.W. Ayer); The Way It Goes (General Motors Corp./The Jam Handy Organization).*

LESTER S. BECKER

11 Cob Drive, Westport, Conn. 06880

Phone: (203) 226-0300

Lester Becker, *Writer-Director*

WILLIAM BERNAL

203 Glen Ave., Sea Cliff, L.I., N.Y. 11579

Phone: (516) OR 6-1664

Date of Organization: 1946

William Bernal, *Writer/Producer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Honolulu; New York City (United Air Lines); On Your Own (Electronic Computer Programming Institute); Threshold Of Tomorrow (Masonite Corp.); AudioVisuals For Pepsi Cola Bottlers Meeting (Pepsicola Corp.); The Golden People (Mirisch Productions); So What's New In Ideas? second series (U.S. Dept. of Defense); Neptune's Realm (American Petroleum Institute); Arizona (Western Electric).*

CARL B. BLACK,

Filmscripts & Storyboards

6 Priscilla Alden Rd., Provincetown, Mass.

02657

Phone: (617) 487-0322

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Fairbanks Morse Diesel Engine Maintenance; Model 3SDS 1/8 Bore Opposed Piston, series of 11; Microwave Transmission Line Maintenance (U.S. Navy).*



SPENCER BOSTWICK'S PLANFILM, INC.

3212 "O" Street, N.W., Washington, D.C.

20007

Phone: (202) 337-2181

Date of Organization: 1958

Spencer Bostwick, *Owner-Head, Script*

Production and Storyboard Services

Susan Elizabeth Johnson, *Editorial Assistant*

RICHARD W. BRUNER

172 Highland Ave., Ridgewood, New Jersey

07450

Phone: (201) 447-1261

New York Phone: (212) 688-2019

Date of Organization: 1963

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Union Settlement (Union Settlement House); Project Read (Behavioral Research Laboratories); The Decisions of Edwin Kilpatrick; The Decisions of Curtis Luch-singer; The Decisions of Stanton Klinge; The Decisions of Gary Sprecher; The Decisions of Jack Vandiver (Deere & Company).* FILMSTRIPS: *Black Political Power, series of 6 (Doubleday Educational Systems Division); Rush Toward Freedom, series of eight; Out of The Mainstream, series of five (Warren Schlost, a division of Prentice Hall); A Feeling For The People (United States Conference of Mayors).* TV SHOWS: *Rush Toward Freedom, series of six (Westinghouse Broadcasting Corporation).*

COE-PEACOCK, INC.

7501 Democracy Blvd., Washington, D.C.

20034

Phone: (301) 469-6720

Date of Organization: 1961

Lowry N. Coe, Jr., *Partner*

Clifford L. Peacock, *Partner*

Donald A. Connolly, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Drivin' and Drinkin'; Drivin' and Drugs; Gravity Grand Prix - 1969 Soap Box Derby (GM Photo/Chevrolet); The Man Who Couldn't Get A Loan (Audio Productions for National Consumer Finance Association); The GMI Way (GM Photo/General Motors Institute); A Fool And His Money (National Consumer Finance Association); Marines '68 (U.S. Marine Corps.); 1970 Pontiac Competitive Comparison Meeting; 1970 Product Review (GM Photo/Pontiac); Second Effort Meeting (GM Photo/Oldsmobile); The Flight Service Station; Special Report: Area Navigation (Federal Aviation Agency); 1969 Buick Open Golf Tournament (GM Photo/Buick); Electronic Countermeasures (Monumental Films for SCOPE, Inc.); Basic Celestial Concepts: Theory and Practical Applications; You As A Male; The Decision Is Yours; The Intelligence Cycle, series of 5 (U.S. Navy); XM35 Helicopter; Main Battle Tank (Aberdeen Proving Ground); The Body Builders (GM Photo/Fisher Body); Project Transition (GM Photo/GM Public Relations); Shrinking The Time Test (GM Photo/Central Foundry); Mark of Quality (Monumental Films for Esskay Products); The National Summer Youth Sports Program (NCAA Films for National Collegiate Athletic Association); Main Battle Tank Report (GM Photo/Allison Div.); Time for Toronado (GM Photo/Toronado); Florida Fish Fry (Peter Barton Productions for Bureau of Commercial Fisheries and Florida Dept. of Natural Resources); Cerebral Angiography: Diagnosis and Management of the Stroke Syndrome (American Heart Assoc.).*

DEAN COFFIN & ASSOCIATES

7261 Hollywood Blvd., Hollywood, Calif.

90046

Phone: (213) 876-8979

Date of Organization: 1965
Dean Coffin, Executive Associate
W. D. Coffin, Office Manager
Robert A. Thom, Midwest Associate
C. C. Alderson, Research

RECENT SCRIPTS, PRODUCERS AND SPONSORS

Executive Speech writing for Lytton Industries, Consolidated Film Industries, TWA. Consultant services for Hertz Corporation, SHOW Magazine. Written *Under The Robe* to be published March 1, 1970 by Whitmore Press, audio-visual presentations for Show Publications, Inc.

JOHN B. DAVENPORT

754 Greenview Place, Lake Forest, Ill.
60045

Phone: (312) 295-1168

Date of Organization: 1968
John B. Davenport, Writer
Consultant

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Face of War* (H.G. Peters & Co.); *Revolution In Electronics* (H.G. Peters & Co./RCA); *Hercules* (Wilding/Lancaster R&D); *Instant Buildings* (Deere & Co.); *Travel Machine* (Wilding/Greyhound); *Teeth!* (Cal Dunn Studios/American Dental Assoc.); *Another Step Forward—An Introduction to Penetrane Anesthesia and Analgesia; Peritoneal Dialysis* (Abbott Laboratories). STAGE SHOW: *New Dimensions* (Dexter and Assoc./Butler Manufacturing Co.). CONSULTANCY: *Survey of European Agriculture* (Deere & Co.).

SCRIPTS BY LEE DAVIS

9613 Percussion Way, Vienna, Virginia 22180
Phone: (703) 281-9003

Date of Organization: 1965

Lee D. Davis, Owner, Chief Writer
Joyce T. Davis, Script Editor
Vickie Benefiel, Continuity, Typing

SERVICES: Motion picture writing, consulting and direction, scripts for speeches, film strips, tapes and other audio-visual presentation. FACILITIES: Projection room, writer's offices, editing space and insert stage.

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Windows On Our Past* (Pa. Museum & Historical Commission); *Pilot Vision* (Federal Aviation Administration); *Coping With Change; How Organization Renewal Works; Confrontation, Search and Coping; Growth Stages of Organizations; Individuality & Teamwork* (Bureau of National Affairs); *The Day Pollution Stopped* (Bethlehem Steel Corp.).

EDITORIAL SERVICES, INC.

1276 West Third Street, Cleveland, Ohio
44113

Phone: (216) TOWER 1-4577

Date of Incorporation: 1952

William D. Ellis, President

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Executive Vertigo* (Harvest Publishing/Cinecraft); *Projection 1970's — Medicine* (Sohio-Storycraft-Cinecraft); *Master Student* (Cleveland Commission on Higher Education/Channel 25); *Ohioans In Action* (Channel 48); *Magic Moments* (Rochester Community Chest/Academy McLarty); *Adventure Economics*, series of 15 (Ohio Commission on Economic Education); *Both My Husbands* (Sherwin-Williams/Cinecraft); *It's Your Life* (Channel 25).

FLINTLOCH FARM, INC.

6618 W. Camellia Drive, Winston, Calif.
95388

Phone: (219) 358-5047

Date of Organization: 1968

James H. Flint, Writer
Mary K. Flint, Writing, Assistant/Research
Richard H. Flint, Research

SERVICES: Specializing in Script writing for agriculture.

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *And Everything Nice*, 2 films, produced, directed, written; (Dairy Council of Calif.); *Poult Production*, directed, written (Belfour Guthrie, Ltd.); *Agri-Vision*, produced, directed, written (Agri-Vision, Inc.). SLIDEFILMS AND STRIPS: Directed, co-writer on two films for California Turkey Promotion Advisory Board. Writer for three film strips for Floway Pumps. Producer director film for Calif. Beef Council. Producer, director writer of six film strips for Jessup Breeders, Inc.

DON FRIFIELD

55 West 42nd St., New York, N.Y. 10036

Phone: (212) 565-5230

Don Frifield, Writer-Director

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Seminars for Management* (4 films for the American Management Corp.); *Light For Life* (DuPont/National Safety Council); *Nuclear Power For New Jersey* (Public Service Electric & Gas Co.); *Through The Inland Sea* (Kiekhoeffler Mercury/United Artists); *Wings To Spain* (Film Authors for Pan American Airways); *Installing the Ultra-Bath* (Fred A. Niles Communications Centers for American Standard); *Communicating On A Small Planet* (Fred A. Niles Communications Centers/RCA Global Comm.); *Letters From File 192* (Muller Jordan Herrick for N.Y. Tele. Co.); *Space: The Road Ahead* (Aerolog For Fairchild Hiller Corp.); *Educate the Poor?* (Jack Lieb Productions for U.S. Office of Education); *The Century 300 Series; Operating Systems; Random Access Devices* (National Cash Register Co.); *Annapolis: An Evocation* (U.S. Navy); *The Marketing for Prudential Ins. Co.*; *Crisis in Name Of The Game Is Basketball* (Contract City Traffic (Coleman Productions/National Highway Research Board); *Beyond The Engineer: The Manager* (PCI for Union Carbide Co.); *Back Office Blues* (Aerolog ESE Stock Transfer Corp.). SLIDEFILMS: *The Coricidin Story* (Admaster Prints for Shering Corp.); *A Company For All Seasons* (Roger Wade Productions for General Tele. & Electronics Communications).

JAMES B. GAHAN

21 Claremont Ave., New York, N.Y. 10027

Phone: (212) 666-0025

Jim Gahan, Writer-Director

DWINELL GRANT

Solebury, Bucks County, Pennsylvania 18963

Phone: (215) 297-5204

Date of Organization: 1955

Dwinell Grant, Science Writer & Animation Designer

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Glaucomas* (Sturgis-Grant Productions/National Society for Prevention of Blindness); *Innovar Injection: Its Role In Orthopedic Anesthesia* (Aegis Productions/McNeill Laboratories); *Congestive Heart Failure* (Sturgis-Grant Productions/E.R. Squibb & Sons); *Urethral Suspension Using Stainless Steel Staples; Urethrololysis and Urethroplasty* (Aegis Productions/Eaton Laboratories).

ROBERT HECKER

745 N. Highland Ave., Hollywood, Cal.
90038

Phone: (213) WE 7-1016

Date of Organization: 1960

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Forward In Unity* (AMC& BW of NA Freedom films); *All Weather Instrument Flight Techniques* (U.S. Navy); *Hydronics* (Southern California Gas Co./John Nash Productions); *DC-8 Skid-Control System* (McDonnell-Douglas Corp.); *Someone Who Cares* (LA County); *Radar Threat Warning System* (U.S. Air Force); *Delta Report No. 17* (NASA McDonnell-Douglas Corp.); *The IRUS-IBX Experiment; The High Gear Experiment* (U.S. Army); *Museum-Expedition To Africa* (Charles Cahill Productions); *Tonotron Tube* (U.S. Air Force); *Crashworthiness* (McDonnell-Douglas Corp.); *Corporation Report* (Ryan Aeronautics); *San Diego — Where California Began* (San Diego 200th Anniversary/Copley Productions); *The New TOW* (Hughes Aircraft Co.).

BRUCE HENRY

Winter: 3018 N. 62nd St., Scottsdale, Arizona
85251

Phone: (602) 949-1680

Summer: Victory Heights, Stone Lake 2,
Wisconsin 54876

Phone: (715) 865-3227

CLARK HOWAT

20549 Rodax Street, Canoga Park, Calif.
91306

Phone: (213) 341-6115

RECENT SCRIPTS, PRODUCERS AND SPONSORS

SPECIAL ASSIGNMENT 1969: Story Editor and script consultant for ABC-TV Network animated series, *Hot Wheels* and *Skyhawks*.

CHARLES E. HUSTON

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Phone: (216) 255-3189

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writers...

continued

Date of Organization: 1961

Charles E. Huston, *Writer-Scripts and Lyrics*
RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *C-5 Galaxy*, *World's Largest Aircraft* (Cinecraft for U. S. Air Force Informational); *The SAC Swinger* (General Dynamics for U.S. Air Force); Sales meeting (Wilding Bendix-Westinghouse); series of audio-visual product training seminars (Wilding/Republic Steel.).

PAUL W. JENSEN

115 South Benton St., Palatine, Ill. 60067

Phone: (312) 358-1137

Date of Organization: 1963

Paul W. Jensen, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *At This Very Moment* (Kellock Productions U.S. Navy); *A Will And A Way* (Kellock Productions/Woodward Governor Co.); *Light For Life* (Pilot Productions/E.I. du Pont de Nemours & Co.); *A New Look At Strapping Systems* (Interlake Steel Corp.); *One For All; Finer Chopping In The First Place*; *Have A Nice Weekend* (International Harvester Co.); SOUND FILMSTRIPS: *A Sign of Life* (Household Finance Corp.); *Partners In Progress* (Industrial Film Group/Iowa Beef Packers); *The Winning Combination* (Sears, Roebuck & Co.).

PHILIP KALFUS

1323 51st Street, Brooklyn, N.Y. 11219

Phone: (212) GEDney 5-1075

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Everywhere At Once* (RCA); *The New Man* (Texaco); *The Crooked Wheel* (McQuay-Norris Mfg. Corp.); *The Right Track* (Association of American Railroads); *U.S. Army Training Films* — over 30 reels this year. SLIDEFILMS: *The Inside Counts*, *But The Outside Sells* (Sales Communications, Inc.); *There's Gold in The Golden Age* (Bank Public Relations and Marketing Assn.); *The Perfect Match* (Brookhaven National Laboratory); *Principles And Interest* (Bank PRMA); *Basketball and Banking* (Bank URMA).

ALEXANDER KLEIN

521 West 112th St., New York, N.Y. 10025

Phone: (212) AC 2-7634

Alexander Klein & Staff, *Writers*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
SCRIPTS: Paramount Pictures; Reddi-Kilowatt; Gas Association; International Tele. & Tele.; Metropolitan Life Insurance; Screen Gens-Columbia Pictures; Encyclopedia Britannica.

DICK KLEVICKIS

447 Fullerton Pkwy., Chicago, Ill. 60614

Phone: (312) 528-1144

RECENT SCRIPTS, PRODUCERS AND SPONSORS
FILM CREDITS: *Discover Allegheny Land* (Allegheny Air Systems); *All Eyes On You!* (Coca-Cola Co.); *Impulse '90* (Credit Union Mutual Insurance Society); *The Age of Electricity* (Duke Power Co.); *The Pulse of Apollo*; *Technology For Peace* (General Electric Co.); *Discover Mohawk Land* (Mohawk Air Lines); *Discover Ozark Land* (Ozark Airlines) *Discover Southern Style* (Southern Airways).

DAN KLUGHERZ

43-23 Colden St., Flushing, N.Y. 11355

Phone: (212) 939-0055

Dan Klugherz, *Writer-Director-Producer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *A Piece of Cake* (National

Educational Television); *The Age of Transparency* (Rohm & Haas Co.); Civil Liberties film, untitled (U.S. Information Agency); Sound & Light Production, untitled (Independence Hall/Haas Community Funds).

ED KNOWLTON

Box 368, Charlton City, Massachusetts 01508

Phone: (617) 248-5886

Date of Organization: 1963

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *This Is Alpha* (Air Line Pilots Assoc.); *Stripes of The Tiger*; *Young Marines of the Marine Corps League* (U.S. Marine Corps); *Nothing For Granted* (U.S. Navy); *Wherever There Are Children* (Toronto Childrens Aid Societies).

DONALD L. LAWERENCE

1504 Pfingsten Road, Glenview, Ill. 60025

Phone: (312) 729-6545

Date of Organization: 1968

SERVICES: Free Lance writer, director, budget coordinator, Producer's Producer.

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *The New Dimension — Involvement* (Kent State Univ., writer/director); *From Ho Hum to "Ho Ho" Meals* (The Green Giant, writer); *Man Behind The Gun* (Chemagro Corp., writer); *Face of the '70's* (Quaker Oats Co., writer/director). SLIDEFILMS: *Application for Success* (Ford Motor Co.,/director).

PAUL A. LITECKY

631 E. Leamy Avenue, Springfield, Pa. 19064

Phone: (215) 543-7336, 544-7705

Date of Organization: 1966

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Bally . . . Who, What, Where* (Bally Case & Cooler); *High Speed Grinding*; *The Fast Way To Profits*; *A Piece of The Action* (Ingersoll-Rand); *Your Mark of Quality*; 1970 *Home Entertainment*; *Passport To The World of Retail Merchandising* (Associated Merchandising Corp.); *Sputtering Unlimited* (Bendix Corp.); *More Punch In Production* (Warner & Swasey); *Let Us Put It On The Line* (Selas Corp.); *Wool . . . The Superjet Age Fiber* (Wool Bureau). SLIDEFILM: *Setting Up A New CLC System* (Sun Oil Co.).

DON LIVINGSTON

649 Meadowbrook Avenue, Orange, Calif.

92667

Phone: (714) 637-4326

Date of Organization: 1956

Don Livingston, *Writer-director-editor*

EARLE LUBY

80 Ivy Way, Port Washington, N.Y. 11050

Phone: (516) 767-6239

Date of Organization: 1948

Earle Luby, *Film Writer, Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Seeds of Discovery* (NASA); *Laser Light* (Scientific American); *Winter Olympics* (IBM World Trade); *Dr. Abraham Kaplan* (NET); *Task Force* (U.S. Navy); *Challenge: The Sacred Well of Chicken Itza*; *Challenge: Musk Ox* (CBS).

SUMNER J. LYON

518-8th Street, Wilmette, Illinois 60091

Phone: (312) ALpine 6-1526

Date of Organization: 1961

Summer J. Lyon, *Film Writer-Consultant*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Kentucky*, *The Surprise State*; *Boating Safety* (Commonwealth of Kentucky Grant Film Productions); *Competition*



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(Motorola/Telecine Film Studios); *Unimatic* Univac/Sperry-Rand/Henry Ushijima). **FILM-STRIPS:** *The Customer* (North American Van Lines/Cal Dunn Studios); *Life Of Service* (National Life and Accident Co.); *Building A Case* (Orange Crush/Telecine Film Studios); *Power Volleyball* (Douglas Films).

JEANETTE B. MARSH

1400 N. Lake Shore Drive, Chicago, Ill. 60610
 Phone: (312) Whitehall 4-4180
 Date of Organization: 1960
 Miss Jeanette B. Marsh, *Writer*

LAWRENCE MOLLOT

71 West 23rd Street, New York, N.Y. 10010
 Phone: (212) YU 9-1754
 Lawrence Molloy, *Writer-Director*
 Ceceille Lester, *Associate*

BRUCE MOODY

723 Old Stamford Road, New Canaan, Conn. 06840
 Phone: (203) 966-5347
 Date of Organization: 1961

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Roundworms In Sheep*; *Roundworms in Cattle* (Don Lane Pictures/Squibb International); *Programs For Profits*; *Progress For Life* (Don Lane Pictures/Merck, Sharp & Dohme International).

BYRON MORGAN ASSOCIATES, INC. AND EDUCATIONAL FILM PRODUCTIONS

1025 33rd St., N.W., Washington, D.C. 20007
 Phone: (202)333-5155
 Date of Organization: 1965
 Associated with: Cinema 8 Corporation, 110 W. 57th St., New York, N.Y.
 Byron Morgan, *Writer*
 Tony Lazzarino, *Writer*
 Dorothy Weatherwax, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Diplomatic History of U.S.* (U.S. State Department); *Man On The Moon*, series of 17 (Jam Handy School Service); *Role of Marine Air Control Group In MAG* (U.S. Navy); *Crash Fire* (U.S. Navy); *Rise of The Soviet Navy* (U.S. Navy/Screen Presentations); *Training For Profit* (Small Business Administration); *Final Guns* (Cinema 8 Corp.).

EDWARD R. MURKLAND, Writing

11 Main Street, Box 38, New Milford, Conn. 06776
 Phones: (203) EL 4-3301/5660
 Date of Organization: 1962

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: 1970 - *An Escape Odyssey* (MPO Productions/Oldsmobile); 1970 *Dodge Announcement Show* (The Kerbawy Co./Dodge Div.); *Getting The Job Done* (Jam Handy Productions/Mobil Oil Co.); *Horizons Deep*, *Horizons Wide* (Film Enterprises/American Petroleum Institute); *The Sound of Fur* (The Kerbawy Co./New York Fur Dressers); *Lorig-Aligner Self-Centering Rolls - Type II* (Matt Farrell Productions, Inc./United States Steel).

NICK NICHOLSON

6222 Rex Drive, Dallas, Texas 75230
 Phone: (214) EM 8-0903
 Date of Organization: 1957

RECENT SCRIPTS, PRODUCERS AND SPONSORS

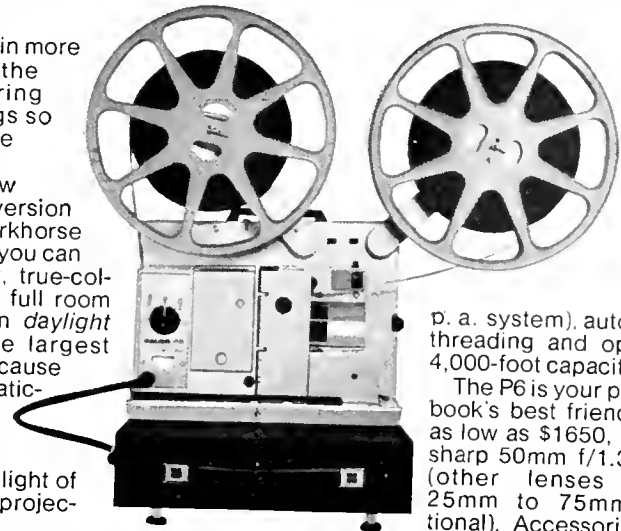
SCRIPTS: U.S. Air Force; Trini's Restaurants, Inc.; General Dynamics Corporation; Varo, Inc.; Zale Corporations; Lone Star Beer.

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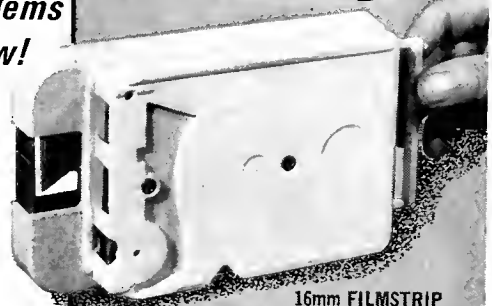
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writers...

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EDDIE O'BRIEN — THE WRITER

67 Old Highway, Wilton, Conn. 06897

Phone: (203) 762-8400

Date of Organization: 1960

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Pontiac Look*; *I'd Just Like To Talk To The Guys* (Pontiac); *Dialogue With A Young Man*; *The Car For All Reasons*; *Something Old, Something New* (Chevrolet); *Four Corners: The Voice of The People* (United Delco). All for Gar Photographic.

EARL PEIRCE, Scripts

Blue Mountain Farm, Blairstown, N.J. 07825

Phone: (201) 362-6087

Date of Organization: 1945

Earl Peirce, *Writer-Director*

SERVICES: Scripts and storyboards; direction and editorial coordination.

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Without Exception — EDP In Payment Center Operations* (Social Security Administration); *Rabies Control — A Community Challenge* (National Medical Audiovisual Center); *U. S. Army Criminal Investigation Laboratories* (Army Pictorial Center); *Riot Control Devices* (Edgewood Arsenal); *Processing Changes In Social Security Retirement* (Monumental Films Social Security Administration.).

LOUIS ANTHONY PETRONIO

2104 Genessee St., Utica, N.Y. 13502

Phone: (315) 732-4535

Date of Organization: 1958

Louis A. Petronio, *Writer & Cameraman*

HENRY R. POSTER & ASSOCIATES

South Farm Road, Port Washington, N.Y.

11050

Phone: (516) 883-3232

Date of Organization: 1961

Henry R. Poster, *Writer, Director*

Joyce Keys Poster, R.N., *Research*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Ballad of Julius Wile* (Aegis/Julius Wile Sons); *Treatment of Osteoarthritis* (Aegis/Merck Sharp & Dohme); *One Times Two Times Three* (Encore/Neuman Co.); *Iland In Hand* (Impact). SLIDEFILMS: *Quality Control, The Essential Ingredient* (Cinema 65/Schering Corp.); *Dr. Liebestraum Cleans Up*; *The Golden Classics* (Abbot Lutz/Singer Company); *Profit Building in Food Service* (Sperry & Hutchison); *Big Brother Is Here* (Encore Subcommittee on Privacy).

HARRY PRESTON

861 N. Detroit St., Hollywood Calif. 90046

Phone: (213) 934-7302

1279 W. Forest Ave., Detroit, Michigan

48201

Phone: (313) 831-1786

Date of Organization: 1952

Harry Preston, *Writer, Director, Producer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The F-111 Weapons System*



this symbol over a writer's listing in these pages refers to display advertisement in this 20th Production Review issue.

(USAF, General Dynamics, Fort Worth); *Natural Childbirth*; *Cranes Over The World* (Jay Hathway Productions, Hollywood). SLIDEFILMS: *How To Conduct A Team Conference*; *Philosophy of Team Nursing and Conducting Nursing Assignments* (Trainaide Corp. Los Angeles). LIVE SHOWS: *The Sheri Andrews Show* (Revue, Las Vegas, Reno).

RUTH L RATNY

70 E. Walton St., Chicago, Illinois 60611

Phone: (312) MO 4-5236

Ruth L Ratny, *Writer/Producer*

LEON S. RHODES

King Road, Bryn Athyn, Pennsylvania 19009

Phone: (215) Wilson 7-4044

Leon Rhodes, *Design, Scripting, Direction*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Plane Mate* (Budd Co.). SLIDEFILMS: *Planning's Promise* (Montgomery County); *The Company of Pitcairns* (Pitcairn Co.).

WILLIAM L. SIMON FILM SCRIPTS, INC.

2407½ Eye St. N.W., Washington, D.C.

20037

Phone: (202) FEederal 3-7514

Date of Organization: 1958

William L. Simon, *Film Writer*

New York Representative: William Morris Agency, Harry Ufland, 1350 Sixth Ave., New York, N.Y. Phone: (212) JU 6-5100

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Other Face of Freedom* (American Road Builders' Assoc.); *A Surprise For Otto* (AAA Traffic Safety Foundation); *Three Flights To Denver* (Federal Aviation Agency); *Keep Up or Drop Out* (Small Business Administration); *Small Post Offices* (Post Office Dept.); *Main Battle Tank* (Aberdeen Proving Ground, 3 films); *Marine Air Traffic Controllers* 2 films (U.S. Marine Corps.); *Radar Power Amplifier Tubes*, 2 films (U.S. Navy). FILMSTRIPS: *Rolling On* (Bowler's Victory Legion); *Time For A Man* (Virginia Assoc. of Surveyors, Inc.). MULTI-MEDIA: *Washington/Maryland/Virginia Presentation To The American Revolution Bicentennial Commission* (Federal City Council). TV PROGRAMS: *Out Of The Test Tube* (U.S. Information Agency); *Mapping A Better Tomorrow* (The Big Picture).



STANFORD SOBEL

103 Park Ave., New York, N.Y. 10017

Phone: (212) LE 2-1450

Date of Organization: 1947

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Investment Game* (Pepsi-Cola/Business Programs, Inc.); *FRAMARKETING* (Fram Corporation/Monumental Films, Inc.); *Little Things Mean A Lot* (American Express/Visualscope, Inc.); *Individual Economics* (Dunn and Bradstreet/Audio Productions, Inc.); *Especially For You* (National Aeronautics and Space Agency/Autolycus Productions); *Sebring, Indy, and Riverside* (Aitken-Co., Inc./The James Waters Organization); *The Perfect Match* (Brookhaven National Laboratory/The Chartmakers); *K.U.B. Cancer* (American Cancer Society/Sturgis-Grant Productions, Inc.); *I, The Eye* (Time-Life Inc.); *Synalar Conference* (Syntex International/Aegis Productions, Inc.); *Operation Airco* (Air Reduction Co./Visualscope); *Renal Insufficiency* (National Institutes of Health/Harry Olesker Productions, Inc.); *The Investor & The Market* (American Stock Exchange/Audio Productions); *Pupillometric Packaging* (SCI Division of Interpublic Inc.).

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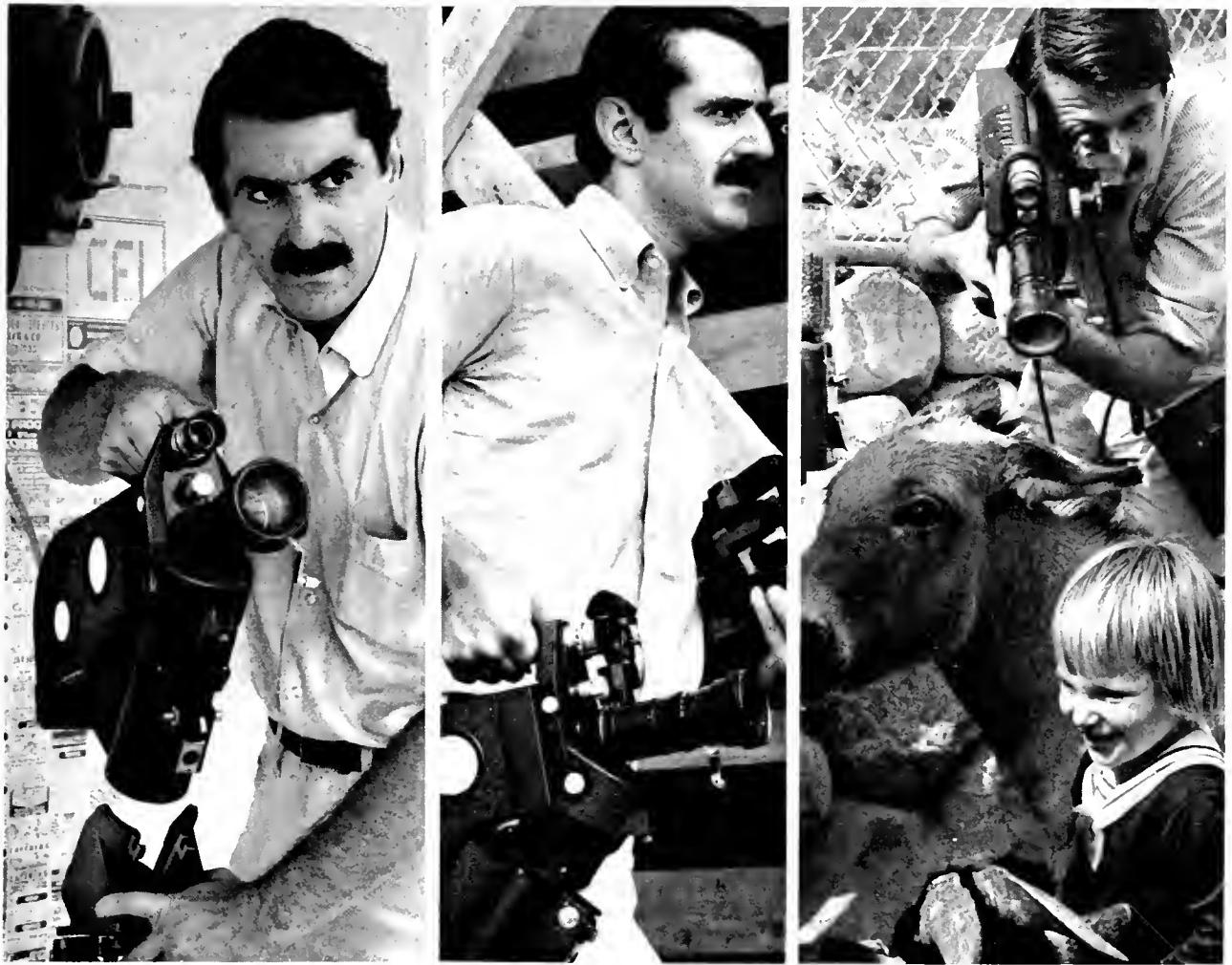
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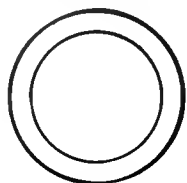
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writers...

continued

RAY SPERRY

2332 Manchester Avenue, Cardiff, Calif.
92007
Phone: (714) 753-7118
Date of Organization: 1961
Ray T. Sperry, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Small Boat Marking*; *Jeep Mounted Intrusion Detector*; *Riverine Warfare Radar* (Naval Electronics Laboratory Center - Technical Film Reports); *MAD System Error Voltage Monitor* (Script only, Ralph Hall Productions/U.S. Navy); 1969 *Highlights - San Diego* (Copley Productions/The City of San Diego). SLIDEFILM: *To Help Her Help Yourself* (Copley Productions/Camp Fire Girls, San Diego).

STARBECKER, INC.

Suite A, Seven Oaks Studios, 9145 Sligo
Creek Parkway, Silver Spring, Md. 20901
Phone: (301) 587-8648
Date of Organization: 1954
E. N. Starbecker, *President*
Harry Anger, *Vice President*
M. A. Marlow, *Researcher-Writer*
Irma Einheber, *Executive Secretary*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Case In Point* (AAMA/Wyeth Laboratories); *Nuclear Power and the Environment* (AEC); *DSDP* (National Science Foundation Byron Motion Pictures); *Rittenhouse Square* (MOD Productions); *The Ultimate Achievement* (Franklin Mint/Ralph Lopatin Productions); *The Continuing Quest* (FAA/U.S. Navy); *Leroy Strommer Where Are You?* (AAA Foundation For Traffic Safety).



GENE STARBECKER, Film Builder

475 Fifth Ave., New York, N.Y. 10017
Phone: (212) MU 3-1093
Date of Organization: 1953
Gene Starbecker, *Writer-Director*
Harry Anger, *Writer-Director*
Steve Stealan, *Researcher*
Rita Franklin, *Secretary*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *I Like Bethlehem Steel But . . .* (Bethlehem Steel Corp./Mode Art); *Emergencies In The Making* (AAA Foundation for Traffic Safety); *Tamp-R-Tel* (Wyeth Laboratories); *NOL Film Report #10* (Monumental Films and Recordings, Inc.); *The Unseen Enemy* (HEW Monumental Films and Recordings, Inc.). TV COMMERCIALS: UTZ TV Commercial; Armstrong Cork (Monumental Films and Recordings, Inc.); Ovral (Wyeth Laboratories).

CRAIG STEWART

931 Darlington Lane, Crystal Lake, Ill. 60014
Phone: (815) 459-2278
Date of Organization: 1968
Craig Stewart, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
FILMSTRIP: *American Flag Series* (Knowledge - Aid).

PETER J. STUPKA

6950 Maple Street, N.W., Washington, D.C.
20012
Phone: (202) RAndolph 3-6427
Date of Organization: 1945

JOHN SUMOCK

19541 S. Poplar, Mokena, Ill. 60448
Phone: (312) 479-9865
John Sumock, *Writer*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *The Yard Car Inspector* (Belt Railway Co. of Chicago); *Hydrolic Jacks* (Belt Railway Co. of Chicago).

DON SWEET

3402-153rd Street, Flushing, N.Y., 11354
Phone (212) 463-9095
Date of Organization: 1963

RECENT SCRIPTS, PRODUCERS AND SPONSORS
SLIDEFILMS: *I Understand* (Applied Concepts/American Bible Society). MULTI-MEDIA: *Bell Labs & Military Communications Network* (Bertell Inc./Bell System); *Business Information Systems* (Alan Sitzer Associates/Bell System); *Buick Wholesaler and Dealer 1970 Model Presentation*; *Plant Tour*; *Buick Area Meetings* (Production Services Inc./Buick Division).

JOHN TATGE

322 East 34th St., New York, N.Y. 10016
Phone: (212) LE 2-3697
Washington Office: Felton Studio, 806 15th
St., N.W., Washington, D.C.
Phone: (202) 638-6181
Date of Organization: 1961

RECENT SCRIPTS, PRODUCERS AND SPONSORS
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Phone: (212) 873-3211

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *The Sun And The Earth* (Writer & Assoc. Producer, Lothar Wolff Productions/National Academy of Sciences/McGraw-Hill); *The Gift of Islam* (writer, Graham Associates/Esso-Libya).

DICK UPTON

418 S. Fourth Ave., Libertyville, Illinois
60048
Phone: (312) 362-0174
Date of Organization: 1960

RECENT SCRIPTS, PRODUCERS AND SPONSORS
MOTION PICTURES: *Opening Doors* (Grant Photographic Enterprises/Kentucky Dept. of Mental Health); *Trial By Speed* (Price-Weber Assoc./Cummins Engine Co.); *Friend of the Family* (Eli Lilly & Co.); *Truth In Lending* (J. I. Case/Jam Handy Organization); *Step Ahead!* (International Harvester). SLIDEFILMS: *Your Snap On Tools Franchise*; *Threaded Fastener Reliability* (Snap-On Tools Corp). TV COMMERCIALS: International Harvester.

WEBSTER J. VAN DE MARK

502 Linden Place, Cranford, New Jersey
07016
Phone: (201) 276-9649
Date of Organization: 1962
W. J. Van De Mark, *Writer-Director*

BENJAMIN S. WALKER

11317 Marcliff Road, Rockville, Maryland
20852
Phone: (301) 493-5556

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**MOTION PICTURE
 PRODUCTIONS
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writers . . .

continued

Date of Organization: 1963
RECENT SCRIPTS, PRODUCERS AND SPONSORS
 MOTION PICTURES: *The Oceanic Age; Scapower Imperative; The Aviation Storekeeper* (U.S. Navy); *The New Shape of Steel* (Mode-Art Pictures, U.S. Steel); *DODGE-The Story of A Satellite* (John Hopkins). SLIDEFILMS: *Greenbelt Is; Welcome To Greenbelt!* (Greenbelt Homes, Inc.).

JOHN L. WASHBURN

261 Rockingstone Ave., Larchmont, N.Y. 10538

Phone: (914) TEnnyson 4-8741
 In Washington, D.C.: (202) EM 2-9494

Date of Organization: 1953
RECENT SCRIPTS, PRODUCERS AND SPONSORS
 MOTION PICTURES, DOCUMENTARIES: CBS Television; National Broadcasting Company; NASA; Federal Home Loan Banks; U.S. Information Service; U.S. Army; U.S. Air Force. TV COMMERCIALS: Walt Disney; U. S. Rubber Co.; U. S. Navy; and others. TRAINING FILMS: Bell Tele. System; U. S. Air Force; U.S. Army.

HUGH GORMAN WHITTINGTON

1216 Connecticut Avenue N.W., Washington D.C. 20036

Phones: (202) FEderal 8-6198; EMerson 2-7326

RECENT SCRIPTS, PRODUCERS AND SPONSORS
 MOTION PICTURES: *U.S. Navy Seabees; NAV-FAC* (Naval Facilities Engineering Command, writing and production); *Submarine Escape* (U.S. Navy, writing); *Procurement And The Chinese Puzzle* (U.S. Atomic Energy Commission, writing and directing); *Medical Facts For Pilots* (Federal Aviation Administration, writing); *Lift Safely* (Calvin DeFrenes/U.S. Post Office, writing).

NORMAN WILLIS

10 Miller Ave., Berwyn, Pa. 19312
 Phone: (215) 644-4564

Norman Willis, *Writer-Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
 MOTION PICTURES: *Dealer's Choice* (Manheim Auto Auctions); *Therapy and Management of Diabetes* (U.S.V. Pharmaceuticals, Inc./Synergist Productions); *Oblique Ionospheric Sounder System; A. System Concepts; B. Operational Procedures* (U.S. Navy); *Untitled Marketing Presentation* (Charter Advtg.); *On the Eighth Day* (Pa. Dept. of Health Calvin Productions of Pa.); *LmiTorque Valve Controls* (Philadelphia Gear Corporation). TV COMMERCIALS: Written and directed for (Buster Brown Textiles), Fall, Back to School; Fall, General; Christmas; Spring, Short Sleeves; Spring, Donna Miller; Summer, Vacation Travel. SPECIAL PRESENTATIONS: *All of Your Team* (General Motors Photographic, GM Personnel)

GEORGE E. WOLF

18 West 45th St., New York, N.Y. 10036
 Phone: (212) YU 6-5707; (516) HU 2-9173

Date of Organization: 1948
 George E. Wolf, *Writer-Director*

RECENT SCRIPTS, PRODUCERS AND SPONSORS
 Division of Radio and Television, Episcopal Church Center and NBC Affiliates — series of half-hour programs, including *The Fish Story*; Scripts for Grumman Aerospace Corporation; Council On Family Health; U. S. Air Force; MPO Videotronics. Director of TV commercials and industrials. Feature writer and Associate Editor. *Making Films In New York.*

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A Reference Listing of Established
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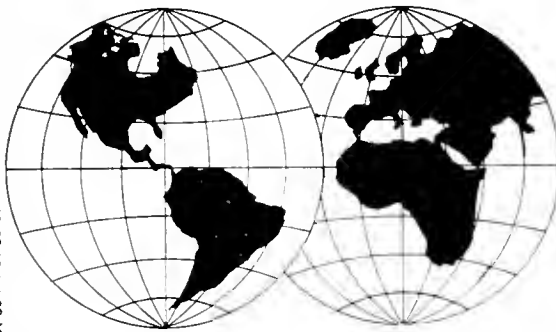
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CONNECTICUT

CUSTOM FILMS, INC.

11 Cob Drive, Westport, Conn. 06880
Phones: (203) 226-0300
Date of Incorporation: 1963
Lester S. Becker, *President*

SERVICES: 16mm and 35mm motion pictures for business, industry, sports. Special services for auto racing and competition sports. **FACILITIES:** Complete editorial facilities; all portable production equipment for location photography with multiple crews.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Disc Brake Service* (The Raybestos Way (Raybestos-Manhattan, Inc.); *Air Cargo* (International Paper Co.); *The 20th Southern 500* (Southern 500 Film Corporation); *The Wild and Wonderful World of Auto Racing* (Grey Rock Brake Linings); *Alta Ski Jump* (ABC Sports); Special services for ABC Wide World of Sports at Indianapolis, Daytona, and Darlington Race Tracks.

KEVIN DONOVAN FILMS

44 Treat Road, Glastonbury, Connecticut 06033
Phone: (203) 633-9331
Date of Organization: 1953
Branch: 101 West 57th St., New York, N. Y. 10019
Phone: (212) 246-4287
Kevin Donovan, *Owner*
Sidney Berry, *Executive Producer*
H. Dildilian, *Lab Coordinator*
George McMillan, *Writer*

SERVICES: TV Spots, Motion pictures, slides, filmstrips and still photography. Public relations, advertising, industrial, medical. **FACILITIES:** Arriflex Cameras (Models S & BL) Nagra, Magnasynch sound equipment, studio and portable lighting, editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 1969 *Newsreel*; *Submersible Urd System* (Northeast Utilities); *Progress At Northfield Mt.* (Stone & Webster Eng.); *Bacterial Antibiotic Sensitivity Testing* (Schering Corp.); *Electromotion In Agriculture* (Edison Elec. Institute).

FIORELLI FILMS, INC. (FFI)

Research Drive, Stamford, Connecticut 06906
Phone: (203) 324-1341
Date of Organization: 1964
Joseph A. Fiorelli, *President, Treasurer, Exec. Producer*
Robert Beebe, *Secretary*

SERVICES: Total Film Production, Filmstrips, recordings, scripts for industry, government and education.

MRC FILMS

Studio: Walnut Hill Road, Sandy Hook, Connecticut
Phone: New York (212) 989-1754
(See complete listing under New York City)

WILLIAM NOYES/FILMS

(Formerly Screen Projects)

371 Gens Farms Road, Westport, Conn. 06880
Phone: (203) 259-8871
Date of Organization: 1969

SERVICES: Motion pictures, sound film strips, and slide presentations for industry, education and TV. **FACILITIES:** For location or studio photography and sound recording.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Offset Plate Making* (Craftsman Color Lithographers); *Photoengraving*

(Master Eagle Photoengraving). **SLIDEFILMS:** *The Everyday Miracle*; *Push Button Phone Systems* (General Telephone); *Newsweek* (untitled, Newsweek).

PECKHAM PRODUCTIONS, INC.

Old Bedford Road, Greenwich, Conn.
(See Complete listing under New York).



PLAZA PRODUCTIONS INC.

1047 Main St., East Hartford, Conn. 06108
Phone: (203) 528-4191 New York: (212) 765-2529

Date of Organization: July, 1967
James W. Wille, *Executive Vice Pres./Gen. Mgr.*

Stillman Shaw III, *Operations Manager*
Joseph P. Goffa, Jr., *Marketing Representative*

SERVICES: Creative development and production of communications programs: 16 35mm motion pictures—corporate image, training, recruiting, documentary, graphic, sales and promotion, scientific/technical; Animation; Filmstrips; Slide presentations—tape disc; Video Tape; TV & Radio—commercials, public service spots, programs; Audio training Devices; Still Photography; Still color Laboratory; Fully automated B&W Still Laboratory; Film editing; Script Writing and Consultation; Art Direction and Graphic Design; Educational Systems Design; Programmed Instruction; Corporate and Employee Communications Program Development. **FACILITIES:** Modern 23,000 sq. ft. Production center consisting of: 2 sound stages (3,000 sq. ft.), 3 studio sound department—complete recording, transfer and mixing facilities, four music and effects libraries, original scoring; editing department; art department; 16/35mm Oxberry animation cameras; optical printer for filmstrip and slide duplication; interlock screening facilities; ten darkroom still laboratory—custom and large volume runs.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Dartmouth* (Dartmouth College); *The Beauty of It* (Bausch & Lomb, Inc.); *The United Fund* (Greater Hartford Community Chest). **SLIDE FILMS:** The Farnir Bearing Co.; Arrow-Hart, Inc.; American Optical Corp.; Stanley Home Products, Inc.; General Electric; The Travelers Co.; New Britain Machine Co. **VIDEOTAPE:** American Institute of Family Financial Planning; Fuller Brush Co. **TV COMMERCIALS:** Noise Pollution; Fire Prevention; Justice; Holidays (The Travelers Co.); Hartford Electric Light Co. (Baker Advertis-

ing Co.); State Line Potato Chips (The Randall Co.); Greater Hartford Community Chest, Inc. (Lowengard & Brotherhood Assoc.). **FILMSTRIPS:** Safeway Stores; Heublein, Inc. **POST PRODUCTION SERVICES:** General Electric; Emhart Corp.; Sikorsky Aircraft; Pratt & Whitney.

WESTPORT COMMUNICATIONS GROUP, INC.

155 East State Street, Westport, Conn. 06880
Phone: (203) 226-3525
Date of Incorporation: 1965
Fred Hertz, *President*
Tod Dockstader, *Vice President*
Hubert Lindsay, *Art Director*

SERVICES: Audio-visual consulting and production; sales, educational, training, advertising and marketing in all A-V media. **FACILITIES:** Design and art production studio; stereo and mono recording studio; still and motion photography; scripting; mixing and editing; sound effects and music libraries; electronic music synthesizer.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: (N.Y. Public Libraries). **SLIDEFILMS:** *Something Special* (American Heart Association); *Life Story, Others* (Educational Enrichment). **VIDEOTAPE:** Annual Meeting Pres. (Research Institute). **RADIO SPOTS:** for Public Libraries; SAS (Gaynor and Ducas Adv.).

MASSACHUSETTS



BAY STATE FILM PRODUCTIONS, INC.

35 Springfield St., Agawam (Springfield), Massachusetts 01001
Phones: (413) 734-3164

Date of Organization: 1943
David D. Doyle, *President*
Morton H. Read, *Assistant to the President*
Harold O. Stanton, *Vice-President, Public relations*

Francis N. Letendre, *Vice-President, Laboratory*

William I. Rhodes, *Vice-President*
A. Herbert Wells, *Treasurer*
Harold M. Fischer, *Vice-President, Production Manager*
Dean A. Miller, *Art Director*
Kenneth Alexander, *Vice President, Sound*
Bruce Jorey, *Editing Director*
Robert Hart, *Studio Manager*
E. Ritchie Smith, *Account Executive*

SERVICES: 16/35mm motion pictures in b&w and color; industrial, scientific, public relations, sales, training, religious, documentary, medical, animated; special programs for sales and stockholders meetings; TV commercials and programs; sound slidefilms, filmograph; storyboards; technamation; foreign language, narratives; special effects; still photography, b&w and color; script services; sales and training aids; distribution. 3 screen Multi-media, multi projector road shows.

SERVICES AVAILABLE TO OTHER PRODUCERS: Photography, sound recording, color and b&w printing, processing, positive, negative and reversal; editing, scoring, cutting, interlock screening—35/16mm projectors, animation, titles, use of sound stage, set designing, lighting, truck mounted generators. **FACILITIES:** Maurer, Eastman, Arriflex, Oxberry cameras; Hydrolly, complete lighting facilities including Mole Richardson, B&M, Color Trans, Quartz Kings, Lowell Lites, 1200 Amps, 4 wire power, single and 3 phase 120,000 watts. Portable gas driven generators; two trucks; Maurer 16mm optical film recording; 16 and 1/4" synchronous magnetic recording, and sync playback, Neo-pilot sync, Rangertone; Ampex studio recorders Magnasynch, Nagra and Ampex portable recorders. 16mm and 35mm dubbing, equalization and compression; console with facilities for seven

KEYS TO LISTING DATA

The detail-in-depth of these listings of business and television film companies provides the sponsor, advertising agency and government film buyer with a complete picture of his prospective producer.

In addition to names of principal officers and data on services and physical studio facilities, the facts on "Recent Productions and Sponsors" show the nature of recent studio experience, of films produced in the past year. Preview current pictures as a prerequisite to purchases; bidders should also provide factual data on experience, staff, facilities and financial stability.

There was no charge or obligation whatsoever to these listed companies; every known source was contacted with three separate first-class mailings. Only those who furnished evidence of recent production or were newly-organized were accepted for unqualified listing in these pages.



channel mixing. Complete proprietary for wide screen 3 screen multi-media, multi-projector road shows automatically programmed and controlled. Two printing laboratories for color and black and white. DePue and Peterson printing equipment, electronic cueing; 16mm black and white processing, positive, negative, reversal, Filmline continuous equipment. Fisher Mike perambulator. Camart Portable Boom, Fish Pole, Microphones: RCA 77D, AKG D-25, EV 642 Cardiline, (Shotgun), and 654A, Western Electric 639, Altec Lansing 633, RCA BK6B Lavaliers, two screening rooms with 35mm and 16mm interlock equipment; Portable Interlock Equipment, Eastman, Devry, Magnasync, portable interlock equipment. Two cutting rooms with six cutting benches; 16mm/35mm Moviolas, sound readers for 16mm, 17½mm, and 35mm, optical and magnetic; 4 Gang 16mm Synchronizers, 4 Gang (2 x 2) 16mm/35mm Synchronizers, 35mm 4 Gang Synchronizers all with magnetic heads. 16mm and 35mm hot splicers, magnetic tape splicers, complete animation department with animation stand featuring Oxberry 35mm/16mm BiPack animation camera with automatic follow focus rotoscope, projection light, one to twenty-six field, over and under lighting, 360° rotary compound, press, carpenter shop, set designing; 3 music adapted for technamation, Art Department, hot libraries, film vault; still photography department with dark rooms for processing, printing and enlarging color and black and white; sound proof sound stage, over 3,000 square feet completely air conditioned; permanent staff of 25 including technicians, art and script specialists.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *In Search of The Bahamas* (Dept. of Tourism, Govt. of the Bahamas); *Magic In Your Doorway*, 1969 (Door Operating Equipment Div./The Stanley Works); *Automatic Sprinklers in Building Codes* (National Automatic Sprinkler and Fire Control Assoc. Inc.); *Commitment To A City* (Jr. League of Greater Springfield); *The Stanley Spirit, International* (Stanley Home Products, Inc.); *Radio Procedures For Pilots* (Dept. of Transportation, Federal Aviation Administration); *Fire! Out of Control* (Factory Mutual Engineering Corp.); *Assignment '69* (Ohio Bell Tele. Co.); *Virgin Gorda* (Olaf Olsen/J. Arthur Rank Organization) *Three Times Seven Plus Two* (Pitney Bowes, Inc.); *Time for Takeoff* (Pratt & Whitney Machine Tool Div. Colt Industries, Inc.); *The P.E.O.* (Factory Mutual Engineering Corp.); *TA-2S Fuel Control* (Chandler Evans Div. Colt Industries Inc.); *T55-L11 Jet Engine, Introduction; T55-L11 Jet Engine, Maintenance, Part I and Part II* (Lycoming Div., AVCO Corp.); *A Perfect Combination* (Asphalt Roofing Industry Bureau). SLIDEFILMS: *The General Agent* (Mass. Mutual Ins. Co.); *Genetic Potential* (Arbor Acres Farm); *The Happy Valley* (New England Elec. System). FILM STRIPS: *Red Badge of Courage; MacBeth; Library; Sex Education; Paper, Paint and Stuff; Size, Position and Order* (Technifax Div. of Plastic Coating Co., Sub. of Scott Paper Co.). FILM LOOPS: *Oxy-Acetylene Welding*, series of 10 (Technifax Div. of Plastic Coating Co. Sub. of Scott Paper Co.); *Story Starters #1 & #2*, series of 20 (Educational Direction, Inc.).

DEKKO FILM PRODUCTIONS, INC.

126 Dartmouth St., Boston, Mass. 02116

Phone: (617) 536-6160

Date of Organization: 1946

Joseph Rothberg, *President*Webster Lithgow, *Creative Director*Aloysius Petrucelli, *Production Mgr.*Howard Rothberg, *Sound Recording*

Kenneth Beauchene, Ron Hazelton,

*Production Assistants*Dorothy Cohen, *Secretary*Tom Field, *Lighting Director*

SERVICES: Corporate, Training, Marketing & Instructional Motion Pictures & Filmstrips.

35mm, 16mm, and super 8mm w/optical or magnetic sound. Complete in-house capabilities. Services available for outside producers. Equipment rental & crews available. Producer dealer for Technicolor and LaBelle Courier. FACILITIES: 2,000 sq. ft. sound stage, w/hydroly, Mole-Richardson mike boom; grid: 80,000 watts lighting. M.R. Colortran; grip equipment. Editing rooms w/Moviolas, sound readers, synchronizers w/mag. heads hot and tape splicers; screening room; sound recording w/selsyn interlock w/projectors and multiple dubbers, multi-channel mixing & transferring. Pilotone, PIC Sync, Rangertone to 16 mag. and optical; Maurer, Stancil-Hoffman, Scully Presto, Nagra IV Recorders; Custom transistorized Console w/graphic equalizers, Fairchild, De-Esser, Conac, Dynalizer, Compressors, Auto-Ten, Effects Filters & Collins Turntables; Sound Effects and music libraries.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Banana Recipes U.S.A.; Quality Control* (United Fruit Co.); *Development & Evaluation; Research & Development* (Sanders Associates); *The GSI Corporate Story* (Gilbo Systems); *Communication For Tomorrow* (International Systems Inc.).

D-4 FILM STUDIOS, INC.

56 Elmwood Street, Newton, Mass. 02158

Phone: (617) 969-7770

Date of Organization: 1935

Joseph Dephoure, *President & Treasurer*Stephen Dephoure, *Vice President*Ralph Picardi, *Laboratory & Printing Dept.*

SERVICES: 16mm and 35mm color and b&w motion picture film production. Industrial, educational, medical, government, TV, public relations, training films. Sound recording, optical & magnetic. Color and b&w printing. Negative, positive and reversal processing. Editing: A&B roll preparation and conforming. Animation, hot press and super titles. FACILITIES: Air-conditioned sound-proof studio with overhead lights, 400 amps., 16mm cameras: Arriflex with zoom, Super 1200 with zoom, Auricon Pro, Fearless sound camera, 3 Bell & Howell 2 cine specials, hydroly with fluid heads, sound recording dept.: 16mm Sync Recorder, 17½mm Sync Recorder, 3 16mm. interlocked dubbers, interlock projection, Gates custom built mixing console, Maurer dual-track optical recorder. Sound-proof projection room (air conditioned). 16mm projector. Five music libraries. 16mm color and b&w automatic printer. Oxberry animation stand, Houston Fearless Film Processor, Kensol Hot Press, three multiple editing stations.

JONATHAN KARAS & ASSOCIATES

Science House, Manchester, Mass.

Phones: (617) 526-1120; 526-7116

Date of Organization: 1958

Dr. Jonathan Karas, *President*

SERVICES: Creative science and engineering consultants to advertising agencies, industry and film producers. Client-agency technical liaison, scientific demonstrations, exhibits; motion picture scripts, technical testing and specialized writing. FACILITIES: Laboratory and photographic facilities and affiliations with several university technical staffs with laboratory and testing facilities. Scientists and engineers available as consultants in any branch of service and engineering and as professional exhibit demonstrators.

RECENT PRODUCTIONS AND SPONSORS

LIVE PRESENTATIONS: Major Auto Shows; IAA Show, Frankfurt Germany (Volkswagen); SAE Show, Detroit (General Electric); IEEE Show; Petro-chemical Show; ACS Show (Carborundum); AMA Packaging Show (St. Regis); Design Show, N.Y. (Uniroyal); SJCC Show (Honeywell); ICA Show; AFCEA Show (Stromberg-Carlson).

LAURENCE ASSOCIATES, INC.

215 Stuart Street, Boston, Mass. 02116

Phone: (617) 423-0133

Date of Organization: 1957

L. R. Miller, *President & Treasurer*Sam Miller, Ray Welch, *Vice-Presidents*John Daley, *Office Manager*George Hughes, *Art Director*Robert Gorrill, *Photographer*Frank McNiff, *Equipment Manager*

SERVICES: Filmstrips; sound slidefilms, art, photography, scripts, sound recording, motion pictures, staging, A-V equipment for sales, rentals. FACILITIES: 5,000 sq. ft. downtown street floor; three darkrooms, color processing; photographic & design studios. Editing, screening and sound rooms. Repair section.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The First 100 Years* (Major League Baseball); *The Laurel Clayton Redevelopment* (State Mutual Life Assurance Co.). SLIDEFILMS: *Parador Inns of America* (Corporate Development Programs); *Miscellaneous Programs For Gillette, Sylvania, Honeywell.*

TR PRODUCTIONS, INC.

1031 Commonwealth Ave., Boston 02215

Phone: (617) 783-0200

Date of Organization: 1947

Oscar H. Cheses, *President*Alfred D. Benjamin, *Vice President,**Production*Eugene W. Jones, *Vice President/Musical Dir.*James Lambrenos, *Art Director Cameraman*Robert M. Kellaway, *Audio Engineer*Kenneth A. MacAskill, *Writer, Director*James Deaderick, *Director Cameraman*Jon Hardie, *Writer/Sales*Alan Root, *Writer, Sales Manager*

SERVICES: Motion pictures—animation, live action, theatrical, wide-screen, TV commercials and programs, cartoon packages; educational, scientific, industrial, public relations and business films; filmstrips, slides, script services. FACILITIES: 35 and 16mm Arri's, Mitchell cameras; Moviola editorial equipment; 2 sound stages; sound recording facilities; Nagra, Magnasync, Ampex, interlock projection; screening rooms; art and animation; kinescopes.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Color Sells* (Dennison Mfg.); *Seafood N' Seaports* (Mass. Seafood Council); *Toward Greater Heights* (Boston College); *Pacemakers; Pacesetters* (Honeywell); *Thatching* (Plimoth Platanation); *Marino for Mayor* (Prentice Advertising); *GE-12 Quarterly Reports* (General Elec.); *Rehab* (Development of Housing and Urban Develop.); *Blue Dot Introduction* (Sylvania). SLIDEFILMS: *Cast Metals #2* (Northeastern University); *Ostomy Patient Care; Incontinence* (Davol Rubber Co.); *Innovations In Learning* (Brookline Schools). MULTI-MEDIA: *Home Electric Devices; New Light Generation; 1 Kilowatt Hour Per Day; Power of Positive Lighting* (Sylvania Lighting Center). TV COMMERCIALS: *Andover Institute of Business (AIB); Old Stone Bank* (Fitzgerald-Toole); *Randall-McAllister Maine; National Bank* (Curcio Advertising); *Anderson-Little* (Bo Bernstein); *Gun Control* (Art Dir. Club); *South Shore Plaza* (CCI); *Home Show; Paine's Furniture* (Ingalls); *Smyly Buick* (Campaigns, Inc.); *Executive Airlines; Stop & Shop* (Bresnick); *Bankamericard* (Horton, Church & Goff); *Jordan Marsh* (Smith Patterson); *Langone for City Council* (Prentice Advertising).

WORCESTER FILM CORPORATION

131 Central Street, Worcester, Mass. 01608
 Phones: (617) 757-2276 756-1203
 Date of Organization: 1918
 Carleton E. Bearse, *General Manager*
 Walter R. Porter, *Cinematographer*

SERVICES: 16mm industrial and medical motion picture service including writing, photography, lighting, editing and sound recording; slide and strip film production and photographic research and engineering. FACILITIES: Studios and generator truck.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Customer Name & Address Bureau* (NET&T); *Federal Dial Indicator* (Federal Products Corp.); *308 Poly Bag-Making Machine* (G. T. Schjeldahl); *I.C.O.P.* (Walterbury Farrel); *Bearing Cluster Broaching* (LaPointe Machine Tool Co.).

VERMONT**CAMPBELL FILMS**

Academy Avenue, Saxtons River, Vt. 05154
 Phone: (502) 869-2547

Date of Organization: 1947

Robert M. Campbell, *Executive Producer*
 James Hornel, *Writer-Editor*
 Elizabeth Campbell, *Editor*
 Milton W. Bellows, *Cameraman-Editor*
 Louis R. Larsen, Jr., *Equip. Mgr.*
 Patricia Bellows, *Film Librarian*
 Dorothy Barrows, *Office Manager*
 Ralph Severens, *Film Technician*

SERVICES: Educational and business films for all purposes. Sound Slidefilms, filmstrips, multimedia, training programs. Industrial still photography. Editing service. FACILITIES: Complete facilities for studio and location shooting. Arriflex and Auricon cameras. Nagra and Magnasynch 30KW lighting equipment. Completely equipped editing rooms. 16mm interlock screening. Animation stand. 16mm distribution services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The University of Vermont Presents* (University of Vermont); *Prospectives* (Colby College); *Reconstruction of the Auricle* (Mary Hitchcock Hospital). FILMSTRIP: *Kaleidoscope* (Mt. Holyoke College). Various self-sponsored educational films.



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

**Real Facts for Sponsors**

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight, sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.

ACI PRODUCTIONS

35 West 45th St., New York, N.Y. 10036
 Phone: (212) 582-1918
 Date of Organization: July, 1958
 Stelios Roccas, *President*
 Daphne Brooke, *Vice President General Manager*

SERVICES: Motion picture production including photography, animation, editing, sound and music. FACILITIES: Recording and editing facilities; small studio and photographic equipment.

**ADMASTER, INC.**

425 Park Ave. South, New York, N.Y. 10016
 Phone: (212) 679-1134
 Date of Organization: 1948
 Charles Corn, *President & Creative Director*
 Meyer Gordon, *Comptroller*
 Reese Patterson, *Executive Art Director*
 Edward Glasser, *Production Manager*

SERVICES: Creators and producers of slide, slide productions, filmstrips and limited animations. 35mm. 3 1/4 x 4. Vugraph; stand photography. FACILITIES: Fully staffed art dept.; air-conditioned studios, projection-conference room; camera and processing equipment for color and black & white including both horizontal and vertical camera facilities for all slides. All facilities for complete internal production package.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Too Good To Believe* (Heurline); 1970 *Technical Improvements: Volkswagen Service*, series of 6 (Volkswagen); *Secret Ingredient* (Schering); *Handling Cash* (Chase Manhattan); *The Linde Difference* (Union Carbide); *Stockholders Meeting* (W. R. Grace); *Stockholders Meeting* (Kennecott Copper); *Stockholders Meeting* (R.H. Macy); *How To Handle A Gas Emergency* (Lilco); *Tips On Tips* (Standard Brands); *Hawaii 1970* (Metropolitan Life).

**AEGIS PRODUCTIONS, INC.**

351 Park Ave. South, New York, N.Y. 10023
 Phone: (212) 684-0810
 Date of Organization: May 1963
 Sidney Milstein, *President*
 Herbert Leventhal, *Executive Vice-President*
 Barbara Milstein, *Secretary-Treasurer*
 Edward J. English, *Vice-President*
 Joe Salvatorello, *Production Assistant*
 Ken Kern, Robin Travers, *Production Assistants*

SERVICES: Motion pictures and slidefilms for industry, TV commercials. FACILITIES: Special facilities and equipment for medical and scientific productions; 8mm productions for Technicolor Instant Projector; art facilities. Arriflex and Auricon motion picture equipment; 16/35mm animation stand; Nagra and Magnasynch sound equipment; Moviola editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *BSS Alcon*; *Quality Assured* (Alcon Laboratories); *Thyroid Cancer; Chemotherapy* (American Cancer Society); *Greeting The Customer* (Baumritter Furniture); *Learning To Read* (Behavioral Research Laboratories); *Coty Fashion Awards* (Coty); *Urethrolysis In Girls and Urethroplasty in Women; Urethral Suspension* (Eaton Laboratories); *Klopman Elder Presentation* (Klopman Mills); *It's About Time* (Media Medica); *Nine Of The Best; This Is Bob Dickson* (Men's Fashion Assoc.); *Current Concepts In The Treatment of Musculoskeletal Disorders; Current Concepts In The Treatment of Osteoarthritis; Current Concepts In The Treatment of Rheumatoid Arthritis* (Merck, Sharpe & Dohme Intl.); *Dis-*

cover Peru; Yankee With A Difference (Montanto); *The Investment Case* (Pepsi-Cola); *Hiatal Hernia; Bronchospasm Cinevisual* (Warner-Chilcott Laboratories); *The Ballad of Julius Wile* (Julius Wile & Sons, Inc.). SLIDEFILMS: *Ethan Allen Bedding; Ethan Allan TV; Showcase Galleries* (Baumritter Furniture).

ALLEGRO FILM PRODUCTIONS, INC.

201 W. 52nd St., New York, N.Y. 10019
 Phone: (212) Judson 6-3057

Date of Organization: 1958
 Date of Incorporation: 1961

Jerome G. Forman, *President*
 Julius Edelman, *Vice President & Executive Producer*
 Al Rossman, *Producer-Writer*
 Daniel Ruffini, *Production Assistant*
 Ellen Teper, *Production Co-ordinator*
 David Sawyer; Bob Medero, *Writers*
 Joseph Butler, *Production Supervisor*
 Tom Hoppe, *Producer*
 Boris Yakouloff, *Editorial*
 Marie Beynon, *Treasurer*

SERVICES: Motion picture and slide film producers; commercials, public relations, industrial and sponsored films; specialist in news and sports films; special department for foreign language versions and post-production finishing. FACILITIES: Recording, screening, editorial rooms and studio. 35mm and 16mm camera and editorial equipment; script and art department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Off Road Racing; Super Snow Sport* (Ford Motor Co.); *Assignment: People* (Volunteers of America); *Emperor Haile Selassie of Ethiopia's Visit to The United States; My Father, Gordon Parks* (U.S. Information Agency). TV COMMERCIALS: For J. Walter Thompson-Ford Motor Co.; Doyle Dane, Bernbach; Grey Advertising, Wm. Esty; Rumrill-Hoyt, Bell Telephone of Pennsylvania; Gray & Rogers, Inc.; Muscular Dystrophy Assoc. of America, Inc.

AMERICAN FILM PRODUCTIONS, INC.

1540 Broadway, New York, N.Y. 10036
 Phone: (212) 582-1900

Date of Incorporation: 1956
 Date of Organization: 1946

Robert Gross, *President*
 Lawrence A. Glesnes, *Secretary-Treasurer*
 Sheldon Abromowitz, *Vice President*
 Cornelius Vanderbilt, Jr., *Vice-President*
 Barbara Brazong, *Office Manager*

SERVICES: Motion pictures, 16mm and 35mm, color and b&w; and slidefilms. Specialties: industrials, sales public relations, TV, education, training, medicals, documentary and merchandising; television commercials. FACILITIES: 16mm and 35mm cameras, lighting and sound production equipment; six cutting rooms, screening rooms, shooting stage; special effects; animation; stop motion; storyboard personnel, script writers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Navy Career* (U.S. Navy); *Georgia Pacific Presentation; Leche Fresca; Puerto Rico* (McCann-Erickson, Inc.); *Stagecraft Series* (U.S. Army Pictorial Center). TV COMMERCIALS: Coca-Cola (Coca-Cola Export Corporation); Puerto Rico; Goodyear, International; Gillette, International; Esso, Malaysia; Westinghouse, International; Esso, Thailand (McCann-Erickson, International); Owens Corning (Ogilvy & Mather, Inc.); BOAC (Pritchard-Wood, Inc.); Humble, Association of American Railroads, National Biscuit Co. (McCann-Erickson, Inc.); Fruit of the Loom (Delehanty, Kurnit & Geller, Inc.).



ANIMATED PRODUCTIONS, INC.

1600 Broadway, New York, N.Y. 10019

Phone: (212) CO 5-2942

Date of Incorporation: 1949

Al Stahl, *President*

Richard Stahl, *Vice President*

Shirley De Brier, *Production*

SERVICES: Fotomation — a new audio-visual motion picture technique designed for seven day production of limited live-animated sales training and industrial film. Fotomation uses client's photographs, slides, storyboard drawings, magazine ads, circulars, printed materials. These visual elements are photographed on 16mm or 8mm color film, synchronized to sound track and given camera movements with animation. Fotomation conversion service updates filmstrips by converting into 16mm or 8mm motion pictures. Professional color blow-ups from 8mm to 16mm. All phases of animation; live action and filmstrip production; sales promotion and exhibits. Educational and television animation film production; TV commercials; ad agency presentations; sound slidefilms in three dimensions. **FACILITIES:** 3 Oxberry animation stands; special stop-motion live-action motion picture cameras for in-plant production; editorial facilities; multiple animation stand for product stop-motion. New automated animation stand controlled by digital computer and punch tape. Optical Oxberry printer for special effects printing; Mitchell, Oxberry, and Bell & Howell cameras.

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *Long Island Press* (Newhouse Newspapers); *This Business of Numbers* (Sperry Rand); *L&M Sales Promotion* (Liggett & Myers); *Portrait, A Lady in Motion* (McCalls Magazine). **TV COMMERCIALS:** American Bible Society, Chesapeake & Potomac Telephone Co. (N.W. Aver); Bance Credito (H. Gertds); Bufferin, Ponds (J. Walter Thompson); Mennen (J. Walter Thompson); I.T. & T. (Compton); Insurance Heckler, Syndicated Insurance Sales Commercial, Norelco Computer (LaBoche, McCaffrey & McCalls).

ANIMATIC PRODUCTIONS, LTD.

2 West 45th Street, New York, N.Y. 10036

Phone: (212) 661-7290

Date of Organization: 1949

Tasker G. Lowndes, *President*

Leonard B. Elliott, *Vice-President*

Gene Watts, *Account Executive*

Mako Oike, *Director of Animation,*

Photography

James DeGregory, *Art Director*

Patricia Wilson, *Production Coordinator*

SERVICES: Producers of sound slidefilms, slides. Salesmate presentations, filmographs, technical animation. Animatic Boards (animated storyboards on motion picture film), TV commercials, charts and printed material for sales, new business presentations, corporate stockholder meetings and agency presentations. **FACILITIES:** Art, editing and photographic departments; Oxberry animation equipment; 35mm and 16mm motion picture cameras; various types of still cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *My Coloring Book* (Alliance Co.); *The Paper Sword* (American Insurance Assoc.); *Annual Report* (Avco-Delta); *Cat I, Cat II* (Galvin-Woloshin); *Selling With A Smile* (Texaco Corp.); *Listerine Sales Film* (Wamer-Lambert). **SLIDEFILMS:** *John Derr* (E. R. Squibb & Sons); *Ordermatic* (Hornblower & Weeks, Hemphill-Noyces); *Speech & Data Transmission Systems; Integrated Monitoring* (U.S. Naval Applied Science Laboratory); *Florida Citrus Advertising Programs* (Lennen & Newell; Pritchard-Wood); *Coca-Cola New*

Products Presentation (Product Development Workshop). **TV COMMERCIALS:** Texaco (Benton & Bowlew); Jay Peak (Bozell & Jacobs); Diamond Crystal Salt (Grey Advertising); Chevron (J. Walter Thompson).

HAL MARC ARDEN AND COMPANY

279 East 44th Street, New York, N.Y. 10017

Phone: (212) 682-8926

Date of Organization: 1968

Hal Marc Arden, *President and Executive Producer*

Patricia Anthony, *Script Supervisor*

Seymour Smilowitz, *Chief Editor*

Jeannette Fritsche, *Prom. Director*

Paul Zuekerman, *Graphics Designer*

SERVICES: Multi-media counselling and production. (Live and animation). Films, Filmstrips, Videotape, exhibits, TV and radio programs and commercials, brochures, pamphlets, posters. **FACILITIES:** Art and animation studio, complete film editorial and finishing services and equipment.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: National Vision Week (American Optometric Assoc.); *TV Information Campaign* (National Assoi. for Mental Health). **MOTION PICTURES:** *Wildlife of Ranger Rick* (National Wildlife Federation). **MULTIMEDIA:** *Alcohol Information Month* (National Council on Alcoholism).

ARTRANSA PARK TELEVISION PTY. LTD.

229 W. Third Street, New York, N.Y.

R. Watkins, *International Representative*

(See complete listing under New South Wales)

ASSOCIATED FILM CONSULTANTS, INC.

501 Madison Avenue, New York, N.Y. 10022

Phone: (212) PL 2-2224

Branch Offices: London: 6B Dunrobin Court, London NW1, Myron Broun, Phone: 435-6882. Paris: 38 Rue Galilee Phone: 704-8830, Dorothy Griffith Wiart.

Date of Organization: 1961

Date of Incorporation: 1963

Benjamin S. Greenberg, *President, Executive Prod.*

Research

Shirley C. Soman, *Vice President, Dir.*

Research

Samuel Kravitt, *Treasurer, Dir. Film*

Operations

Suzanne HOLETON, *Secretary*

Robert Rohnik, *Director, Public Relations*

David P. Evans, *Director of Sales*

Barrett Mansfield, *Account Supervisor.*

Producer

William Witt, *Account Supervisor, Producer*

SERVICES: Production of sales, training and documentary motion pictures, particularly those with public relations orientation. Production of documentary television series, TV Commercials, particularly public service spots, filmstrips. **FACILITIES:** Editing, sound recording, lighting equipment; Arriflex, Auricon, Beaulieu, Kodak, Bolex, Eyemo cameras; Magnecord, Magnesync and Uher sound recorders; Moviola and Ac-made editing equipment; animation and titling; full still photo service. Production of Audio-visual disc and tapes.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Narcotics Treatment & Rehabilitation* (National Institute of Mental Health); *City On The Sea* (DuPont); *Junior Olympics* (Quaker Oats); *Israel Fashions* (Israel Fashion Institute); *American Students Abroad* (Shield International); *Hubert Humphrey; Obesity; Pepitone & The Yankees* (The Informers). **FILMSTRIP:** *Aerosol Safety* (Aerosol Education Bureau). **TV COMMERCIALS:** *Citroen* (Sherlo Agency).



NEW YORK PRODUCERS

AFI — ATELIER FILMS INCORPORATED

222 Primrose, Box 1044, Mt. Vernon, New

York, New York 10551

Phone: (914) 668-0092

Cable: Filmatel New York

Date of Organization: 1967

Desi K. Bognar, *President/Producer*

Dr. J. Szentpaly, *Vice President*

A. S. Lohmeyer, P. R. & *Promo Director*

S. R. Wagner, *Photography*

K. S. Bognar, *Secretary Treasurer*

SERVICES: Inter-continental film makers, associates in 35 countries, fluent in 6 Languages. Motion picture production in 35, 16, Super 8mm. Partial or full production. Scripting, pre and post-production. Division: Sonovision Intl. — Photography, art, layout. **FACILITIES:** Camera and sound equipment, studio and editing on premises, stage and location lighting, Compact, portable equipment for easy travel.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Piracicaba Progress* (CTU-EAD, Sao Paulo, Brazil); *The Mission* (O.L.A. Ireland & England); *Prof. Rene Dubos* (M. Alexandre Euro-TV); *Youth Is* (American Youth Performers, Inc.). **TV COMMERCIALS:** For (ZIP Books).



AUDIO PRODUCTIONS

(Division of Novo)

Film Center Building

630 Ninth Avenue, New York, N.Y. 10036

Phone: (212) PL 7-0760

Date of Organization: 1933

Branch Offices: 1629 K St., N.W., Suite 500, Washington, D.C. 20009. Phone: (202) 296-6895 (Contact: Harry Carragher), 6850 Lexington Ave., Hollywood, Calif. 90038. Phone: (213) 469-7217. Drege-Audio, 12 Shuter St. Toronto, Ontario. Phone: (416) 362-5931 (Contact: Heinz Drege). Stellart, Drege-Audio, 1103 Rue St. Matthew, Montreal 25, Canada. Phone: (514) 937-3525 (Contact: Bob Harwood). Audio LEX, 128 E. 41st St., New York, N.Y. Phone: PL 7-0760.

OFFICERS AND DEPARTMENT HEADS

Peter J. Mooney, *President*

Stephen H. Rothfeld, *Vice President, T.V.*

Louis Mucicchio, *Manager, Industrial-Government Departments*

David Eig, *Controller*

PRODUCER-DIRECTORS

Frank Beckwith Harold R. Lipman

Frank Burns Hans E. Mandell

Stanley R. Johnson John Nicholas

Bruce Malmuth Peter Norman

Robert Vietro Tracy Ward

Joel Weisman

SERVICES: All phases of motion picture production—public relations, sales promotion, merchandising, training, medical, technical, educational and TV commercial production. **FACILITIES:** Silent and sound studios; complete lighting equipment; mobile units for location work with tape recorders; permanent staff in all departments; writing, direction, editing, animated drawing and optical; projection room; three optical printers, editing equipment; zoom stand for trick work; machine shop.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Interstate 765* (American Electric Power Services Corporation); *The Investor and the Market Place* (American Stock Exchange); *Communications Bridge* (American Telephone & Telegraph — Long Lines); *Oil Is Where You Find It* (Atlantic Richfield);

NEW YORK PRODUCERS

Fort of Call (U.S. Navy). TV COMMERCIALS: Adams Dana Silverstein; N.W. Ayer; Ted Bates; Leo Burnett Company; Campbell-Ewald; Dreher Adv.; Clyne-Maxon; Compton; Dancer-Fitzgerald-Sample; Doyle, Dane, Bernbach; William Esty; Foote, Cone & Belding; Fuller & Smith & Ross; McCaffrey, McCall; Lampert; MacMacnus, John & Adams; Richard K. Manoff; Marschalk; McCann-Erickson; Needhan, Harper & Steers; Norman, Craig & Kummel; Ogilvy & Mather; Cullivan, Stauffer, Colwell & Boyles, Inc.; J. Walter Thompson; Vansant, Dugdale; Young & Rubicam.

BEAR FILMS, INC.

AUDIO VISUAL ASSOCIATES

805 Smith St., Baldwin, N.Y. 11510

Phone: (516) BA 3-1830

Date of Organization: 1948

Frank Bear, *President*

Barbara Schwartz, *Assistant to the President*
John Mac Innes, *Sales Representative*

SERVICES: Motion pictures, filmstrips, slides, related printed media, convention booths — for sales, training, P.R., fund raising, education. FACILITIES: Studios for photography and sound recording, art work, editing and screening; photographic and sound equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Going Underground* (Long Island Lighting Co.); *BankAmericard And The Big Difference* (Bankers Trust New York Corp.); *Create Your Future* (Pratt Institute); *Interlochen!* (National Music Camp); *The Price of Eggs* (Northeast Poultry Producers Council); *One Mission* (American Baptist Convention); *More Life To Your Years* (Masonic Foundation for Medical Research). FILMSTRIPS: *Coffee And The Americas* (Pan American Coffee Bureau); *Plexion* (Upjohn Co.); *Group Piano Instruction* (National Piano Foundation); *The Business of Keeping Promises* (New York Life Ins. Co.); *Mother and Child In Modern Art* (Clair-ol); *The Human Systems* (series of 6); *Capstone Lessons in American History* (series of 6); *Oceanography* (series of two); *Introduction to China, Japan and India Through Art* (three filmstrips).

JOHN BRANSBY PRODUCTIONS, LTD.

28 West 44th Street, New York, N.Y. 10036

Phone: (212) LO 4-3580

Date of Organization: 1936

John Bransby, *President, Treas., Exec. Prod.*
David M. Jacobson, *Vice-Pres., Chg. of Prod.*
Gene Huggens, *Prod.-Director*
Sylvia Davern, *Art Director*
Martin Craven, *Production*

SERVICES: Production of Multi-Media software, industrial, educational, government, travel, sales and training films 16mm or 35mm; educational, promotional film strips; writing service. FACILITIES: Sound stage and studio. Equipment for photography, sound and location lighting; film editing facilities, service; Oxberry animation camera and stand; art department. 16mm-35mm interlock, recorder-reproducer.

RECENT PRODUCTIONS AND SPONSORS

MULTI-MEDIA: *Get Ready . . . Get Set . . . Go, On The Base, On The Line, Accident* (U.S. Air Force); *Dynamic* (General Learning Corporation). MOTION PICTURES: *Lamp Mechanics Training* (General Learning Corporation); *Va-*

cation Southern Style (Humble Oil & Refining Co.); *Your Land and Mine* (U.S. Air Force); *Conquest of the Ocean* (O. Lee). TV COMMERCIALS: Total 18 — live and animation.

BRAY STUDIOS, INC.

630 Ninth Ave., New York, N.Y. 10036

Phone: (212) 245-4582

Date of Organization: 1911

J. B. Bray, *Chairman of the Board*

Paul A. Bray, *President*

Paul Bray, Jr., *Vice-President*

Ronald G. Stevens, *Production Manager*

Rodell Johnson, *Director of Animation*

SERVICES: Planning, production and distribution of sales promotion, public relations, training, technical and general education films. Design and coordination of multi-media productions and equipment including motion pictures and slides for both standard and wide screen. Conversion of 16/35mm films into 8mm and Super 8mm films. Foreign language translations, animation and specialists in air-to-air and air to ground photography. FACILITIES: Staff and equipment for live action or animation; both wide screen and standard productions, 16/35mm productions, including sync sound; and voice only; slide film and slide set reproduction; aerial photography; own film library for distribution to schools, technical institutes and industries.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Hurricane Squadron*; *Fire Control Technician*; *Ship Manning Document and Work Study Group* (U.S. Navy); *DASH—Shipboard and Flight Control Operation* (Gyrodyne Co. of America); *Radar* (Bendix Avionics); *Ejection Vectors*; *F-111 Weapon Systems*; *Safe Driving—Welcome Back*; *MM42* (USAF); *Fleet Stock Accounting*; *Field Warehousing and Integrated Supply System* (U.S. Marine Corps); *What Is Clean?* (Harshe, Rotman & Druck); *Contracting In General* (AC&S Inc.).

CALDWELL PICTURE CORPORATION

421 W. 54th St., New York, N.Y. 10019

(212) 757-2125

(See complete listing under DFI Communications, Inc.)

CAMPUS FILM PRODUCTIONS, INC.

20 East 46th St., New York, N.Y. 10017

Phone: (212) 682-8735

Date of Organization: 1934

Nat Campus, *President*

Steve Campus, *Executive Producer*

Martin Salzman, *Distribution Coordinator*

SERVICES: Motion pictures and slidefilms for business, government, education and social agencies; also various film services separately, including translations, sound tracks, editing and finishing service for in-company photographed films; complete distribution service. FACILITIES: Studio, on-location, equipment and creative staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Radiation Therapy*; *After Mastectomy* (American Cancer); *Part III Examination* (National Board of Medical Examiners); *Blocks . . . A Medium for Perceptual Learnings* (Self); *The Manhattan Voyage* (Sports Network).

CAROUSEL FILMS, INC.

1501 Broadway, New York, N. Y. 10036

Phone: (212) 279-6734

Date of Organization: 1957

David B. Dash, *President*

Jack Strand, *Manager Sales/Sales Promotion*

SERVICES: Film production — distribution.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *All Kinds of Babies: It Takes A Lot of Growing* (self).

Cascade Pictures of California, Inc.

249 East 49th Street, New York, N.Y. 10022

Phone: (212) 355-5361

Al Califano, *General Manager*

(See complete listing under Hollywood, Calif.)

M. M. Chanowski Productions, N.V.

122 East 42nd St., New York, N.Y. 10017

W. Rosenfeld, *in charge*

(For Complete listing, see Amsterdam, Holland)

CINEMAKERS, INC.

162 West 56th Street, New York, N.Y. 10019

Phone: (212) 756-1168

Date of Incorporation: 1965

Ed Schulz, *Producer/Director*

William Doherty, *Producer/Cinematographer*

Carol Hale, *Producer/Writer*

SERVICES: Producers of motion pictures, TV commercials, filmstrips, slide shows; special editing services, print ordering and distribution on request. FACILITIES: Screening, editing, conference rooms, creative staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Now For Tomorrow*; *All Out For Troop Camping*; *A Visit With Lady Baden-Powell* (Girl Scouts of the U.S.A.); Three films on the Humanities in production for (McGraw Hill Text Films). SLIDEFILMS: *The Age Of Discovery*; *A View of Review*; *All Out For Troop Camping* (Girl Scouts of the U.S.A.). TV COMMERCIALS: Planned Parenthood; Community Service Society. VISTA SELL: Two sound-picture exhibit presentations for American Girl Magazine.

CITY FILM CENTER, INC.

66-40 69th Street, Middle Village, New York

11379

Phone: (212) TW 4-7800; TW 4-7630

Date of Incorporation: 1957

Subsidiary: AV Lithographers, Avvenire Building, 257 Pacific St., Brooklyn, New York, 11201.

John R. Gregory, *President*

Herbert Avvenire, *Executive Vice-President*

Clarence Schmidt, *Vice-President*

Joseph W. Harrop, *Corporate Secretary*

Anthony Jacino, *Production Coordinator*

Henri LaMothe, *Art Director*

SERVICES: Super 8, 16, 35mm motion pictures for business, industry, television, entertainment, science, education, health, religion, political and public service fields, including specialized aerial (helicopter) cinematography. Correlated promotional, distributional, public relations and sales packages for motion pictures include evaluation, designing, layout, copy, artwork and lithography. Custom, maximum security production and post-production services. FACILITIES: Equipped, staffed motion picture studio; sound stage, with control room, narrator's booth, scene dock, conference lounge with projection facilities. Art, editing and sound departments; mobile and location units; motion picture color-printers for color-corrected and exposure compensated answer and release prints. Equipped and staffed Lithography Division with five presses, including die-cutting, and high-speed four-color.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Sea Affair* (P & O Lines/Visual Projects); *Fred Feldman*; *Time and Time Again* (WOR-TV NYC); *Rape of Laos* (Darer Corp.); *Who Cries* (Thaddeus Productions); *Guess Who* (Juniper Productions).

Client References to Guide the Buyer

Client references provided in these listing pages are for the guidance of our buyer-readers. Check titles and sponsors listed; preview work of your prospective producer who is listed in these pages.

All the Facts You Need to Know

Concise, accurate data on film production sources who have supplied minimum reference data required for reader guidance makes this Annual Production Review the most authoritative producer reference guide in the world.



COLEMAN PRODUCTIONS, INC.

45 West 45th Street, New York, N.Y. 10036
Phone: (212) 245-9080

Date of Organization: 1935

Harry L. Coleman, *President*
Sonya Coleman, *Vice-President*
Gary Selser, *Production Manager*
Richard Segal, *Editor*
Robert Johnson, *Sales Coordinator*
John Peterson, *Dir. of Photography*
J. Brown, *Sound*

SERVICES: Production of 16/35mm motion pictures from script to final print for industry, medicine, travel and television. **FACILITIES:** 25' x 25' sound studio equipped with lights, props sets, cameras; Fearless dolly; Ampex sync sound equipment; cutting rooms and screening room. Facilities available to outside producers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Relief For Tired Streets* (Edwards & Kelcey); *Clean and Dry* (Chicago Drier Corp.); *Modern Plastics* (Union Carbide Corp.); *Corrective Rhinoplasty* (Dr. Morton Berson); *Improving The Bite* (Peck Dental Labs).

CONTEMPO! PRODUCTIONS, INC.

25 West 68th St., New York, N.Y. 10023
Phone: (212) TR 3-3333

Date of Incorporation: 1963

David B. Marshall, *Executive Producer*
Nathan Caldwell, Jr., *Producer*
Diane Lindsay, *Production Coordinator*
Bruce Nelson, *Client Services*
Joan Marshall, *Corporate Secretary*
Charles E. Hoefler, *Art Director*
T. F. Fagan, *Manager, Accounting Services*
Donald P. Smith, *Technical Director & Client Services*

SERVICES: Motion pictures; live, theatrical shows, business and sales meeting presentations; special techniques include: multi-screen, multi-image "choreographed" visual presentations, portable cyclorama projection; sculptured projection, design of custom sales meeting environments and audio-visual display and exhibits, A-V programmed presentations. Jingles, theme music, recordings. **FACILITIES:** for art, graphics; editing, animation; road show, meeting equipment for sound and projection; design, engineering custom projection control units.

RECENT PRODUCTIONS AND SPONSORS

MIXED MEDIA: *Management Conference* (General Foods); *Spring Meeting* (Colgate Palmolive); 1969 *Distrib. Convention* (Sylvania Elec. Prod.); 1969 *Christmas Meetings* (Seagram Distillers Co.); *TV Sports Presentation* (ABC-TV American Broad. Co.).

THOMAS CRAVEN FILM CORPORATION

330 East 56th Street, New York, N.Y. 10022
Phone: (212) MU8-1585

Date of Organization: 1950

Thomas Craven, *President*
Willis Briley, *Vice President, in charge Production*
D. W. Robinson, *Producer in charge Special Projects*

SERVICES: Production: Documentary; government; business films, TV commercials division, production TV live and animated commercials. **FACILITIES:** Fully equipped sound stages, light-

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ing, camera, construction departments. Extensive overseas affiliation with major studios — Europe, Latin America, Japan, and Southeast Asia.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *David Lean At Work* (MGM); *Colt 45* (W.B. Doner/National Breweries); *The Hangup* (U.S.A.F.); *Visiting Heads of State* (U.S.I.S.); *The Promise of Space* (Aerospace).

GORDON CROWE PRODUCTIONS, INC.

15 East 41st St., New York, N.Y. 10017
Phone: (212) 867-9437

Date of Incorporation: 1965

Gordon Crowe, *President, Executive Producer*
Bill Roden, *Technical Director/Production Manager*
Selma Cooper Crowe, *Secretary-Treasurer*

SERVICES: Sales meetings, entertainment and musical productions for industry; motion pictures for industry; special projection techniques. **FACILITIES:** Sound stages, rehearsal studios, photographic studio; equipment and personnel for motion pictures and live industrial shows.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Customer Sales Plan* (Lees Carpets); *Selling The Bali Concert* (Bali Co.); *Best Foods Marketing Program* (Best Foods).

DEPICO FILMS CORPORATION

254 West 54th St., New York, N.Y. 10019
Phone: (212) 265-7620

Date of Organization: 1944

Jack R. von Maur, *President*
Jack R. von Maur, Jr., *Vice-President*

SERVICES: A completely integrated organization providing: Scripting—from technical to creative to complete convention format; Motion Picture—live action, location, animation; Slidefilm—training, promotion, public relations, merchandising; Slides—all sizes, color and b&w, lamination; Industrial Meetings & Conventions—complete package from creation through staging and equipment to traveling unit teams. **FACILITIES:** Photographic studios; full motion picture department, live and animation; completely staffed slidefilms and graphic art department; special wide-screen and carbon arc projectors.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Jose Cuervo* (Heublein, Inc.); **MULTI-MEDIA:** *Project 730*; *Time For Action* (Getty Oil Co.); *The Total Sell* (Westinghouse Lamp Div.). **VIDEO TAPE:** *Thrust To The Seventies* (Continental Baking).



DFI COMMUNICATIONS, INC.

330 West 58th St., New York, N.Y. 10019
Phone: (212) 765-3950

Date of Organization: 1948

Divisions: Dynamic Films, Inc., Gerald Productions, Sponsors Film Service, Caldwell Picture Corp., Sight and Sound Productions, Sergeant Film Services.

Nathan Zucker, *President*
Sanford Greenberg, *Executive Vice President*
Gerald Auerbach, *Vice President*
Henry Traiman, *Vice President*
Maurice Rapf, *Exec. Producer*
Mina Brownstone, *Client Relations*
Sonny Hays, *Mgr. Creative Services*
Thomas Urban, *Account Supervisor*
Stuart Eisenberg, *Mgr. Distribution Services*
Yari Monostyrsky, *Mgr. Special Effects*

SERVICES: Producers and distributors of all audio-visual programs including films, sound slidefilms, public relations, sales training, employee relations, and specialized visual aids. Also short subjects, television programming, foreign language versions, etc. **FACILITIES:** Print procure-



NEW YORK PRODUCERS

ment and distributional Sound stages, recording and dubbing studios, editing facilities for all 16mm and 35mm audio-visual productions. **MOTION PICTURES:** *Slavery and Slave Resistance* (Arno Press and The New York Times); *Crisis Leading to the Civil War*; *Reconstruction Years*; *Migration to the City*; *The Depression Years*; *The Challenge of Champions* (Ashland Oil & Refining Co.); *The Racer's Edge* (Studebaker-Worthington, Inc.); *Ticket to Fame* (Wagner Electric Corporation); *Victory Circles 1969* (Dana Corporation); *Don't Paint it Like Disneyland* (Ford Motor Company); *The Long Range Problems of the Postmenopausal Woman* (Ayerst Laboratories); *Thoracic Surgery* (United States Surgical Corp.). **COMMERCIALS:** Aqua Velva, FemIron, Geritol, Serutan, Vivarin, Letric Shave, Etc.

DOLPHIN PRODUCTIONS, INC.

666 Fifth Ave., New York, N.Y. 10019
Phone: (212) 753-5592

Date of Incorporation: 1960

Division: Dolphin International
Allan Stanley, *President*
Roger L. Amelunxen, *Business Manager*
R. Bruce Davis, *Production Manager*

SERVICES: Commercial, public relations, industrial, educational motion pictures; radio transcripts; television commercials (live and animated); 35mm and 16mm, color and B&W. For Dolphin International: Television commercials for international markets; revoicing and adaptation of existing commercials for multilingual markets; dealer trailers; researching, analyzing, planning and placing cinema advertising campaigns around the world. **FACILITIES:** Four editing rooms; 35mm and 16mm interlock screening; working arrangements with all studios in New York City; out-of-town affiliates for location photography.

JONATHAN DONALD PRODUCTIONS

35 West 82nd St., New York, N.Y. 10024
Phone: (212) TR 4-6241

Date of Organization: 1968

Jonathan Donald, *Owner/Producer*
Elsie Burch, *Production Manager*

SERVICES: Documentaries for television; industrials; commercials. **FACILITIES:** All facilities for motion picture production in 16mm and 35mm available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ortho Symposium* (Ortho Diagnostics); *Continuous Flow Analysis* (A.S.C.P.); *Technicon Corp.*



DONATI & FRIENDS, INC.

160 E. 33rd Street, New York, N.Y. 10006
Phone: (212) 532-3679

Date of Organization: 1968

William R. Donati, *President*
Michael J. Konkus, *Secretary Treasurer*
R. H. Sutherland, *Writer*
Larry Goldman, *Producer*

SERVICES: TV commercials, industrials, documentaries, theatrical presentations for business and entertainment. **FACILITIES:** Full production facilities in 16mm & 35mm.



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

NEW YORK PRODUCERS

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *African Ballet* (U.S. Information Agency); *Plane Mate* (The Budd Company); *Industrial Shows* (Fram Oil); (In Association with Monumental Films, Baltimore)
TV COMMERCIALS: Girard Trust Bank Aitken-Kynett, Darenius Company, Contact Vinyl, Fram Oil, Ford Dealers (In Association with Monumental Films, Baltimore).

Kevin Donovan Films

101-West 57th St., New York, N. Y. 10019
Phone: (212) 246-4257
(See complete listing under Connecticut)

THE DURA-SELL CORPORATION

41 East 42nd Street, New York, N.Y. 10017
Phone: (212) MU 7-1881
Date of Organization: 1963
Paul F. Adler, *President*
Albert A. Jacoby, *Vice President Marketing & Sales*
Leonard J. Reade, *Treasurer*

SERVICES: Complete audio-visual production, merchandising consultants, sale rental of equipment with special emphasis for salesmen in the field, sales meetings, factory orientation & training. FACILITIES: Complete art, camera and sound facilities, rental of 8mm & 16mm projectors on short & long term basis.

RECENT PRODUCTIONS AND SPONSORS

SPONSORS: General Foods; Charles Pfizer; Seal-test Foods; Thayer Labs; Remington.



DYNAMIC FILMS, INC.

330 West 58th St., New York, N.Y. 10019
(212) 765-3950
(See complete listing under DFI Communications, Inc.)

FRANZ EDSON INC.

Watchway P.O. Box 503, Huntington, N.Y. 11743
Phone: (516) MY 2-4345
Date of Organization: 1961
Franz Edson, *President*
Inge Edson, *Secretary-Treasurer*

SERVICES: Planning and production of motion picture and slide films. FACILITIES: Complete production facilities for 16, 35mm and slide films.

RECENT PRODUCTIONS AND SPONSORS

AV PRESENTATIONS: for Austin Instruments Inc.; Bell Telephone Laboratories; Genset Corp.; Mergenthaler Linotype Co.; Sperry Rand Corp.; Pickering & Company; Schweber Electronics; Stanton Magnetics; UNIVAC.

ELEKTRA FILM PRODUCTIONS, INC.

501 Madison Avenue, New York, N.Y. 10022
Phone: (212) 758-4830
Date of Organization 1956
Samuel Magdoff, *President*
Jordan Caldwell, *Executive Vice President*
Stanley Polley, *Secretary-Treasurer*
Herb Schwartz, *Sales*
Burt Harris, *Director*
Jack Dazzo, *Animation Director*

SERVICES: Script, storyboard, TV completion. FACILITIES: Animation, editing, production. Film concept to completion.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: New York Telephone Co. (N. Y. Tele. Co.); Pan Am (Pan Am); Post Cereal (Post); Westinghouse (Westinghouse).
TV ACTION: Volkswagen.

CHARLES ELMS PRODUCTIONS, INC. 163 Highland Ave., No. Tarrytown, N.Y. 10591

Phone: (914) 631-7474

Date of Incorporation: 1952

Charles D. Elms, *President*

Charles D. Elms, Jr., *Vice-President*

Ruth M. Elms, *Secretary, Treasurer*

SERVICES: Research and production of 16mm, 35mm and 70mm "Widescope" motion pictures: slide motion; sound slidefilms; slide-presentations; training manuals and charts for sales promotion, sales training and education. FACILITIES: Studio mobile camera, sound and lighting equipment, "Widescope" 70mm revolving lens camera and 2-lens split-screen camera.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Creative Response* (ATCOR, Inc.); *Citas Field Stimulation* (ATCOR, Inc.).
SLIDEFILMS: *The Market of To-Morrow* (Phillip Morris International); *Personna Blades Merchandising* (American Safety Razor Co.); *Air & Water Pollution Control* (Charles R. Velzy Assn.).

FANNON & OSMOND, INC.

18 E. 50th St., New York, N.Y. 10022

Phone: (212) 688-3138

Date of Organization: 1955

James H. Fannon, *President*

Gerald Osmond, *Vice President*

Robert Schweitzer, *Director of Photography*

SERVICES: Producers of industrial shows, sales meetings, and presentations, motion pictures, slidefilms, and filmstrips for education, sales training and new product introduction, multimedia and projection techniques. FACILITIES: Scriptwriting, art, production, photography staff and studios.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Selling Tomorrow's Stocking Today* (Burlington Hosiery); *That Extra Effort* (Frito-Lay); *The Sound of Success; Everybody Wins* (Pillsbury); *The Wheel* (Continental Can).
SLIDEFILMS: *Loop-Top Stocking* (Burlington Hosiery); *The New Spirit of '76* (Life Magazine); *Munchos Are Marvelous* (Frito-Lay); *21st Century* (Mertopolitan Life); *Expeed* (Warner Lampert); *Educational Series - 5* (Holt Rinehart).
MULTI-MEDIA: *The Great Put-On* (International Ski Show); *The Head And The Heart* (Proctor & Gamble Co.); *Loop-The-Loop* (Burlington Hosiery); *Mission Impossible* (Miles Lab); *Flying Start* (Western Publishing); *Keebler In Dimension* (Keebler Co.).

MATT FARRELL PRODUCTIONS, INC.

213 East 35th Street, New York, N.Y. 10016

Phone: (212) 683-5355

Date of Incorporation: 1951

C. L. Farrell, *President*

Edward R. Murkland, *Vice President*

SERVICES: Production and distribution of sound motion pictures and sound slidefilms for business and industry. FACILITIES: 16mm and 35mm motion picture and slidefilm production; color and b&w; sound studio, magnetic film recording, editing services, script, art, animation, foreign language versions.

FILM COLLABORATIVE INC.

150 West 55th Street, New York, N.Y. 10019

Phone: (212) 245-3729

Date of Organization: 1968

J. Morgan Sherwood, *President*

SERVICES: Scriptwriting, storyboards, motion pictures for television, industry and education, audio-visual consultation, industrial shows, written, staged and produced.

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *This Business of Numbers* (Univac-Div. Sperry Rand).
MULTI-MEDIA: *Man Learns To Govern Himself* (Eye Gate House); International Oil Industry; TBA Group; Central & International Group Meetings.

FILM ENTERPRISES, INC.

485 Fifth Avenue, New York, N.Y. 10023

Phone: (212) MU 2-3973

Date of Incorporation: 1959

James R. Handley, *President*

Howard A. Mann, *Production Supervisor*

Barbara Mumma, *Executive Secretary*

Linda Morgan, *Production Accounting*

James R. Homberger, Richard Modzeleski,

Editors

SERVICES: 16 and 35mm motion pictures for government, business and industry; slide and filmstrips; script service; audio-visual production management and coordination. International production capability in Canada, Europe, South America and Far East. FACILITIES: Administrative offices; 16/35mm motion picture production crews and equipment (silent and sound); preview screening; editorial dept.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Safeguard Report of Progress For the Period Ending April 1, 1969; Maintenance Data System; The Safeguard Report of Progress for the Period Ending October 1, 1969* (Bell Tele. Laboratories); *Meet Crossroads Photo Service, Inc.* (Eastman Kodak); *Horizons Deep, Horizons Wide; Offshore Drilling* (American Petroleum Institute); *Software; 1968 Winter Olympic Games* (IBM World Trade Corp.); *Vacutainer Culture Bottle System* (Becton, Dickinson, and Co.); *So What's New-In Ideas?* Issue #2 (Office of the Assistant Secretary of Defense for Installation and Logistics).
MULTI-MEDIA: Eastman Chemicals Division (Eastman Kodak Co.).

FILMFAIR, INC.

339 48th St., New York, N.Y. 10017

Phone: (212) 421-8480

Date of Organization: 1965

August A. Jekel, *President*

Tom Whitesell, *Vice President*

William D. Jekel, *Secretary*

Kay Himes, *Treasurer*

Joe Hanwright, Tim Sheehan, Armand Acosta,

Directors

Niki Hall, *Producer/Sales*

David Lloyd, *Producer Sales*

Hal Hoffer, *Supervising Editor*

SERVICES: Live action films for commercial and industrial accounts. Animation. FACILITIES: Two stages; complete editing rooms.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Sailfish; Volleyball; Houseparty; Amusement Park* (Pepsico/J. Walter Thompson); *Lincoln Center, Mexico; Susan Barrett; Lynn Kellogg* (R. C. Cola/D'Arcy Advertising); *The Graduate; News; Chickens Baby* (Peace Corps Young & Rubicam); *Nail Slicker; Face Slicker* (Yardley Young & Rubicam); *Bayou Northwest, Mexico* (Camels/Dancer-Fitzgerald-Sample.).

FORDEL FILMS, INC.

1079 Nelson Ave., Brox, N.Y. 10452

Phone: (212) WY 2-5000

Date of Organization: 1941

John H. Tobin, *President*

Enid Borde, *Secretary-Treasurer*

SERVICES: Public relations; sales promotion; training; educational; scientific and medical motion pictures and slidefilms; complete responsibility, specialists in color, live and animated. Audiovisual consultation and services for convention and sales meeting. FACILITIES: Sound stage; complete cameras, lights and sound equipment for studio and location production; animation stand; art department; cutting rooms;

16mm magnetic and optical interlock screening facilities; color printing department; carpenter shop; machine shop; mobile units.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Skills For The Sea*; *A Clean Sweep*; *Enterprise*; *Naval Tactical Data* (U.S. Navy). SLIDEFILM: *Ripercol Injectable*; *Aureomycin Soluble Potentiated* (American Cyanamid).

FPS PRODUCTIONS, INC.

45 West 45th St., New York, N.Y. 10036

Phone: (212) CI 5-6950

Date of Organization: 1957

Date of Incorporation: 1963

Joseph C. Rowman, *President, Exec. Prod.*

William F. Mills, Jr., *Director Marketing*

Jacob R. Moon, *Script Supervisor*

Lila Corbin, *Production Mgr.*

SERVICES: A/V coordinated marketing programs; sales, training, and educational Motion Pictures and sound slidefilms and stripfilms. **FACILITIES:** Art, photography, slide and slidefilm, camera stand, editing, recording facilities.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS AND STRIPFILMS: *High Ridge House* (High Ridge House Building Committee); *The System and The Refrigerant* (Allied Chemical Corporation); *Singer Fabrics* (Klopman Mills, Inc., Div. of Burlington Inc.); *R/S By Sperry Rand* (Pace Advertising Agency, Inc.); *Fire Ants* (International Dept., Allied Chemical Corp.); *Plan Now Or Pay Later* (Joint Planning Commission/Lehigh Northampton Counties).

SI FRIED PRODUCTIONS, INC.

49 West 45th St., New York, N.Y. 10036

Phone: (212) PL 7-4424

Date of Organization: 1960

Si Fried, *President & Producer*

Stan Vanderbeek, *Creative Director*

Art Ziguoras, *Writer-Director*

SERVICES: Industrial, documentary, TV commercials, newsfilms, etc. **FACILITIES:** 16mm and 35mm equipment available in house.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Out of The Past*; *Through The Years* (IBM); *Wearathon*; *Kitchen Talk* (Armstrong); *Kokoschka Paints* (Adenhauer German Information Center).

FWB & ASSOCIATES, INC.

545 Fifth Avenue Suite 309, New York, N.Y.

10017

Phone: (212) 682-2013

Date of Organization: December 1968

F. William Bryant, Jr., *President*

Robert G. Ervin, *Vice President*

Helen N. Bryant, *Secretary-Treasurer*

Joseph Faro, *Production Supervisor*

SERVICES: Complete motion picture services from script to screen for business, educational, public relations, sales promotion, employee training, and informational films, including design, writing, storyboard, and animation facilities for motion picture and slide films. **FACILITIES:** Administrative offices, screening facilities, complete editorial facilities for production of 16mm and 35mm films.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *IBM European Applications*, series of 5; *The Visit*; *Magnetic Disk Pack Production* (IBM World Trade Corporation); *This Is Joe Whalen*; *New Dimensions In Transit Banking* (IBM Corp.); *ILAAS Flight Test Report* (Sperry-Rand Corp.); *Threshold of Tomorrow* (Masonite Corp. Cine-Mark); *Care and Share* (United Fund of Westchester County).



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

GEMINI FILMS, INC.

150 East 37th St., New York, N.Y. 10016

Phone: (212) 859-7194

Date of Organization: 1963

Morton S. Epstein, *President*

Michael Jorin, *Vice President*

SERVICES: Conception, design, production of films for government, industry, TV and theater. **FACILITIES:** Office, screening and editing rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Portrait of A City* (Prudential Life Reach McClinton); *John Weitz* (Palm Beach The Cadwell-Davis Co.); *Electronic Mattes* (McGregor-Cadwell-Davis Co.). TV COMMERCIALS: *The Magician* (Westinghouse/International); *Dan River* (Sharon Jay Cleaners Grey Advertising).



GERALD PRODUCTIONS

321 W. 54th St., New York, N.Y. 10019

(212) 757-2125

(See complete data under DFI Communications, Inc.)

GITTELMAN FILM ASSOCIATES, INC.

72 West 45th Street, New York, N.Y. 10036

Phone: (212) 661-2838

Date of Organization: 1964

Phillip Gittelman, *President, Executive Producer*

Barbara Schoenholtz, *Associate Producer*

Mariana B. Fulling, *Administrative Assistant*

Rene Burri, Bruce Davidson, Elliot Ervitt,

Ernst Haas, Charles Harbutt, *Directors of Photography*

SERVICES: International documentary film company producing for industrial corporations, television, public service institutions, foundations, education and governmental agencies. Consultants on public relations and public affairs themes. Originated and developed the innovative use of photo-animation and actuality sound. **FACILITIES:** Full production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Beginnings* (Children's Television Workshop); *It's What You Make It*; *Thomas J. Watson* (IBM); *What's It All About* (Xerox Corp.); *Change: Handle With Care* (Fortune Magazine); *America* (GFA, Inc); *Changes In Tempo* (Dictaphone Corp.). TV COMMERCIAL: *Pollution* (American Institute of Architects).

JACK GLENN, INCORPORATED

207 East 37th Street, New York, N.Y. 10016

Phone: (212) OX 7-0121

Date of Incorporation: 1953

Jack Glenn, *President*

Carroll Douglass, *Vice-President*

Lew Waldeck, Mary Waldeck, L. Fendrick,

John Stephen Douglas, L. Granados, Buck Buchanan, and Grace Polk, *Production*

SERVICES: Complete production of special-purpose and entertainment motion pictures; animation and filmstrips; commercial and slidefilms; filmographs; stories, storyboards and voice tracks for animated cartoons; text-film scripts and production; specializing in entertainment and advertising cartoons; institutional, public relations, promotion, orientation, educational films, fictional or documentary. Contract or subcontract separately for script-writing and/or directing, producing, editing. **FACILITIES:** Mitchell, Wall, B&H, Arriflex cameras; lighting and Nagra sound equipment; studios and scenic shops; projection and cutting rooms.

RECENT PRODUCTIONS AND SPONSORS

Five as yet untitled Teaching Films for McGraw-Hill Textbook Films; One Theatrical feature nearing completion in Spain.



NEW YORK PRODUCERS



GOTHAM FILM PRODUCTIONS, INC.

11 E. 44th St., New York, N.Y. 10017

Phone: (212) MU 2-4450

Date of Incorporation: May, 1955

Susan Wayne, *President*

SERVICES: 35, 16 and 8mm motion pictures; sound slidefilms, slides; recordings and supplementary aids. **FACILITIES:** Sound stage; art staff; still studio; editorial and recording services.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *The Object of An Objection*; *One Out of Five* (Volkswagen of America, Inc.); *Business Telephone & Equipment*, series of 6 (AT&T). AUDIO TAPE: *Is Anybody Listening* (Bell Telephone of Pa.).



The Jam Handy Organization, Inc.

1775 Broadway, New York, N.Y. 10019

Phone: (212) JU 2-4060

Herman Goelz, *in charge*

(See complete listing under Detroit area)

JAM HANDY PRODUCTIONS

321 W. 44th St., New York, N.Y. 10036

Phone: (212) 582-8082

(See complete listing under Detroit, Mich.)

HANKINSON STUDIO, INC.

20 East 49th St., New York, N.Y. 10017

Phone: (212) 753-4824

Date of Organization: 1947

Frederick L. Hankinson, *President*

Walter Klas, *Vice-President*

Lawrence Dineen, *Treasurer*

SERVICES: Live and animated motion pictures for TV, industry and sales promotion; slidefilms and slides. **FACILITIES:** Animation studio; live insert stage; editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Leaflet Dissemination* (U.S. Army Pictorial Center); *Conoweld* (Continental Can Co.); *Mountain Dew* (Pepsi Cola); *Anacin* (J. F. Murray). LIVE SHOW: for *Wise Potato Chips* (Lynn Organization).

HARTLEY PRODUCTIONS, INC.

279 East 44th St., New York, N.Y. 10017

Phone: (212) YU 6-0563

Date of Incorporation: 1951

Irving Hartley, *President*

Elda Hartley, *Secretary-Treasurer*

Frederick W. Adams, *Vice-President*

SERVICES: Motion pictures and slidefilms for business, education, training, travel and public relations. Specialize in educational films in the area of religion, anthropology and antiquities.

RECENT PRODUCTIONS AND SPONSORS

EDUCATIONAL MOTION PICTURES: *Bali Today* (Margaret Mead Hartley Prod.); *Footprints Of The Maian Gods* (Joseph Campbell Hartley Prod.); *Zen And Now* (Alan Watts/Hartley Productions); *Modern Maian: Woman of Chamula* (Hartley Productions).

HARVEST FILMS, INC.

309 Fifth Avenue, New York, N.Y. 10016

Phone: (212) 684-7950

Date of Organization: 1950

Leo Trachtenberg, *President*

Cecile Fein, *Office Manager*

Linda Davenport, *Asst. to President*

Jon Ealy, *Production Manager*

Joseph Stern, *Librarian*

NEW YORK PRODUCERS

SERVICES: Motion pictures and filmstrips for industry, government, educational and social service organizations. Distribution of selected films for clients. **FACILITIES:** Production and creative facilities — cameras, sound equipment, art and editorial departments, music and stock footage library, storage, stages.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The AFS Story* (American Field Service); *Face To Face* (American Telephone & Telegraph); *FBM Repairables* (U.S. Navy); *Straight Talk On Eye Safety*; *The Shield* (Harvest Films).

HAVERLAND FILM PRODUCTIONS LTD.

6 East 39th St., New York, N.Y. 10016

Phone: (212) 679-0939

Date of Organization: 1958

Date of Incorporation: 1966

Laszlo Haverland, *Producer-Director*

Laszlo Noszthy, *Director*

Ingo D. Grill, *Director of Photography*

SERVICES: 35 and 16mm script to screen productions or service. **FACILITIES:** 35 and 16mm cameras, dubbers, dubbing studio, recording and editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Light Turns It On* (Allied Chemicals-B&B); *Torture Me, Kiss Me* (Friedberg Prods.); *One Way To Go* (Glass Containers Manufacturer). **FILMSTRIP:** *Touch* (Allied Chemical-B&B).

DAN HESS PRODUCTIONS

2 Tudor City Place, New York, N.Y. 10017

Phone (212) YU 6-9042

Date of Organization: 1961

Daniel L. Hess, *President, Producer-Director*

Hal Douglas, *Senior Writer-Director*

Gary Weist, *Creative Director*

Carol Saperstein, *Vice President in Charge of Toughness*

John Steinberg, *Creative Director*

Cyrus Epstein, *Producer*

SERVICES: Educational, industrial, documentary films for sales promotion, public relations, sales training; sales meetings. Sound slidefilms, filmstrips, programs — including printed literature, publications. **FACILITIES:** Creative, Production & Editorial Departments.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Dialog With Life* (New York University); *Super Tire*; *Decisions* (American Oil Co.); *It's Called Motor Oil* (Shell Oil Co.); *BOAC Goes to Market* (BOAC).

JOSHUA TREE PRODUCTIONS, INC.

15 West 46th Street, New York, N.Y. 10036

Phone: (212) 265-5800

Date of Organization: 1964

David W. Funt, *President*

James A. Kiewel, *Exec. Vice President*

Richard Weimman, *Vice President, Production*

Darrel de Chaby, Anne Hlsop, *Exec. Producer*

Meir Zarchi, *Supr. Editor*

SERVICES: Production of theatrical motion pictures, slidefilms and filmstrips for education, industry, government. Audio-visual consultants. **FACILITIES:** Offices, screening and editing rooms; complete production facilities for film, filmstrips, slides, tapes and records and other audio-visual media.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ainsley's Fish Story*; *Adela's Rebozo* (Salisbury Educational Media); *A Mexico* (Holt, Rinehart & Winston, Inc.). **SLIDEFILMS:** *American Folktale Series*; *Asian Folktale Series*; *Middle American Series*; *Themes of Family & Romance Series* (Look Listen & Learn).

JUNE 7 PRODUCTIONS

12 East 46th Street, New York, N.Y. 10017

Phone: (212) Oxford 7-5330

Date of Organization: 1967

John D. Rafferty, *President and Executive Producer*

Dorothy Elorza, *Secretary/Treasurer*

Mel Brez, *Director/Producer*

SERVICES: Creators, writers and producers of motion pictures and filmstrips for industry, TV Commercials. Specialist experienced in sales sales training and sales promotion. **FACILITIES:** Fully staffed art department, writing and production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Qiana — My Customers* (Du Pont); *Actor*; *First Flight* (June 7). **SLIDEFILMS:** *Safety Second* (National Retail Merchants Assoc.); *Underscene* (Bestform).

VICTOR KAYFETZ PRODUCTIONS, INC.

295 W. 4th Street, New York, N.Y. 10014

Phone: (212) 924-3935

Date of Organization: 1947

Branches: New York; 245 Edgerton St., Rochester. Phones: (716) CH 4-5164; GR 3-3000, Ext. 534. Don Lyon.

Victor Kayfetz, *President, Exec. Producer*

Seymour Posner, *Assistant Producer*

Ruth May, *Administrative Asst.*

Bernard Peretz, *Production Asst.*

Jane Kayfetz, *Vice-Pres. Creativision, Inc.*

Jackie McCulloch, *Distribution Mgr. Creativision*

SERVICES: Motion picture production, combining live cinematography, animation. "Projected Presentations" equipment, capable of cinematography 9x12 ft. projection backgrounds of live subjects in front of any projected color background. **FACILITIES:** Two new studios, each with projected presentations systems, lighting grids, air conditioning, control room, catwalk, acoustically treated, CCTV monitoring of studio floor, dressing rooms, make up room, actors lounge, 35mm Eclair Camerette, 16mm Camerette, 16mm Arriflex with zoom lenses, B&H-70DL, Auricon (400 ft. & 1200 ft.) with zoom, full accessories. Studio flats, backgrounds, table tops. Slidefilm and 2x2, slide production cameras. For stop motion shooting: 35mm Model L DeBrie and 16mm Cine Special both completely adapted for animation. Oxberry animation stand with bipack camera (16 and 35mm animation department, 16 and 35mm sound Moviolas, 35mm interlock and 16mm projectors mm) with compound table. Complete art and animation department, 16 and 35mm sound Moviolas, 35mm interlock and 16mm projectors in booth of screening room. Nagra tape recorder, Magnasync Model 2216-EX7 Magnetic film recorder; RCA phonograph; equalization; Jensen Synchronizer; microphones. Tripods, high hat, dolly, location lighting equipment, cables, trucks, trailer.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Animals of Alaska* (Westinghouse Learning Corp.); *America At Retail* (Point of Purchase Adv. Institute); *Boats Need People* (National Association of Engine & Boat Mfg., Inc.); *Infra-Red Systems In Pavement Restoration* (Poweray Infrared Corp.); *How To Hang A Door*; *How To Use Measuring Tools*; *How To Use Saues* (The Stanley Works); *Channel Master TV Commercials* (Channel Master, Div. of Arnet, Inc.); *Frontier Chucking* (Volkart Brothers); *P.S.I.* (Programming & Systems Institute).



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

KIM & GIFFORD PRODUCTIONS, INC.

342 Madison Avenue, New York, N.Y. 10017

Phone: (212) YU 6-2826

Date of Organization: 1960

Paul Kim, *Director*

Julia Whalen, *Production Manager*

Al Eugster, *Head Animator*

SERVICES: Creative services and production of animated and live-action films. **FACILITIES:** Stage, animation department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Little Man* (Allerest); *Dice* (Dr. Posner's); *24.88 Sale* (Blake & Decker); *Campbell-Up Cassidy* (Campbell's Soup Co.); *Body* (SoFair — Block Drug); *Big Turn On* (Duncan Hines); *Wild Fashion* (Cobbies — U.S. Shoe); *Loose End* (Helmac); *Was It His Pipe?* (Madeira Gold); *Life Cycle* (Chase Manhattan Bank).

DAN KLUGHERZ FILM PRODUCTIONS

43 - 23 Colden Street, Flushing, N. Y. 11355

Phone: (212) 939-0055

Date of Organization: 1958

Dan Klugherz, *Producer, Director, Writer*

SERVICES: Treatment, writing and production of social documentary, educational and industrial films.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Piece of Cake* (National Educational Television); *The New Job*; *Since 1954 . . .* (U.S. Information Agency); *Sound and Light Production for Independence Hall* (Haas Community Funds).

KIRT FILMS INTERNATIONAL LTD.

212 West 71st St., New York, N.Y. 10023

Phone: (212) 874-1180

Date of Organization: 1966

Leonard Kirtman, *President, Executive*

Producer

Bob Mansfield, *Writer, Director, Salesman*

SERVICES: Produce features, documentary, industrial and commercials. **FACILITIES:** Two Steenbeck editing tables, magnasync, 16mm magnetic recorder, Nagra, editing rooms & screening facilities.

KNICKERBOCKER PRODUCTIONS, INC.

1540 Broadway, New York, N.Y. 10036

Phone: (212) CI 5-6710

Date of Organization: 1947

Howard A. Lesser, *President*

Willard Van Dyke, *Production Consultant*

Renzo Olivieri, *Vice-President*

Agnes Grant, *Secretary*

Frederic G. Calder, *Sales Manager*

SERVICES: Production from original research to finished film. **FACILITIES:** Cameras (35 & 16mm), lighting, and editing equipment.



LANCE STUDIOS

151 West 46th Street, New York, N.Y. 10036

Phone: (212) JU 6-4233

Date of Organization: 1948

David Wasserman, *Producer*

Amador Chaidez, *Producer*

Doris Rontowsky, *Art Director*

SERVICES: Sound filmstrips, slides and motion pictures for sales meetings, public relations and employee training, title design for motion pictures, Slide-imation technique, art and three-dimensional models and props—custom built for TV commercials. **FACILITIES:** Art and production studios; scripts, storyboards, art, music and sound, photography and editing.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Freeze Dried Sanka Sales Meet-*



ing; *Frito-Lay Sales Meeting*; *General Foods BNS Sales Meeting*; *American Home Foods Sales Meeting*; *Dictaphone Sales Meeting*; *Beech-Nut Sales Meeting*; *Gulf Sales Meeting* (Young & Rubicam); *Formica Floor Shine Sales Meeting* (American Cyanamid Co.); *Volkswagen Dealers* (Parade Associates, Inc.); *American Can Sales Meeting*; *Construction Report* (American Can Co.); *Media Research Program* (MacManus, John & Adams); *U.S. Steel Seminar* (Muller Jordan & Herricks).

DON LANE PICTURES, INC.

62 West 45th Street, New York, N.Y. 10016
Phone: (212) 661-4787

Donald J. Lane, *President*
John Munro, *Executive Producer*
Henry Freeman, *Editorial*
Boris Bode, *Production*

SERVICES: Film production complete services; FACILITIES: 16/35mm cameras, sync sound equipment, editing rooms and equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Algo Mas Que Petroleo*; *Doble Accion* (Creole Petroleum); *Allar* (Allar Uniroyal); *New Professionals* (Monsanto); *Profits or Works* (E.R. Squibb).

LE ROY MOTION PICTURE PRODUCTION STUDIOS

213 West 35th St., New York, N.Y.
Phone: (212) LO 4-6793

Date of Organization: 1939
Branch: 1208 East Cliveden St., Philadelphia, Pa. 19119. Phone: (215) LI 8-6911
Charles Roy, *President*
Rita Roy, *Vice President*

SERVICES: Motion pictures: travelogues, documentary and promotional films, TV films and commercials. Stills. FACILITIES: Creative department, studios, laboratories, editing department. Complete film and sound equipment for studio or location productions.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Pantry Pride* (WIBF-TV); *Plastic Seal* (Martin Advertising & Assoc.); *Hair* (Trans World Wigs); *Swim-time* (Holiday Pools); *Picnic*; *Market* (Herr's Potato Chips/Dialogue Consultants Agency).

IRV LEVINE ASSOCIATES

157 West 57th Street, New York, N.Y. 10019
Phone: (212) 581-5120

Date of Organization: 1966
Irv Levine, *Owner*

Marcia Levine, *Administration*
Linda Bender, *Production Assistant*
Paul A. Sloman, *Sales*

SERVICES: Animation, art, graphic design, titles and special effects. TV commercials, industrial and educational films, film strips.

ARTHUR LODGE PRODUCTIONS, INC.

315 Millwood Rd., Chappaqua, N.Y. 10514
Phone: (914) 666-5486

Date of Incorporation: 1953
Arthur J. Lodge, Jr., *President*

SERVICES: Industrial, documentary, educational, sales training and newsfilm production. FACILITIES: Editing and filming equipment.

FILMS BY EDMOND LEVY, INC.

229 East 79th Street, New York, N.Y. 10021
Phone: (212) 988-1070

Date of Organization: 1967
Edmond Levy, *Writer-producer-director*
Charles Renthal, *Treasurer*

SERVICES: Complete development of project from script to completed film.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Not As A Privilege* (Office

of Economic Opportunity); *Weizmann Institute of Science* (Weizmann). TV COMMERCIALS: *Vista*; *Head Start*; *Kennedy Foundation*.

JAMES LOVE PRODUCTIONS, INC.

151 East 50th Street, New York, N.Y. 10022
Phone: (212) 593-2510

Date of Organization: 1952

James A. Love, *President*
Anne M. Love, *Secretary*
Herbert R. Dietz, *Vice-President*
Jack Safran, *Laboratory Expediter*

SERVICES: Scripts, storyboards, motion pictures for television and industry; slidefilms; TV package shows. Script and consultation. FACILITIES: Offices, cutting rooms, art department; insert studio, mobile location unit. Studio, creative, technical and production staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *This Is Whitman* (Whitman Toys); *The Silent Crime* (self); *Lifelines Of Your Community*; *Modern Sewers* (Certain-Teed). SLIDEFILM: *Automobile Insurance* (Insurance Information Institute). TV COMMERCIALS: *Nice Cubes* (Funtastic); *Psyche Paths* (KMS Industries); *Blue Cross* (Bell Tele. of Penn.); *Hoppity Hop* (Sun Rubber Corp.); *Pillo-Post Cartons* (Diamond International).

EARLE LUBY, INC.

80 Ivy Way, Port Washington, N.Y. 11050
Phone: (516) 767-6239

Branch Offices: 180 West End Avenue, N.Y. N.Y. 10023, Phone: (212) 873-5446; Wil- low, New York, Phone: (914) 688-7671
Date of Organization: 1948
Date of Incorporation: 1968

Earle Luby, *President, Producer*
Frances Luby, *Vice President, Assoc. Producer*

SERVICES: Motion picture and television production. Distribution, domestic and international of high grade educational films. Public affair, educational, scientific, public relations and imaginative sports films. Color still photography. FACILITIES: Editing facility, screening and editing facilities. Production offices, only the highest quality production personnel and services contacted with.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Laser Light* (Scientific American); *Task Force* (U.S. Navy); *Seeds of Discovery* (NASA); *Challenge*; *The Violent World of Sam Huff* (CBS); *Dr. Abraham Kaplan* (NET).

LUX-BRILL PRODUCTIONS, INC.

527 W. 45th St., New York, N.Y. 10036
Phone: (212) LT 1-2050

Date of Organization: 1950

Richard S. Dubelman, *Cameraman & Director*

SERVICES: Live and/or animated motion pictures and slidefilms; ideas, writing, storyboards, art direction. Sales promotions, training films, documentaries, TV commercials; editing and re-editing company films; integration of film and live TV; rear projection and process photography. FACILITIES: Animation dept., studio; location equipment; editing and screening rooms; recording studio; creative and technical staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *TWA Tempo*; *Great Moments* (United States Army); *Hallmark Presentation* (Hallmark); *U.S. Dept. of Labor-State Employment Guidance Films, Adoption* (Foster Parents Plans). TV COMMERCIALS: for Monsanto (Wear dated apparel); Chicago Musical Instrument (Lowery Organ); Orkin Exterminating Co.; American Home Products (Dristan); City of Richmond, Speidel (Bravura); Kayser Roth (Lady Godiva Panty Hose); National Biscuit Co. (Nabisco Team Flakes); Block Drug (Mini-Mist); Chesebrough-Ponds (Vaseline Jelly); First National Bank of Miami,

Polaroid Corp., Humphrey '68 Campaign. Crystal Springs Water, United States Army, Alberto-Culver, Savarin Coffee, Economics Labs., Empire Brushes, Taylor Reed Corp., Menley and James (various Contac Products), Sterling Drngs, General Goods Corp., Royal Desserts, Crisco, Dash, Ivory (Div. of Proctor & Gamble); Vick Chemical, Tri Point Industries, American Can Co., Rheingold Beer, Jacques Kreiser Mfg. Corp., Serval, The Mitchum Co., Prudential Ins. Co. of America, Fleischmann's Margarine, Minute Maid, Trans World Air Lines, Nestle Co., American Cyanamid, Bridgeport Brass, Jacqueline Cochran Cosmetics, Lever Bros., New York Stock Exchange, Colgate-Palmolive, Buckley's Cough Mixture, Imperial Margarine, Campana Sales Corp., Standard Brands, Esso, Humble Oil, H.J. Heinz, Universal Appliances, James & Laughlin, First Citizens Bank & Trust Co., Foster Parents Plan, Hoffman-LaRoche.

LARRY MADISON PRODUCTIONS, INC.

111 East 39th Street, New York, N.Y. 10016
Phone: (212) MU 7-1890

Date of Organization: 1962

Larry Madison, *President*
Lawrence K. Madison, *Vice President*
Alan L. Madison, *Vice President*
Robert Campbell, *Writer-Composer*
Tony Pedatella, *Production Manager*

SERVICES: Producers of industrial, documentary, public relations, sales, educational and TV films and commercials. FACILITIES: Full production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Child Went Forth* (America Institute of Architects/Educational Facilities Lab); *One At A Time* (Remington Arms Co.); *Boston's Landing* (State of New York, Office of Planning Coordination); *Alaskan Trout Adventure* (ABC/American Sportsman); *S&H Green Stamps* (SSC&B).

HAROLD MANTELL INC.

505 Eighth Ave., New York, N.Y.

Phone: (212) 549-5245

Branch Office: New Jersey: P.O. Box 378, Princeton, New Jersey 08540 Phone: (609) 921-2803.

Date of Organization: 1949

Harold Mantell, *President*
Marianne Mantell, *Vice President*
Richard Ader, *Secretary-Treasurer*

SERVICES: Production of motion pictures and sound slide films, and integrated test and instructional materials. FACILITIES: Production facilities and equipment for production of professional 16 35mm motion pictures: screening room, studio, audio control room and editing rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Children's Festival at Lincoln Center* (National Broadcasting Co.); *Count Me In* (New York State Health Planning Comm.); *Young Explorers in Peru* (Doubleday); *Yektushenko: A Poet's Journey* (Films For the Humanities); *Three Boys On Taiwan* (National Educational Television); *Better Cities* (Robt. Schalkenbach Foundation).

The Guide You Need All Year Long

Extra copies of this 20th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.

NEW YORK PRODUCERS

MARATHON INTERNATIONAL PRODUCTIONS, INC.

10 East 49th Street, New York, N.Y. 10017
Phone: (212) 688-1130

Cable: Maratelvis Newyork Telex: 01-2539S

Date of Incorporation: 1948

Branch: Studio Hamburg, Tonndorfer Hauptstrasse 90, 2 Hamburg-Wandsbek (70) Germany. Phone: 66881, Telex: 021 4218. Cable: *Studio Hamburg*. Ruediger Proske in charge.

Konstantin Kalser, *President & Executive Producer*

Kenneth Baldwin, *Exec. Vice-President; Supervisor of Production*

Lynne Grady, *Production Manager*

Jim Woolley, *Chief Editor*

Betty Bloom, *Accounts Dept.*

SERVICES: Public information films, training & educational films, worldwide news service, company newsreels, special events coverage for industry; film editing, commercials, stock shots. Videotape division: production, editing, duplicating. FACILITIES: Complete 16mm and 35mm production, recording, interlock and editing facilities. Correspondent cameramen in the U.S.A. and all countries of the world.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Dial A Fashion* (J.C. Penney); *From The Heart of America* (U.S.I.A.); *Formula Vee*; *The Years Between* (Volkswagen of America); *Apollo 11 Man On The Moon* (Mobil Oil Co.); *In Spite of Walls* (Volkswagenwerk AG).

Matfco Associates, Inc.

18 W. 45th Street, New York, N.Y. 10036
Phone: (212) OX 7-2896

Winston Sharples, Jr., *Musical Director*
(See complete listing under Chicago area)

MAYSLES FILMS, INC.

1697 Broadway, New York, New York 10019
Phone: (212) JU 6-1212

Date of Organization: 1962

Albert Maysles, *Cinematographer/Director*
David C. Maysles, *Director*
Porter Bibb, *Producer*

SERVICES: Complete production facilities for motion pictures, including theatrical feature films, television documentaries, and specials, corporate and promotional films, TV commercials. FACILITIES: Unique portable 16mm and 35mm cameras and sound equipment; Steenbeck editing. Total production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Salesman* (self); *Christopher Discovers America* (Co-production with NBC-TV); *The Recruiters* (Co-productions with CBS-TV); *Making the Scene* (United Artists). TV COMMERCIALS: *Maxim* (Ogilvy, Mather); *Marathon Oil* (Campbell-Ewald); *Orbach's* (Doyle-Dane); *Arrid* (Sullivan, Stauffer, Colwell & Baynes).

McCONNACHIE PRODUCTIONS

475 Fifth Avenue, New York, N. Y. 10017
Phone: (202) 889-4360

Date of Organization: 1948

Bruce McConnachie, *President*

SERVICES: Film production, editing, storage and distribution.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: Brother International; W. T. Grants; Spectrum Fabrics (Roberts Samuels Agency); Columbia Records (Wunderman, Ricotta & Kline).

MCI VIDEO/FILM PRODUCTIONS, INC.

270 Madison Avenue, New York, N.Y. 10016
Phone: (212) 889-5233

Date of Organization: 1968

Jack I. Moss, *President, Executive Producer*

Bea Moss, *Vice President*

Marc Wyler, *Producer*

Nancy Phillips, *Production Assistant*

SERVICES: Creation and production of network quality 2" color videotapes for TV commercials, training programs utilizing Chroma-Key 35mm slide background matting and for conventions, meeting, educational industrial use — and transfer to 16mm, Super 8mm motion picture film. FACILITIES: Access to completely equipped studios throughout the country; mobile units for on locations videotaping.

RECENT PRODUCTIONS AND SPONSORS

VIDEO FILMS: *An Introduction to Educational Technology*; *The 12 Rules of Management* (Westinghouse Learning Corp.); *A Message From Jackson Smith*; *The Easy Sale*; *Why It Pays To Advertise*; *The "Why" of Signs*; *The "Where" of Signs*; *Bill Babbitt, C.P.A.*; *Selling By Numbers*; *The Incentive Sale*; *A Force For Accomplishment*; *Supermarket Savvy*; *The Small Grocery Store*; *The Service Station*; *What Did I Do Wrong?*; *Drugnet*; *Drug Sales Call*; *The Bigger They Are . . .* (The Sperry and Hutchison Co.).

MEDIA PRODUCTIONS

103 Park Avenue, New York, N.Y. 10017

Phone: (212) 786-4944

Date of Organization: 1969

Burton Q. Zaro, *Creative Director*

Peter Lussier, *Director of Production*

Al Steinberg, *Art Director*

George McPhee, *Film Director*

SERVICES: Multi-Media production company providing creative programs within the media of film tape and film slides. FACILITIES: Full tape, film and multi-media equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Creative Fashions*; *Christmas Show*; *Style Road* (Abner Kohn Associates). MULTI MEDIA: *Burlington Parade* (Burlington).

MEDICAL COMMUNICATIONS, INC.

250 Park Avenue, New York, New York 10017

Phone: (212) 661-0632

Robert E. Fuisz, M.D., *President*

Alfred R. Kelman, *Executive Producer*

Charlotte Zwerin, *Editor (Film)*

Vivian Moss, *Producer*

SERVICES: Educational for all media. FACILITIES: Staff offices at 250 Park Avenue, N.Y.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Transplanters* (Johnson & Johnson); *Story of A Hormone* (G.D. Searle & Co.); *Hyperactive Child* (Ciba Pharmaceutical Co.); *Nutrition* (Corn Products Co.); *The Healthy Heart* (Roche Labs.).

MERCURY NEWSFILM, INC.

501 Madison Ave., New York, N.Y. 10022

Phone: (212) PL 2-2224

Date of Organization: 1961

Date of Incorporation: 1963

Benjamin S. Greenberg, *President, Executive Producer*

Shirley C. Soman, *Vice President Dir. of Research*

David P. Evans, *Vice President, Director of Sales*

Robert Rolnik, *Vice President, Director of Public Relations*

Samuel Kravitt, *Treasurer, Director of Cinematography*

Suzanne Holton, *Secretary, Adm. Director*

Branch Offices: London: 6B Dunrobin Court N.W.1, Myron L. Broun, Phone: 435-6882. Paris: 38 Rue Galilee, Dorothy Griffith Wiart, Phone: 704-8830.

SERVICES: Production and distribution of TV Newsfilms and Cameos, silent and sound. Special assignments. FACILITIES: Editing, sound and lightin equipment; Arriflex, Auricon, Beaulieu, Kodak, Bolex and Eyemo cameras; animation and titling equipment; radio recording services; still photo services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Neil Armstrong Homcoming* (Pepsi Cola); *Hardware Show*; *Discoteque Fashions*; *Fabridan*; *Michael Goma*; *Hubert De Givenchy*; *S. S. Hamburg*; (DuPont); *Long Life Battery*; *Magnetic Bubbles* (Bell Labs); *Fanjet 500 Rolls Out* (Cessna); *Freedom Foundation* (American Airlines); *Apollo 11* (John Manville); *Fathers Day* (Uniroyal); *Centenarian* (American Bible Society); *Oil Strike* (British Petroleum); *Adlai Memorial* (CBS Records); *Portable Bathroom* (Crane); *White House Awards* (Univac); *Paris Fashions* (Vogue Patterns); *Telephone Pioneers*; *Telephones For The Handicapped* (AT&T); *Children of The Dream* (Macmillan). SLIDEFILMS: *Auto Paint In* (British Leyland); *Panty Pair* (Hanes Hosiery); *New Fashions* (DuPont).

MOSS COMMUNICATIONS, INC.

270 Madison Ave., New York, N.Y. 10016

Phone: (212) 889-5233

Date of Organization: 1966

Jack I. Moss, *President, Executive Producer*

Bea Moss, *Vice President*

Marc Wyler, *Producer*

Nancy Phillips, *Production Assistant*

SERVICES: Creation and production of 16mm motion pictures, TV commercials, slidefilms, slides, sales meetings and complete training and educational programs; network quality 2" color videotaping and transfer to films, (See listing under MCI Video Film Productions, Inc.). FACILITIES: Filming, recording, editing, all production services, screening.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Defector* (The Sperry & Hutchison Co.); *Fairchild-Eumig 711*; *Fairchild Seventy Series* (Fairchild Industrial Div.); *Traffic Safety Government Vehicle Operation* (USAF). SLIDEFILMS: *The Dwindling Dollar* (Metropolitan Life Ins. Co.); *Color Tests* (United Parcel Service). TV COMMERCIALS: *Lucky 9*; *The Love Pendant*; *Zodiac Placemat* (Pepsi-Cola Co.).



MPO PRODUCTIONS, INC.

(A Subsidiary of MPO Videotronics)

222 East 44th St., New York, N.Y. 10017

Phone: (212) 867-8200

Date of Organization: 1947

Branch Offices: Illinois: 528 N. Michigan Ave., Chicago, 60611. Phone: (312) 527-3680, Bill Bailey, *Manager*. California: 800 N. Seward, Hollywood, 90038. Phone: (213) HO 6-3341, Mel Dellar, *Vice-President, Manager*

Judd L. Pollock, *Chairman*

Arnold Kaiser, *President*

William Susman, *Exec. Vice President and Secretary*

Marvin Rothenburg, *Vice-President*

Gerald Hirschfeld, ASC, *Vice-President*

Don Greene, *Advertising and Public Relations*

Marshall Stone, *Vice-President*

Morton Dubin, *Vice-President*

Finbar Harvey, *Director of Sales*

Julius Barron, *Comptroller*

Michael Cimino, William Claxton, Gerald

Hirschfeld, Leonard Hirschfeld, Joseph

Kohn, Arthur Storch, David Monahan,

Julius Potocsny, Bob Reagan, Lloyd Ritter, Marvin Rothenberg, Marshall Stone, Chuck Liotta, Marvin Fireman, Marvin Friedman, Michael Gottlieb, Stanley Prager, *Directors* Irwin Forster, Sheldon Friedman, Michael Delgado, Ginny Jefferies, Howard Title *Producers*.

Ralph Koch, *Editorial*

Paul Petroff, *Director of Scenic Design*

Tony Brooke, Leonard Hirschfield, Stan Meredith, Owen Roizman, *Directors of Photography*

Walter Bartner, Bennet Canarick, Harry Howard, Bob Lynch, Frank Madden, Eva Radnay, *Editors*

Eric Hazell, *Color Quality Control*

Tony Brooke, Joel Coleman, Francis Gruman, Gerald Hirschfeld, Leonard Hirschfield, Stan Meredith, Owen Roizman, *Camera-men*

Optical Effects Div.

Ralph Koch, *Vice President*

Lou Antzes, *Color Control*

Noel Sheinberg, *Layout*

Film & Taping Servicing Div., 619 West 54th St., New York, N. Y. 10019

Charles Ahto, *General Manager*

Arthur Cofod, *West Coast Mgr.*

Donald Greenberg, *Production Manager*

Thomas Jones, *Warehouse Branch Mgr.*

Dorothy Latimer, *Accounting Mgr.*

Michael Ross, *Editor*

Noel Schiff, *Customer Service Mgr.*

Robert Aller, *West Coast Mgr.*

SERVICES: Complete production of motion pictures for sales promotion, training, public relations and product demonstration. Filmed and videotape TV commercials. Distribution service to TV, stations, schools, etc. Film and live presentations and stage shows for industry, closed circuit and live presentations for sales force and management meetings. Entertainment packaging for banquets, meetings, etc. Communications counseling. **FACILITIES:** (New York): Large self-contained studio center for sponsored films and videotaping; includes 9 sound stages with lighting, photographic, and sound equipment, make-up and dressing rooms, screening rooms, set construction shops, casting rooms, special effects shops; mobile units for on location photography; editing facilities, kitchens, paint shop, machine shop, recording studios; off-street ramps for loading. (California): Complete production facilities in the heart of the Hollywood motion picture district including sound stages, lighting, shops, photographic and sound equipment, make-up and dressing rooms, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Gorilla* (Armstrong Tires); *Band Music Documentary* (Budweiser); *Summer Opportunity '69* (Crowell-Collier); *Super Shopper of the Seventies* (Family Circle Magazine); *Man In The Trevira Era* (Hystrom Fibers); *Fashion Explo '69* (Mademoiselle Magazine); *Anim-8* (Rohm & Haas); U.S. Post Office Film). **TV COMMERCIALS:** For J. Walter Thompson; Doyle, Dane & Bernbach; Ted Bates; Leo Burnett; Lennen & Newell; Compton; Batten, Barton; Durstine & Osborn; Tatham-Laird.



MPO/Repeater Projector Division

461 Park Avenue South, New York, N.Y. 10016

Phone: (212) 867-S200

Don Woelfel, *General Manager*



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

MRC FILMS

(Division of McLaughlin Research Corp.)

71 West 23rd St., New York, N.Y. 10010

Phone: (212) 989-1754

Date of Organization: 1942

Branch Office: 1110 Spring St., Silver Spring, Md. Phone: (301) 585-7100. Studio: Walnut Hill Road, Sandy Hook, Conn. Phone: N.Y. (212) 989-1754

Bruce G. McLaughlin, *President*

L. M. Perlman, *Executive Vice President*

Otto C. Romanelli, *Vice President, Contract Administrator*

Douglas McLaughlin, *Vice President*

Marketing

Lawrence Mollot, *Executive Producer*

Bert Lawrence, *Director-Writer*

Dr. Henry Roger, *Scientific Director*

Richard Brophy, *Film Editor*

George A. Johnson, *Sound Engineer*

John K. Gray, *Still Photographic Services*

William McMahon, *Script Editor*

SERVICES: Production of motion pictures, filmstrips, and recordings for industry, television and government. Consultants to "in-plant" film units, providing script, editing, animation, recording, and production completion services. **FACILITIES:** Writers, directors, editors, and animation artists; 30' x 40' sound stage with 16' ceiling. Also specialized scientific studio for micro, macro, and time-lapse photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Seeds of Discovery* (NASA); *On Top Of It* (Small Business Administration); *Planes In The Sky - Ships In The Sea; Plankton, Life Of The Sea; Waukesha Diesel Engine* (U.S. Navy); *Let's Talk About Plants and Animals* (MRC); *Day In The Life Of A Model* (Clairol); *The Brush In (Crest); Value Line* (Value Line Investment Survey); *Enicar Sherpa Star* (Haco Time Corp.); *How To Set A Table* (International Silver); *How To Replace A Zipper* (Talon); *The Better Tape Drive* (TELEX). **FILMSTRIPS:** *The Hand Tool Series - Hand Saws For Woodworking; Measuring Testing, and Marking Tools; Chisels For Woodworking; Use Of Planes* (Stanley Tool); *CAMP - The Computerized Aircraft Maintenance Program* (McLaughlin Aviation Div.).

OWEN MURPHY PRODUCTIONS, INC.

274 Madison Avenue, New York, N.Y. 10016

Phone: (212) 659-4060

Date of Organization: 1946

Paul Cohen, *President*

Eric H. Lawrence, *Vice-Pres. in Chg.*

Editorial

Emanuel Munos, *Editorial*

Arthur Kaplan, *Controller*

SERVICES: Specialist in unorthodox approaches to films for industry and television. **FACILITIES:** Full production facilities for 35mm, 16mm and Techniscope Formats; editorial rooms, theatre, recording and insert stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Light* (Bell System); *Incredible Machine* (AT&T); *Presidential Visit to Asia* (U.S.I.A.); *Micro* (Western Electric); *New Jersey Revisited* (N.J. Bell Tele. Co.).

NESTINGEN FILMS

156 East 52nd Street, New York, N.Y. 10022

Phone: (212) PL 9-S260

Date of Organization: 1957

Don Nestingen, *President*

P. Burke, *Vice-President*

Donovan Thesenga, *Production Manager*

SERVICES: 16 and 35mm motion pictures for business and industry. **FACILITIES:** Cameras, lighting, sound and editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Reforestation: Will It Benefit Mexico* (Groupa Industrial); *Tehran Trade*



NEW YORK PRODUCERS

Show (M. W. Kellogg, 3 films); *Roundway Bearings* (Thomson Industries); *Belden Brick* (Swindell Dressler); *Gold Fever* (Nestingeng Films).

NFL FILMS, INC.

410 Park Avenue, New York, N.Y. 10022

Phone: (212) 758-S350

Date of Organization: 1964

Branch: 250 N. 13th St., Philadelphia, Pa. 19107. Phone: (215) LO 3-6413.

Ed Sabol, *President*

Harry Weltman, *Vice President, Marketing*

John Hentz, *Vice President, Production*

Phil Harmon, *Sales Director*

Arthur Spieller, *Production Manager*

Dave Marx, *General Manager*

SERVICES: Official photographers and film production firm for all 26 professional football teams. **FACILITIES:** All necessary equipment for filming and production of complete 16mm films. Facilities include sound studios and film lab.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *This Week In Pro Football* (Haggar Slacks, Chrysler, Reynolds Tobacco, series of 15); *NFL Action* (American Express, series of 26); *NFL Game of the Week* (American Airlines, series of 18); *Big Game America* (United Airlines); *Team Highlights* (various sponsors, series of 26).

Fred A. Niles Communications Centers, Inc.

105 West End Avenue, New York, N.Y.

Phone: (212) SUsquehanna 7-S770

Charles Ticho, *Vice President*

NORDIC PRODUCTIONS, INC.

811 Ninth Avenue, New York, N.Y. 10019

Phone: (212) 246-0931

Date of Organization: 1968

Alan E. Skog, *President*

Harvey Fenimore, *Producer*

Carl A. Skog, *Secretary/Treasurer*

SERVICES: All Creative and production services for TV commercials, industrial, and educational films and video tapes. **FACILITIES:** For studio and location photography, editing, sound recording and special effects.

AMRAM NOWAK ASSOCIATES, INC.

254 West 54th St., New York, N.Y. 10019

Phone: (212) LT 1-3140

Date of Organization: 1960

Date of Incorporation: 1966

Amram Nowak, *President*

David Hoffman, *Vice Pres., Creative Director*

Robert Heller, *General Manager*

Harry Wiland, *Producer*

Kevin James, *Supervising Editor*

Sheva Scheingarten, *Production Manager*

SERVICES: Producer of documentary motion pictures and public service TV spots for health, social welfare, religious and educational agencies. **FACILITIES:** Editorial rooms, insert stage, animation, screening room, executive offices.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *King Murray: Country Music* (self); *The Joe Batten* series of 5 (BNA); *The Run Around* (National TV Assoc.); *What They Say* (United Fund).



Walter G. O'Conner Company

320 E. 52nd St., New York, N.Y.

Phone: (212) 753-3042

(See complete listing under Pennsylvania)

NEW YORK PRODUCERS

PACE FILMS, INC.

411 East 53rd Street, New York, N.Y. 10022
Phone: (212) PL 5-5486
Date of Organization: 1967
Romano Vanderbes, *President*
Patricia Baum, *Vice President*
Jim Hunter, Jr., *Producer*

SERVICES: Complete production of motion pictures and documentaries. **FACILITIES:** Complete screening, editorial, location and production equipment available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Invitation to South America* (American Express); *Hawaii Astrocator* (American Airlines); *Amazon Adventure* (Information Film Group); *Intimis* (Filmes Gabin, S.A., Rademaker Assoc., Pace Films).

PCS FILM PRODUCTIONS

12 E. 46th St., New York, N.Y. 10017
Phone: (212) OX 7-2765
Date of Organization: 1962

Gerald J. Multer, *President*
Joseph Block, *Vice President-Exec. Producer*
Alvin M. Roselin, *Vice President*
Anita Cinnamon, Mike McCurdy, Willa Armstrong, Steve Gold, *Account Executives*
Jim Bolles, *Art Director*

SERVICES: Production of television films for news, feature and women's programming. Also sales, training and educational films. Filmstrips, slide programs with special audio effects. European facilities for fashion photography. Special facilities for developing TV films for the promotion of TV specials and series. **FACILITIES:** Complete writing and research staff. Screening, conference rooms, motion picture and still photography. Distribution facilities for television programmers; news sports, women's.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *An Interview With Rudi Gernreich* (Heublein, Inc.); *Strange Life Of A Political Wife* (Pepsi-Cola Co.); *The Generous Sea* (Dorothy Gray); *Puppy Love* (Gaines, General Foods); *Martex Shape-Up Salon* (West Point Pepperell); *What's New On Wall Street* (American Stock Exchange); *School for Fashionables* (Celanese Corp.); *Tomorrow's Colors* (Interchem Corp.); *Clean-Up Extraordinary* (Colgate); *Dogdom's Biggest Event* (Carnation); *Fashion "Spring" Into View* (Helene Curtis).

LLOYD PEARSON ASSOCIATES, INC.

347 Madison Ave., New York, N.Y. 10017
Phone: (212) 889-7670
Date of Organization: 1952

Lloyd Pearson, *Executive Producer*
Alexander Greeley, *Secretary*
J. D. Pearson, *Vice President*
Ogden Lowell, *Director*
Bill Williams, *Art Director*
Robert Kileen, *AV Productions*

SERVICES: International and domestic motion picture and television film production. Services include documentaries, TV Commercials, industrial films and filmstrips for the business and advertising media. **FACILITIES:** Studios, sound stages, remote facilities. Production department includes both visual promotion and creative services on a worldwide basis.

The Guide You Need All Year Long

Extra copies of this 20th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.

PECKHAM PRODUCTIONS, INC.

9 East 48th Street, New York, N.Y. 10017
Phone: (212) PL 8-0490
Studio: Old Bedford Road, Greenwich, Conn.
Date of Organization: 1958
John L. Peckham, *President*
Harvey Yale Gross, *Vice-President*
Peter H. Peckham, *Secretary-Treasurer*
William Littlefield, *Creative Director*
Tom Detienne, *Director of Sales*
Hoyt Griffith, *Editorial Director*

SERVICES: 16 35mm films and slidefilms—business, industrial, government, TV sales promotion, public relations, theatrical, documentary, educational, scientific. Commercials, programs for TV in color and b&w; sales training, sales, advertising films. **FACILITIES:** Creative, production and editorial depts.; Arriflex cameras; also Techniscope camera, 16 35mm animation camera; sync sound recording equipment; complete 35mm transfer & mix facilities. Unique indoor/outdoor sound studio — permanent cyc — set construction — permanent & traileed generators.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *At Home With Avon* (Avon Products, Inc.); *We Used To Call It Printing* (E.I. DuPont de Nemours & Co.); *A Special Kind of Chemistry* (Eastman Kodak, Chemicals Div.); *Impression Beyond Words* (IBM); *Seasons of Sports* (Sports Illustrated); *Hyllox* (Union Carbide Corporation); *The Eyes Have It* (Stokely-Van Camp).



PELICAN FILMS, INC.

292 Madison Avenue, New York, N.Y. 10017
Phone: (212) OR 9-0670

Date of Organization: 1954

Branch Offices: Illinois: 410 N. Michigan Ave., Chicago Phone: (312) 337-8116, Max Pride, *Vice President*

Thomas J. Dunford, *President*
Arthur J. Zander, *Executive Vice President/Secretary/Treasurer*
Marc T. Statler, *Vice President/Executive Producer/Director*

Thomas Anderson, *Executive Vice President/Operations*

Jack Farfel, *Controller*
Basil Cox, *Production Manager/Live Action*
Bengt Sommerschied, *Senior Editor*
Kena Hodge, Norman Goldstein, *Editors*
Arthur Jacks, *Sales Representative*
Geoffrey Kelly, Bill Dressler, *Sales Representatives*

Jerry Kaufman, *Director/Cameraman*
Paul Harvey, Dino Kotopoulos, Wayne Becker, Eric Camiel, *Directors*
Dick Cullen, *Opticals*
Bob Gold, *Print Service Manager*
Al Rezek, *Animation Cam.*

SERVICES: Animation and live action motion pictures for TV commercials, public relations, sales promotion, training and education. **FACILITIES:** Fully staffed and equipped animation studio (three Oxberry stands), editing, screening (35mm and 16mm), fully staffed and equipped live-action stages (85' x 90' and 60' x 120').

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Motion Pictures and The Navy*; *Position Management In Action*; *Mindpower* (U.S. Navy); *History of Merchandising* (J.C. Penney); *The Freedom Years* (Leisure Technology, Inc.); *Medical Symposium* (National Dairy Council). Numerous animated and live action commercials for national and regional advertisers



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

PICTURE HOUSE

2000 Longfellow Ave., East Meadow,
New York 11554
Phone: (516) IV 6-5180
Date of Organization: 1955
Fidelis Blunk, *President, in charge of Production*
Jean Rigo, *Secretary-Treasurer*

SERVICES: Production of motion pictures and multi-media presentations for education, industry, advertising and public relations. Script services. Updating of existing films. **FACILITIES:** Personnel and equipment for 16/35mm production; location or studio. Widescreen photography. Editing department, animation facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Splitting of Max*; *Afternoon of Student "R"*; *Fool's Mate*; *Colt '69* (Nassau Community College); *The State of Aviation* (State U. of N. Y., Farmingdale).

THE PLACE FOR FILM MAKING

47 East 44th Street, New York, N.Y. 10017
Phone: (212) 689-6922

Date of Organization: 1968

Joseph Lerner, *President, Producer-Director*
Peter von Schmidt, *Vice President, Director-Cameraman*

William Coleman, *Vice President, General Manager, Producer*
David Paulson, *Vice President, Executive Producer*

Jay Baldwin, *Executive Producer*
Geraldine Lerner, *Film Editor, Post-Production Supervisor*

SERVICES: 16 35mm motion pictures and creative services. **FACILITIES:** Editing rooms, complement of specially designed 35/16mm camera equipment, insert stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Love Story Test* (Paramount Pictures); *Flying* (American Airlines); *Presentation* (AT&T); *Small Business Growth* (American Management Association); *Filmed Specials* (WABC-TV); *Floor Covering* (Sears Co.); *Ballad of V. Vertigo* (ATV Corporation); *Images* (Inmont); *Jody Promo Intro* (Elder Manufacturing). **TV COMMERCIALS:** for J. Walter Thompson; Ogilvy & Mather; R. K. Manoff; William Esty Advertising; McCann-Erickson; Wolff Associates; Marshmann, Inc.; McMillan Ltd.; Wrightman Co.; N.W. Ayer; Norman Craig & Kummel; Frank B. Sawdon; Griswold-Eshelman; Dynamics Corp. of America.

PLUS TWO PRODUCTIONS, LTD.

141 East 44th Street, New York, N. Y. 10017
Phone: (212) 758-9330

Date of Organization: 1968

Stanton Korey, *President, Production/Sales*
Egon Dumler, *Secretary/Treasurer, Business Mgr.*

Domenic Arbusto, *Vice President, Director*
SERVICES: Full service television production company. **FACILITIES:** offices in New York with affiliates on West Coast, London & Copenhagen.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: Eastman Kodak (J. Walter Thompson); Rival Dog Food; Sinclair Oil (Dancer, Fitzgerald, Sample); General Foods (McCann Erickson); MacLean's (Kenyon & Eckhardt).

PRODUCERS ROW INC.

(Formerly Muller Jordan Herrick)

666 Fifth Avenue, New York, N.Y. 10019
Phone: (212) 765-1400

Date of Organization: 1955

William F. Herrick, *President*
Frank B. Muller, *Executive Vice-President & Treasurer*
Ralph Nathan, *Vice President*



Lloyd Nickerson, Barbara Lane, *Producers*
Stephanie Reit, Lauria Silkinski, Joan Durr,
Associate Producers
James D. Michelson, *Director of Marketing*
Robert J. McCarty, *Film Director*
Maria Mona, *Financial Services*
Kei Kubo, Bill Snow, *Art Directors*
Lou Leonard, *Promotion Director*
Warren Siegnond, *Technical Director*
Rick LaRock, *Stage Manager*

SERVICES: Motion pictures, presentations and stage shows for industry; slidefilms and other audio-visual media. Service audio-visual print media and public relations accounts. **FACILITIES:** Staff writers, directors, art director, art facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Minority Employment* (General Electric). **LIVE PRESENTATIONS:** *Dolls Alice* (International Paper Show); *Traveling Consumer Trade Show* (Head Ski); *J. C. Penney Convention* (J. C. Penney). **MULTI-MEDIA:** *Traveling Consumer Trade Show* (Head Ski); *State of the Nation Coin Game Dealer Comm.* (Shell Oil).

PRODUCING ARTISTS, INC.

17 East 45th Street, New York, N.Y.

Phone: (212) 661-2131

Date of Organization: 1961

Robert McCahon, *President/Director*

Leon Patlach, *Sr. Vice President/Treasurer*

Joseph Conte, *Vice President*

Michael Minerva, *Editor*

Torben Johnke, *Cameraman*

SERVICES: 16/35mm motion pictures; videotape, TV films and commercials. **FACILITIES:** sound stage at 537 W. 59th St., New York City; editing facilities at 17 East 45th Street, N.Y.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ford Motor Co.* (J. Walter Thompson); *Crest* (Benton & Bowles); *Crisco* (Compton). **MOTION PICTURES/VIDEOTAPES:** *Singer* (J. Walter Thompson); *Clairol* (Foote Cone & Belding).

THE PRODUCTION TEAM, INC.

47 East 44th Street, New York, N.Y. 10017

Phone: (212) 686-6922

Date of Organization: 1968

David Paulsen, *President/Producer-Director*

William Coleman, *Vice President/Producer-Director/Sales*

Albert Lerner, *Production*

SERVICES: Complete production and creative services on films for industry, education, advertising and sales promotion, with special emphasis on 16mm production. **FACILITIES:** Studio and location photography, special effects; editing rooms, animation design and layout, sound recording, for all 16mm and 35mm audio-visual production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Convention* (IBM); *Children's Bill of Rights* (United Nations); *Nutrition-Silent Revolution* (Merck Corp.); *Network Radio* (NBC); *Flock - MeLaren* (Columbia Records); *Toast* (Champale); *Presentation* (Roux Industries); *Start Three* (Monsanto). **TV COMMERCIALS:** for Ogilvy & Mather; Warren, Muller, Dolobosky; Dancer-Fitzgerald-Sample; Richard K. Manloff; Foote, Cone & Belding.

DAVID QUAID PRODUCTIONS, INC.

R.D. #1, Austin Road, Mahopac, N.Y. 10541

Phone: (212) 892-5380

Date of Organization: 1967

David L. Quaid, *President*

Dorothy Quaid, *Vice President*

John Orr, *Production Mgr.*

SERVICES: Producer of industrial, documentary, public relations, sales, education and TV com-

mercials. **FACILITIES:** Full production facilities, 16mm and 35mm.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Drunk Driver* (Continental Ins., Doyle, Dane, Bernbach); *Pontiac Night* (Pontiac Div. GM McManus, John & Adams); *Lonely Road* (Hertz Rent-A-Car, Carl Ally); *Bahama Tourism Campaign* (Bahama Tourism McCann-Erickson); *United Fund Campaign* (Detroit United Fund, McManus, Johns, and Adams).

CARL RAGSDALE ASSOCIATES, INC.

31S East 45th Street, New York, N.Y. 10017

Phone: (212) 889-6575

(See listing Sun Dial Films this section)

LAWRENCE RAVITZ ASSOCIATES, INC.

215 East 37th Street, New York, New York

10016

Phone: (212) 867-5140

Date of Incorporation: 1966

Lawrence Ravitz, *President*

SERVICES: Complete development of project from script to completed film. **FACILITIES:** Editing, projection rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *From Sea To Shining Sea* (Reader's Digest); *The Coming Way To Go* (Citizens' Committee For Better Regional Transportation).

RMA, INCORPORATED

117 East 30th St., New York, N.Y. 10016

Phone: (212) LE 2-7083

Date of Organization: 1953

Rene J. Mechin, Jr., *President*

Carol Snyder, *Art Director*

Brian M. McFadden, *Sales Manager*

SERVICES: TV graphics, commercials; multi-media, multi screen presentations, industrial motion pictures; slide and slidefilm presentations. **FACILITIES:** Creative department; art and photo studio.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *The Clairol Story* (McCall's); 1970-1975 (Columbia Gas System); *Anniversary* (Women's Division of the Institute of Life Insurance); *C.I.M.* (Motors Insurance Corp.). **MULTI-MEDIA:** *AFCEA* (A.T.&T. Allan Sizer Assoc.).

ROBERT YARNALL RICHIE PRODS., INC.

330 E. 46th St., New York, N.Y. 10017

Phone: (212) MO 1-1380

Date of Organization: 1948

Branch: 7230 Twin Tree Lane, Dallas Texas

75214. Phone: (214) EM 3-1292 (Pres-

ton Tower)

Robert Yarnall Richie, *President*

V. G. Richie, *Secretary-Treasurer*

Gilda T. Gold, *V.P. Chg. Production*

SERVICES: Motion pictures for TV, industrial, documentary, 35 & 16mm b&w and color; slide-motion; filmstrips; scripts and story board treatments. Specialists in still photography. **FACILITIES:** Self-equipped for all phases of motion picture photography; employing Mitchell cameras, Magnasync sound on location; shooting staff for sets and special effects. Lighting for large industrial interiors.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Men, Mountains and Mud* (Texaco, Inc.); *Alchemist's Dream* (Superior Oil Co.).

Client References to Guide the Buyer

Client references provided in these listing pages are for the guidance of our buyer-readers. Check titles and sponsors listed; preview work of your prospective producer who is listed in these pages.

ROSE-MAGWOOD PRODUCTIONS, INC.

1414 Avenue of the Americas, New York,

N.Y. 10019

Phone: (212) PL 1-7000

Date of Organization: February, 1962

Branches: RMP Productions of California, 948

N. Caluenga, Hollywood, Calif. 90038.

Phone: (213) 466-8561. RMP Productions

of Chicago, 410 N. Michigan, Chicago,

Ill. 60611. Phone: (312) 644-4070. RMP

Ltd., 9 New St., Toronto, Canada. Phone:

(416) 929-0221. Zale Magder, *Ex. in*

charge: RMP U.K.) Ltd. 1 Great Cumber-

land Pl., London, W. 1, England. Phone:

493-5773. Peter Lavelle, *Ex. in charge,*

John Crome, *Director.*

Howard T. Magwood, *President-Producer/*

Director

James Rose, *Exec. Vice President*

Robert J. Rubin, *VP General Manager*

David Schermerhorn, *VP Production*

William Huston, *General Sales Manager*

Kenneth Drake, *VP Sales*

Rene Oulmann, *VP International Sales*

Lawrence F. Doheny, Gordon Riggsby, Jeffrey

Lovinger, *Producer/Directors*

Ernesto Caparros, *VP Director of Photog-*

raphy

Ransome Dunnell, *Producer/Director*

Harry Chang, *Supervising Editor*

Joseph Miraglia, *Head, Print Dept.*

Larry Fanella, *Chief Expediter*

SERVICES: Production of TV spots, business indus-

trial, sales and training films. **FACILITIES:**

Offices, studios, editorial and distribution facili-

ties in N.Y.C.; branches in Los Angeles, Chi-

cago, Toronto, and London.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Attic* (Cracker Jacks/Doyle-

Dane-Bernbach); *The Cure* (Delco Pleasurizer/

Campbell-Ewald); *Rose Garden* (Assoc. of

American Railroads/Geyer Oswald); *Fantastic*

Shags (Lee's Carpets/Doyle-Dane-Bernbach);

Stockbroker (Oldsmobile DP Brothers).

ROSSMORE PRODUCTIONS**AND SELLING METHODS, INC.**

51 East 42nd Street, New York, N.Y. 10017

Phone: (212) 682-3625

Date of Organization: May, 1959

Anne Koller, *Executive Producer*

M. G. Baas, *Creative Director*

SERVICES: Sales promotion and merchandising,

creative services and complete production serv-

ices. **FACILITIES:** Writing, art, photography, vid-

eo-tape.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Span The Generation Gap*

(Boys Life Magazine). **SLIDEFILMS:** Training

series #1-5 (Reuben H. Donnelley Corp.).

MULTI-MEDIA: Hot Corp. of America; Frederick

Atkins Stores Inc.

KEN SACO ASSOCIATES, INC.

777 Third Ave., New York, N.Y. 10017

Phone: (212) 688-2015

Date of Organization: 1957

Ken Saco, *President*

Curt Lowey, *Vice President*

Jeffrey Mitchell, *Designer/Producer*

SERVICES: Design, script, and producer indus-

trial films, and multi-media presentations. **FAC-**

LILITIES: Writer, designer and producer offices,

with screening rooms.

RECENT PRODUCTIONS AND SPONSORS

MULTI-MEDIA: *New Generation Combines*

(Deere & Co.); *The Business of Business* (E.

Kodak); *Community Newspapers* (AT&T); *The*

ISD Story (IBM); *Future of Television*

(MGM).

NEW YORK PRODUCERS

JOHN H. SECONDARI PRODUCTIONS, LTD.

212 West 48 Street, New York, N.Y. 10036

Phone: (212) 581-3954

Cable: PRODSEC, N.Y.

Date of Organization: 1960

John H. Secondari, *President, Executive Producer*

Helen Jean Rogers, *Vice President, Producer/Director*

Henry G. Druckerman, *Business Manager*

SERVICES: Production of television, industrial and educational films. FACILITIES: Complete production and editorial facilities and personnel.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *History of the Railroad; The Golden Age of the Automobile; Kitty Hawk To Paris; The Heroic Years; Saga of Western Man Series, 1963-1968* (3M Company); *Cosmopolis; 2,000 AD* (North American Rockwell); *Close-up Series, 1960-1963* (Bell & Howell).

SENECA PRODUCTIONS, LTD.

S E. 45th St., New York, N.Y. 10017

Phone: (212) PL 8-4141

Date of Organization: 1968

(absorbed Seneca Prods. Inc.)

Robert Gaffney, *President*

SERVICES: Industrial, television and feature motion pictures: special capabilities in 70mm exhibition films. FACILITIES: exclusive U.S. rights to MCS 70mm cameras; editing, sound library, recording, casting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Bridge To Space* (NASA). TV COMMERCIALS: 3 for Eastern Airlines (Young & Rubicam); 1 for Krylon Paint (Conahay & Lyon); 2 for Pan Am Airways (J. Walter Thompson); 2 for KLM Royal Dutch Airlines (Ogilvy & Mather); 9 for National Airlines (Papeert, Koenig & Lois); 12 service announcements for U.S. Navy.



SERGEANT FILM SERVICES

421 W. 54th St., New York, N.Y. 10019

(See complete data under DFI Communications, Inc.)



SIGHT AND SOUND PRODUCTIONS

421 W. 54th St., New York, N.Y. 10019

(212) 757-2125

Consultants - Film, Television, Radio, multi-media.

(See complete data under DFI Communications, Inc.)

SOLO PRODUCTIONS, INC.

250 East 49th Street, New York, N.Y. 10017

Phone: (212) 826-0650

Victor Solow, *President-Director-Cameraman*

Lawri Sager, *Production Assistant*

Janefer Wyman, *Producer, Salesman*

SERVICES: Production and completion of TV Commercials, industrial, documentaries, etc. FACILITIES: 35mm shooting equipment, 16mm shooting equipment, lighting and sound equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Eastman Kodak* (J. Walter Thompson); *New England Edison* (Compton); *Ideal Toys* (Helfgott & Partners); *Clairol* (Doyle-Dane-Bernbach).



SPONSORS FILM SERVICE

421 W. 54th St., New York, N.Y. 10019

(212) 757-2125

(See complete listing under DFI Communications, Inc.)

TED STEEG PRODUCTIONS, INC.

701 Seventh Ave., New York, N.Y. 10036

Phone: (212) LT 1-8470

Date of Incorporation: 1960

Ted Steeg, *President*

Peter Funk, *Executive Vice President*

William Boal, *Director of Sales*

JoAnne Kaminsky, *Secretary/Treasurer*

John MacDonald, *Producer/Director*

John Schmerling, *Chief Editor*

Jim Strongin, *Producer/Director*

Richard LaBonte, *Editor*

Don Kates, *Sales*

Bill Stitt, *Production Manager*

SERVICES: Producers of motion pictures, filmstrips and presentations for television, business education and government. FACILITIES: Offices, conference rooms, screening rooms, editing rooms, and production facilities and equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Hospital Supervision Series* (Am. Management Assn.); *Like It Is; Incident Reporting; In Focus* (IBM); *Juan* (USIA); *Search* (United Church Board for World Ministries); *One Week* (Newsweek); *Harvest of A Quiet Eye; Burnett Show; Sleep Odyssey* (Life Magazine); *Zero Defects . . . That's Good Enough* (ITT); *Seconds* (AT&T); *Electrical History* (General Electric). FILMSTRIP: *Small Business: Where The Action Is* (Prudential Life Ins.); *Senses Series* (Coronet). TV COMMERCIALS: Independent College Funds of America; Garfinkel Department Stores. MULTI-MEDIA: *Synod* (United Church of Christ).

SIDNEY J. STIBER PRODUCTIONS, INC.

134 E. 25th St., New York, N.Y. 10016

Phone: (212) MU 5-5516

Date of Organization: 1954

Sidney J. Stiber, *President*

Charlotte R. Stiber, *Vice President*

Leo Filer, *Editorial Supervisor*

Michael Livesey, *Photography*

Antoine Amant, *Traffic*

SERVICES: TV commercials, industrial films, government films, public relations films. FACILITIES: Complete motion picture sound stage, editing, production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Take The High Road; Somebody Down There Likes Me; Presenting Pan Am's 747; Introducing the 747* (Pan American); *Duke Ellington At The White House* (USIA).



HENRY STRAUSS COMMUNICATIONS

31 West 53rd St., New York, N.Y. 10019

Phone: (212) PLaza 7-0651

Date of Organization: 1951

Henry Strauss, *President*

William L. Browning, *Production Manager*

SERVICES: Internal and external communications, including public and employee attitude development; education, sales training; sales promotion; community, customer and industrial relations; management and staff training, through programmed motion pictures (excl. TV commercials). Semi-animated and slidefilms, training courses and guides; printed and recorded material; other coordinated audio-visual tools. FACILITIES: All necessary for research,

planning, programming and the creation and production of these media.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Gathering Of One* (IBM World Trade); *A Question of Mission* (Episcopal Church); *Movies Move People* (Eastman Kodak); *Hey, How About Right Now?* (Armco Steel); *One Plus One Plus One* (duPont); *USSR Revisited* (Pan American). SLIDEFILM: *A Matter of Need* (Pan American Airways).

STURGIS-GRANT PRODUCTIONS, INC.

328 East 44th Street, New York, N.Y. 10017

Phone: (212) 689-4994

Date of Organization: 1948

Warren Sturgis, *President & Executive Producer*

Benedict Magnes, *Vice-President & General Manager*

John M. Geeza, *Assoc. Editor, Animation Cameraman*

Linda Halberstadt, *Production Assistant*

Orestes Calpini, *Art Director*

Charles E. Dutchess, M.D., *Medical Consultant*

Jean M. Williams, *Assoc. Art Director*

SERVICES: Educational, industrial and documentary films and filmstrips; special emphasis on medicine, health and science; animation of all types, scripts and storyboards; TV commercials; demonstration films; foreign language adaptations; service work; Cinegraphic exhibits. FACILITIES: Mitchell and Arriflex 16/35mm cameras; special timelapse, cinephotomicrographic, and endoscopic camera equipment; two 16/35mm Oxberry animation cameras and stands. Full art studio; sound stage, sets; recording, editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Development of Human Teeth* (American Society of Dentistry for Children); *The Pharmacology of Disordered Sleep* (Lakeside Laboratories); *Segmental Colon Transplant For Esophageal Reconstruction* (Edward J. Beattie, Jr., M.D.); *A Technique For Urethrectomy In The Male* (Willet F. Whitmore, Jr., M.D.); *The Economics of Fertilization; General Pest Control* (ESSO Chemical Co., Inc.); *Vitallium for Osteosarcoma* (Howmet Corp.); *Current Developments In Obstetrical Anesthesia* (Ayerst Laboratories).

SUN DIAL FILMS, INC.

318 East 45th St., New York, N.Y. 10017

Phone: (212) 889-6575

Date of Incorporation: 1944

Branch Offices: Sun Dial Films, Inc., 1100 22nd St., NW, Washington, D.C. 20037. Phone: (202) 223-1262.

Sun Dial Films, Inc., 16036 Tupper St., Sepulveda, Calif. 91343. Phone: (213) 894-6291; Frank Coughlan, *Exec. Producer in Charge*.

Carl V. Ragsdale, *President*

Tom Carroll, Jr., Sam Datlowe, Harry Bjorkstrom, *Writer-Director*

Donald B. MacLeod, *Production Manager*

David Asking, *Executive Producer*

David Donovan, *Head, Editorial Dept.*

Sylvia Baden, *Comptroller*

Charles A. Harris, Jr., *Chairman*

Charles A. Harris Sr., *Asst. To President*

Karla J. Gowan, *Administrative Assistant*

SERVICES: Motion pictures and slidefilms for industry, government, trade associations, advertising agencies and public relations firms. Complete services from script to screen. FACILITIES: Offices, screening and editing rooms; complete production facilities, animation camera and technical animation staff. Fully equipped to perform underwater still and motion picture photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Voyage Of The Elias Kane; Rescue Under The Sea; Sealab III; Bomb*

Squad-USN; The Supply Corps, 1980; Undersea Pilot; Martin-Baker Ejection Seat (U.S. Navy); Something Of Our Own (Thiokol Chemical Corp.); The Gulf Stream Drift Of The Benjamin Franklin (U.S. Navy).

JOHN J. SUGHRUE & CO., INC.

22 East 38th Street, New York, N.Y. 10016

Phone: (212) 661-8585

Date of Organization: 1965

Date of Incorporation: 1965

John J. Sughrue, *Exec. Producer-Director*
Marion Evans, *Director of Musical Productions*

Roy Hyrkin, *Associate Producer*

Elisabeth Tavs, *Assistant to the Producers*

SERVICES: Motion picture production from conception and design through all production functions, including original music and editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Taj Mahal* (Pacific and Southern Broadcasting Co.); *The Games People Play* (Premco Tire Co.). TV COMMERCIALS: Michel Cosmetics.

TALES OF THE TRAILS, INC.

Formerly: Films of the Nations

442 West 57th Street, New York, N.Y. 10019

Phone: (212) 247-4931

Date of Organization: February 1969

Henry Briggs, *President*

Maurice T. Groen, *Vice President*

William Rosenfeld, *Secretary-Treasurer*

SERVICES: Wildlife conservation, nature studies, natural history and geological films, TV commercials, color stock shots of animal and insects life. FACILITIES: Cameraman in Sweden, Austria and Holland, worldwide coverage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Glamorous Insects; Observing Birds In The Fields; Observing Mammals In The Forest; Feeding Habits Of Forest Birds; Life In An Old Dead Tree* (Association Films).

TARGET FILM PRODUCTIONS, INC.

381 Park Avenue South, New York, N.Y.

10016

Phone: (212) MU 4-4761

Date of Organization: 1962

Glen P. Mathews, *President*

Richard J. Powers, *Vice President*

Fred J. Schaefer, *Executive Producer*

SERVICES: Producers of motion pictures, filmstrips, slides and other A-V's. Also dealers in most popular projection equipment. FACILITIES: Sound Stage, 16/35mm facilities, recording, editing, etc. in one location. Stage available to other producers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The First 100 Years* (John J. O'Keefe for Graybar Electric Co.); *Grooming & President's Service* (Pan Am World Airways); *Introduction to Digital Computers, More Cards—Less Time* (Univac—Div. of Sperry Rand); *Target Tomorrow* (John J. O'Keefe for Am Trucking Assoc.); *Phenothiazine* (E.R. Squibb); *Remington R-2* (Remington Rand Int'l.); *Every Where At Once* (RCA); *Abadan* (The Lammus Company). SLIDEFILMS: *Growth* (Johnson & Higgins); *Real Estate* (Nisarc, Ltd.).

TELIC, INC./TELIC PRODUCTIONS

FILM CENTER: 630 Ninth Avenue, New York, N.Y. 10036

Phone: (212) 582-3450

Date of Organization: 1956

Elwood Siegel, *President, Executive*

Producer-Director

Shirley A. Siegel, *Vice President*

Philip F. Brennan, *Supervising Editor/*
Production Manager

Albert Gewitt, *Assistant General Manager*

Willie Bass, *Stage Manager*

John Lydecker, *Assistant Production Manager*
Donna Stickles, *Production Secretary*
Joan Brandt, *Executive Secretary*

SERVICES: Motion picture designers and producers; complete script to screen production, co-production and or completion services for business, industry, agriculture, education, government and TV. Maximum security project department; live action and or animation. TV commercials. Specialists in use of 8mm projectors and production of 8mm prints for sales promotion, training and education. "In-plant" audiovisual program consultants. Joint venture educational film production with publishers.

FACILITIES: Air-conditioned offices, studio, recording, screening and editorial rooms; 35mm/16mm 8mm color and B&W production; complete electrical, grip, prop equipment; carpentry shop.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Infra-Red Oil Analysis-1969; Wings of Yesterday; Promotions Are Part of The Business; Multi-Service Grease Performance* (Mobil Oil Corporation); *The Automatic Bale Wagon; Combine in Small Grains; The Haybine; High Speed Hay Team; ABWs For Family Farms* (New Holland Division, Sperry Band Corporation). TV COMMERCIALS: For Procter & Gamble — *Pampers* (Benton & Bowles); *Criseo Oil* (Compton); *The New Holland Line* (New Holland).

TMI PRODUCTIONS, INC.

400 East 56th Street, New York, N.Y. 10022

Phone: (212) 752-2635

Date of Organization: 1960

Stanley Turteltaub, *President*

Martha Barker, *Production Assistant*

SERVICES: Corporate and product motion pictures; theatrical short subjects; public relations films; sales training programs and filmstrips; sales meetings and industrial shows.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *How To Turn On Consumers; The Route Salesman Speaks* (Pepsi Cola Co.); *Accessible Tire System* (Armstrong Cork Co.); 1969 *Dealer Meeting; Tire Rally* (Sun Oil Co.).

TOMLIN FILM PRODUCTIONS, INC.

405 Lexington Ave., New York, N.Y. 10017

Phone: (212) OXford 7-0003

Date of Organization: 1939; Inc. 1946

Frederick A. Tomlin, *President*

Carl A. Tomlin, *Vice President*

Harry L. Flynn, *Sales Manager*

Mary D. Tomlin, *Secretary-Treasurer*

SERVICES: Production of sales promotion, institutional, and industrial motion pictures; sound slidefilms, wide-screen slides and filmstrips; standard slides and filmstrips; slide motion pictures. FACILITIES: Photographic studios with front light projection system; film editing rooms; two 16mm/35mm Oxberry animation stands; 16mm Picture and Track interlock projection; 16mm motion picture cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Improved Benefits Plan* (General Foods Corp.); *Sylvania '69* (Comtempo Productions); *Trix* (Dancer, Fitzgerald & Sample); *Living Biography — David Seegal,*



NEW YORK PRODUCERS

M.D. (Brandeis University). FILMSTRIP: *Plastic As Plastic* (American Craftsmen's Council). SLIDEFILMS: *Colgate Hyperphase Presentation; Seagram '69* (Comtempo Productions, Inc.); *Public Relations* (Bicycle Institute); *Fashion Shoes* (J. C. Penney Co.); *Barry Controls; Uniroyal Market Penetration* (J. B. Rundle); *Planned Security Track* (Metropolitan Life Ins. Co.); *Solvent Design Principles* (Copper Development Assoc.); *Pep System; Sludge Thickener* (Dorr Oliver, Inc.); *2nd Century Sales Meeting; Summer Market Program* (Simmons Co.); *Retirement Program* (United Nuclear Corp.); *Koolaid Div. Management Meeting; Security Analysis Meeting; Birds Eye Sales Management Meeting* (General Foods Corp.).

TRAINING FILMS, INC.

33 Laurel St., Butler, New Jersey 07405

Phone: (201) 838-4363

Affiliate: TFI Productions, Inc.

Date of Organization: 1948

Robert A. Lightburn, *President*

SERVICES: Specialize in production of industrial and educational filmstrips and slides; non-theatrical 35 16 8mm motion pictures for industry, TV and theater; filmographs, easels, booklets, etc. Consultants on audio-visual presentation for meetings: mobile training schools for dealers. Distributors of A-V equipment. Tape and disk recording, duplication, and distribution, duplication of film and/or tape for all continuous projectors. Wide-screen panoramic and multi-projector filmstrip presentations. FACILITIES: Animation and live action facilities in the U.S. and abroad; 35mm Oxberry equipment. Research, writing, graphic arts, photographic arts, narration.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: For Safe Car Educational Institute: *Purolator Products; Citgo; Mobile Oil Co.; Phillips 66; Gulf Oil Corporation; International Business Machines.*

TRIO PRODUCTIONS, INC.

114 East 55th Street, New York, N.Y. 10022

Phone: (212) 838-3333

Date of Incorporation: 1968

Newt Mitzman, *President*

Howard Henkin, *Exec. Vice President*

Ted Milan, *Sales*

Gene Fein, *Coordinator*

SERVICES: Industrial, commercial, sales and public relation films from script to completion in live action, animation and slidefilms. FACILITIES: Creative staff and offices in New York, Hollywood and Europe for all phases of production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Crusade '70; Journey Into Darkness* (American Cancer Society); *Who Is That Woman* (Avon Products); *Buick Dealer Group* (General Motors). TV COMMERCIALS: Continental Bakers Ted Bates.

TV-FILM GRAPHICS, INC.

21 West 46th Street, New York, N.Y. 10036

Phone: (212) TN 7-3330

Date of Organization: 1945

Bernard Rubin, *President*

Lee Blair, *Secretary-Treasurer*

Howard Linkoff, *Vice President*

SERVICES: Documentary, educational public relations, training, informational and TV commercial films in 35mm and 16mm, both color and b&w. FACILITIES: Fully equipped and staffed 15,000 sq. ft. studio; independent animation and special effects departments; optical effects department with optical film laboratory; editing and service departments.

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

NEW YORK PRODUCERS

UNIT-ONE FILM PRODUCTIONS, INC.

723 Seventh Ave., New York, N.Y. 10019

Phone: (212) JU 6-8880

Date of Organization: 1960

Herman W. Kitchen, *President & Exec. Prod.*

Richard Cadenas, *Production Mgr.*

Edna Amir, *Office Manager*

Robert Endelson, *Production Coordinator*

SERVICES: Complete production, specializing in underwater and aerial filming. **FACILITIES:** Complete location production equipment. Aerial and underwater camera. 16mm and 35mm editing facilities. Aircraft for aerial filming and transportation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Class; Sentinel Car Service* (Shell Oil Co.); *Way Of A Show Dog* (General Foods); *Fundamental Chemistry* (Harper & Row); *Bermuda Shorts* (Rubin Donnelly).

UNIVERSITY FILMS, INC.

(William P. Gottlieb Co.)

36 West 60th St., New York, N.Y. 10023

Phone: (212) 581-5582

Date of Organization: 1949

William P. Gottlieb, *President*

Edward Dahlin, *General Manager/Art Director*

Marvin L. Reiter, *Production Manager*

Karen Frankel, *Writer/Producer*

SERVICES: Creation and production of sound slidefilms and filmstrips. Specialists in educational and institutional work, sales promotion, personnel training, business-sponsored filmstrips for school distribution. Writing and production of illustrated booklets. **FACILITIES:** Research and scriptwriting staff; art department, photo studio; recording and projection equipment.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *World of Work*, series; *Community series; School Series* (McGraw-Hill Book Co.); *Art By Talented Teen-Agers*, 1969; *Photography By Talented Teen-Agers*, 1969 (Scholastic Magazine); *Macmillan English Series* (The Macmillan Co.); *Structural Components* (F. W. Dodge). **TAPES:** *Bi-Monthly Chemical Process Industry Newstapes* (Chemical Engineering Magazine).

VAN PRAAG PRODUCTIONS, INC.

250 W. 54th St., New York, N.Y. 10019

Phone: (212) 245-1050

Date of Organization: 1952

Branch Offices: California: 1228 N. Vine St., Hollywood 90038. Phone: (213) Hollywood 2-2341; Don Bernarducci, *Studio Manager*. Florida: 254 Giralda Avenue, Coral Gables, Florida 33134. Phone: (305) 443-6343, Jerry Winters, *Manager*

William Van Praag, *Executive Director*

Ronny Graham, *Director/Writer*

Luis Rodriguez, *Quality Control*

Maurice Kalker, *Comptroller*

Anita M. Palumbo, *Business Mgr.*

SERVICES: 35/16mm color, b&w motion pictures and multimedia for commercial, industrial, educational, promotional, government, documentary and theatrical presentations; slidefilms, tri-screen films and distribution. **FACILITIES:** Sound stage, full editing facilities plus multi-media projection and closed circuit television.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Results* (Institute for Developmental Studies); *The Observation* (New York University); *The Graduation* (VPP Multi-media Force); *Hands; Rose* (Speidel/Textron, Inc./The Marschalk Co.); *Fanta* (Coca-Cola Co./The Marschalk Co.); *Dance, Baby* (Arthur Murray, Inc./Kane Light Gladney, Inc.).

VAVIN, INCORPORATED

Video and Visual Information Films

236 East 46th Street, New York, N.Y. 10017

Phone: (212) 682-4624

Date of Incorporation: 1948

Branch Offices: Paris: 72 Boulevard Raspail,

Paris VI, France, Phone: 924-5080. M.

Jean Pages, *Production Manager*. Switzerland:

31 Grande Rue, Geneva, Switzerland,

Phone: 26-21-27. N. Z. Moreno, V. P.

& *Manager*.

Richard de Rochemont, *President, Ch. of Bd.*

Gerald E. Weiler, *Exec. Vice-President*

N. Z. Moreno, *Vice-President*

Ruth Teksmo, *Secretary, Asst. Treasurer*

SERVICES: Documentary, industrial, public relations and travel films for theatrical, non-theatrical and TV distribution. Production of closed-circuit telecasts. **FACILITIES:** Production and editorial for 16 and 35mm color, b&w, in U.S. and overseas.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Creating A Mobile Home Community; Creating Tomorrow's Cities; Astrohome; Astrohome II*; (National Homes Corporation); *Space Photographer; Latest Harris Poll* (Time Inc.); *Giant Model Unveiled* (The Upjohn Co.); *Print Festival '69; Father of the Year* (Bell & Stanton); TV Featurettes series (Reader's Digest Assoc.); News Film series (Mobil Oil Corporation); News Film series (American Iron & Steel Institute).

VIAFILM, LTD.

333 Park Avenue, South, New York, N.Y.

Phone: (212) 777-0100

Date of Organization, May, 1967

Zoli Vidor, *President*

Ira Marvin, *Vice-President*

Albert D. Hecht, *Executive Producer*

Sheila Birdsall, *Production Coordinator*

SERVICES: TV commercials, industrial and documentary films, motion pictures. **FACILITIES:** Insert stage, complete 16 and 35mm editing facilities. Stop motion and animation department.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Cellophanes* (Yardley of London); *Little Boy* (Monsanto/Doyle Dane Bernbach); *Anacin* (Whitehall/J. F. Murray) *Superlite* (G.T.&E. DDB), *BCF* (N. W. Ayer).



VISION ASSOCIATES, INC.

680 Fifth Avenue, New York, N.Y. 10019

Phone: (212) Circle 5-2611

Date of Organization: 1959

Lee R. Bobker, *President*

Irving L. Oshman, *Vice-President*

Helen Kristt Radin, *Vice-President*

Mel London, *Vice-President*

SERVICES: Producers of motion pictures, slidefilms, theatrical and television programs. **FACILITIES:** Offices, screening and editing rooms and all facilities for production of film, tape, theatrical and audio-visual media.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *South Carolina & .0003* (South Carolina State Development Board); *Learning By Inquiry* (I/D/E/A/ Inc.); *The Wings of Man; From Here To The '70's* (Eastern Airlines); *Indonesia - Land Between; Family Of The Islands; Family of the River*, 8 films on Political Science (McGraw-Hill Book Co.); *The Great Adventure* (Australian Tourist Commission); *Theatre In The Air* (Pan American World Airways); *A Child Like Felicia* (Save The Children Federation); *The Moon; Old Friend, New World* (Pan American World Airways/McGraw-Hill Book Co.); *Artie; Portrait of A Ghetto Youth* (American Foundation, Institute of Corrections); 4 Chevron Training Films (Chevron Oil Europe); *A Moving World,*

U. S. (Welcome Wagon Int.); *Built For Service*, Great Britain (Welcome Wagon Int.); **TV COMMERCIALS:** National Education Association; Boys Clubs; Save The Children Federation; Scheurer Campaign.

VISUAL INSTRUCTION SYSTEMS, INC.

40 East 49th St., New York, N.Y. 10017

Phone: (212) 486-0970

Date of Organization: 1963

Hal Weiner, *President*

Rick Friedberg, *Vice President*

Trudy Scheller, *Production Administration*

SERVICES: Production and distribution of Super 8mm training and sales presentations; manufacturer of Visual Instruction Systems' Programmed Instructor, which is a portable multi-media system. **FACILITIES:** Production, editing and printing of motion pictures for distribution in Super 8mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Gateway to Excitement* (Avianca Airlines). **MULTI-MEDIA:** *Proof & Encoding Training* (First National City Bank); *Electronic Data Paranoia* (Data Management Services, Inc.); *What Is A Dubbing?* (Dubbing, Inc.)



VISUALSCOPE INCORPORATED

103 Park Avenue, New York, N.Y. 10017

Phone: (212) MU 3-3513

Date of Incorporation: 1955

Robert C. Taylor, *Chairman of the Board*

Marvin H. Green, Jr., *President*

Manuel Garcia Rey, *Executive Vice-President*

T. H. Westermann, *Vice-President, Marketing*

Jerome Smath, *Art Director*

Robert Stringer, *Director*

Thomas McNally, *Production Manager*

SERVICES: Audio-visual presentations including the Visualscope, 35 and 16mm filmographs, 35 and 16mm live action, slides, flipcharts, Vu-Graphs and spectaculars staged for sales meetings, sales promotion and training, public relations. **FACILITIES:** Art department, photographic studios, corporate stockholders meetings, motivastudio, staff writer, projection equipment and editing facilities. Trained personnel for staging and projection of presentations.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Little Things Mean A Lot* (American Express); *Operation Airco* (Air Reduction Co.); *This Is ABC* (American Broadcasting Co.); *It's The Brake Lining* (Raybestos); *Mrs. Consumer* (Mrs. Paul's). **FILMSTRIP:** *Fashion* (Puritan Sportswear); *Computer Conversion* (Morgan Guaranty Trust); *Liquor* (Time, Inc.); *Paramount* (Paramount Pictures); *Growth* (American Airlines); *AVCO* (AVCO). **SALES MEETING:** Elanco (Elanco); *ABC* (ABC); *Puritan Sportswear* (Puritan Sportswear).

VPI PRODUCTIONS, INC.

A Division of Electrographic Corp.

321 W. 44th Street, New York, N.Y. 10036

Phone: (212) 838-3900

ROGER WADE PRODUCTIONS, INC.

16 West 46th Street, New York, N.Y. 10036

Phone: (212) 245-3040

Date of Incorporation: 1946

Roger Wade, *President*

Martin J. McIntyre, *Vice-President*

Florence Hewitt, *Secretary, Production Co-ordinator*

SERVICES: Planning and production of live-action and animated motion pictures, sound slidefilms



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

(single and double frame format), VuGraphs, slides, multi-media systems and materials. Slide development in specific-application audio-visual equipment and presentation materials. **FACILITIES:** Studio, art department; editing; darkrooms; Oxberry 16-35mm animation stand; special slide and slide-film shooting stands; special cameras and copying equipment; slide-laminating equipment, machine shop and electronics shop.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Natural Gas-Flowing Energy* (American Gas Association); *1969 Plans* (Savings and Loan Foundation); **SLIDEFILMS:** *Keds Aren't Kidding* (Uniroyal); *Supersales thru Supervision* (Uniroyal); *A Fitting Story* (Green Shoe Company); *Easy as 1-2-3* (Green Shoe Company); *Doing Your Own Thing, The Story of Clingless*; (Celanese); *I-S-C-Program* (AT & T); *The Company You Keep* (General Telephone & Electronics).

ROBERT WARNER PRODUCTIONS

7 East 78th St., New York, N.Y. 10021

Phone: (212) RH 4-7979

Date of Organization: 1959

Robert Warner, *President*

SERVICES: Live, film and tape programs and commercials. **FACILITIES:** For every type of photography, special effects and editing.

W C D, INC.

820 Second Ave., New York, N.Y. 10017

Phone: (212) 986-1351

Date of Organization: 1957

Branch Office: California: 1028 N. LaBrea Ave., Los Angeles 90038. Phone: (213) 463-3113.

Robert W. Carlisle, Sr., *President*

Jack L. Lemmon, *Executive Vice President*

Walter Kullberg, *Secretary-Treasurer*

Rex Cox, *Vice President, Creative Director, Producer*

Michael C. Stehney, *Vice President, Producer, Director*

Douglas Fithian, *Producer, Director*

Joseph I. DiBuono, *Vice President/Sales*

Robert C. Carlisle (Jr.), *Director-Producer*

SERVICES: Facilities and staff for film and videotape production. Producers of theatrical, industrial, documentary, television, educational, governmental, and TV commercials. Film and videotape. **FACILITIES:** New York: Executives offices, projection room and editing rooms at 820 Second Ave. Studios at 421 E. 6th St. Three large shooting stages, including main stage 50x 100 ft. with 22 ft. cye and drive in entrance from street for automobiles for shooting purposes. 1/4" and 35mm tape recording; camera, lighting and photographic equipment. Casting, editing, print service and film storage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Three documentaries for American Telephone & Telegraph Company. **TV COMMERCIALS:** Topper Toys, Topper Construction (Dancer-Fitzgerald Samples, Inc.); Maxim Coffee, Maxwell House Division General Foods Corporation (Ogilvy & Mather, Inc.); Cool 'N Creamy, Birds Eye Division General Foods Corporation (Benton & Bowles, Inc.); Personna Razor Blades, American Safety Razor Co. Division Philip Morris, Inc. (Wells, Rich, Greene, Inc.); Shell Tires, Shell Oil Company (Ogilvy & Mather, Inc.); Hellman's Mayonnaise, Best Foods Division Corn Products Company (Dancer-Fitzgerald-Sample, Inc.); Kinney Shoe Corporation (Frank B. Sawdon, Inc.).

All the Facts You Need to Know

Concise, accurate data on film production sources who have supplied minimum reference data required for reader guidance makes this Annual Production Review the most authoritative producer reference guide in the world.

WILLARD PICTURES, INC.

45 West 45th Street, New York, N.Y. 10036

Phone: (212) JUdson 2-0430

Date of Organization: 1932

Subsidiary Company: Eli Wheelock Productions, Inc., 45 West 45th St., New York, N.Y. 10036. Phone: (212) JUdson 2-0441
John M. Squiers, Jr., *President*
F. Porrett, *Vice President*
E. Vozdic, *Treasurer*

SERVICES: Industrial, medical, educational, sales and job training motion pictures and slidefilms; training films for U.S. Armed Forces and Governmental agencies; theatricals; television film shows and commercials. **FACILITIES:** Newly renovated sound stage, Mitchell R35, N.C., Eclair, Newman-Sinclair 35mm cameras, Arriflex BL and 2 silent Arriflex 16mm cameras, 16 & 35mm animation equipment with solid state drives, studio Ampex, Nagra IV and Reeve-sound sprocketed sound equipment, 16 and 35mm projection theatre, cutting rooms, ten moviolas, etc. 100 K of Quartz and incandescent lighting units. Complete grip equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Sea America; Emmett Kelly, Jr.* (Eastman Kodak); *Morgan Horses* (Morgan Horse Assoc.); *Feature Production* (Metro-media, Inc.); *Grinding Wheel Safety* (Westinghouse Electric.)

WINIK FILMS PRODUCTIONS, INC.

1501 Broadway, New York, N.Y. 10036

Phone: (212) LW 4-0540

Date of Organization: 1939

Leslie Winik, *President, Producer*
Richard Winik, *Vice President*
Barry Winik, *Vice Pres.*

SERVICES: Motion picture production: library of Creative and editorial departments; facilities sports stock footage, h&w and color. **FACILITIES:** and equipment for 16 35mm production in studio or on location.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 1969 *World Series* (Coca Cola); *New England Heritage Trail; Washington Heritage Trail* (Paramount Pictures); *Computer Sperts; Baseball '69* (Canada Dry); *Duffus All* (I.D.S.); *N.B.A. '69 - Its Greatest eral Analine*; *N.Y. Mets 1969* (Bordens-Man. Year (N.B.A.); *West Point Football 1969* (Gen-Trust); *Basketball '69* (Converse Rubber); *Princeton Football '69* (Princeton Alumni Assoc.); *100 Years of Baseball* (American & National League).

ZACKS & PERRIER, INC.

597 Fifth Avenue, New York, N.Y. 10017

Phone: (212) MU 8-8588

Date of Organization: July, 1967

Mark Perrier, *Producer Writer*
Lewis Zacks, *Art & Staging Director*
Jack Lind, *Writer/Producer*
Bob Manella, *Art Director*
Helen Wepman, *Researcher*
Pat Tully, *Production Assistant*
Sheila Goldfisher, *Production Assistant*
Shellie Berman, *Casting*

SERVICES: Sales meeting, product introduction shows, fashion shows, corporate, recruiting and sales training presentations in motion picture, multi-media and live theatrical. **FACILITIES:** Concept, script, art and staging.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Profit Path; Advanced Administrative Systems* (IBM); *Glass To Fiberglass; All Together Now* (Owens-Corning Fibreglas); *Invisible Zipper; Stretchy Thread!* (Talon); *A Great Performer* (Wall Street Journal); *Herculon* (Hercules); *Yves St. Laurent* (Fieldcrest); *It Happens Every Day* (Sears); *Plaza Fashion Show* (ATMI). **SALES MEETINGS:** *Winners Circle* (Klopman Mills); *Imperial* (Lever Bros.); *Decade of Change* (Field-



NEW YORK PRODUCERS

crest); *TEAM* (Fibreglas); *Spring Fashion Show* (Zayre). **SLIDEFILMS:** *Herculon Contract Carpet; Consumer Carpet; Upholstery* (Hercules); *Excello* (Klopman); *Antron* (DuPont). **MULTI-MEDIA:** *Creative Woman; Talon Thimble Theater* (Donahue Sales); *Lurex* (Dow Badische); *Facsimile Comes of Age* (AT&T); *Shape Show* (Owens-Corning); *ITT Tells It All* (ITT).

SEYMOUR ZWEIBEL PRODUCTIONS, INC.

11 East 44th Street, New York, N.Y. 10017

Phone: (212) MUrray Hill 2-4450

Date of Incorporation: Feb., 1950

Susan Wayne, *President*

SERVICES: 35, 16 and 8mm motion pictures, sound slidefilms, filmstrips, slides, recordings and supplementary aids. **FACILITIES:** Sound stage; including Cvc; art staff, still photographic studio; editorial and recording services.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *You* (W. T. Grant Company); *Grant's-Where The Action Is* (W. T. Grant Company); *The Evolution of Modern Art* (Educational Activities).

NEW YORK STATE:

ACADEMY-McLARTY PRODUCTIONS, INC.

20-28 Mesmer Street, Buffalo, N.Y. 14220

Phone: (716) 826-2800; Telex: 091-245

Date of Organization: 1934

Date of Incorporation: 1959

Franz E. Hartmann, *President & Executive Producer*

John V. Gates, *Producer-Director*

William T. Clifford, *Production Manager*

Adolph J. Adolphi, Jr., *Chief Cameraman*

Robert Peebles, *Cameraman*

Anthony Chimera, *Electrician*

John Coniglio, *Sound Engineer*

James J. White, Jr., *Slide & Filmstrip Dept.*

Henry J. Kunttu, *Animation Artist*

Martha Carlon, *Office Manager*

Barry Johnson, *Sales Representative*

SERVICES: A comprehensive film service from pre-planning to projection. Specializing in 16/35mm motion pictures for sales and technical training, public relations and government filmstrip and slide departments. TV and theater commercials. **FACILITIES:** A 12,000 sq. ft. fully airconditioned plant devoted to audiovisual production. 55 ft. x 30 ft. main stage, 25 ft. x 25 ft. insert stage, interlock screening room, in-house art and animation department with hot press, Xerox cel-system, and Oxberry animation stand. Four editing rooms, carpenter shop, offset and letter press printing department, still laboratory. Arriflex, Mauer, B&H cameras, Houston crane, Mole-Richardson studio lighting, quartz location lighting. Transistorized mixing console with four fully equalized channels, Magnasync master recorder, 3 Magnasync selsyn interlock dubbers, 2 Ampex stereo 1/4" tape recorders, Nagra location sync recorder, five music libraries, two location trucks.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Cybernetics at Selkirk* (General Railway Signal Co.); *Aerial Ladders* (New York State, Div. of Fire Safety); *34KV and 46KV Hot Line Maintenance; A City Rebuilds Itself* (Niagara Mohawk Power Corp.); *White Gold* (National Gypsum Co.); *Magic Moments* (Rochester Community Chest). **SLIDEFILMS:** *The Case Of The Missing Revenue; You As An Operator* (New York Telephone); *An Idea That Makes Sense* (Financial Life Assurance Co.); *Cents and Service; Extended Area Service* (New York Telephone); *Panelectric* (National Gypsum Co.); *Turtl Grass Community* (Board of Public Instruction Dade County, Flor-

NEW YORK STATE:

ida): *Quick Couplings & Related Products* (Parket-Hannifin Co.); *Electricity and How It Works* (Carrier Air Conditioning Co.). TV COMMERCIALS: Blue Boy Foods; Iroquois Beer; Master Charge; Rochester Community Chest; Marine Auto Loan; Bison Brand Foods; Liberty National Bank; Give A Kid A Summer Job; Eastman Kodak; Wegman Supermarkets; Pizza Kitchens; March of Dimes; New York Open Letter.

Victor Kayfetz Productions, Inc.

245 Edgerton St., Rochester, N.Y.
Phones: (716) CII 4-5164; GR 3-3000, Ext. 534
(For complete listing see New York City)



MARS PRODUCTIONS

Mars Building, 207 Delaware Avenue,
Buffalo, N.Y. 14202

Phone: (716) 853-7411

Date of Organization: 1955

Paul M. Sciandra, *President*

Robert B. Rieske, *Production Manager*

Nicholas L. Ferrara, *Laboratory Manager*

Robert B. Lindemeyer, *Production Supervisor*

James L. Linman, *Sound Recording Services*

SERVICES: Research, scripting, storyboards, location, and sound stage photography. Sound recording, sound transfer, optical and magnetic, multiple channel mixing. Music and sound effects, animation, titling, editing, cutting and conforming services. LABORATORY SERVICES: Color and B&W processing and printing. Color and B&W workprinting and edge numbering. 24 hour services available. FACILITIES: 50 x 70 x 34 ft. sound stage. Editing rooms complete with moviolas, two interlock screening rooms, large Multi-media theater, Saltzman animation stand with Acme 35 16mm camera, mobile 4 camera color, video tape unit with Editek, and slo mo, complete with latest special effects board.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Xerox Auto Safety Program*

(Xerox Corp.); *USS Cyclone Equalizer Spiral Woven Belts* (United States Steel); *Mission 1; Mission 3* (Sierra Research Corp.); *The People Move* (W.T.) (United Givers Fund of Niagara Falls); *Gleason Orientation* (Gleason Works). TV COMMERCIALS: *Art Gallery* (Rochester Tele./Wolfe Assoc.); *Ford '69* (Ford/J. Walter Thompson); 911 (New York Tele./BBD&O); *Monks Bread* (Monks Bread Mathison Agency); *Bison Brand-Butterfly* (Bison Cheese Co./Weil, Levy & King).

NEW JERSEY

AUDIO VISUAL PRODUCTIONS

111 Midstreams Place, Brick Town, N. J.
08723

Phone: (201) 899-4342

Date of Organizations: 1962

George F. Knoll, *Producer*

SERVICES: Complete services for the production of motion pictures and sound slide films; script writing, photography, editing and sound. Sales and Public relation films for Industry and government. FACILITIES: Air conditioned 24 seat theater, office, editing facilities, and sound studio. Lip sync interlock projection. Music and sound effects library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ocean County College, General Introduction* (Ocean County College, N.J.); *Hey Baby, This Is It* (N.J. Dept. of Higher Education); *The Township of Dover* (Dover Township, New Jersey); *Photo Gravure* (Georgia-Pacific Corp. Lancaster, Pa.). SLIDEFILMS: *Hackensack Meadowlands - Gateway to New Jersey* (New Jersey Dept. of Community Affairs).

HENRY CHARLES MOTION PICTURE STUDIOS

523 Plainfield Avenue, Edison, N.J. 08817

Phone: (201) 545-5104

Date of Organization: 1950

Henry Charles, *President*

John H. Dunnachie, *Vice-President*

Henry Fleischer, *Secretary-Treasurer*

J. Sims Murray, *Account Executive*

Mrs. Henry Fleischer, *Office Mgr.*

Charlotte Shatkin, *Scriptwriter*

SERVICES: Color and b w, 35, 16, 8mm, motion pictures; filmstrips, slides, sales presentations, promotion and marketing aids, still photography in color and b w, color transparencies, aerial still and motion pictures, artwork, training aids; animation and closed circuit TV. Original research and script to release prints and distribution. Motion pictures with foreign language scripts and narratives. Music and effects library. FACILITIES: Air-conditioned studios, cutting rooms, darkrooms, office, 30 seat theater and projection booth. Mobile units for location production. Complete stage and location lighting equipment, 35, 16, 8mm cameras, projectors and editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 1969 *Good Neighbor Award Winners* (New Jersey Business Magazine); *Opportunity Unlimited* (Junior Achievement of Union County); *Matching Nickel Plating Needs*; *M & T S R II S IIC - 20 Process* (M & T Chemicals Div. of American Can Co.); *Energy* (Public Service Electric And Gas Co.); *Hot Line To Grand Isle* (Triangle Conduit & Cable Co.); *Miss Staten Island* (Miss Staten Island Pageant); *Automatic Data Processing* (Automatic Data Processing, Inc.); *Full Of Intent* (Westminster Choir College).



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

WILLIAM FELD PRODUCTIONS

276 Oriental Place, Lyndhurst, N.J. 07071

Phone: (201) 933-2440

Date of Organization: 1962

William Feld, *President*

Samuel Feld, *Business Manager*

Judy Kessler, Gerd Frost, *Production*

SERVICES: Art and Cartoon services for meeting presentations - advertising - slide/film-motion pictures. FACILITIES: Art studio, cameras, animation stand, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE TITLES: *Stitcher '69* (Okonite Co.). VISUAL AIDS: *Special Offer* (Union Photo); *The Banks* (Griffin-McPherson); *World Wide* (R. M. Tell Co.); various titles (Eastern Catholic Life).

THE FILM HOUSE INC.

(Formerly John Beck Association)

805 W. Atlantic Ave., Laurel Springs,
New Jersey 08021

Phone: (609) 784-2501

Date of Organization: 1958

Date of Incorporation: 1966

John C. Beck, *President*

Charles Redner, *Production Manager*

SERVICES: 16mm live, animated motion pictures for industry; 8mm silent, sound films; slidefilms, slide presentations; polarized animations; recordings. FACILITIES: 16mm cameras, editing equipment; still photography equipment and studio; 35mm slidefilm stand; recording studio; released music library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Isomatic Presses* (Midvale-Heppenstall); *Center of the Center* (Camden County). SLIDEFILMS: *Prime; Prepare; Enthuse* (Snelling & Snelling, Inc.).

FIORE FILMS

128 Mallory Avenue, Jersey City, N.J. 07304

Phone: (201) 432-4474

Date of Organization: 1951

Albert A. Fiore, *Production*

John A. Critelli, *Photography & Sound*

Rose Hertel, *Distribution*

SERVICES: 35 16mm and 8mm education and documentary, public service films, b&w or color, for industry, TV, public relations, religious and civic organizations. Sound slidefilms; animation; TV commercials. Convention and show exhibits and presentation. FACILITIES: 35/16mm and 8mm filming and editing equipment, distribution and shipping, 45' x 90' sound stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Corn Marketing Processes* (Sirco Products); *Interior Combinations* (Budget City Furniture); *Freedom Fighters* (Wm. C. Popper & Co.); *Personal Strategy* (Commerce Employment Ag.). TV COMMERCIAL & VIDEO-TAPE: *Republic National Bank-IDP* (Henderson & Roll).

HUGH & SUZANNE JOHNSTON, INC.

16 Valley Road, Princeton, New Jersey 08540

Phone: (609) 924-7505

Date of Organization: 1965

Hugh Johnston, *President*

Suzanne Johnston, *Writer/Director*

John Procaccino, *Comptroller*

John McCarthy, Jr., *Secretary*

SERVICES: Design and production of educational and sponsored motion picture films; specialized film promotion and distribution services (Princeton Seminars) FACILITIES: All necessary equipment and facilities for production and distribution of motion pictures.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Design For A Busy World* (Westinghouse Elec. Corp.); *Hey Cow* (Chil-

KEYS TO LISTING DATA

The detail-in-depth of these listings of business and television film companies provides the sponsor, advertising agency and government film buyer with a complete picture of his prospective producer.

In addition to names of principal officers and data on services and physical studio facilities, the facts on "Recent Productions and Sponsors" show the nature of recent studio experience, films produced in the past year. Preview current pictures as a prerequisite to purchases; bidders should also provide factual data on experience, staff, facilities and financial stability.

There was no charge or obligation whatsoever to these listed companies; every known source was contacted with three separate first-class mailings. Only those who furnished evidence of recent production or were newly-organized were accepted for unqualified listing in these pages.

Children's Television Workshop); *Time To Begin* (Summy Birchard Co.); *Skylands* (State of New Jersey); *The Following Sea* (Department of Health, U.S. Virgin Islands).

HAROLD MANTELL, INC.

P.O. Box 378, Princeton, New Jersey 08540
Phone: (609) 921-2803
(See complete listing under New York City)

NEW DIMENSION FILMS, INC.

880 River Rd., Edgewater, N. Jersey 07020
Phone: (201) 945-6708, (201) 945-2151,
(212) 244-2650
Branch Office: 71 West 35th St., New York,
N.Y. 10010

Date of Organization: January, 1968

Leonard Rubin, *Chairman of the Board, Asst. Treas.*

Bernard Mann, *President, Director*

Juan Guidi, *Vice President Research & Development*

Myron Waldman, *Vice President, Charge of Production*

Armando Guidi, *Director of Photography*

Gerald A. Alvarez, *Purchasing Agent*

Joseph Questel, *Secretary, Director*

Lester Scher, *Treasurer, Director*

Services: 16mm & 35mm Three Dimensional Animation, Physical Equipment: 1-35 Saltzman Animation Stand, 1-35mm NDF 3-D Animation Stand, 1-16mm NDF 3-D Animation Stand, 5000 square ft. studio, complete set-up, animators, background, Xerox, Painters & cameras to shoot animated commercials or cartoons from script to screen.

SAMUEL L. SCHULMAN PRODUCTIONS, INC.

P.O. Box 1794, Trenton, New Jersey 08607
Phone: (609) 396-6913

Date of Organization: 1929

Date of Incorporation: 1955

S. L. Schulman, *President*

Mrs. C. V. Marshall, *Vice-President*

Eileen B. Schulman, *Secretary-Treasurer*

Services: Complete 16 35mm motion picture productions. FACILITIES: Complete production facilities; sound recording; art; music; sound effects; color-correct prints.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Show Bus* (Rozee Mobile Shows); *Centennial Parade* (Ocean Grove Camp Meeting Assoc.); *Coloram, U. S. A.* (Glamour International, Inc.); *Beautiful Lancaster County* (Pa. Dutch Tourist Bureau).

BOB THOMAS PRODUCTIONS

23 Broad St., Bloomfield, N.J. 07003

Phone: (201) 748-5454

Date of Organization: 1968

Robert G. Thomas, *President & Production Supervisor*

Bernadette Thomas, *Secretary & Treasurer*

Services: "Custom Made" audiovisual presentations: motion pictures, sound/slides, filmstrips and video tape. All services are produced in cooperation with the clients ideas and personnel. As a "Custom House" we will work from prepared scripts or produce a complete package. FACILITIES: Access to music libraries, script writers, technical and creative personnel, performers, sound recording facilities, editors and equipment, cinematographers and photographers and fast color or B&W print service for rushes, workprints, answer prints and release prints. Available for 35mm, 16mm Super 8 presentations.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Community and Water*, (Middlesex Water Company); *An Escape To The Best* (Frank H. Taylor & Sons); *This is Upsala College* (Upsala College); *A Dedication To A President* (Fairleigh Dickinson Univer-

sity); *Sussex Aero Airport, Airplane Training Film* (Sussex Aero Airport); *Modular 30, Superior Cracker Machine* (Superior Corporation); *Sales Training-close-circuit TV* (Trans World Airlines); *Management Presentation-close-circuit TV* (Continental Can Company); *Industrial Training Tape* (Curtis-Wright Corp.); *The Major Domo, The Danno Cover* (Major Pool Corp.); *Football and Basketball Training Films* (Colleges and High Schools); *Your Wedding* (Produced for Families in N.J. and N.Y.).

DISTRICT OF COLUMBIA

Metropolitan Washington Area



AUDIO VISUAL SPECIALTIES, INC.

2637 Connecticut Avenue, N.W., Washington, D.C. 20008

Phone: (202) 462-6078

Branch Office: 121 N. Highland Ave., Pittsburgh, Pa. Phone: (412) 661-3428

Date of Organization: 1964

Date of Incorporation: 1964

John F. Schaefer, *President/Producer/*

Director of Photography

Judith W. Springer, *Vice President/Associate Producer/Director of Creative Learning Systems Div.*

Gilbert Haimsohn, *Director/Editor*

John Carter, *Screen Writer*

William B. Schaefer, *Camera/Sound Editing Assistant*

Marilyn G. Kappel, *Analyst/Program Editor*

Sarah Curpp, *Analyst Instructional Programmer*

Ruth Pittman, *Analyst Instructional Programmer*

Linda Drewen, *Office Manager*

Services: Documentary, Industrial, training and news film production including location, studio and aerial cinematography; design and production of multi-media presentations. Producer's services include complete film crews for sync or silent coverage (including still photographer), film editing and conforming, interlock projection, scripting for screen, training/learning programs and audiovisual presentations. Creative multi-media programs for training and education, including programmed instruction and audiovisual materials. FACILITIES: Twenty-seat theater, equipped with Siemens Projector for interlock viewing and sync recording to picture; sound studio equipped for sync recording, playback and transfer; 18 x 20 ft. sound stage; still photo lab. Cameras: Arriflex B1, Eclair, Arri S, Bolex; Recorders: Nagra, Uher, Reeves; Complete 16mm editing facilities. Siemens interlock and Pageant projectors, multiple slide projectors with automatic cueing, dissolve and narration interlock.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Man For the Job* (Small Business Administration); *A Celebration* (League of Women Voters); *Short Medical Films* (Children's Hospital); *A Church Reborn* (Lutheran Church); *Inaugural Ball* (Courtesy Associates); *Chinese Embassy Reception, Aluminum Foundry, Chilean Embassy Reception, Princess Ubolrattana At School* (U.S. Information Agency); *Six National Wildlife TV Spots* (Ads Audio Visual Productions); *Two "Vote" TV Spots* (League of Women Voters); *Three Recruiting Spots* (Metropolitan Police Dept. of Washington, D.C.).

CREATIVE ARTS STUDIO, INC.

2323 4th St., N.E. Washington, D.C. 20002
Phone: (202) 832-2600

Date of Incorporation: 1942

Milton R. Tinsley, *President*

Philip G. Arnest, *Vice-President*

Edward C. Santelmann, *Production Director*,
W. H. De La Vergne, *Exec. Producer*



MID-ATLANTIC STATES

Erik N. von Spaeth, *Animation Director*

George Lampathakis, *Art Director*

James P. Evans, *Sales Manager*

Raymond D. Evans, *Office Manager*

Services: Complete production of motion pictures, TV commercials, filmstrips, and slide presentations for sales, training, public relations, and education; writers, designers, artists, and animators; distributors for Pro-Gramo and Salesmate. FACILITIES: Insert stage, two Oxberry animation stands; Oxberry filmstrip, slide and title stand; 16 35mm cameras, projection and editorial facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *In Time of Emergency* (OCD); *Titled Belt Parcel Sorter* (Post Office Department); *Optical Character Reader* (Post Office Department); *Surveillance Operation Training* (U.S. Navy). TV COMMERCIALS: Sports Writers, Women's World, Home - Indoors & Out, Teen, (Evening Star/Ehrlick-Linkens); Perspective (WRC-TV); Bob Hope & Miguel (International Eye Foundation); Funny Tin Hat, Who Needs It, Roof Fall (Bureau of Mines - Interior).

JERRY FAIRBANKS PRODUCTIONS

1245 Fourth St., S.W., Washington, D.C.

Phone: 554-4823

Col. Richard F. Fender (ret.), *Representative*
(See complete listing under Hollywood, Calif.)



STUART FINLEY, INCORPORATED

3428 Mansfield Road, Falls Church, Va.
22041

Phone: (703) 481-7700

Date of Organization: 1960

Stuart Finley, *President, Producer*

Margaret Finley, *Secretary, Distribution Manager*

Theodore Jones, *Editor, Photographer*

Ralph Burgin, *Writer*

Services: Motion picture production; television film and spot production; film-public relations services; film distribution. FACILITIES: 16mm documentary film production equipment (cameras, lights, recorders, etc.) with sound stage and special equipment available on rental basis. Slidefilm and still picture equipment systems. Three music libraries.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Little Rivers* (N.Y. State Conservation Dept.); *In The Bag* (Nat'l Refuse Sack Council); *Marketplace . . . The World* (Kimberly-Clark Corporation); *Brush Creek* (State of W. Virginia); *A City Is To Live In* (Nat'l Capital DOWNTOWN Committee, Inc.); *P.E. - Lacer to Learning* (Print Sale); *Solid Waste Management* (U.S. Public Health Service, H.E.W.); *600,000 Tons A Year* (Dept. of Sanitary Engineering Washington, D.C.).

FROST PRODUCTIONS, INC.

1025 Connecticut Avenue N.W., Washington,
D.C. 20036

Phone: (202) 293-5791

Date of Organization: 1968

Edmund L. Frost, Jr., *President*

B. Foster Wiley, *Cinematographer/Director*

Herbert Rosen, *Writer/Producer*

Services: Documentaries, Commercials. FACILITIES: All facilities available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Who Has The Time* (United Givers Fund); *The Picnickers* (The Road Information Program); *Aida* (Opera Society Of Washington); *Hunger* (OEO-Vista); *Travel Promotion* (Dept. of Agriculture & Interior).

WASHINGTON AREA:

GUGGENHEIM PRODUCTIONS, INC.

815 17th St., N.W., Washington, D.C. 20006

Phone: (202) 737-1600

Date of Incorporation: 1956

Charles Guggenheim, *President*

Peter S. Vogt, *Vice President Production*

Manager

L. T. Iglehart, *Executive Producer*

Robert Pierce, Werner Schumann, Michael Ritter, Donald Mischer, *Executive Producers*

SERVICES: Production of theatrical and non-theatrical motion pictures. **FACILITIES:** 16/35mm editing, projection, sound recording, camera and lighting facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Education In A Democratic Society* (Ford Foundation); *Music In The Schools* (National Education Assoc.); *Census '70* (U.S. Census Bureau); *Life or Death* (National Institute of Health); *Theatre For A Time of Trouble* (Ford's Theatre). **MULTI-MEDIA:** *Sound and Light* (National Park Service).

BYRON MORGAN ASSOCIATES, INC. AND

EDUCATIONAL FILM PRODUCTIONS

Administrative/Sales Office, 1025 33rd St.,

N.W. Georgetown, Washington, D.C.

20014

Phone: (202) 333-5155

Date of Organization: 1964

Studio: 4805 Frolich Lane, Washington, Industrial Center

Associated With: Cinema 8 Corp., 110 W. 57th St., New York; Bendestorf, Hamburg; Consolidated Visual Center, Washington, D.C.

Imre Toth, *Cinematographer-Director Producer*

Byron Morgan, *Writer-Director-Producer*

Tony Lazzarino, *Writer-Director-Producer*

Dorothy Weatherwax, *Writer* (Los Angeles Rep.)

Eugene Rubacky, Ph.D., *Educational & Life Sciences Consultant*

Jaques C. Chotel, *Production Manager-Cameraman*

119 Blvd. Mortier, 75, Paris 20, 636-00-68

Philip Mottram, *Production Manager-Cameraman*

36 Palace Road, London S.W. 2 674-5717

Louis Bara, *Photographic Technical Director*

Marvin Fryer & Bela Orban, *Art & Animation*

SERVICES: Production of Documentary and non-theatrical motion pictures including: educational, sales, industrial, scientific, public relation, television specials and commercials. Motion picture theatrical productions. Also slide films and complete photographic services with multimedia programs. Writing including all motion pictures, television and stage presentations. **FACILITIES:** 10,000 sq. feet of production facilities - editing, projection, dressing rooms, art layout, Oxberry animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Military Nursing* (B.O.D. Dept. of Defense); *History of United States Diplomacy*, series of 4 (State Department); *Project Apollo*, series of 17 films (Jam Handy School Service); *The Final Guns* (Cinema 8 Corp.); *You Can't Bite Back* (Biofilms Post Office Dept.); *Measurement Standards* (King Broadcasting); *Role of Marine Air Wing*; *Mine Forces Equipment* (U.S. Navy); *Rise of the Soviet Navy* (Screen Presentation U.S. Navy); *Training for Small Business* (Small Business Administration).



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

PARAGON PRODUCTIONS

1622 N. Albermarle St., McLean, Virginia 22101

Phone: (703) 536-7674

Date of Organization: 1956

Wm. B. H. Legg, Jr., *President-Exec. Prod.*

W. L. Stuyvesant, *Director of Photography*

Barbara R. Blair, *Production Director*

SERVICES: Educational, industrial, infomational, technical and commercial 16mm motion picture production, television commercials. **FACILITIES:** Facilities for 16mm motion picture and television commercial productions.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Professional Letter Carrier*; *A Beginning* (National Association of Letter Carriers); *How Copper Tube Is Made* (Copper Development Assoc.); *Tells It Like It Is* (United Federation of Postal Clerks); 1969 *Financial Report* (University Computing Co.); *New Designs* (Defense Electronics & Films For Industry); *Biafra Conference*; *World Bank Inauguration* (Government of Gold Coast); *Shiek of Bahrain Tour* (Caltex & Matt Farrell Productions); *Montgomery Village Now!* (Kettler Brothers). **TV COMMERCIALS:** Washington Permanent Savings & Loan; Kettler Brothers Development (Harry I. Clarkson Asso.); Fenner Pontiac (Denniberg Advertising); Bob Peck Chevrolet (Bob Guillot Advertising); Covington Buick (CBA Associates); Washington Heart Assoc.; Children's Hospital.

SCREEN PRESENTATIONS, INC.

309 Mass Ave. N.E., Washington, D.C. 20002

Phone: (202) 546-8900

Date of Organization: 1964

C. David Gerber, *President*

Herbert Awe, *Vice-President*

Jeanne M. Gerber, *Treasurer*

SERVICES: Motion pictures, slide films, TV spots, live and animated. Script writing services. **FACILITIES:** Creative department for writing and direction; editorial rooms for 16/35mm; mixing, recording and theater for interlock screening. 16/35 location camera and sound equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Soviet Armed Forces* (Armed Forces Info.); *Soviets and The Sea*; *Rise Of The Soviet Navy* (U.S. Navy); *Mail Early* (D.O.D.); TV spots (Seebees).

Sun Dial Films, Inc.

1100 22nd St. N.W., Washington, D.C. 20037

Phone: (202) 223-1262

(See complete listing under New York City)

MARYLAND

HALLMARK FILMS & RECORDINGS, INC.

1511 E. North Ave., Baltimore, Md. 21213

Phone: (301) VE 7-3516

Date of Incorporation: 1960

Maxwell Brecher, *President*

Beatrice Canter, *Vice-President*

Richard Welsh, *Chief Camera Branch*

Ernest Barger Jr., *Art & Animation*

David Smith, *Head, Sound Dept.*

Horace Elias, *Writer, Director*

SERVICES: Motion pictures, sound slidefilms, Audiscan Production, TV commercial, implant producer finishing services, Kinescopes, Air Checks. **FACILITIES:** Sound stage, 35/16/Tech-niscope Arriflex cameras, Westrex and Nagra recorders, Complete interlock and transfer facilities, complete editorial rooms with 16 and 35mm Moviolas, Art and animation stand, location truck.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The United Fund Story* (United Fund of Central Maryland); *Cruising With Caution* (Dept. of Chesapeake Bay Af-

fairs); *Oral Anesthesia* (Dr. Sylvan Shane); *On The Block* (Jos. Sheppard Prod.); *Maryland's Horse* (The Racing Commission).

MILNER FENWICK, INC.

3500 Liberty Heights, Baltimore, Md. 21215

Phone: (301) 664-2600

Date of Incorporation: 1956

Ervin M. Milner, *President*

Gleam Burtis, *VP in charge of Production*

William Walseh, Jr., *Production Supervisor*

Ted Kliman, *Writer-Director*

Basil Miller, Bill Sturm, *Art & Animation*

Jack Burk, *Sales Manager*

SERVICES: Scripts, storyboards, live photography, animation, industrial exhibits, sales presentations, editing, opticals, audio-visuals, Super 8mm film loop training programs, library and distribution services. **FACILITIES:** Sound stage, complete Westrex sound system for mixing and dubbing, Oxberry animation stand for 16 and 35mm films, Arriflex and Auricon cameras, full 16 & 35mm production equipment for own use and rental, 5 fully equipped editing rooms, interlock equipment for 16 and 35mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *In Congress Assembled* (Armed Forces Information & Education, Dept. of Defense); *Portrait of A Team* (ABC-TV Sports); *The Emergency Treatment of Head Injuries* (John Hopkins Univ./U.S. Public Health Service); *Supply Automation Goes To Sea*; *Thirsty Ships*; *Radiography As A Maintenance Tool* (U.S. Navy); *For A Better Environment* (U.S. Air Force); *Your First Eighty Days*; *Lieutenant of Marines* (U.S. Marine Corps.); *On The Job Training* (U.S. Dept. of Labor); *Artistry In Silver* (S. Kirk & Sons); *First Of The Space People* (NASA); *Fuzes for Free-Fall Weapon* (Naval Ordnance Lab.); *Medical Genetics I, II & III* (National Foundation); *Starting Tomorrow Series* (Ealing Corporation); *Handle With Care* (Raytheon).

MRC Films

(A Div. of McLaughlin Research Corp.)

1110 Spring St., Silver Spring, Md.

Phone: (301) 585-7100

Lou Perlman, *In Charge*

(See complete listing under New York City)

VIRGINIA

COMMONWEALTH FILMS, INC.

2020 Sledd Street, Richmond, Va. 23220

Phone: (703) 353-4151, 355-4585

Date of Organization: 1966

John E. Nelson, *President*

Roger R. Robison, *Vice President-Treasurer*

Loring J. Turner, *Vice President-Secretary*

SERVICES: Complete motion picture & TV (16/35mm) production services, commercials, aerial and advertising still photography. **FACILITIES:** Complete studio, 16mm cameras, complete editing service, sound recording and re-recording, music libraries, location lighting, 16mm color & black/white printing and processing, edge numbering, complete custom still lab.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The AmFlow Mat System* (American Machine & Foundry Co.); *Sail Aweigh* (Clinton E. Frank Advertising); *Penn Central Railroad* (Reynolds Metals Co./Holton Obenshain Campaign). **TV COMMERCIALS:** *The Christian Children's Fund* (Cabell Eahes, Inc.); Miller & Rhodes Dept. Stores (Liller, Neal, Battle & Lindsey).

FRECHETTE FILMS

4615 West Broad St., Richmond, Va. 23230

Phone: (703) 355-5332

Date of Organization: 1963

Fred L. Frechette, *Owner/Writer-Director-Producer*

Gwen Denton, *Asst. to Producer*

SERVICES: Creation and production of motion pictures. FACILITIES: Not stated.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Spirit of '76* (Virginia Electric and Power Co.); *Leap Forward* (Reynolds Metals Co.); *A Certain Degree of Instruction* (Virginia Dept. of Education); *To Climb A Mountain* (Virginia Dept. of Education); *We Built A Winner* (Penn Central Railroad).



HAYCOX PHOTORAMIC, INC.

1531 Early Street, Norfolk, Va. 23502

Phone: (703) 855-1911

Date of Organization: 1956

George Banks Haycox, *President*

Ernie B. Hamblin, *Executive Vice President*

Robert Fischbeck, *Vice-President/Commercial Div.*

James E. Mays, *Director of Scripts*

James C. Cando, *Director, Motion Picture Div.*

Joseph McIntire, *Production Manager*

William Garthwaite, *Editorial Dept.*

SERVICES: Complete motion picture production services; storyboards and script writing, set design, art and animation, 16mm and 35mm production, casting, music selection and sound recording, editorial service and special effects. Slidefilm design and production. Motion pictures for sales, training, public information, TV medical research and instruction. FACILITIES: Equipped sound stage, 16mm and 35mm cameras, location lighting and sound recording equipment, mobile capabilities. 16mm and 35mm animation stand and creative art facilities. Editing, sound recording, music selection, screening and conference rooms. Specialized equipment for medical and scientific photography. 16mm b&w reversal processing. Full color and b&w still facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Kaleidoscope* (Lawler Ballard Little Advertising Agency); *Anvil of Adversity* (Broyhill Furniture Industries); *The Imperial Potentate of Shrine* (Shrine International); *Pier Six* (Norfolk & Western Railway); *The History of Newport News Shipbuilding and Drydock Co.* (Tenneco); *The Centennial Convocation* (Sigma Nu Fraternity). SLIDE-FILMS: *Southeast Sales Program* (General Electric); *College Park* (Westinghouse Electric Corp.); *Norfolk Academy* (Lawler Ballard Little Advertising Co.); *Corn Profits*; *Soybean Profits* (Roystel Co.); *Eager Beaver*; *Fertilizers For Today's Yields*; 1969 *Eastern Dealers Training Meeting* (Smith Douglass Div. Borden Chemical Co.); *A Five Year Progress Report of A Ten Year Physiographic Study On A Prosthodontic Patient* (Dr. A. L. Martone); *Nurse Recruitment* (Norfolk General Hospital). TV COMMERCIALS: *Bunny Bread Contemporary Campaign*, 4 spots; *Bunny Bread "MOD Girl" Campaign*, 4 spots; *Harris Boyer Bread Campaign*, 4 spots; *Cecutti's Bread Campaign*; *Berwick Bread Campaign*, 9 spots; *Manbeck Bread Campaign*, 4 spots; *Worcester Bakers Campaign*, 5 spots (*American Bakers Cooperative*); *Santa's Helper* - *BankAmericard* (Cabell-Eanes Advertising Agency); *Bruce Flourndy Car Conditioning*; *Scars*,

The Fashion Center, 4 spots; *Kennel Ration Dog Food*, 2 spots (Major & Bie Advertising Agency); *Pure Car Care*, 4 spots; *Corova Beach*; *Ocean Hearth Restaurant* (Tidewater Productions); *Shop Roses For Exceptional Values*, 10-spots; *Action Oldsmobile* (Ed Kemp Advertising); *Rocky Graziano Speaks For Wilkins Chevrolet*, 6 spots; *Sam Snead Speaks For Chrysler Dealers*, 6 spots (Merrit Broadcasting Co.); *Wynne Wright Plymouth*, 8 spots (Matthews Advertising Agency); *The Lost Colony*, 2 spots (The Lost Colony Assoc.). MULTIMEDIA: *Bridging The Generation Gap* (National Conference of United Cerebral Palsy); *Bread Really Turns 'Em On!* (Eastern Bakeries of Canada).

LOGOS, LTD.

3620 South 27th Street, Arlington, Virginia

22206

Phone: (703) 671-1300

Date of Organization: 1961

Harry Letaw, Jr., *President & Treasurer*

James A. Kaufflin, *Secretary & Controller*

William T. Gladmon, *President, LOGOS*

Teleproduction Center

David K. Harlan, *Vice President, LOGOS*

Teleproduction Center

Kenneth A. Lawrence, *Vice President,*

LOGOS Educational System

Fred L. Allen, *Chief Engineer*

David Allen Silvan, *Executive Producer*

Patricia L. Meadows, *Manager of Sales*

Administration

SERVICES: High band color and b/w mobile video tape units. Complete color and black/white television studios. Complete color and b/w tape-to-film transfer service. 16mm and 35mm, as well as 1" dubbing and transferring. FACILITIES: 6,000 sq. ft. complete color and b/w television studio. Mobile units with equipment and a Ministudio.

RECENT PRODUCTIONS AND SPONSORS

PRODUCTIONS: *Twin Circle Headline Series*; *General Conference of the Seventh Day Adventists Series*; *U.S. News & World Report*, *John Beveridge & Associates*; *American Chemical Society Series*; *Something to Sing About* - Peter, Paul & Mary; *Chris Craft Station Programs*. TV COMMERCIALS: *Dulany Foods* (Richardson, Myers, Donafrio); *American Brewing* (Van Sant Dugdale); *Jack Amatucci Chevrolet* (Lawrence DoBrow & Associates); *Solarine Wax* (W.B. Doner & Co.); *Super Crayon*; *Crittercraft* (Ketchum, MacLeod & Grove, Inc.); *Rockwell Power Tools*; *Marathon Oil*; *Indian Acres*; *Bauk of Virginia*; *VEPCO*; *Philco Ford* (Logos Teleproductions).

PENNSYLVANIA

ANIMATION ARTS ASSOCIATES, INC.

1539 Race St., Philadelphia, Pa. 19102

Phone: (215) LO 3-2520

Date of Organization: 1963

Harry E. Ziegler, Jr., *President*

Leonard E. Cooper, *Vice President*

Alice May Ziegler, *Secretary/Treasurer*

Amy R. Berghaier, *Secretary*

Alfred D. Sandstrom, *Technical Animation Director*

Ronald D. Schwartz, *Creative Art Director*

Albert Young, *Director of Photography*

Jennifer Payson, Margaret Andree, Theodore

Costa, William Faulls, Charles Williams,

William Bird, *Animation Artists.*

SERVICES: Creative Scripting and production, to release printing of motion pictures, filmstrips and slides for industrial training, education sales promotion, public relations and TV commercials. 35mm/16mm/Smm. FACILITIES: 3600 sq. feet, containing offices, conference rooms, animation department, camera room with new



MID-ATLANTIC STATES

16mm 35mm Oxberry animation stand with automatic off center zoom control, editing room with all necessary equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *MM III R/S Mission*; *MM III R/S Description & Capabilities* (General Electric); *Navigational Communication - Electronic Emission*; *Radar Emissions*; *First Aid for Dislocations*; *Aerial Minelaying*; *Mining in Anti-submarine Warfare* (U.S. Navy); *Silhouette Sequence* (The Boeing Co.). FILMSTRIPS: *ESP - Employee Security Program* (Insurance Co. of N. America); *Densitrols* (Princo Instruments, Inc.). SLIDEFILMS: *28 Day Cycle* (Wyeth Labs); *The Sea, Promise of Tomorrow* (Oceanography); *Language of Sight* (Bell Tele. of Pa.) also for Boemg Co.; Pa. Electric Co.



**CALVIN PRODUCTIONS
OF PENNSYLVANIA, INC.**

(Subsidiary of Calvin Communications, Inc.)

1909 Buttonwood St., Philadelphia, Pa. 19130

Phone: (215) 563-1685

Telex: CALDEFCORPPHA 83-4316

Date of Organization: 1916

Date of Reincorporation: 1963, 1969

Peter V. DeMetri, *President*

Russell K. Spear, *Vice President, Director of Marketing*

Edward B. Maguire, *Equipment Sales & Rental Agent*

Robert M. Carroll, *Office Manager*

Jack Mehlbaum, *Director of Photography*

Herbert Cardwell, *Cinematographer*

Henry D. McKee, *Art & Animation Director*

Robert R. Collom, *Sound Director*

John Goraj, *Plant Manager/Set Designer*

Jack Polito, *Special Effects, Animation*

Paul Scaramucci, *Director of Services/Editorial Supervisor*

Robert MacDonald, *Director (Production & Services)*

William Devinney, *Film Editor*

Don Sugarman, *Writer*

SERVICES: Motion picture and slidefilm production from script to release printing. Motivational films for business, education, government, religion, health, community & social service, recreation, TV, experimental avant garde and entertainment. FACILITIES: Three-story studio building with self-contained facilities designed exclusively for 16mm and 35mm motion picture production. 60 x 60 x 20 sound stage. Camera, lighting and sound recording equipment for studio and location filming of 16/35mm, silent/sound, color/b&w subjects. Art, animation, titling and special effects depts. with Oxberry stand for animation photography of any complexity. Sound department equipped to perform both synchronous and wild recording, as well as music and sound effects scoring in a number of modes; 16mm and 35mm magnetic tracks and 1/4" magnetic tracks with Pilotone sync-signal translation capabilities; Four 16mm or 35mm magnetic phonos available for multiple-roll mixing through a custom-designed six-channel mixing console; several music and effects libraries; acoustically-treated booth for recording narration either wild or to sync projected picture. Five editorial rooms, film storage vault and fully-equipped still photographic darkroom. Studio and equipment rental and sales. Set design and construction, carpenter shop.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The C.U.R.E.* (Chester Redevelopment Authority); *You As A Male*; *Elec-*

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

PENNSYLVANIA CITIES

trical Bomb Fuzing; The Decision Is Yours (U.S. Navy); *Paint - A Decorating Genie In A Can* (National Paint, Varnish & Lacquer Assoc.); *Suggestion Powered Selling* (Hart, Shaffner & Marx/Anne Saum Assoc.); *Ayrlyn Nylon Carpet Yarns* (Rohm and Haas Co.); *With Fresh Eyes* (Lutheran Church In America); *Bomb Assembly System* (Naval Air Engineering Center); *System 6000* (Sanders Associates); *In Crucial Conflict* (Sun Oil Co.) *Mobile Flexible Conveyor* (U.S. Post Office Dept.); *The Mightiest Voice of All* (National Aeronautics & Space Administration); *Windows On Our Past* (Pennsylvania Historical & Museum Commission). TV COMMERCIALS: Memnonite Broadcasts, Inc. (direct); Hanover Foods; Continental Bank & Trust Co.; Remuzit Products (Kalish, Spiro, Walpert & Ringold); Garden State Raceway (Bofinger-Kaplan); Wheaties (TVA Group); TV Guide (Weekly Promotion spots).

CORNELL VISUAL AIDS COMPANY

6910 Market St., Upper Darby, Pa. 19082

Phone: (215) JA 8-5494

Date of Organization: 1958

L. W. Cornell, *Creative Director*

R. A. Parker, *Photography*

R. J. Brown, *Sound Recording*

T. W. Parker, *Art Director*

R. M. Murtaugh, *Production*

H. Lynn, *N.Y. Sales*

SERVICES: Audio-visual presentations, slides, filmstrips, sound slidefilms, associated promotional literature, sales and service. FACILITIES: Two sound recording studios with 5 Ampex recorders, still photography and motion picture studios, Sickles animation stand for filmstrips and slides, hot-press tiling - 60 type fonts, color and B&W darkrooms, screening rooms, motion picture editing room and facilities for interlock screening, space for 12 additional artists when required.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Stock It To Me* (Sun Oil Co.); *Ports of Philadelphia* (Delaware River Port Authority); *Surfactants In Food* (Atlas Chemical Co.); *America For Christ - 1970* (American Baptist). TV COMMERCIALS: *Antennas*, series of 6 (RCA).

HENRY GREGG, INCORPORATED

413 Upland Road, Havertown, Pa. 19083

Phone: (215) 446-8143

Date of Organization: 1947

Date of Incorporation: 1967

Henry Gregg, *President*

SERVICES: Complete audiovisual service, including scripts, production of slide presentations, sound slidefilms, motion pictures; sales meetings, sales training and employee training programs, sales presentations; sales promotion and public relations programs. Producers of HGI INDUSTRAFILMS, 16mm and Super 8, motion picture reports of industrial products, manufacturing processes, plant facilities and equipment installation in operation. FACILITIES: Art, photographic, filmstrip, motion picture and recording facilities available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Series for Greer Div. Joy Manufacturing Co.; Thurman's Chocolate Coating and Multi-zone Cooling Process; Schrafft's Cup Processing Line; Smiles 'N Chuckles Nut Patti Process.* AUDIO TAPE: *Philadelphia Zoo Monorail Safari* (Zoo Safari Monorail Corp.). MULTI-MEDIA: *The Sight and Sound of Sales Promotion* (Delaware Valley Chapter SPEA).

LeRoy Motion Production Studios

1208 E. Cliveven St., Philadelphia, Pa. 19119

Phone: (215) LI 8-6911

(See complete listing under New York City)

RALPH LOPATIN PRODUCTIONS, INC.

1728 Cherry St., Philadelphia, Pa. 19103

Phone: (215) 561-2600

Date of Organization: 1958

Ralph Lopatin, *President*

Michael Levanios, Jr., *Vice-President*

Robert A. Wolber, *Vice-President, Gen. Mgr.*

SERVICES: Live photography, recording, animation, titling, editing, film distribution, filmograph, stripfilms. FACILITIES: Air-conditioned studio, offices, editing rooms, animation dept.; screening rooms with 16mm interlock; dressing rooms, workshop, camera loading room, 16 & 35mm synchronous cameras; Magna-Tech sync sound equipment; editing, lighting, dolly, Moviola.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Ultimate Achievement* (The Franklin Mint); *The Boat Goes On* (Bell Telephone of Pa.); *Discover Montgomery County* (County of Montgomery Pa.); *The Story of Baker's Chocolate & Coconut* (General Foods); *Robot Guard* (Robot Guard).

FORNEY MILLER FILM ASSOCIATES

R.D. #1 Ambler, Pennsylvania 19002

Phone: (212) 643-4167

Date of Organization: 1969

Forney W. Miller, *President*

SERVICES: Writing, directing and producing services for industrial, sales promotional, educational, and documentary films involving actors, animation, aerial photography, underwater photography, and special effects for industrial processes; 16mm and 35mm productions.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Profile* (General Electric Aircraft Engine Group); *Scan-Data Fast Girl* (Davi-Callihan Scan-Data, Inc.); *Information, Please!* (General Electric Information Systems); *The Narco 'Nack* (Narco Scientific Industries); *Passport To Opportunity; To Build A Nation* (Philco-Ford Corp.); *The Fundamentals of AC and DC Generation* (General Electric Advertising & Sales Promotion Department).



MUTSCHMANN FILMS, INC.

520 Lincoln Highway, Frazer, Pa. 19355

Phone: (215) 647-2260

Date of Organization: 1964

Branch Office: Suite 217, 2200 E. Devon, Des Plaines, Ill. 60018.

W. F. Mutschmann, *Executive Producer*

David B. Pollock, *Vice President, Marketing*

Marc S. Asch, *Production*

John M. Pogue, Jr., *Representative*

James S. Law, *Mgr. Engineering Serv.*

D. K. Bradley, *Office Manager*

SERVICES: Original concept through creative production to distribution. Motion pictures, videotape, closed circuit TV, film strips, slide films & multi-media productions of corporate communications programs for public and employee attitude development; industrial recruitment and training; sales incentives and customer relations; government, educational, medical, community relations and fund-raising presentations. Consultants to in-plant audio-visual departments. Arts and design for animation. FACILITIES: Motion picture and videotape sound studio. Sound recording, Eclair, Arri and Cine cameras, lighting equipment, 35/16/8mm film editing, projection. Ampex 1" helical, scan Videotape recorders plumbicon cameras, special effects generators, multiplex film chain, electronic editing. Completely mobile for VTR location productions. A-V Communications Demonstration Van.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Mail Handling* (Burrroughs Corp.); *Sputtering* (Bendix); *Downtown* (Eli Lilly); *More Punch In Production* (Wiede-

mann); *What On Earth Is Lithium* (Foote Mineral Co.); *Precision Metals* (Hamilton Watch Co.); VIDEOTAPE: *Station Training; Benefits Seminar* (Sun Oil Co.); *College Seminars* (Eastern Industrial Advertisers). MULTI-MEDIA: Aerodex Corp.; Optical Scanning Corp.

NFL FILMS, INC.

250 N. 13th Street, Philadelphia, Pa. 19107

Phone: (215) LO3-6413

(See complete listing under New York City).

H. G. PETERS & COMPANY INC.

525 Mildred Avenue, Philadelphia (Primos), Pa. 19018

Phone: (215) 626-6500

Date of Organization: 1959

Hugh C. Peters, *President, Executive Producer*

J. Robert McDonald, *Vice President, Treasurer*

Nelson Case, Jr., *V.P. Head of Production*

Dianne S. Peters, *Secretary, Asst. Treasurer*

E. Warren Vosburg, *Vice President, Sales*

Alessio de Paola, *Director*

Peter Montefusco, *Director of Photography*

John Burke, *Director of Photography*

Barry Peterson, *Writer Producer, Director*

Frank I. Hines, *Director of Animation*

Frank Hanisko, *Chief Editor*

Louis Petrucci, *Dept. Head, Sound*

Frank Heininger, *Special Effects & Set Design*

Sherry Sailer, *Casting*

SERVICES: Motion Pictures, slidefilms, TV commercials: VTR, macro & micro photography; time lapse, high speed, motion study and complete script and creative services. FACILITIES: Three sound stages; 90' x 70' sound stage with full grid system and dimmers; continuous eye 70' x 24'; fully staffed creative department; scenic design and construction; complete music and effects library; all 1/4" 16/35mm dubbing and mixing; screening theatre with mixing, dubbing and narration to interlock 16/35mm projection; newest Altec consoles; radio spot cartridges; full VTR including Ampex 200B color VTRS's with Editec; Norelco color cameras; HB 200 for freeze frame, slow motion, reverse and computerized recall and full mobile unit.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Cycad* (feature); *7 Cities* (DuPont); *Carpeting for Schools* (Dow Bradische); *Comparative Structural Framing* (Bethlehem Steel); *Textile Infra-red Machine* (Pope Assoc.); *Now* (Univac). TV COMMERCIALS: Bell Telephone (Gray & Rogers); Atlanta-Richfield (N. W. Ayer); Niagra Mohawk (BBDO); Gino's (Lewis & Gilman). VTR: *Mike Douglas Christmas Special*; Westinghouse Group 3 TV Specials: *Jerry's Scene* (syndicated); *Celebrity Kitchen* (syndicated).



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.

J. M. PRICE AUDIO-VISUAL PRESENTATIONS

2100 Walnut St., Philadelphia, Pa. 19103

Phone: (215) LO 8-1683

Date of Organization: 1962

John M. Price, *Owner & Producer*

Harold G. Schick, Jr., *Production Asst.*

Elizabeth S. Price, *Technical Coordinator*

SERVICES: Motion pictures; multi-media shows; slidefilms. A complete production service, specializing in the creative aspects of film and audio visual presentations. Motion pictures from 35mm, slides with precision camera moves, zooms and optical effects. **FACILITIES:** Equipment for film editing and sound production, including 5 Ampex and 3 Nagra tape recorders; cameras for still and motion pictures; facilities for design, art and projection.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *P/M Parts Now* (Metal Powder Industries Federation); *Four Technical Films* (United States Mint); *Sales Meeting Film* (DuPont). **TV COMMERCIALS:** *Wherever You Live or Work*, 3 (Girard Trust Bank). **MULTIMEDIA:** *The Life We Spend For Others* (Lankenau Hospital); *The P/M Story* (Metal Powder Industries Federation).

TEL RA PRODUCTIONS

344 North Broad St., Philadelphia, Pa. 19102

Phone: (215) LO 9-3920

Date of Incorporation: 1948

W. Wallace Orr, *President*

Austin Love, *Vice President & Treasurer*

Conley Benfield, *Production Manager*

SERVICES: Complete 16mm editing and conforming services. Creation and production of sports subjects for T.V. sponsorship sales promotion, business and industrial films. **FACILITIES:** Research and scriptwriting staff, recording and projection equipment, Steinbeck editing machines.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *College Football Highlights - 1969* (Syndicated); *Big Ten Football Highlights - 1969* (Marathon Oil Co.); *The Heisman Trophy Special*; *The Tested One-Sales Film* (DuPont Co.); *Coaches All America Show* (General Motors/Eastman Kodak).

UNITED FILM PRODUCTIONS

Division United Communications Corp.

Benjamin Fox Pavilion — Suite 531, Jenkintown, Pa. 19046

Phone: (215) 856-1600

Date of Organization: 1969

Richard F. Lean, *President*

John W. Heidenreich, *Exec. Vice President*

Michael Wachs, *Director of Marketing*

Linda A. Hetrick, *Production Assistant*

Michael J. Hurwitz, *Writer*

Bruce S. Penzur, *Art Director*

SERVICES: Production of 16/35mm motion pictures for business, education, industry and television. Television commercials (film or video tape) and radio commercials. **FACILITIES:** 16/35mm production equipment, complete editing facilities and 40 x 40 ft. insert stage.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *KYW Radio News* (Group W. Broadcasting-Jordan/Frederick/Mitchell); *Philadelphia Gas Works-America*; *Philadelphia Gas Works-Mufflers* (Kalish, Spiro, Walpert, Ringold); *Regal Ride Shoeks* (Aitkin-Kynnett Adv.); *Philadelphia Gas Works-PGW Logo* (Kalish, Spiro, Walpert, Ringold).

Client References to Guide the Buyer

Client references provided in these listing pages are for the guidance of our buyer-readers. Check titles and sponsors listed; preview work of your prospective producer who is listed in these pages.

THE ANIMATORS

247 Fort Pitt Blvd., Pittsburgh, Pa. 15222

Phone: (412) 391-2550

Date of Organization: 1959

Robert A. Wolcott, *Owner/Prod. Manager*

Carol M. Heuber, *Office Manager*

Leland Hartman, *Animation Director*

SERVICES: Designed and/or animated motion pictures and sequences for television and industry, 16 35mm, color & B&W; Sound slidefilm, slide and multi-media productions. **FACILITIES:** writing, storyboard, scoring, art and animation; Oxberry 16 35mm animation stand; screening room, art and animation studio, editorial facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Steel Plates From Bethlehem* (Mode-Art Pictures); *10 Decorating Tips* (Trucraft Draperies); *Alcoa Food Service*; *Alcoa Trailblazer* (KM & C); *Children's Palace Christmas* (Children's Palace).



Dynamic Films, Inc.

130 Seventh St., Pittsburgh, Pa. 15222

Phone: (412) 471-2780

William Matthews, *Manager*

(See complete listing under New York City)



INTER COM

130 Seventh Street, Pittsburgh, Pa. 15222

Phone: (412) 471-1632

Date of Organization: 1967

William W. Matthews, *President*

SERVICES: Still and motion picture photography, directors and producers, associates located throughout United States and around the world. **FACILITIES:** All camera equipment, lights, technical know how and experience.

WILLIAM P. MATTHEWS & CO., INC.

130 Seventh Street, Pittsburgh, Pa. 15222

Phone: (412) 471-2780

Date of Organization: 1960

Date of Incorporation: 1966

William W. Matthews, *President/Producer*

Katherine W. Matthews, *Vice-President*

Anita W. Rice, *Secretary, Treasurer*

Louis Sisk, *Vice President, Production*

David M. Ross, *Creative Associate*

Bernadette Onaitis, *Traffic Coordinator*

Don Lew, *Lecturer, Advisor* (Alfilms, Inc.)

Alan Amsler, *Art Consultant*

Charles Holman, *Writer*

W. Kendall Jones, *Sales*

SERVICES: Industrial motion pictures, shows, filmstrips, slide shows, TV-PR films, writing, photography, editing and film recording. Also sales meetings and presentations, radio communications, sales promotion, sales training. **FACILITIES:** Studios, portable lighting and camera equipment for 8/16/35mm motion picture production. Still photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Innovari II*; *From The Bottom Up* (U.S. Steel Corp.); *Tapered Foamglas* (Pittsburgh Corning); *Individually Guided Education* (University of Wisconsin); *Designing With Timber Foundation Piles* (Southern Pressure Treaters' Assn/Koppers); *Speech Town, U.S.A.* (Institute of Logopedics, Wichita, Kansas); **TV COMMERCIALS:** United Fund of Allegheny County; State Library of Ohio; State Library of Florida; General Services.

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

PENNSYLVANIA CITIES

RAY STEWART FILM PRODUCTIONS

925 Penn Avenue, Pittsburgh, Pa. 15222

Phone: (412) 391-6458

Date of Organization: 1965

Ray Stewart, *Executive Producer*

SERVICES: Sales promotion, public information and documentary films. Travel and location photography, editing and sound recording. **FACILITIES:** 30' x 75' motion picture studio with related lighting and camera equipment for double system sound film production. Camera equipment and photo lab for color still photography.

CINEVISION ENTERPRISES

631 E. Leamy Avenue, Springfield, Pa. 19064

Phone (215) 544-7705, 543-7336

Date of Organization: 1968

Paul A. Litecky, *Executive Producer*

Harry Cannon, *Production Manager*

Felice Litecky, *Office Manager*

Bruce Litecky, *Production Assistant*

SERVICES: Complete film communication services. Industrial, educational and promotional film production, TV commercials, slidefilms. Specialists in technical and educational underwater film production. **FACILITIES:** Full range of location and studio camera and lighting equipment. Arriflex, custom-modified Cine Specials, Eclair NPR Cameras, Colortran Quartz lighting and accessory equipment. Custom-designed 16mm underwater cameras, Nikonos and Rolleimarin underwater still cameras, generator-powered quartz u/w lighting equipment. Moviola-equipped editing rooms. Stage facilities available.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Your Mark of Quality*; 1970 *Home Entertainment*; *Passport To The World of Retail Merchandising* (Associated Merchandising Corp.); *Wool . . . The Superjet Age Fiber* (Wool Bureau); *Cruising The Keys* (C.E. Corp.).



WALTER G. O'CONNOR COMPANY

100 N. Cameron St., Harrisburg, Pa.

Phone: (717) 234-5925

Branch Office: 320 E. 52nd St., New York, N.Y.

Date of Organization: 1959

Walter G. O'Connor, *President*

George A. McNulty, Jr., *Vice President & Exec. Producer*

Don McElwain, *Film Production Manager*

George Lenz, *Live Show, Mixed Media Producer & Production Coordination* (N.Y.)

J. T. O'Connor, *Assistant Production Manager*

Marian Shure, *Budget Control*

Jean Alleman, *Corporate Secretary/Office Manager*

James Campbell, *Resident Writer*

Shirley Hattingh, *Resident Writer*

Thursby Pierce, *Art Director*

Frank Taylor, *Sound Supervisor*

SERVICES: Complete Audio-Visual communications service, award winning motion pictures, live shows, TV spots, mixed media, disc recordings, slide presentations, filmstrips, graphic materials for public relations, training, education, advertising and business communications . . . entire programs. **FACILITIES:** Brand new 20,000 sq. ft., including 4000 sq. ft. sound stage with catwalks, cyclorama, silent air conditioning, floating floor, double suspended 30 ft. high ceiling, fully equipped, including broadcast quality color video tape equipment. Stage is surrounded by editing rooms, wardrobe, make-up, carpenter shop, screening and sound con-

SOUTHEAST REGION:

trol, music scoring and mix facilities. Client office space and secretarial services.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *That Thomasville Look* (Thomasville Furniture); *The Librarian* (Universal Educational); *The Power Forum* (Westinghouse); *America's Orchardland*, (Knouse Foods, Inc.); *Armaflex* (Armstrong Cork Co.); *Lancaster Line Carpet*; *Sales Manager*, 3 films (Armstrong Cork Co.). TV COMMERCIALS: For Dauphin Deposit; Penna. State Police; American Diversified Corp.).

ALABAMA

INTERLOCK FILM STUDIO, INC.

1216 South 20th St., Birmingham, Ala. 35205
Phone: (205) 251-0707

Date of Organization: 1968

Abe Fawal, *President*

Arnold Powell, *Vice President, Theatricals*
Charlotte K. Gafford, *Vice President, Story*
Ferris S. Ritchey, Jr., *Secretary-Treasurer*
Department

SERVICES: Total production of: Documentaries, political profiles, public affairs coverage, television spots, television specials, short theatricals, full length features. **FACILITIES:** Complete interior and exterior production equipment, writing, directing and editing facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *On With The Flow* (Stockham Valves & Fittings).

SPOTTSWOOD STUDIOS

2524 Old Shell Rd., Mobile, Ala. 36607
Phone: (205) 478-9353

Date of Organization: 1952

Manning Spottswood, *Owner, Producer*
George Lavne, *Production*
Maribeth Spottswood, *Office Manager*
John S. Spottswood, Jr., *Production*

SERVICES: Producers of 16mm films, slide films, filmstrips, television commercials, commercial photography. **FACILITIES:** Equipped for all types of sound and silent motion picture and filmstrip productions; location photography. Equipment includes Arriflex, Bach-Auricon cameras.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *A Full Day* (Ala. Dept. of Education); *Margin of Excellence* (Florida A & M University); *REX Green house* (Transphere Trading Corp.); *Highest Capacity Gin Plant* (Continental-Moss-Gordin); *Shipbuilding At It's Best* (Ala. Dry Dock & Shipbuilding Co.). SLIDEFILMS: *Unto The Least of These*; *Casting Out Demons* (Methodist Childrens Home of Arkansas).



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.

FLORIDA

BARTON FILM COMPANY

4854 Waller St., Jacksonville, Florida 32205

Phone: (904) 389-4541

Date of Organization: 1953

Reorganized: 1965

Donald E. Barton, *President*
Lee O. Larew, *Vice President*
Neil Mengel, *Photography & Sound*
Ronald L. Kivett, *Creative Concepts Dept.*
John J. Orsulak, *Editing*
Gladys Carroll, *Office Mgr.*
Linda Owen, *Secretary*

SERVICES: Production of complete motion pictures for industry, government, education and entertainment; TV commercials and producer services. **FACILITIES:** Sound stage 40' x 60' with heavy-duty lighting; 16mm and 35mm photographic gear; hydrodolby; interlock projection; complete editing facilities; music and sound effects library; animation and title stand; hot press titles; sound dubbing and mixing; talent file.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *They're Out To Get You*; *Burglary Is Your Business*; *Inside Story*; *It Can Happen To You* (Small Business Administration); *Tennis Everyone* (Florida Dept. of Citrus); *Gator Bowl Highlights* (Gator Bowl Assoc.); *A Quiet Revolution* (Jacksonville Chamber of Commerce). TV COMMERCIALS: *Florida National Bank* (West & Evans, Inc.); *Independent Life Insurance*; *Herald Life Insurance* (West & Evans, Inc.); *Seaboard Coast Line Railroad* (Tucker, Wayne & Co.); *Sunbeam Sweet Rolls*, *Quality Bakers of America* (Q.B.A. Advertising); *Delta Air Lines* (Barden Assoc. Inc.); *Florida Tourist Spot* (Advertising & Marketing Assoc. Inc.).

PETER J. BARTON PRODUCTIONS, INC.

Suite 620, Tallahassee Bank & Trust Building,
Tallahassee, Florida 32301

Phone: (904) 224-3685

Date of Organization: 1967

Paul Barton, *President/Executive Producer*
Paul Barton, *Director, Photography*
Jack Conrad, *Writer/Director*
Penny Wigle, *Secretary*
Madalyn Barton, *Secretary/Treasurer*
Ashley Ahl, *Production Assistant*

SERVICES: Motion pictures, television films, commercials, theatrical short subjects. Location services for out of state producers. **FACILITIES:** Complete 16mm and 35mm photography editing. Screening. Sound on film interview studio. Arriflex, Moviola, Nagra and etc.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *From Film To Fashion* (Warner Bros./Seven Arts); *Wonderful World of Color* (Walt Disney Productions); *Good Morning Miss Goleman*; *Adult Basic Education* (Dade County Bd. of Public Instruction/State Dept. of Education); *Mini Menus* (State Dept. of Agriculture); *Tallahassee* (Tallahassee Chamber of Commerce); U.P.I. Newsfilm. TV COMMERCIALS: Florida State University Public Relations.

PETER J. BARTON PRODUCTIONS, INC.

Miami

Phone: (305) 665-0942

Contact: Paul Barton
(See complete listing under Tallahassee)

CINEMATOGRAPHY

812 S.W. 4th Pl., Ft. Lauderdale, Fla. 33312

Phone: (305) 522-7709

Date of Organization: 1967

Richard Winer, *Cameraman-Producer*
Ed Wright, *Sound & Mixing*
Capt. John Carpenter, *Camera Boat Operator*

SERVICES: Documentary, underwater, commercials, theatricals, etc. Write for literature and

details. Also second unit cinematography. **FACILITIES:** Arriflex, Auricon & Rebikoff underwater, cameras, two man submarine w/camera mounts, 42' diesel auxiliary sailing camera boat, Bahama and Caribbean locations.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Under Sea Mining* (Ocean Industries, Inc.); *Atlantic Submarine Cable* (TDF Productions); *Three Young Americans* (ABC-TV); *Gruan-Picard Submarine* (Gruan/U.S. Navy); *Sailboat* (Chris Craft); *The Devil's Triangle* (TV Special in production); *World Record Deep Dive* (NBC); *Building A Reef* (Broward Artificial Reef Assoc.); Various underwater sequences for (K, B, & D./U.S. Army).

CORONADO STUDIOS

266 N.E. 70th St., Miami, Florida 33138

Phone: (305) 751-1853

Date of Organization: 1961

Date of Incorporation: 1962

Fred L. Singer, *President*
Julio Chavez, *Director of Photography/*
Editorial

Edward M. Toby III, *Production Assistant*
J. Conrad Allain, *Director of Sales*
Roberto Caldevilla, *Animator/Staff Artist*
Pamela Telling, *Secretary*

SERVICES: TV commercials, documentaries, sales films. Producer/distributor for Audiscan system. **FACILITIES:** 16/35mm editing rooms, 60x70 ft. shooting stage with 60 ft. cyclorama, dressing and make-up room, 16/35mm cameras, Nagra sound system.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Mrs. America-Art Linkletter* (Beeline Fashions); *Jet Fun Holiday* (Las Vegas Documentart/David Travels); *Sunward and Starward* (Norwegian-Caribbean Line/Les Stern Adv.); *How To Commit Marriage* (Cinerama Release Corp.). TV COMMERCIALS: *O.T. Magic Twins* (Plough, Inc./Lake/Spiro/Shurman); *Family*; *Love* (Mexana/Lake/Spiro/Shurman); *Forest Lake Campsites*; *Interlachen Lake Estates*; *Treasure Beach* (Webb Realty/Hume-Smith-Mickelberry); *Air Conditioning*; *Batteries*; *Motorcycles* (Sears/Hume-Smith-Mickelberry); *Powerline Battery* (Midas Muffler/Hume-Smith-Mickelberry); *Compounding Bankbook* (First Federal Savings & Loan of Miami/Hume-Smith-Mickelberry); *Chess*; *Gene Sarazen* (Marco Island/Hume-Smith-Mickelberry); *Fans*; *Island*; *Viewpoint*; *Sun Spot* (National Brewing Co./Regal & A-I Beers/W. B. Doner Advertising); *October is J. M. Month*; *Skal Scandinavia*; *Serta Bedding Sale* (Jordan Marsh); *Cow* (Home Milk/Ted Carlon Advertising); *Hey, Friend* (Lums., Inc./Hume-Smith-Mickelberry); *Walker*; *Tele Money*; *Family Christmas* (Family Finance/Hume-Smith-Mickelberry); *M/S Starward* (Norwegian-Caribbean Line (Les Stern Advertising)); *Miami Beach*; *Tired*; *Boy & Girl*; *Bottle* (Miami Beach Tourist Development Authority/Advertising & Marketing Assoc.); *Workmen* (Connecticut Gas/Wilson-Haight-Welch Advertising); *Veridata* (Electronics Computer Service/Greenman Associates).

CLOSE/PLENUM PRODUCTIONS, INC.

2020 San Carlos Blvd., Fort Myers Beach,
Florida 33931

Phone: (813) 664-6166

Date of Organization: 1956

E. Burt Close, *General Manager & Creative*
Dir.

Donald L. German, *Marketing Director*
Roland Q. Roberts, *Art Director*

SERVICES: Audio and audio-visual training programs for business and industry, specializing



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

in ready-to-use film strip and cassette-tape programs. FACILITIES: Art, photography, script-writing, sound recording.

RECENT PRODUCTIONS AND SPONSORS
FILMSTRIPS: *Better Business Management* (AC Spark Plugs); *Management Magic* (Mary Carter Paints); *Better Letter Writing*; *200 on Alfer*; *How To Use The Telephone* (Close/Plenum).

CREATIVE CONSULTANTS/SOUNDAC

Formerly Soundac Color Productions, Inc.
249 N.W. 199th Street, Miami, Florida 33169
P.O. Box 3454 Hollywood, Florida
Phone: (305) 625-3636

Date of Organization: 1952

Robert D. Buchanan, *President*

Jack Schlen, *Vice-President, Dir. Productions*

Robert Biddlecom, *Technical Director*

SERVICES: Animation and graphic art for TV, sales training, education, public relations; specializing in animated syndicated services for TV. Advertising consultation and creation of point-of-sales material. Special experience in Spanish language production for TV advertising. FACILITIES: Complete production equipment for 16mm color; Oxberry animation stand; Maurer, Arriflex Doiflex cameras; lighting and sound equipment for studio and location production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Emergency Oxygen*; *Safe Administration of Emergency Oxygen* (Safety Labs); *Decimal Currency '69* (Jamaica Information Services). TV COMMERCIALS: *Skope*, 1 thru 25 (TV Concerts); *Dryad Deodorant* (Corbin/Compton Agency).

FILM PRODUCERS SERVICE, INC.

6325 S.W. 106th St., Miami, Florida 33156
Phone: (305) 667-5100

Date of Organization: 1961

Clifford Poland, *President, Director of Photography*

SERVICES: We package all I.A.T.S.E. crews and equipment to producers anywhere in the world, 35mm/16mm cameras, camera insert cars, electric and grip equipment, will prefabricate special equipment. FACILITIES: Mobile units — specializing underwater, aerial and helicopter rigs — feature films, commercials, documentaries, 2nd unit production/process and plates.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Candid Camera* (Allen Funt Productions, Inc.); *Portuguese Pilots* (Flight Safety, Inc.); *Cold Turkey* (Tandem DFI, U.A.); *Walk In Spring Rain* (Columbia pictures); *How I Love Thee* (A.B.C. Freeman, Enders); *Cloud Formations* (3 Prong TV Productions); *Playboy* (Pinn Productions); *Opportunity For Distinction* (Hertz-Bibas Redford Redtals); *Variety Children's Hospital* (Variety Clubs, Int'l.). TV COMMERCIALS: Allied Chemical; Cool Ray Polaroid; Minnie Pearl Chicken (Tele Video Productions); Florida Power & Light; Savings & Loan (Tele Visual Aids, Inc.); National Airlines; A.T. & T. (Steckler Associates); Sunguard (Toga Films, Inc.); Flair Cigarettes (Ted Bates/Toga Films).

FOSTER FILMS, INC.

14901 N.E. 20th Avenue, N. Miami, Florida 33161

Phone: (305) 944-3969

Date of Organization: 1963

Harry Foster, *President*

Marla Dubin, *Secretary/Treasurer*

SERVICES: Industrial and theatrical films, sales promotion films. FACILITIES: Editing rooms, production facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Serendipity Sisters* (Dutch W. I.); *Windjammer Cruise* (Wind-

GOODWAY, INC.

2801 E. Oakland Park Blvd., Ft. Lauderdale, Florida 33306

Phone: (305) 563-3166

Date of Organization: 1929

Beryl J. Wolk, *President*

Donald L. Wolk, *Exec. Vice President*

Stuart B. McIver, *Manager, Writer-Producer*

David R. Englund, *Director of Photography*

Richard B. Logan, *Dir. of Creative Services*

Robert Legler, *Southeastern Sales Mgr.*

Richard P. Buch, *Writer-Producer*

Sandi Starr, *Art Director*

Sal Galtieri, *Northeastern Sales Mgr.*

Stephen Adams, *Production Co-ordinator*

Reva Weinlaub, *TV Production Mgr.*

SERVICES: Production of 16mm industrial business, sales promotion, training, public relations and technical motion pictures and filmstrips from research and script to release printing. TV commercials. FACILITIES: Studio, editorial and office facilities; Arriflex, Bell & Howell cameras; Moviola; Magnasync sound recording equipment; interlock screening; lighting equipment; equipment for underwater photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Integrated Logistic Support* (Sikorsky Aircraft); *The Paperwork Explosion* (United Communications Corp.); *Doorway To The New Florida* (General Development Corp.); *Animal Life* (series of 14 for McGraw Hill); *Marine Gas Turbine, Seajet* (Pratt & Whitney Aircraft); *ST-9 Demonstrator Engine Progress Report* (Pratt & Whitney Aircraft).

FILMSTRIPS: *Auxiliary Power Plant Clutch Repairs and Adjustments*; *Automatic Flight Control Amplifier Configurations*; *Main Rotor Head Seal Replacement*, 3 films; *Cruise Amplifier Test Procedure* (Sikorsky Aircraft).

H & H PRODUCTIONS

3705 North Nebraska Avenue, Tampa, Florida 33603

Phone: (813) 248-4935

Date of Organization: 1964

Charles E. Harder, *Manager*

Philip R. Kempin, *Production Manager*

Cloyd Peterson, *Chief Engineer*

SERVICES: 35 & 16mm motion picture production, editing, sound mixing. Filmstrips animated. Complete 35mm motion picture laboratory East-sound tracks, Ektachrome slide duplicating, man Color & B&W with Ektachrome Still Lab. FACILITIES: Editing rooms, still color lab; motion picture lab; printing equipment; slide duplication; recording services; film editing; camera and lighting equipment. Animation stand with Bell & Howell camera; Two B&W processing machines for 35 or 16mm; 35mm optical sound recorder and electronics; 16mm optical sound track recorder with electronic. Compositions and repro camera for titles and Mattes; Kodak developing lab.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: For Jim Walter Corp.; Cehmex; P & R Spaghetti.

PROUT FILM PRODUCTIONS, INC.

2000 N. Mills Street, Orlando, Florida 32803

Phone: (305) 841-4836

Date of Organization: 1966

Branch Offices: 2216 S.W. 34th Avenue, Ft. Lauderdale, Florida, Betty Jane Cochran, *Account Executive*, Phone: (305) 587-1681. 5445 Marier St., Suite 315, Tampa, Fla., Ronald Ellis, *Account Executive*, Phone: (813) 876-7080.

Charles D. Prout III, *President*

Charles F. Vale, *Executive for Operations*

Dan G. Blanchard, *Comptroller*

John H. Sweeney, *Chief, Technical Services*

Joseph L. Hoover, *Producer-Director*

Dennis D. Vadies, *Producer-Director*

jammer).



SOUTHEAST REGION

SERVICES: Motion pictures, slidefilms, filmstrips, TV films and commercials; staff writers. FACILITIES: Sound stage, 5,000 sq. ft. studio facilities, 16mm Bell & Howell, Eclairs and Arriflex cameras, Nagra sound, complete 3 room editing department, sound transfer, dubbing, interlock and radio scripts.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Orange Is A Florida Flavor* (National Airlines); *Self Protection for Women* (Law Enforcement Institute); *U.S. Open, Tennis 1969* (Comprehensive Sports); *Camille — A Disaster* (SBA/U.S. Government); *Kissimmee, Deep In The Heart of Florida* (Kissimmee Chamber of Commerce); *Atlanta Golf Classic 1969* (Atlanta Gold Classic, Inc.); *Instant Credit Verification* (ICV Corp.); *Teamwork* (Mitchell Transport, Inc.); *Mastech Computer Systems* (Mastech Co.); *Cellotex, Ceramic Ceilings* (Cellotex Co.); *Quality Control* (Maxwell House); *Sports Illustrated 1969* (Sports Illustrated Magazine). TV COMMERCIALS: Pepsi-Cola and Fritos (Pepsico); Vocational Rehabilitation (State of Florida).

PROUT FILM PRODUCTIONS, INC.

5445 Marier St., Suite 315 Tampa, Florida

Mr. Ronald Ellis, *Account Executive*

(See complete listing under Orlando, Florida)

PROUT FILM PRODUCTIONS, INC.

2216 S. W. 34th Avenue, Ft. Lauderdale, Florida

Phone: (305) 587-1681

Betty Jane Cochran, *Account Executive*

(See complete listing under Orlando.)

REELA FILMS, INC.

(Division of Wometco Enterprises, Inc)

65 N.W. Third Street, Miami, Fla. 33128

Phone: (305) 377-2611

Branch: 100 W. 40th St., New York, N.Y.

10018 Phone: (212) 279-8555

Date of Incorporation: 1951

Stanley L. Stern, *President*

F. F. (Ted) Sack, *VP/General Manager*

Richard Blum, *Assistant General Manager*

Hal Burnett, *Laboratory Manager*

Trevette Wilson, *Technical Director*

Joe Romano, *Business Manager*

Ed Thompson, *Still Dept. Manager*

Frank Zambrano, *Traffic Manager*

SERVICES: Laboratory: processing of 35mm color & b/w positive/negative, sound tracks, hi-contrast; 16mm color & b/w positive/negative, and reversal positive/negative equipment is hi-speed spray, color reversal equipment is hi-speed with Ektachrome Commercial Original (ECO 7255) and ME 4 (ER) capabilities. Printing: double 8/16/35mm and super 8mm, blow-up and 35/16 reduction, scene-to-scene color correction on B&H Model C plus full line of contact printing on B&H and DuPugh equipment. Ultrasonic cleaning; 16/35mm print-thru or yellow-lettered edge numbering. Sound: Studio & location recording (Nagra, Ampex, Magna Sync, sync or wild; 16/35mm multi-channel mixing; 16/35mm RCA optical transfers, 16/35mm interlock projection for screening or post recording; music and sound effects selection. Editorial: complete editorial services including 16/35mm editing equipment. Animation art, preparation and photography. Kinescope transfers of video tape recordings; film vaulting and library print service. Complete variety Eastman Kodak professional film products. Contract production crews and personnel and special requests. FACILITIES: 40' x 45' sound stage complete with lighting control boards, dark room & dressing rooms. 2 fully equipped recording studios complete with dubbing, narration and projection
Betty Cochran, *Chief Writer's Branch*

SOUTHEAST REGION:

facilities. Franchised Technicolor, Fairchild MPO, Bohn-Benton, and other. 8mm cartridgeing.

RECENT PRODUCTIONS AND SPONSORS
TV COMMERCIALS: *Little Boy Lost*; *The Young Couple* (Miami Seaquarium); *Life Blood-Salty*. MOTION PICTURES: *Strange Partners*; *Symbiosis In The Spa*; *To Catch A Meal*; *Feeding In The Sea*; *The Capture Of A Smile*; *Fish-Master of Movement*; *Locomotion In The Sea*.

LAWRENCE SMITH PRODUCTIONS, INC.

3024 Lenox Avenue, P.O. Box 6712

Jacksonville, Florida 32205

Phone: (904) 389-1334

Date of Organization: 1963

Date of Incorporation: 1965

Lawrence V. Smith, *President*

Edward A. Kennedy, *Vice President*

Albert S. C. Millar, Jr., *Secretary*

Jeanette Kennedy, *Treasurer*

Sheila D. Colbert, *Business Manager*

Donald H. Frady, *Sound Services*

John B. Reitzammer, *Production Assistant*

SERVICES: Production of 16 and 35mm motion pictures for government, industry, education, public relations, and advertising. Specializing in TV commercials, sponsored news films, documentaries, and sales presentations. Also providing air check services, and complete producer services for other producers. Production staff providing outside producers, writing, directing, and editorial services. **FACILITIES:** 25' x 30' air condition sound stage, with adjoining dressing rooms; 16 and 35mm Arriflex, Auricon and B&H cameras. Complete studio and location sound equipment, mike booms, mixers, portable sync-generator recorders equipped with wireless or crystal control. Animation and titles. Complete editing services with interlock systems and moviolas.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Thai Washington Newsletter*; *Hand in Hand with Citrus*; *Helping a Tourist*; *Black Gold at Sea*; *Preservation Hall Jazz*; *Dr. Christian Baker Visits Home* (U.S.I.A.); *The Flight of Apollo 11*; *The Flight of Apollo 12* (Hearst Metrotone News); *Daytona High Speed Tests* (Goodyear Tire & Rubber Company); *Sun-Set Application*; *Lite-A-Bike* (The 3-M Company); **SPONSORED NEWS FILM:** *Daytona 500*; *Dixie 500*; *Atlanta 500*; *Maverick Dig-in*; *Rebel 400*; *AIRA Spring Nationals*; *World 600*; *Fire Cracker 400*; *Golf Cart Race at Daytona*; *Talladega 500*; *American 500* (Ford Motor Company); *African Educators*; *NASA-Chrysler*; *Apollo 11* (U.S.I.A.); **SALES PRESENTATIONS:** *LeRoy Wins Again* (Ford Motor Company-Direct); *This is Eddy Arnold* (Farmbest Dairies/William Cook Advertising). **TV COMMERCIALS:** *Pied Piper*; *Aren't You Glad You're Shopping Winn-Dixie* (Winn-Dixie Food Stores/William Cook Advertising); *Theme with Eddy Arnold*; *Boys with Eddy Arnold*; *Pixi-Land*; *Buttermilk and Chocolate*; *Puerto Rico Booster*; *Go-Lo* (Farmbest Dairies/William Cook Advertising); *Football*; *Gator*; *Mother and Baby*; *Bare Necessities* (Blue Cross & Blue Shield/Bunker Hubbard & Duckett Advertising); *Best Cooking Yet*; *No Oil*; (Old Dutch Salad Dressing/William Cook Advertising); *Best Steaks Yet*; *Plump Chickens*; *No Bugs* (Pantry Pride Food Stores/Radcliffe Advertising); *Why Shop Clark's*; *Save Kitchen Time*; *Best Yet*; *Money Saver* (Clark's Meat/Radcliffe Advertising); *Free Sample*; *Loan Money* (First Trust & Guarantee/Radcliffe Advertising); *Ed Stephany*; *Wilcy Cauthen*; *Herb Wagner*; *Bill Hollingsed*; *Dave Giblett* (Naval Air Reserve Training Unit-Direct).

THE SMITH STUDIO INC.

(Formerly Fletcher Smith Studio, Inc.)

259 S.W. 21st Terrace, Ft. Lauderdale, Fla. 33312

Phone: (305) 581-7300

Date of Organization: 1944 New York City

Fletcher Smith, Sr., *Producer/Director*

Janet Smith, *Artist/Writer*

Fletcher Smith, Jr., *Sound Engineer*

SERVICES: Location and talent scouting crews arranged, motion picture and filmstrip production, sound recording. **FACILITIES:** 25' x 40' studio, projection, editing, equipment for rent, location recording.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *I Am A Human Being* (Self); *Planned Tomorrows* (City of Margate). SLIDEFILMS: *How To Remodel Your Kitchen*; *How To Build A Garage* (Easi-Bild Patterns); *This is Burger King* (Burger King)

HACK SWAIN PRODUCTIONS, INC.

1185 Cattleman Rd. P.O. Box 10235

Sarasota, Fla. 33578

Phone: (813) 955-1706

Date of Organization: 1960

Hack Swain, *Chairman of the Board*

Tony Swain, *President*

Mike Swain, *Vice-President*

Marie Swain, *Secretary-Treasurer*

SERVICES: Production of 16mm industrial, educational, documentary and training films; TV spots; 35mm spots, slidefilms, filmstrips. **FACILITIES:** Sound stage — air conditioned — complete lighting; editing rooms equipped for 16mm & 35mm; 1/4" Nagra sync tape; Omega recorders & dubbers; 16mm Arriflex, Auricon cameras; 35 mm Cineflex; Mitchell available; interlock projection.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Magic of Manatee* (Manatee Chamber of Commerce); *FSU Circus* (Florida Citrus Commission); *Your Place in the Sun* (Lehigh Acres Development, Inc.); *Learning Curve Principle* (Maynard Research Council). *Pinellas Pours it On* (St. Petersburg Times). **TV COMMERCIALS:** *Augustiner Beer* (Byer & Bowman); *Sea Bo Wine* (Bozell & Jacobs); *King Cotton Wine* (Bozell & Jacobs); *Tropicana Products* (John L. Douglas Associates); *Charamic* (Morton L. Clark, Inc.); *Law Enforcement*, *Fishing Hunting* (Florida Game & Fresh Water Fish Commission); *Taffy's Men's Store* (Greg Oliver Advertising); *Weeki Wachee Springs* (Weeki Wachee).

TEL-AIR INTERESTS, INC.

1755 N.E. 149th St., Miami, Florida 33161

Phone: (305) 949-8611

Date of Organization: 1960

Grant H. Gravitt, *President*

Charles Allen, *Vice President*

M. L. Gavitt, *Secretary-Treasurer*

Sonja Fader, *Creative Director*

Jeff Gillett, *Production Manager*

Tom Kolowrat, *Director of Photography*

SERVICES: Industrial, documentary and commercial motion picture production. Film strips, slides, tape duplicating, record pressing, sound recording. **FACILITIES:** 16 35mm motion picture camera and editing equipment, 16mm-35mm sound recording with reversible inter-lock and pick-off recorders, 2 sound stages (48x70 and 30x48) narration and dubbing studio, 1/4" sync transfer and recording equipment, editing rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Tide Of People* (Union Camp); *World of Beauty* (Avis); *There Is A Place* (Sheriffs Association); *Deep Jigging . . . Florida Style* (Pihueger Corp.). SLIDEFILMS: *Showcase for Greater Profits* (Revac, Inc.).

VAN PRAAG PRODUCTIONS, INC.

254 Giralda Avenue, Coral Gables, Florida 33134

Phone: (305) 443-6343

Jerry Winters, *Manager*

(See complete listing under New York City)

GEORGIA



CINEMA EAST/INTERFILM, INC.

1584 Tullie Circle, Suite 127, Drawer 13955K, Atlanta, Ga. 30324

Phone: (404) 633-4105 TELEX: 54-2484

Mobile Tele: JS 30844

Date of Organization: 1963

J. Hunter Todd, *President, Executive Producer*

David C. O'Keefe, *Vice President, Production*

Norm Kohn, *Art Director*

Eric Alter, *Camcraaman, Editor*

Leonard Allen, *Public Relations*

Jim Gregory, *Regional Sales Director*

Douglas Sumrell, *Executive Pilot*

Rikki Knipple, *Computer System*

SERVICES: Production of motion pictures: features, shorts, documentary, business, public relations, sales, educational, medical, technical, industrial, animation. Writers, storyboards, animators, still photographers, all related services. **FACILITIES:** 70, 65, 35, 16mm cameras and production equipment. Hughes 300 and Jet Ranger helicopters w/stabilizers (Lear Jet with air-to-air interlock, computex animation (Friden-Mitchell-Oxberry), underwater cameras, still lab, lenses from fish-eye to 2,000mm self blimped cameras. Videotape recorders.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *That's Atlanta* (Eastern Airlines); *Keystone For Education* (Edu. Communication Assoc.); *Springshine Machine* (Ga. Power Co.); Jack Lenmon (Epilepsy Foundation); *Swift, Sure, Southwire* (Southwire Co.); *The Other Side* (O.E.O.).

COLONIAL FILMS, INC.

752 Spring St. NW, Atlanta, Ga. 30308

Phone: (404) 875-8823

Date of Organization: 1947

Date of Incorporation: 1961

Taylor E. Hovnes, Jr., *President*

Clarence B. Glover, *Industrial Sales*

Richard Cantrell, *Industrial Sales*

Gordon Wilson, *Industrial Sales*

Margaret A. Sullivan, *Editor, Writer*

SERVICES: Creators and producers of 35mm color slidefilms and slides and overhead transparencies for public relations, training, education and sales meetings. Art, photography, tape duplication editorial, writing and research services. Recording services available. Animation and production quality prints. **FACILITIES:** 14,000 sq. ft. housing equipment, business offices, etc.; photographic, animation, and tape duplicating equipment.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Demand Deposit Accounting System*; *Using DYNABANK In Management Analysis* (1st National Bank of Atlanta); *The Best Man* (Retail Credit Co.); *Cates Summer 1969 Pickle Promotion*; *Cates Fall 1969 Pickle Promotion* (Bradham Advertising); *Variable Annuity Life Insurance Co. Presentation* (Variable Life Annuity).

PROVENCE PRODUCTIONS, INC.

467 Armour Circle NW, Atlanta, Ga. 30324

Phone: (404) 873-2966

Date of Organization: 1965

Gerald M. Crowder, *Hd. of Production*

Jerry Brown, *Administration & Sales*

George Watkins, *Director*
George Crain, *Sales*
John Findley, *Director*
Bill Brown, *Production Manager*
Linda Gitz, *Customer Service & Traffic*
Richard Henderson, *Sales*

SERVICES: Motion pictures, TV films and commercials, productions in 16/35mm. **FACILITIES:** Creative department, air conditioned sound stage, insert stage, make-up and dressing rooms, 16/35mm editing rooms; studio or location sound.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: Service Series of 6 (Orkin/Kinro Agency); *New Symbol* (Duquesne Light/Lando Agency); *N.Y. - Washington* (Southern Airlines/Harris Weinstein); BankAmericard Series (South Carolina Natl. Bank/Leslie Agency); Extension Phones (C&P Bell/Cargill, Wilson Acree.)

SHELTON PRODUCTIONS, INC.

677 Antone St. N.W., Atlanta, Georgia 30318
Phone: (404) 355-0091

Date of organization: 1966
Joe Shelton, *President*
Doris Shelton, *V. President*

SERVICES: Motion picture production 16mm & 35mm. **FACILITIES:** Complete facilities for sound mixing, interlocks, location power plants, process rear screen projection, editing, 60 x 80' sound stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Life Insurance of Georgia* (Life Ins. Co. of Georgia); *Modular Science* (Commercial Acceptance Corp.). **TV COMMERCIALS:** *Holly Farms* (Kincaid Advertising); *Delta Departure* (Delta Airlines); General Electric (D. D. Alexander & Co.).



WILLARD PRODUCTIONS, INCORPORATED

1842 Briarwood Rd., NE, Atlanta, Ga. 30329
Phone: (404) 634-2433

Date of Incorporation: 1968
Frank H. Willard, Jr., *President*
Judge E. Jackson, *Field Production Mgr.*
Phyllis Wilson, *Office Manager*
Sam Cravitz, *Sound Engineer*
Katie Burton, *Sales Representative*
Bill Livingston, *Cameraman*
James Rambo, *Editor*

SERVICES: 16mm motion picture production. Sound filmstrip and slide films. Mixed media (motion pictures, live talent, slides, audio recordings). Complete production from concept through premiere showing. **FACILITIES:** Film studio building, air-conditioned sound stage and editorial facilities, three 16/35mm editing rooms, animation, sound control and machinery rooms; screening room equipped for interlocks and print showing; recording equipment on 16mm edge track includes recorder, three-channel dubbers; Ampex 1/4" tape and turntables; 11-channel audio inputs; 16mm projector selsyn interlocked with dubbers for mixing and trail screening; 2 music libraries on disc and tape; silent and studio cameras; camera dolly, Mole-Richardson microphone boom, complete studio lighting and grip accessories in sound stage; location trailer; underwater blimps for 2 16mm cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Weaving the Fabric of Safety*; *Profit Sharing* (West Point Pepperell); *Crystal Clear* (Southern Railway System); *A World of Strangers* (Retail Credit Co.). **SLIDE-FILMS:** *Area Maintenance Introduction* (Brunswick Pulp & Paper Co.). **TV COMMERCIALS:** BankAmericard; Cannolene; (direct); Bubble Up (Harris & Weinstein).

WOOSTER PRODUCTIONS, INC.

2241 Faulkner Road, Atlanta, Georgia 30324
Phone: (404) 634-4272

Kirk Wooster, *President, Cinematographer*
Morty Baran, *Head of Production/Sales*

SERVICES: All film services. **FACILITIES:** 50' x 75' sound stage - 60 ft. coved cyc - 18 ft. ceiling and editing rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Give Where It Helps* (United Appeal); *The Chargers*; *Nascar* (Dodge); *Smokey The Bear* (Public Service).

KENTUCKY



CALVIN PRODUCTIONS OF KENTUCKY, INC.

9701 Taylorsville Rd. P. O. Box 20126,
Louisville, Ky. 40220
Phone: (502) 267-7436

Date of Organization: 1950
Michael J. Waddell, *President*
Wm. DeJarnette, *Vice President*
Louis DiGiusto, *Director of Multi-media Programs Indus. Theater Programs*
J. Michael Kucharo, *Director of Television Productions*
Charles Barth, *Director of Cinematography*
Charles Brookman, *Director of Still Photos*
Robert King, *Supervisor of Custom Still Laboratory*

SERVICES: Design and production of coordinated displays incorporating audio-visual programs, Production of multi-media trade presentations, 16mm and 35mm motion picture production and complete finishing services through printing and packaging of 8mm reductions, and still photography and custom laboratory services for the production of print media photography, slide presentations and filmstrips. **FACILITIES:** 16/35mm production equipment, 3600 sq. ft. sound stage with 40' plaster cyclorama, sound recording, dubbing, mixing, display set building facilities and custom color still laboratory.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Fabulous Adventures of Mr. Floorshow* (Sears Carpet Dept., Keller-Crescent Co.); *All Electric Living With General Electric In The '70's*; *Zoneline* (General Elec. Co./CMDO); *All Electric Living With Hotpoint in The '70's* (Hotpoint/CMDO); *Ice . . . Instant First Aid* (General Electric Co., Household Refrigerator Dept.); *Freeze Dry Products* (USIA); *A Paraplegic* (Cinema Verite Documentary, Bennett Co.); *Some Courses Don't Count*; *The Poetry In Paul*; *The Day The Insects Took Over*; *A Simple Misunderstanding*; *Give Me Instead A Catastrophe*; *Welcome To The Third Grade*; *Copper Group Known*; *Aluminum Iron Group Known*; *Separation Of Major Groups*; *Silver Group Known*; *The Common Ion Effect*; *Copper Group Unknown*; *Methods of Dissolving*; *Aluminum - Iron Group*; *Theory of Washing Precipitates*; *Methods of Dissolving Precipitates* (Holt, Rinehart & Winston). **SLIDESHOWS:** *Cummins Engine* (Halliday & Blabock); General Electric Household Refrigerator Dept.; Jim Booher Chevrolet. **FILMSTRIP:** *Alice in Wonderland* (Calvin Productions); *Ruff-Cote* (AMF Tuboscope); *Sol-Gel* (Oak Ridge Lab.). **MULTI-MEDIA PRESENTATIONS:** General Electric, Syracuse; City of Louisville, Founder's Square; The Birthday Party, Calvin Prod.

ETF PRODUCTIONS, INC.

1109 Commercial Drive, Lexington, Ky.
40505

Phone: (606) 233-0627
Date of Organization: 1966
Cecil R. York, *President*



SOUTHEAST REGION

Grant R. Erickson, *Vice President & Supervising Editor*

William E. Phillips, *Secretary & Creative Director*

Floyd A. Kron, *Treasurer & Cinematographer*
Patricia M. Bridgewater, *Art Director*

SERVICES: 16 and 35mm production, including: Creation, scripting, art, story board, photography, animation, sound, music scoring, editing and conforming for documentary, industrial, education, television commercials, theatrical shorts and commercials, public relations and promotion films, slide and filmstrip presentations. **FACILITIES:** General offices, conference and screening with Siemens, editing and film storage, music library, sound recording and transfer including Nagra and RCA equipment, studio stage and studio and location equipment including Arriflex, Bell & Howell, Mole-Richardson, Colortran and Moviola equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Its None of My Business* (United Community Fund); *Pattern For Progress* (Lexington-Fayette County Planning Commission); *To Your Health* (City of Lexington, Kentucky); *Trees For Kentucky* (Kentucky Dept. of Natural Resources); *A Look of Love* (World Gospel Mission); 1969 *Correct Posture Pageant* (Kentucky Chiropractors Assoc.); *A Moment In History* (Focus Unlimited-production services). **TV COMMERCIALS:** Webber's Sausage Co. (Gig Henderson Advertising, Inc.); Jerry's Restaurants (Abbot Advertising Inc.); Central Bank - series (Central Bank & Trust Co.); Family Security (Kentucky Central Life Insurance Co.); 1969 Bluegrass Fair Promotional Series (Lions Bluegrass Fair); Kentucky Fried Chicken Dealer Tags (Lexington Kentucky Fried Chicken Dealers- Gig Henderson Advertising, Inc.); 1969 United Community Fund Campaign (United Community Fund); Your Personal Responsibility - series (The Responsible Team for City Commissioners); Fayette County Republican Campaign - series (Fayette County Republican Party-Gig Henderson Advtg.); New Toy Promotion series (Zu Zu Mfg. Co.).

NORTH CAROLINA

CENTURY STUDIOS - FILM PRODUCTIONS

P.O. Box 16S5, (Smithfield Road, Wendell,
N. C. 27602, studio) Raleigh, N. C. 27602
Phone: (919) 834-7054

Date of Organization: 1953

O. B. Garris, *Executive Producer / Cinematographer*

Lyn Rene', *Director/Script-writer*
Max Powell, *Sound Engineer Consultant*
Lee Grove, *Art Consultant, Writer*

SERVICES: creative cinematography, 8/16mm color and b&w films. Research, script and production of motion pictures in following categories: Television, business, industry, education, documentary, travel, public relations, campaign films. News service of 24 television stations in North Carolina, South Carolina and Virginia. Complete still photography department, slides and slide film. **TV commercials,** location or studio. Audio tape recording, location and studio dubbing. **FACILITIES:** Sound stage with heavy duty lighting, Arriflex, Auricon, Bell & Howell, Pathe'. Separate narration and recording booth, loop re-recording, editing, interlock projection, screening rooms, dark room facilities for color and black and white, semi-animation, film processing in black and white, 8/16mm, reversal and negative. In house printing of 16mm black and white.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *PC-27*; 2770 *Data Com.*

SOUTHEAST

System; IBM 2790 Data Communications System (IBM); Caring Is A Two-Way Treat (N.C. Dept. of Mental Health); Flying Fun Machine (Bensen Aircraft); Inauguration of Governor Scott (Democratic Headquarters); Soya Bean Story (N.C. Soya Bean/Producers Assoc.). TV COMMERCIALS: *Trailways; Go Continental (AD PR Trailways); Shopping In Greater Raleigh (Raleigh Merchants Bureau John Mayo Agency).*

WALTER J. KLEIN COMPANY, LTD.

6301 Carniel Road, Charlotte, N.C. 28211

Phone: (704) 377-1646

Date of Organization: 1948

Walter J. Klein, *President*

Elizabeth G. Klein, *Vice President*

John Burgess, *Sound Director*

Robert Klein, *Scriptwriter*

Richard Klein, *Account Manager*

Sandra Newton, *Distribution Director*

M. B. Brosius, *Accounting*

Walter Charnley, *Production Director*

Kay Small, *Administrator*

SERVICES: Production, TV distribution, updating of 35/16/8mm motion pictures: television, sports, travel, sales, training, public relations, industrial and technical. **FACILITIES:** Own building and 4-acre lot with sound stage, Amega interlock, screening rooms, editing rooms, TV distribution offices, publicity & art services, Eclair, Arriflex cameras, Amega, Ampex, Nagra, Stellavox sync recorders. Music library, heavy lighting, writers, editors, cameramen, recording technicians.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Fighting Fire With Science (Owens-Corning Fiberglas); Minigardens (Burgess Seed & Plant Co.); Important You (Eckerd Drug Co.); Light A Light (Pacific Gas & Electric Co.); The Food Bowl Game (Ralston Purina Co.).*

TENNESSEE

AMERICAN DIVERSIFIED SERVICES

Box 975, Kingsport, Tennessee

Phone: (615) 246-4000

Date of Organization: 1960

John Dallas, *Sales Manager*

Ronald Edwards, *Creative Director*

Jens Sarna, *Office Manager*

R. Nelsann, *Director, Photography*

SERVICES: Motion pictures and filmstrips for industry, business, education, TV, etc. Distributor of films to TV and non-theatrical sources. **FACILITIES:** For live action and animation photography, sound recording, editing, dubbing, film inspection and distribution.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Seven Bridges (National Steel); South By Southeast (Mecca Industries); Meet Mr. Jones (MRJ Corp.); Sandy (Relco).* SLIDEFILMS: *Modern Building (General Shale).*

THE COMMUNICATIONS CENTER

306 12th Avenue, Nashville, Tenn. 37203

Phone: (615) 256-3244

Date of Organization: 1966

Branch Office: Queens Highway, P.O. Box 337, Freeport, Grand Bahama Island.

Nicholas Amos, *President*

Mildred A. Paysinger, *Vice President in Charge of Accounting*

Charles Kilcrease, *Chief Charge Man*

SERVICES: Complete audio-visual services from scripts and storyboards to 8, 16 and 35mm prints . . . and everything in-between. **FACILITIES:** 35 and 16mm cameras, geared heads,

sound equipment, lights (Mole-Richardson and Colotran), editorial facilities, location gear, still lab (Color and B&W) and excellent crews.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Distributors (Newsweek Magazine/GE); Find The Need, Show The Need (Midas International); Extencicare (Extencicare Corp. of Louisville).* TV COMMERCIALS for: Life and Casualty Ins.; Commerce Union Bank of Nashville, Third National Bank of Nashville; Associates Capital; Purity Dairy, Crystal Record Co. **SCRIPTS AND COMMUNICATIONS PROGRAM:** Minnie Pearl Systems; Grand Bahama Port Authority; Grand Bahama Development Commission.

CONTINENTAL FILM PRODUCTIONS CORP.

2320 Rossville Blvd., Chattanooga, Tenn.

37408

Phone: (615) 267-4302

Date of Incorporation: 1953

James E. Webster, *Pres. & Exec. Producer*

SERVICES: 16mm and 35mm color and b&w live and animated motion pictures; sound slidefilms; industrial sales, sales and personnel training, documentary, public relations, medical, educational and TV films. **FACILITIES:** Production facilities, including 16mm and 35mm cameras, sound stage and recording rooms, mobile location unit, synchronous recorders, single system cameras, lighting equipment; complete art and animation department. Permanent creative staff writers, directors and cameramen. Syndicated restaurant, personnel training films, insurance and memorial garden sales films. Distributor of all popular brands of A-V equipment. Company plane for conferences, aerial and location photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Meals In The Morrison Manner; The Hand That Feeds You-1969 Revision (Morrison Incorporated); Daylight On The Delta - 1969 Revision (Delta Council).* SLIDEFILMS: *The I In Incentive; The Big Success (Cumberland Corporation); No Man Is A Number (Lums Incorporated); Future Unlimited; Selling Makes Sense; Thru These Doors (The Krystal Co.); The Fry Man; The Grill Man; The Wrapper; Preparation of The Roast Beef Sandwich (Jack's Hamburger Co.); The Counter Code (Syndication Continental Film Productions Corporation).* TV COMMERCIALS: *Coaches Choice - 1969 (Southern Cross Industries Liller, Neal, Battle & Lindsey Advertising Agency); The Modern Beauty (Moda Tienda Beauty Salon); Bama's Best Meats (Florence Packing Co./Dawson, Daniels, Sullivan & Daniels, Inc. Advertising Agency).*

REEDER PRODUCTIONS, INC.

James Agee Memorial Studio, P.O. Box

10191, Knoxville, Tenn. 37919

Phone: (615) 588-8181

Date of Organization: 1964

Branch Office: 417 Garfield Ave., Glendale, Calif. 91204. Phone: (213) 246-4265.

W. Fleming Reeder, *President*

Thomas W. Taylor, *Sales Manager*

SERVICES: 16mm and 35mm color and b&w motion pictures for industry, television and education. Slidefilms and other presentations. All services from original script to release print. **FACILITIES:** Offices in new, city-owned studio, 100'x80'x28'. Carpenter shop; make-up rooms, storage and editing rooms; studio and location equipment. Lights, camera, sound.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Seven Mountains (Berea College); The Bioengineer, An Untitled training film, Lab Safety (Oak Ridge National Lab.); Peru and the River Urubama (World Travel Services).*

INDIANA

CREATIVE CAMERA

246 West 34th Street, Indianapolis, Indiana 46208

Phone: (317) 925-9681

Date of Organization: 1967

V. James Story, *Exec. Vice President*

Carter Allen, *Directory of Photography*

Paul Bender, *Sound Technician*

Robert A. Butsch, *Producer/Director*

Bruce Roberts, *Cameraman*

Bill Foernzler, *Lighting & Scenery*

SERVICES: Complete production of 16mm and 35mm motion pictures, television commercials, special auto-racing photography, transparencies, slide films and commercial still photography. **FACILITIES:** Studio with complete lighting, crab dolly, special provision for accommodating cars, trucks and buses - editing facilities, screening room, laboratory.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *This Is Altamil (Altamil Inc.); Bodi Endure (Summit Laboratories, Inc.); SLIDEFILMS: Sales Presentation (Beauty-Glide), Meeting Presentation (Hamilton Cosco Inc.); Sales Guide (Mayflower Moving).* TV COMMERCIALS: (Untitled) (Indiana National Bank); *Kids (Bank Americard); Mayflower Movers (Caldwell Van-Riper Adv.); Bill Kuhn Chevrolet (R.J. Poorman & Assoc. Adv.); First National Bank of Louisville (Doe, Anderson Adv.); Fischer Meats (Doe, Anderson Adv.).*

FILM PRODUCTIONS OF INDIANAPOLIS

633 East 38th Street, Indianapolis, Indiana 46205

Phone: (317) 924-5163

Date of Organization: 1965

John McGinnis, *Partner*

Glen Roberts, *Partner*

SERVICES: Motion pictures, TV commercials and films. Industrial films, sales and training film and slide presentations. **FACILITIES:** Full 16mm and 35mm production and editing facilities.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Gabriel Shock Absorbers (Maremont Corp.).* TV COMMERCIALS: *Gasoline Treatment (STP Corporation/Stern, Walters, Simmons); Oneida Stainless (Marathon Oil Corp./Ruben-Montgomery); Computer Bowling Game (Arvin Industries/Ruben-Montgomery); Roast Beef Rush (Burger Chef Corp./Ruben-Montgomery).*

MICHIGAN

Metropolitan Detroit Area

NEIL DOUGLAS PRODUCTIONS

3030 Iroquois Ave., Detroit, Michigan 48214

Phone: (313) 923-0303

Date of Organization: 1927

Neil Douglas, *President*

Rosalie Douglas, *Secretary-Treasurer*

Mary Neil Morrison, *Promotion Executive*

SERVICES: Films for travel promotion, service organizations in financial and public relations areas, education project documentaries. **FACILITIES:** Photographic studio, film projection theater; Arriflex, Paillard, etc.; sound recording on tape, access to commercial laboratory facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Germany Is The Going Place (German Tourist Bureau); How To Discover England and Have Fun (British Travel Office); What To See and Do On A European Tour (European Association).*

Jerry Fairbanks Productions

1249 Griswold, Suite 610, Detroit, Michigan 48226

Phone: 962-8998

Malcolm W. Dooley, *Representative*

(See complete listing under Hollywood, Calif.)

F. B. N. FILMS

15240 Crescentwood, East Detroit, Michigan

Phone: (313) PR 5-0114

Date of Organization: 1958

Bert Penzien, *Owner, Cinematographer*

Pat Morgan, *Sales/Production*

SERVICES: 16mm/35mm motion pictures commercials & documentary. FACILITIES: 16/35mm cameras; editing and sound equipment; Color-Tran lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Bridges* (Reynolds Metal Co.); TV COMMERCIALS: *Fun Place* (Shakey's Pizza); *Banking* (Wayne Oak Bank); 45 various commercials for (Dolan Screen Ads).

**THE JAM HANDY ORGANIZATION, INC.**

2843 East Grand Blvd., Detroit, Mich. 48211

Phone: (313) TR 5-2450

Officers

Jamison Handy, *President*

John A. Campbell, *Treasurer*

W. Eugene Hunter, *Executive Vice President, Automotive Operations*

Russell B. Robbins, *Executive Vice President, General Marketing*

William H. Sandy, *Senior Vice President, Automotive*

Hughes G. Southwell, *Senior Vice President, Business Theatre*

Clifford Sparks, *Senior Vice President, Multi-Product Markets*

Vincent Herman, *Assistant to the President, Finance*

Max E. Stapelfeldt, *Secretary*

Branch Offices

NEW YORK: 1775 Broadway, New York, New York, 11019. Phone: (212) JUdson 2-4060. Herman Goelz, *in charge*

CHICAGO: 230 N. Michigan Avenue, Chicago, Illinois 60601. Phone: (312) STate 2-6757.

HOLLYWOOD: 1680 North Vine, Hollywood, California 90028. Phone: (213) HOLlywood 3-2321.

SERVICES: Comprehensive consultation services on: sales meetings, stockholders meetings, seminars, convention assistance, visualized talks, speech coaching, picturizations, meeting guides, projection equipment, meeting packages, portable tagettes, field surveys, field services, closed-circuit TV, training services, quality control programs, foreman training, supervisory training, management development, vocational training, sales training, distributor training, retail training, training devices, training manuals, quiz materials, utilization assistants, motion pictures plans and specifications, storyboards, animated cartoons, filmstrips, slides, slidefilms, tape recordings, disc recording, transparencies, pictorial booklets, turnover and flip charts, programmed projection, film distribution, theatrical and non-theatrical, closed-circuit TV.

The Guide You Need All Year Long

Extra copies of this 20th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.

JAM HANDY PRODUCTIONS

(Division of Tele-Tape)

2821 East Grand Blvd., Detroit, Michigan 48211

Phone: (313) 875-2450

Branch Offices: 321 W. 44th St., New York N.Y. 10036, Phone: (212) 582-8082

230 North Michigan Ave., Chicago, Ill. 60601, Phone: (312) STate 2-6757

W. J. Marshall, *Chairman Of The Board*

Herbert Hall, *Vice President & General Mgr.*

James Grann, *Vice President*

Fred England, *Vice President, Finance*

Charles Renfrew, *Vice President*

Norman B. Stanton, *Vice President, Creative Services*

Tom Monroe, *Vice President, Editorial*

H. D. Wagner, *Vice President, Management Development*

Paul Kelcourse, *Vice President of Marketing*

Jennings Hammer, *Vice President*

SERVICES: Marketing communications. Manpower development. Management programs. Complete writing, planning and creative services, motion picture production. Filmstrip and slide production. Printed materials. Business games, programmed instruction, packaged meetings. Multi-media. Conferences, seminars, Projection services and equipment. Theatrical and non-theatrical film distribution. FACILITIES: Complete sound studios for motion picture and filmstrip production. Recording, set design and construction, animation, editing, film processing laboratories. Complete design and art production services. Mobile VTR and equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Steel Sheets* (U.S. Steel Corp.); *Hydraulics At Work* (Mobil Oil Corp.); *Spacetacular* (Unarco); *Market Detroit* (The Detroit News); *Chef Profile* (Campbell Soup Co.); *It's Your Move* (Westinghouse Electric Corp.); *Quantum Jump* (Owens-Corning); *The 1969 Marathon Dealer Meeting* (Marathon Oil Co.); *The 1969 BP Dealer Meeting* (BP Oil Corp.); FILMSTRIPS AND SLIDES: McDonald's Systems, Inc.; Uniroyal; The Detroit News; Westinghouse Corp.; GAF Corp.; Rowe Mfg. Co.; Canteen Corp.; Marathon Oil Co.; BP Oil Co.; Atlantic-Richfield).

HENNING AND CHEADLE, INC.

10000 Greenfield Road, Detroit, Mich. 48227

Phone: (313) 272-1000

Date of Organization: 1945

George R. Cheadle, *President*

John D. Joseph, *Vice-President*

Alan R. Hibbert, *Production Director*

Norman R. Kaplan, *Creative Director*

SERVICES: A Total Marketing Communications Agency—sales promotion, space and direct mail advertising, public relations, national sales meetings, visualized presentations, sales and product training programs, programmed instruction meeting services, motion pictures, slidefilms, tape and disc recordings, printed literature, marketing research, media selection, audiovisual equipment rental. FACILITIES: Editorial, art, photographic, data processing and direct mail departments; new air-conditioned motion picture and slidefilm stage 40' x 50', 24' ceiling height, with overhead lighting, 35mm animation stand; film processing and editing facilities, conference and multi-media projection rooms.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Take It From Terex* (Earthmoving Equip. Div.-GM); *A Job Well Done* (Earthmoving Equip. Div.-GM); *A Matter of Control* (Wyandotte Chemical); *The Cullet Caper* (Autolite Div. of Ford Motor Co.); *Don't Let Objection Block The Sale, Price Is Part of Every Sale, Let's Be Professional* (Ford Authorized Remanufacturers). LIVE: *Secrets of the Platform Pro* (Ford Marketing Institute, Duquesne

**EAST CENTRAL STATES**

Power & Light Whirlpool Corporation, United Motors Div.-GM). MULTI-MEDIA: 1969 *General Marketing Meeting* (Libbey-Owens-Ford).

INSTRUCTIONAL ARTS, INC.

16210 Meyers Road, Detroit, Mich. 48235

Phone: (313) UN 2-3932

Date of Incorporation: 1946

Nicholas J. Beck, *President*

James W. Atkinson, *Vice-Pres. & Treasurer*

Gerald C. Simon, *Secretary*

William Herzog, *Art Director*

Albert Bizer, *Art Director*

SERVICES: Creative and production staff for slidefilms, motion pictures, slides, instructional manuals, catalogs, artwork and photography. Audio-visual equipment sales and rental. FACILITIES: Complete art and photographic departments including 40' x 50' stage with equipment for still or motion photography; still laboratories; 16mm and 35mm animation stand; recording studio; hot press typesetting department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Keeping an Eye on Livonia* (Observer Newspapers). SLIDEFILMS: *The Quality Line for '69* (Kelvinator, Inc.); *Sebright Chance Meets High Margin Harold*; *The Diamond Anniversary of the Checkerboard* (Ralston Purina Co.); *Profit Is Where You Find It* (Avco, New Idea Div.).

THE KERBAWY COMPANY

1300 Buhl Bldg., Detroit, Michigan 48226

Phone: (313) 963-0201

Date of Organization: 1956

Haford Kerbawy, *President*

Daniel S. McIntire, *Vice-President, General Manager*

Lester T. Davis, *Vice-President, Business Manager*

James S. Ryan, *Vice President, Creative Services*

Kermit Gegley, *Vice Pres., Business Theatre*

SERVICES: motion pictures, business theatre and meetings, slidefilms. FACILITIES: No data provided.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Flying Fun*; *Cessna Reliability Story* (Cessna Aircraft); *Sell Dodge Around The Clock* (Dodge Div. Chrysler Corporation). MULTI-MEDIA: 1970 *Dodge Passenger Car Introduction* (Dodge Div. Chrysler Corp.); *New Product Introduction* (Cessna Aircraft).

NATIONAL TELEVISION NEWS, INC.

560 West Eight Mile Road, Detroit, Mich.

48220

Phone: (313) 541-1440

Howard Back, *President*

(See complete listing under Hollywood)

**REGAN PRODUCTIONS, INC.**

19730 Ralston, Detroit, Mich. 48203

Phone: (313) 368-3000

Date of Organization: 1950

Lawrence M. Regan, *Chairman*

James L. Herdan, *President*

Joseph A. Ripard, *Vice President, Sales*

Frederick T. Sherry, *Gen Mgr. Treasurer*

Randall D. Garrison, *Vice President, Creative*

Tom Palazzolo, *Art Director*

SERVICES: Complete research, editorial, art direction, photographic and production services for seminar, business theater and training programs. FACILITIES: Motion picture sound stage equipped for photographic illustration work as

DETROIT, MICHIGAN

well; slidefilm animation stage; darkrooms; conference and multi-media projection area; office and support facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURE: *Paris Air Show* (Armco Steel Corp.). SLIDEFILMS: *DOT Film Training Program* (GMC Truck & Coach Div. General Motors). MULTI-MEDIA: 1970 *Product Seminar* (Cadillac Motor Car Div.); 1970 *Product Seminar* (GMC Truck & Coach Div.); LIVE PRESENTATIONS: Specialized Training Programs (Ford Marketing Institute).

TIME LIFE 8 PRODUCTIONS

28050 Southfield Rd., Lathrup Village,
Detroit, Michigan

Phone: (313) 352-0430

Peter Whigham, *Region Manager*

(See complete listing under Grand Rapids,
Michigan).

VIDEO FILMS, INCORPORATED

1004 E. Jefferson Ave., Detroit, Mich. 48207

Phone: (313) 962-3400

Date of Organization: 1947; Inc. 1959

Clifford Hanna, *President*

Joseph E. Barrett, *Producer/Director*

K. Douglas Flewelling, *Production Assistant*

SERVICES: Production of motion pictures, slidefilms, TV commercials and live shows for sales training, sales promotion and public relations. Completion services include script writing, animation and live photography, music selection sound recording and mixing, editing and conforming. **FACILITIES:** Sound stage; Maurer and Arriflex cameras; editing rooms: 16mm and 35mm Movielas; interlock screening. Complete sound and light equipment for studio and location.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Introduction to Partner Manager Meeting* (Touche, Ross, Bailey & Smart); *This Is Nest-Pak*; *Con-Sort* (Anchor Conveyors); *Service Management*; *Used Car Management* (General Motors Corp.); *The Experts*; *Already Half-Sold* (Monroe Auto Equipment Co.); *Galva I* (U.S. Steel Corp.); *Modern Methods* (Ex-Cell-O Corporation); *Air Pollution: There Is An Answer*. (Claude B. Schneible Co.). SLIDEFILMS: *Professional Salesmen*; *Used Car Management* (General Motors Corp.); *Converting Pounds Into Dollars* (Monroe-Firestone). TV COMMERCIALS: Standard Federal Savings & Loan (E. W. Baker Advertising); Plumbing & Heating Industry of Detroit (Behr, Otto, Abbs & Austin); Michigan Apple Commission (Wallace-Blakeslee Inc.).

WILDING INC.

A Bell & Howell Company

18000 W. 8 Mile Road, Southfield, Mich.,
48-75

Phone: (313) 353-1400

Date of Organization: 1914

Date of Incorporation: 1927

F. W. Overesch, *Chairman of the Board,*
President

W. W. Kraft, *Executive Vice President*
Senior Vice President

W. R. Winn, *Vice Chairman of the Board,*

R. J. Dunpley, *Vice President and Controller*

G. H. Sheahan, *Assistant Controller*

R. Cassell, *Vice President, Creative*
Director - Detroit

Detroit: 18000 W. Eight Mile Road, South-
field, Mich. Phone: (313) 353-1400.

J. Vivian, *Vice President Sales*

Tri-Dex Display Corp., 8820 Inkster Road,
Romulus, Mich. Phone: (313) 946-9550.
Jack Huff, *Vice President, General Mgr.*

New York: 7-11 E. 40th St., New York, N.Y.
J. Hamilton, *Branch Mgr.*

Cleveland: 2307 Chester Avenue, Cleveland,
Ohio. Phone: (216) 771-4030.

S. C. Johns, *Vice President, Branch Mgr.*
C. Ford, *Business Mgr.*

Chicago: 1345 W. Argyle St. 60640. Phone:
(312) BR 5-1200

H. Roehrig, *Vice President, Branch Mgr.*

W. Tinkham, *Producer*

J. Constable, *Producer*

Chicago: Commercial Picture Equipment,
5725 N. Broadway, Chicago, Ill.

Phone: (312) 275-1200

Robert Younker, *General Manager*

Harold Kinzle, *Vice President and Manager*

Richard Lane, *Manager, Order Department*

SERVICES: A Communication agency specializing in marketing and promotion media. Creative counselors and producers of motion pictures, slidefilms, TV commercials, industrial shows, conventions, sales meetings, displays and exhibits, graphics and audio-visual installations. Complete production services from script writing through production and all laboratory processing. **FACILITIES:** Chicago - 4 sound stages - (75' x 140', 70' x 100', 75' x 60', 50' x 100'); still and motion laboratories, art and animation departments, sound transfer and interlock screening facilities, film vaults, prop and carpenter shops. Commercial Picture Equipment - 15,000 sq. ft. for the manufacturing of projection screens, stagettes and special projection equipment. Detroit-Southfield - 34,170 sq. ft. housing administrative, sales, slidefilm and graphics departments. Detroit - Tri Dex - 66,000 sq. ft. including 1,500 sq. ft. for film sound stage, remainder for the construction of industrial show stages and scenery, displays and exhibits, plus storage facilities for existing display materials.

CAPITAL FILM SERVICES, INC.

1001 Terminal Road, Lansing, Mich. 48906

Phone: (517) 487-3735

Date of Organization: 1942

James Robert Hunter, *President*

Edna F. Hunter, *Vice-President*

James Landes, *Secretary and Director*

Richard Cole, *Manager*

SERVICES: Script to screen productions; TV commercials; kinescopes; filmstrips; slide presentations; titles and animation photography; complete motion picture producer services; studio recording and record cutting. **FACILITIES:** Motion picture processing laboratory 8mm, Super 8, 16mm and 35mm, color and black and white. Licensed Eastman Kodak Kodachrome II processor. Black and White reversals, negative-positive and optical sound tracks. Complete laboratory facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Tupperware Training Films*, 14 (Tupperware Home Parties); *Trans-Mich. Waterway* (Trans-Michigan Waterway Co.); *Run For The Sun* (Ford Motor Co.); *South Pacific* (Fitzpatrick Travelogs); *Chevrolet Options* (Chevrolet Co.).

PORTAFILMS

4180 Dixie Highway, Drayton Plains, Mich.
48020

Phone: (313) 674-0489

Date of Organization: 1947

William Murray, *Director*

Leonard W. Evans, *Sales & Utilization*

John Warren, *Finance*

Stu Knickerbocker, *Design & Animation*

Peter Baenziger, *Editorial*

Gwen King, *Production Coordination*
Eric Farber, *Production Coordination*
Judy Reckley, *Design Coordination*
Carol LaPere, *Office*

SERVICES: Designers and producers of modern pictures for business and education. **FACILITIES:** Own and/or rent all equipment and facilities needed for live-action, animation and stop-motion.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The River That Came Back* (Consumers Power Co.); *Pipeline People* (Consumers Power Co.); *Growing Up With The Atom* (Consumers Power Co.); *Safety In Sight With Vigilite* (General Motors Corp.); *At Home With Roper* (The Geo. D. Roper Sales Corp.); *Quality By Computer* (Merit Industries, Inc.); *Quality By Design* (The AP Parts Corporation). TV COMMERCIALS: The Michigan Education Association (no agency).

TIME LIFE 8 PRODUCTIONS

(Div. Time Life Broadcast, Inc.)

120 College, S.E., Grand Rapids, Michigan
49503

Phone: (616) 459-4125

Branch Office: 28050 Southfield Rd., Lathrup
Village, Detroit, Michigan, Phone: (313)
352-0430, *Regional Mgr.*, Peter Whigham.

Date of Organization: 1962

Howard J. Silbar, *Managing Director*

Linda DeJong, *Sales*

Leonard Bridge, *Controller*

Antone Mello, *Director, Sound-Editing*
Services

Bill Wild, *Production Supervisor*

Robert McKeon, *Art Director*

Dan Summerfeld, *Executive Producer*

Del Blumenshine, *Lab Manager*

Don Fisher, *Writer, Producer*

Jim Buchanau, *Chief Photographer*

SERVICES: 16 and 8mm color, b&w photography. Slide and film strip production. Editing; sound recording; scripts for audio and video; art work; music; TV commercials; video tape recording; translation and foreign language recording film processing. Filming available in foreign markets through parent company (Time, Inc.). Radio & TV programming services. **FACILITIES:** Sound studio; projection room; film and slide processing laboratory, TV studio, screening room; editing rooms; art department; music library; carpentry shop; mobile VTR equipment. Nagra & Magnasync sound recorders.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Prescriptive Teaching* (Area Learning Center); *Title III In Michigan* (Wayne Intermediate Schools Dist.); *10 Million Fingers* (Harvey Harvester). SLIDEFILMS: *PLEASE* (Kent County United Fund). TV COMMERCIALS: Michigan Civil Rights Commission.



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.

OHIO

CINECRAFT, INCORPORATED

2515 Franklin Blvd., Cleveland, Ohio 44113

Phone: (216) 781-2300

Date of Organization: 1937; Inc. 1947

Ray Culley, *President*

Paul Culley, *Vice-President, General Mgr.*

James Sheedy, *Secretary*

Arittia Markworth, *Controller*

Robert Haviland, *Executive Director*

Michael Derrick, *Art Director*

Harry Horrocks, *Chief Cameraman*

Edwin C. Perry, *Director-Cameraman*

Robert Schneider, *Sound*

SERVICES: 16mm and 35mm, color, b&w, production of live or animated subjects for documentary, sales promotion and training, public relations, medical and TV productions. Specialist in multi-camera synchronous shooting. Original music score production. 8mm projector and point of sales film productions. FACILITIES: 60 x 80 ft. sound stage, 12 x 20 recording studio, control room recording and mixing tape, 16mm optical and Magnastic, editing rooms, art dept. Oxberry motion picture and filmstrip animation. Stik paint shop, completion studio and location lighting Outate, 16 & 35mm equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Savings and Investment Plan* (Carrier Air Conditioning Co.); *DeWindt* (Eaton, Yale & Towne); *The Effective Study Method* (The Effective Learning Corp.); *The Touch of Gold* (Fisher Fazio Costa); *Laugh-In* (Glidden); *Style Perfect Vinyl Wallcloth* (Sherwin Williams Co.); *C-5 Galaxy*; *What Do I Care* (U.S.A.F.); *A Very Special Man* (U.S. Navy); *The Spoiler* (Super Market Institute).

WILLIAM DITZEL PRODUCTIONS

933 Shroyer Road, Dayton, Ohio 45419

Phone: (513) 295-5351

Date of Organization: 1962

William G. Ditzel, *Owner*

SERVICES: Write and produce motion pictures, filmstrips, TV programs, commercials, and meetings. FACILITIES: Auricon, Bell & Howell cameras, Ampex Nagra Sound; editorial facilities, music library. 30' x 50' studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Elevator* (United Appeal). SLIDEFILMS: *Flashback* (Rex., Inc. Yeck & Yeck); *Regional Distribution System* (Frigidaire Div. GMC). TV COMMERCIALS: Chrysler Airtemp Air Conditioners (Chrysler Airtemp); Ohio Utilities Institute (Ohio Utilities).

EDCOM PRODUCTIONS

26991 Tungsten Road, Cleveland, Ohio 44132

Phone: (216) 261-3443

Date of Organization: 1960

Milan Relic, *President*

Joseph Drabik, *Vice President*

Clinton Bebell, *Executive Producer*

Wil Hane, *Writer-Production Coordinator*

Carol Bebell, *Production Assistant*

Charles Anderson, *Director of Illustrative*

Photography

Alex Lambert, *Print Production Department*

Robert Burick, *Collateral Material*

SERVICES: Complete 16mm & 35mm productions, filmstrips, slide presentations. TV commercials, industrial, public relations, documentary, educational and business films. FACILITIES: Sound stages—43' x 100' x 24' and 30' x 40' x 18'. Two large seamless backgrounds and two drive-in garage doors. Complete sound and light equipment for studio and location. Writing, sound recording, editing, interlock projection, Moviola Editorial, screening rooms, narration studio, music library, animation stand,

hot press titles, conference rooms, color makeup & dressing rooms, color & B&W stills, laboratories, large model file. Building designed & constructed for photography near new Interstate Highway System.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *There's A Message In Every Bottle* (Ohio Dept. of Liquor Control); *Mergers and Acquisitions* (Ernst and Ernst); *How Deep Is Your River* (Sandusky Valley Guidance Center); *A Look At A Security Analysts Meeting* (White Motor Corporation); *The Hooker Tack-L-Matic* (Hooker Tack-L-Matic Company). TV COMMERCIALS: for B.F. Goodrich (BBD&O).

EDWARD FEIL PRODUCTIONS

1514 Prospect Avenue, Cleveland, Ohio

44115

Phone: (216) 771-0655

Date of Organization: 1953

Edward R. Feil, *Producer*

Naomi Weil, *Script Department*

SERVICES: Production of industrial, institutional, sales, public relations and promotion films; films for television. FACILITIES: Scripts, camera, editing, and sound recording available for location or studio production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *750 Ton Stretch Draw Former* (The Cyril Bath Co.); *A Whole New World* (Cleveland Public Library/Adult Education Dept.); *Preoperative Surgical Scrub*; *Closed Cuff Method of Gowning & Gloving* (Frances Payne Bolton School of Nursing and Ethicon, Inc.).

GENERAL PICTURES CORPORATION

4501 West Pleasant Valley Rd., Cleveland, Ohio 44134

Phone: (216) 842-3636

Date of Organization: 1957

George Oliva, Jr., *President & Sales Mgr.*

Miliard M. Horace, *Vice President,*

General Manager

Doris B. Shaw, *Vice President, Editorial Supervisor*

Geraldine Robinson, *Office Manager*

Rav E. Baker, *Sound Supervisor*

Robert C. Maple, *Production Assistant*

SERVICES: Production of 16mm and 35mm motion pictures, sound slidefilms, film commercials, script writers for training programs, sales presentations, lecturers, speeches, newsreel films, still photography, art work. FACILITIES: Sound stage 49' x 49' with ceiling grids for overhead lighting, rear projection, two Fearless Panoram dollies, Mole-Richardson perambulator, studio and location lighting equipment, Ampex and Magnasync tape recording, Nagra, eight-channel mixing console, Maurer optical recorder, Moviola, Oxberry animation stand, music and sound effects libraries.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Easy Come, Easy Go* (Westinghouse Elec. Corp.); *Tire Power*; *Customer Is King*; *Supreme*; (Firestone Tire and Rubber Co.); *With Your Help . . . There Is Hope* (United Appeal of Greater Cleveland); *National Alliance of Business* (General Electric Corp.). TV COMMERCIALS: *Pick 'N Pay* (Watts, Lee & Kenyon).

LASKY FILM PRODUCTIONS, INC.

3705 Lonsdale Street, Cincinnati, Ohio 45227

Phone: (513) 271-5833

Date of Organization: 1949

Max Lasky, *President, Executive Producer*

Elizabeth C. Peters, *Treasurer*

H. H. Nieberding, *Secretary*

Marc Siegel, *Script Supervisor*

Gene Shafer, *Sound Supervisor*

Clarence Colter, *Production Supervisor*



EAST CENTRAL STATES

SERVICES: Producers of motion pictures for industry and television. FACILITIES: Completely equipped sound studio and laboratory for 16mm production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Minutes* (Cincinnati United Appeal); 3 untitled productions in process for (Cincinnati Milling Machine Co.).

VISUAL METHODS, INC.

3910 Carnegie Ave., Cleveland, Ohio 44115

Phone: (216) 431-0700

Date of Incorporation: 1963

Katharine B. Howe, *President & General Mgr.*

Donald H. Howe, *Technical Consultant &*

Writer

SERVICES: Preparation of original material for types and sizes of slides and visual aids, including writing, ideas, art work, type, photography. Production of slides, Vu-Graph transparencies, slide programs, flip charts, filmstrips and sound slidefilms, lantern slides. FACILITIES: Art department, Headliner studio, camera and processing facilities for b&w and color.

RECENT PRODUCTIONS AND SPONSORS

SALES PROGRAMS: for B. F. Goodrich Chemical; Truemper Corp.; Fruehauf; Harris Seybold; Carling Brewing Co.; Horizons Research Inc.; Jones & Laughlin Steel Corp.; Harshaw Chemical; Seagram Distillers; Austin Co.

VISUAL TECHNIQUES, INC.

7016 Euclid Avenue, Cleveland, Ohio 44103

Phone: (216) 361-3733

Date of Organization: 1963

Edward T. Noll, *President*

C. Bruce Hardy, *Marketing Director*

Albert Breazeale, *Producer*

Charles Toth, *Photography Supervisor*

Richard Agnes, *Sound Engineer*

SERVICES: Production and staging of automated multimedia presentations, including script writing for sales meeting, conventions, displays, exhibit theaters, sales promotion; business and training films and filmstrips; tape cassette business communications networks; sound recordings, tape duplication; custom audio-visual installations and design; staging. FACILITIES: Air conditioned 32 x 28' studio; custom mono and stereo recording and mixing console; cassette tape duplicator; photographic studio, animation stand, multi-screen panoramic camera; art services, traveling equipment includes 12 and 16 channel punched tape programmers, 3 screen sonic programmers, interlock 16mm film projectors, arc and high intensity film and slide projectors, mechanical dissolves, folding screens. Numerous stage-screen formats.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Where The Action Is* (Standard Oil, Ohio); *Tire Balancing* demo (B. F. Goodrich). MULTI MEDIA: *How Business Looks Today*; *The Kodak Super Kolossal Picture Show* (Eastman Kodak); *Power Selling In The Age of Power* (Standard Oil); *The Right Move* (TEREN Div., GM); *Road To Reliability* (White Truck Div.); *Earth station installations* (COMSAT); *New Dimensions In Communications* (Harris-Intertype); *The Dynamic World of Reliance* (Reliance Electric); *Mobile Display Van* (Ohio Bell Telephone). SLIDEFILMS: *Roofs*; *Trenches*; *Floors* (Tremco Mfg.)

Wilding Inc.

2307 Chester Ave., Cleveland, Ohio

Phone: (216) 771-4030

S. C. Johns, Jr., *Branch Manager*

(See complete listing under Chicago area)

ACADEMY FILM PRODUCTIONS, INC.

123 West Chestnut St., Chicago, Ill. 60610

Phone: (312) Michigan 2-5877

Date of Incorporation: 1950

Bernard Howard, *Pres. & Exec. Producer*

SERVICES: 16mm and 35mm motion pictures, slidefilms, slides, widescreen and other presentations for TV, conventions, meetings and sales aids for both the broadcast medium and industry, education, and business. Specializing in sales promotion and medical films. Editing, writing, recording, titling for outside producers. Writing, directing, production services for ad as live shooting. FACILITIES: Cameras, lights, agencies and industrial firms. Animation as well cables, mike booms, dollies, recording equipment, etc., for complete production and shooting either in own studio or on location: 30' x 45' x 14' ceiling sound stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Metal-Edge Floor Planking* (United States Gypsum); *Tastee-Freez* (Tastee-Freez). SLIDEFILMS: *OK-Imperial Plaster* (United States Gypsum); *Details Make The Difference* (Sealed Power Corp.). TV COMMERCIALS: Jewish United Fund, Goldblatt's Home Center; Space Age Saw Blade; Schlitz; Schlitz Malt Liqueur (Leo Burnett Adv.).

GILBERT ALTSCHUL PRODUCTIONS, INC.

909 W. Diversey Parkway, Chicago, Ill.

60614

Phone: (312) 525-6561

Date of Organization: 1954

Gilbert Altschul, *President*

Bruce Colling, *Executive Vice President*

Len H. Slaton, *Vice-President &*

Account Supervisor

Esther Altschul, *Secretary-Treasurer*

Don Schumacher, *Account Supv.*

SERVICES: Production of motion pictures, slidefilms, slide presentations and videotapes for industry, education and government. FACILITIES: Sound stage; editing, recording and animation facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *We Haven't Had That Yet* (Derby Foods); *Fresh From The Kitchen* (Dietary Products, Inc.); *Making Things Happen* (Journal Films, Inc.); *The Bigger Paddle* (S. C. Johnson & Sons); *Who's Keeping Score?* (Brunswick Corp.).

BECKER-TWIN ARTS STUDIO

5621 Dempster Street, Morton Grove, Illinois

Phone: (312) YO 5-3121

Date of Organization: 1969

Frank G. Becker, *Photographer, Owner*

Paul Cliff, *Mechanical Illustrator*

William Brodt, *Art Director*

Earl Lindberg, *Photographic Laboratory*

Patricia Pfaff, *Office Manager*

SERVICES: Dukane Vista artwork and Vista animation, slides, 35mm slides and slidefilm strip animation from art or photography provided by client or prepared by our art department. Viewgraphs, flipcharts, easel presentations, charts and graphs, art, cartoons, illustrations, lettering, typography. FACILITIES: Photographic studios and art studio.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: 140 *Quick Copies Center*; *Model 620 Introduction* (A. B. Dick Company).



BETZER PRODUCTIONS, INC.

450 E. Ohio Street, Chicago, Ill. 60611

Phone: (312) 664-3257

Date of Organization: 1967

Joseph G. Betzer, *President*

Helen A. Krupa, *Vice President*

Arthur F. Ellis, *Production Manager*

Jane Ware Davenport, *Project Development Manager*

C. O. II. Haroldson, *Mgr., Financial Films Division*

Oscar Herz, *Art Production Manager*

Jan Lewis, *Art Director*

Linda Coates, *Office Manager*

SERVICES: Motion pictures, slidefilms, TV films and commercials (Live and animated), visual sales and training materials. FACILITIES: Creative staff; production and art departments; editing room; insert stage; 35mm and 16mm equipment for studio or location shooting; planning and production of supporting visual and printed materials.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Lot of People Sell Hamburgers* (McDonald's Systems, Inc.); *Break-Thru Into the Business World* (Metropolitan Life Insurance Co.); *New Facts About Pork* (American Meat Institute); *Company On the Grow* (Western Auto Supply Company). SLIDEFILMS: *Tell It Like It Is* (Bank Public Relations & Marketing Assn.); *A Piece of the Action*; *How Does Truth-In-Lending Affect You?* (3 films); *Value of Public Relations* (Montgomery Ward and Company); *When You Need It* (Metropolitan Life Insurance Company); *Keep It in the Family* (C.O.II. Haroldson and Associates). TV COMMERCIALS: Jiffy-Wrap, Jiffies Bags, Flex-O-Glass (Presba-Muench Inc.); Walgreen Drug Stores, Lytton's (Scott Advertising, Inc.); National Woman's Christian Temperance Union (Direct); National Broadcasting Company (Direct).

EVERETT BLACKMAN PRODUCTIONS

154 East Erie St., Chicago, Ill. 60611

Phone: (312) 787-7475

Date of Organization: December, 1966

Everett Blackman, *Producer Director*

Norman L. Corenon, *Associate Producer*

Margaret H. Blackman, *Secretary*

SERVICES: Motion pictures, slidefilms, creative, and technical writing for TV, schools and industry, specialists in medical sciences, 16mm printing and processing, titles, art and animation, editing, sound recording. FACILITIES: Creative department; script, art and animation; 16mm production equipment, studio or location.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Slaves* (Theatre Guild); *Fistula*; *The Primate Jumping Box* (Northwestern University); *Nonsuppurative Otitis Media* (Wiley Harrison, M.D.); *Total Management of Central Tympanic Perforations* (Eugene L. Derlacki, M.D.); *Cytotoxic Food Testing* (Jack D. Clemis, M.D. Wanda Scala).

Cascade Picture of California, Inc.

8 South Michigan Ave., Chicago, Ill. 60603

Phone: (312) 641-1828

Doug McWeeny, *General Manager*

(See complete listing under Hollywood Calif.)

CAVALCADE PRODUCTIONS, INC.

P.O. Box 801, Wheaton, Illinois 60187

Phone: (312) 668-6363

Date of Incorporation: 1948

Dale McCulley, *President, Writer-Producer*

Harold B. Mackenzie, *Secretary*

Loreen R. McCulley, *Treasurer*

Ted Norcutt, *Editor*

Mary Clairborne, *Editor*

SERVICES: Production of industrial and educational motion pictures and sound filmstrips, and TV spots. Patented "Cinemastage" process for industrial show production. FACILITIES: Arriflex camera; 35mm and 120 still cameras; editing; 40 x 40 sound stage with variety of set components; Raby dolly; Mole-Richardson mike boom with perambulator; recording and lighting equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Water* (Morton Salt Co.); *A Party* (Northern Ill. Gas Co.); *Spirit of Ottumwa* (Iowa Illinois Gas Co.); *Power Where You Need It* (Chicago Bridge & Iron). TV COMMERCIALS: DeKalb Ag. Research.

CINE-MARK

(Div. of Krebs Productions, Inc)

730 North LaSalle Street, Chicago, Ill. 60610

Phone: (312) 337-3303

Branch: 519 East Thomas Rd., Phoenix, Arizona 85012, Phone: (602) 265-0221, Karl

P. Fischl, *Vice President*

Date of Organization: January, 1969

Clyde L. Krebs, *President*

Larry Kelly, *Vice President, Midwest*

Karl P. Fischl, *Vice President Southwest*

Mrs. Dorothy Powers, *Secretary*

SERVICES: Producers of motion pictures, slidefilms, sales meetings, and theatrical short subjects. FACILITIES: Creative and marketing services, producing through producers and freelance specialists.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Impulse '90* (Cuna Mutual Insurance Society); *All Eyes On You* (Coca-Cola USA National Cheerleaders Assoc.); *Discover 'Southern' Style* (Southern Airways/United Airlines); *Discover Mohawk Land* (Mohawk Airlines United Airlines); *Threshold '70* (Computer Services Corp.); *Threshold of Tomorrow* (Masonite Corp.); *Arizona . . . Land of Change* (Arizona Mining Assoc.); *Casa Grande Report* (Hecla Mining Co.); *Uti-Tech* (Courtland Div. Abbott Laboratories). MARKETING SEMINARS: *Retail Marketing, Complete Readout* (Whirlpool Corp.); SLIDEFILMS: *Impulse '90*; (Cuna Mutual Insurance Society); *Winner Circle Prize Catalog* (Whitlock & Co.); *Compound Alpha* (Abbott Laboratories); *'93 Score* (Libby, McNeill & Libby).

JOHN COLBURN ASSOCIATES, INC.

(A Subsidiary of Radiant Educational Co.)

265 Alice St., Wheeling, Illinois 60090

Phone: (312) 541-1080

Date of Incorporation: 1953

John E. Colburn, *President*

Albert R. Stamiti, *Vice President, Gen. Mgr.*

Hermann Tauchert, *Executive Producer*

Milan Slade, *Dir. Art and Animation*

Del Schroer, *Producer-Production Manager*

John Werner, *Producer*

SERVICES: Industrial and educational motion pictures; sound slidefilms, filmstrips and overhead transparencies. Production services, studio and facilities available to other producers. FACILITIES: Complete new studio facilities, produc-



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

tion services and distribution services now under one roof at new address shown above.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Systems of Numeration* (John Colburn Assoc. Inc.); *Understanding The Micrometer and Its Use* (Radiant Education Corp.). SLIDEFILMS: *Turn Tax Dollars Into Retirement Security*; *Just In Time* (Franklin Life Ins. Co.); *Illinois - Frontier to 1870* (John Colburn Assoc. Inc.). FILM LOOPS: *Astronomy and Meteorology* (Hubbard Scientific Company).

CONTACT! Business Communications

1726½ Sherman Avenue, Evanston, Ill. 60601

Phone: (312) 475-4656

Date of Organization: 1959

Samuel J. Needham, *President*

Sidney H. Mayer, Jr., *Vice-President*

SERVICES: Scriptwriting and research, planning, direction, and production; sound slidefilms, slides, motion picture, videotape, recordings, and live presentations; consultation and full production of multi-screen and multi-media industrial shows. FACILITIES: Available as required.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Piping Hot* (State Stove & Manufacturing Co.); *Discover Encore* (Encore Beer). SLIDEFILMS: *International Report*; *Be A Pacesetter*; *Send A Child to Camp* (Jos. Schlitz Brewing Co.); *A Message From Primo* (Hawaii Brewing Co.); *The Young Adult Market*; *How To Ride A Bull To The Bank* (Schlitz Malt Liquor). LIVE WITH PROJECTED VISUALS: *Encore Wholesaler Orientation Meeting*; *Encore Discovery Parties* (Encore Beer).

COPRI PRODUCTIONS, INC.

676 St. Clair Street, Chicago, Illinois 60611

Phone: (312) 943-6200

Joseph B. Morton, *President & Creative Director*

Walter M. Rearick, *Production Manager*

Robert Rockwell, *Senior Account Executive*

Yolanda Zacharias, *Production Coordinator*

SERVICES: Motion pictures, industrial stage shows, slidefilms, multi-media presentations.

CREATIVE COMMUNICATIONS, INC.

410 N. Michigan Ave., Chicago, Ill. 60611

Phone: (312) 527-2530

Date of Incorporation: 1960

Herschell G. Lewis, *Chairman*

Donald W. Young, *President*

Richard Brinkman, *Production Manager*

SERVICES: Motion pictures, features, industrial, commercial, educational, training; slidefilms; still photography; public relations; scripts; location photography for other producers; editing service, public relations, industrial shows. FACILITIES: Filming in Chicago, Miami and Los Angeles. Mobile motion picture and sound unit fully equipped for location shooting; 35mm and 16mm editing department; art department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Z-o-o-o-o-m!* (Contractors Assoc.); *Come Live With Us* (Real Estate Investors Assoc.); *Zap-In* (Mayflower Pictures, Inc.); *Trojan Loaders* (Eaton, Yale & Towne). SLIDEFILMS: *When You Say That, Smile!* (Retailers Intl.).

The Guide You Need All Year Long

Extra copies of this 20th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.



CAL DUNN STUDIOS, INC.

141 West Ohio Street, Chicago, Ill. 60610

Phone: (312) 644-7600

Branch: 1040 N. Las Palmas, Hollywood, Cal. 90038; Phone: (213) HO 9-9011, Alan S. Lee, *Manager*.

Date of Organization: 1947

Cal Dunn, *President*

Jim Dricker, *Vice Pres., Production/Dir.*

Mike Dunn, *Vice President, Sales/Production*

Ray Mueller, *Director, Cameraman*

Barney Montgomery, *Stage Manager*

Ruth Reidy, *Office Manager*

Patti Potter, *Talent Contact*

Donald B. Podell, *Audit & Bookkeeping*

SERVICES: Motion pictures and slidefilms for sales training, promotion, product information, employee indoctrination and special purposes; TV commercials and productions. FACILITIES: Sound stage, insert stages, recording, transfer and sound mixing, working kitchen, Oxberry animation stand and equipment; complete animation, inking and painting depts.; hot press title department; editing, interlock screening rooms, carpenter shop, creative and administrative facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Use It All . . . Cornlage*; *Grow Your Own . . . Haylage* (A. O. Smith); *Teeth* (American Dental Assoc.); *B. F. Goodrich Racing Promo* (Foote, Cone & Belding); *Toppers For '69* (Hobart Mfg. Co.); *Yesterday's Clean Is Not Enough* (Mobil Oil). SLIDEFILMS: *The Problem Solvers* (Olin Energy Systems); *Security For You & Yours 1969*; *College Recruiting* (National Life & Accident Insurance); *Torx* (Camecar Screw & Mfg.); *A Mountain of Effort* (Beverages International Inc.); *Claims Handling and Settlement*; *Introduction For The New Employee*; *The Customer*; *Sell The Move*; *Communications and You*; *The Household Goods Inventory* (North American Van Lines).

FILMACK STUDIOS

1327 South Wabash Avenue, Chicago, Ill.

60605

Phone: (312) 427-4855

Date of Organization: 1919

Joseph R. Mack, *President*

Pat Cascio, *Production Manager*

Jay Jankowski, *Producer/Director*

Roman Polys, *Producer/Director*

SERVICES: motion pictures; filmstrips, and slides for television, industry and education. Educational training programs, sales meetings, creative services, script writing, storyboards. FACILITIES: Studio for live and still photography, sound recording studio, music libraries and sound effects. Complete Black & White and color laboratory services. 16mm and 35mm animation and filmstrips on Oxberry animation stand. Artwork, titles, hot press. Laboratory editing, processing and printing. Complete slide equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *To Know What's Happening* (Cinn. Chamber of Commerce). SLIDEFILM: 1969 *Eureka Products* (Eureka Vacuum Machine). TV COMMERCIAL: *Mini-Hosiery Mist* (Redman Assoc.).



FISCHER PHOTOGRAPHIC LABORATORY INC.

399 Gundersen Drive, Carol Stream, Ill.

60187

Phone: (312) 665-4242

Robert Morehouse, *Producer/Director*

Robert Festerling, *Account Executive*

(See complete listing under Cygnet Films, Wisc.)



CHICAGO PRODUCERS



MORTON GOLDSHOLL DESIGN ASSOCIATES, INC.

420 Frontage Road, Northfield, Ill. 60093

Phone: (312) 446-8300

Date of Organization: 1942

Morton Goldsholl, *President, Exec. Prod.*

Mildred Goldsholl, *Secretary, Producer*

John Weber, *V.P., Studio Director of Design*

William Langdon, *V.P. Film Administration*

Tom Freese, *V.P. in Charge Production*

SERVICES: Producers of motion pictures and slidefilms for business, industry, television and education. FACILITIES: Sound stage, 16mm and 35mm cameras, Moviolas, Oxberry animation stand with Aerial Image; Ampex, Nagra and Magnasync sound recorders, editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Up Is Down* (MGDA); *The Hot One* (Turner Corp.); *Bigger & Smaller* (CBS/Field Enterprises); *Worth How Many Words* (Eastman Kodak); *Subject: Packaging* (Owens-Illinois); *Changing Technology in Adult Basic Education* (Department of Health, Education & Welfare); *The Personal Touch*, 1968 (Allstate); Sears Promotional Film (Rogers Piercy, Inc.); *25th Anniversary* (Foote, Cone & Belding); *Happy Face* (Toni Co.). TV COMMERCIALS: Sears Commercials (J. Walter Thompson); Nursing Scholarship (Leo Burnett); Sears Tag (Foote, Cone & Belding); MULTI-MEDIA: Adult Basic Education. SLIDEFILMS: *Documents of Man* (Aid Association for Lutherans).

MIKE GRAY ASSOCIATES

430 Grant, Chicago, Illinois 60614

Phone: (312) 528-1500

Date of Organization: 1969

Mike Gray, *Bill Wilson*

Jim Dennett, *Brenda Bierbrodt*

Chuck Olin, *Howard Ack*

RECENT PRODUCTION: *American Revolution 2*; *Black Panthers* in production.



The Jam Handy Organization, Inc.

230 North Michigan Ave., Chicago, Ill. 60601

Phone: (312) STate 2-6757

(See complete listing under Detroit area)

JAM HANDY PRODUCTIONS

230 North Michigan Ave., Chicago, Ill. 60601

Phone: (312) STate 2-6757

(See complete listing under Detroit, Michigan)



John J. Hennessey Motion Pictures

1001 Batavia Rd., Geneva, Ill. 60134

Phone: (312) 232-2661

(See complete listing under Los Angeles)

ROBERT BRUCE HICKS & ASSOCIATES

2 N. Riverside Plaza, Suite 1904,

Chicago, Illinois 60606

Phone: (312) 372-6966

Date of Organization: 1963

R. B. Hicks, *President*

V. N. Hansen, *Vice-President*

R. O. Hicks, *Secretary-Treasurer*

SERVICES: Motion pictures, filmstrips and slides for business communications. Collateral print-

CHICAGO PRODUCERS

ed materials. Producers of trade shows, conventions and sales meetings. Presentations. Sales incentive programs. FACILITIES: Offices in Chicago and the O'Hare Inn. Associates in several cities. Studio facilities rented as required.

RECENT PRODUCTIONS AND SPONSORS

MULTI-MEDIA: *Recreational Vehicle Exposition* (Recreational Vehicle Institute); *Marine Trades Exhibit & Conference* (Boating Industry Assoc.); *Accent On The Individual* (Northwestern Mutual Life J. Walter Thompson); *NML Dealer Panels* (R.V.I.).

INTERLOCK PRODUCTIONS, INC.

154 Mont Clare, Wooddale, Ill. 60191

Phone: (312) 631-2440

Date of Incorporation: 1963

William R. Snowwhite, *President, Exec. Producer*

Jack Danielson, *Vice President, Sales*

D. H. Bash, *Vice President, Secretary, Treasurer*

SERVICES: Producers of business films—8mm, 16mm & 35mm motion pictures; sound slidefilms, filmstrips and slides. New concepts and complete programming for sales meetings. FACILITIES: Cameras, lighting equipment, studio, creative & art departments and executive offices. Affiliated with writers; editing, recording and animation services; laboratories.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Lionel Monopoly* (Robt. F. White Co.); *Once Upon A Car* (Robt. Bosch Co.); *The Other 50* (Robt. Bosch Co.). SLIDE PRESENTATION: *Clark Equipment* (Burstion Marsteller Agency). ANIMATION: *Protect and Conserve* (Beltone).

KARTEMQUIN FILMS, LTD.

1525 E. 53rd St., Chicago, Ill. 60615

Phone: (312) 324-7668

Date of Organization: 1967

Gordon Quinn, *President*

Gerald Temaner, *Secretary/Treasurer*

Jerome Blumenthal, *Producer/Director*

Daniel Auerbach, *Director of Technical Research*

Paula Stone, *Office Manager*

SERVICES: 35/16mm motion picture services. Specializing in cinema-verite style documentaries and educational films. FACILITIES: Complete 16mm production facilities, including wireless sync-sound camera and Steenbeck editor.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Children's Film*, untitled; *Piaget* (3 Prong Television Productions).



KELLOCK PRODUCTIONS, INC.

(Midwest Studios, Inc.)

1037 Woodland Drive, Glenview, Ill. 60025

Phones: Glenview: (312) 724-0515

Chicago: (312) 723-3880

Date of Incorporation: 1964

James A. Kellock, *President-Treasurer*

Marion R. Kellock, *Secretary*

James A. Kellock, Jr., *Vice-President*

Frederick K. Barber, *Vice Pres.-Sales*

J. C. Diebold, *Vice President-Sales*

Albert S. Bradish, *Vice President-Prod.*

SERVICES: Writing, production of motion pictures, slidefilms, and business shows. FACILITIES: Two sound studios on ground level—100' x 60' with 30' clear to overhead catwalks—40' x 25' x 14' clear to roof—3,000 amperes-120V AC power; screening room; lighting equipment; camera; sound; editing; carpenter shop; make-up and dressing rooms; commissary; art dept.;

prop rooms; creative staff and production offices.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Integrated Manifold Circuits* (Bellows Valvair); *High Performance and You* (Firestone Rubber Co.); *Geodetics and Charting Services* (U.S. Air Force); *Admiral Creative Excellence* (Admiral Corporation); *Union Steward & You* (U.S. Navy).

WILLIAM N. KIRSCHNER STUDIOS

(Div. of Wm. N. Kirshner & Company, Inc.)

1132 Waukegan Rd., Glenview, Ill. 60025

Phone: (312) 729-3030

Date of Incorporation: 1959

William N. Kirshner, *Producer, Director*

Mary Ann Kirshner, *Assistant Secretary*

Robert K. Larson, *Secretary*

George Elrick, *Creative Director*

J. O. Williams, *Sales Manager*

Joanne Keller, *Production Manager*

John Sanderson, *Director of Photography*

SERVICES: Producer of audio-visual materials for marketing, sales promotion, TV, training and public relations: motion pictures, TV commercials, slide programs, slidefilms, industrial and business presentations, closed-circuit TV programs for business. FACILITIES: Two sound stages; three production studios; writing, photography and art department; recording; animation; editing; projection and interlock equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Molycote* (Dow-Corning). SLIDEFILMS: *Flourosilicone* (Dow-Corning); *Cowmath* (ABS); *AIM* (American Investors). OTHER: *Construction Marketing* (Kroll).



LA RUE FILMS, INC.

159 East Chicago Ave., Chicago, Ill. 60611

Phone: (312) SUPERIOR 7-8656-57

Date of Organization: 1937; Inc. 1947

Re-Incorporated: 1966

Mervin W. La Rue, Sr., *FBPA, Chairman Board*

Gunter H. Doetseb, *President, Exec. Producer*

Parker W. Thomas, *Secretary*

Robert H. Lounsbury, *Assoc. Producer and Production Mgr.*

J. Logan, *Production Assistant*

Joyce Payne, *Writer*

Suzanne Lamb, *Production Assistant*

SERVICES: Motion pictures, slidefilms, cinemicroscopy, cinemascopy, and slide reproduction (all sizes). Specialists with in-depth experience in scientific, medical, and educational films. Consultants: planning, production, utilization of audiovisual media. Distributors of AV equipment. FACILITIES: Studio, sound and camera equipment; animation stands; time-lapse, high-speed facilities. Explosion-proof cameras, lighting equipment; micro, macroscopic setups with 4x5", 35 & 16mm motion picture cameras. Development, application of fiberoptics for body cavity photography especially endoscopic and peritoneoscopic cinematography. Border spectrum (infra-red, ultra-violet) motion, still photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Fascia Graft Tympanoplasty: Cholesteatomectomy* (University of Illinois); *Operative Laparoscopy - Tubal Sterilization* (Dept. of Obstetrics and Gynecology/Michael Reese Hospital and Medical Center); *Laparoscopy: Refinements in Techniques and Anesthesia* (McNeil Laboratories and The Fertility Institute); *Fetal Surgery In The Rabbit* (University of Chicago); *Infusion Intracenosca: Base Teoria y Practica* (Abbott Universal, Ltd.); *Development of Color In the Killifish Embryo* (KA-International). SLIDEFILMS: *The Unit-of-Use Drug Distribution System*; *Intravenous Infusion Technique* (Abbott Laboratories). SLIDE

PRESENTATIONS: *Laparoscopy - Culdoscopy* (The Fertility Institute); *Prospectus* (Security Officers Abbott Laboratories).

JACK LIEB PRODUCTIONS

1230 W. Washington Blvd., Chicago, Ill.

60607

Phone: (312) 243-2600

Date of Organization: 1946

Jack H. Lieb, *President*

Warren H. Lieb, *Vice-President*

Donald J. Riebert, *Sound Engineer*

Ernest Schubert, *Production Manager*

Charles R. Kite, *Editor-in-Chief*

Richard Slowinski, *Traffic*

Elaine Badis, *Office Manager*

Rose M. Ryndak, *Librarian*

Chap Freeman, *Production*

SERVICES: 16 35mm motion picture production; industrial, theatrical TV, sales promotion, institutional and sales training; specialists in travel promotion films, TV productions, spots and shows. Filmstrips and sound slidefilms. Consultant on motion picture problems. Script writing. FACILITIES: Complete studios, 3 sound stages, RCA 35mm and 16mm magnetic and optical recording. Specialists in hi-fidelity magnetic mixing. Nagra-16mm sync recording for studio or location. Editing, musical score facilities, echo chamber, three sound stages; four editing rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *To Do The Main Work Better* (State of Alabama); *Symbiosis* (Jones & Laughlin); *Inncr City Simulation Laboratory* (Science Research Assoc.); *Collage* (Garrison, Jasper Rose & Co.); *Print Out For '74; Catalog* (American Hospital Supply); *Quaker Oats* (Quaker Oats); *Bazaar Bonanza* (PreTested Recipes). TV COMMERCIALS: *What Not Wrap* (Delta American); Bay View Federal Savings Loan Association (Advertising Specialties); Pam (Meyerhoff Adv. Agency); Head & Shoulders (Tatham-Laird Adv. Agency).

DON LOGAY PRODUCTIONS

520 North Michigan Avenue, #336, Chicago,

Illinois 60611

Phone: (312) 527-9210

Date of Organization: 1966

SERVICES: Writer-director-producer of live and/or multi-media shows for industry . . . sales meetings, conventions, trade shows and special events.

RECENT PRODUCTIONS AND SPONSORS

MULTI-MEDIA/LIVE: *Stewart Warner Go/70* (Stewart-Warner). LIVE PRESENTATIONS: *Three Mile Limit* (DuPont); *International Con-Expo* (International Harvester); *Make It Happen* (Toledo Scale); Tait Mfg. Co. *The Professor* (Refin-a-matic).

LORD AND KING ASSOCIATES, INC.

28 W 120 Robin Lane, West Chicago, Illinois

60185

Phone: (312) 231-0102

Date of Organization: 1965

Bob O'Donnell, *President & Executive Director*

Tom Spaulding, *Cinematographer*

Frank Miller, *Cinematographer*

Jack Odell, Jim Grant, *Writer-Producers of*

Radio/slidefilms

Paul Crabtree, *Producer of Live Industrial Shows*

SERVICES: Creators of quality audio-visuials and live industrial shows. Particularly qualified in the production of dramatic and documentary films. FACILITIES: Completely equipped sound stage with editing and screening facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Symbol of Safety* (Underwriters Laboratory); *The House on Hildreth Street* (Nat'l. Gypsum Co.); *A Piece of the Ac-*

tion (Western Elec. Corp.); *A Four Letter Word* (Youth Films, Inc.); *There's A Catch To It* (Raymond Berry Football).

MATTCO ASSOCIATES, INC.

3309 N. Chapel Hill Rd., McHenry, Ill.
60050

Phone: (815) 385-5508

Date of Organization: 1960

Branches: 18 W. 45th St., New York 10036.
Phone: (212) OX 7-2896. Winston Sharples, Jr., Musical Director.

Richard J. Matt, *President & Exec. Director*

William M. Fraser, *Vice President*

Jerry Olson, *Production Manager*

Lois Peterson, *Production Coordinator*

SERVICES: Motion picture and slidefilm production, including theatricals, TV commercials, industrials, sales and training films. **FACILITIES:** Recording, music scoring and editing; 16mm and 35mm editing rooms, Moviola equipped; 16mm and 35mm projection. 16 Eclair NPR, Arriflex and B&H and 35mm Arriflex and Evmio cameras; Nagra sound equipment; sound stage, complete studio and portable lighting; special camera-boat, airplane, and truck.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Energy Of An Idea* (Excel-O Corp.); *National Boating Test; Operation - Cool - It*; 1970 *Dealer Program* (Johnson Motors); *All American Band* (McDonald Corp.). **TV COMMERCIALS:** *Knife Offer* (D'Arcy Advertising/American Oil, 12); 1970 *Skee Horse* (Baker/Johnson & Dickenson/Johnson Motors).

FENTON McHUGH PRODUCTIONS, INC.

161 E. Grand Ave., Chicago, Ill. 60611

Phone: (312) 321-0533

Date of Organization: 1956

Fenton P. McHugh, *President*

Francine Stuart, *Production Administrator*

Robert Krugly, *Comptroller*

SERVICES: Production of 16mm and 35mm motion pictures for business, industry and TV. Sound slidefilm productions. **FACILITIES:** 16mm and 35mm production equipment; editing facilities and sound stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Take Another Look* (Cuna); *Fisherman's World*, (a series) (CBS).

BURT MUNK PRODUCTIONS, INC.

56 E. Walton Place, Chicago, Ill. 60611

Phone: (312) 337-0034

Date of Organization: 1961

Burton M. Munk, *President*

Mary Abraham, *Business Manager*

SERVICES: Creation and production of motion pictures, slidefilms and related materials for business communication. Sales meeting and convention services. **FACILITIES:** Creative writing, planning and production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Sealy Presents TV 1969*; *What Comfortable Firmness Is All About: Take It From The Top* (Sealy); *Precision!* Starring I307; *Higher Profits! Starring the Deka Drill* (South Bend Lathe); Educational Films (Society for Visual Educational). **SLIDEFILMS:** *Breaking The Space Barrier* (Hotpoint); *The Bright Ones for 1970*; *Bright Features for 1970* (Zenith Corp.); Various scripts for (Sears Roebuck & Co.).

MPO Incorporated

528 N. Michigan Ave., Chicago, Ill. 60611

Phone: (312) 527-3680

William Bailey, *Manager*

(See complete listing under New York City)



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FRED A. NILES

COMMUNICATIONS CENTERS, INC.

1058 W. Washington Blvd., Chicago, Ill.
60607

Phone: (312) 738-4181

Date of Organization: 1955

Branch Offices: New York: 108 West End Ave., New York. 10023 Phone: (212) SU 7-8770. Charles Ticho, *Vice-President*. California: 5545 Sunset Blvd., Hollywood. 90028 Phone: (213) 462-7311. Paul Johnson, Lionel Grover, *Vice-Presidents*.

Fred A. Niles, *President*

Norman C. Lindquist, *Vice-President, Sales*

William E. Harder, *Vice-President, Production*

Rolf W. Brandis, *Vice-President, Producer*

Harry Lange, *Vice-President, Executive*

Producer TV

James E. Morgan, *Vice-President, Finance*

Edward Faylor, *Vice President, Political Div.*

Manny Paull, *Vice-President*

Edith Skebelsky, *Account Executive*

Gary Mann, Bill Witherell, Jack Mulqueen,

Al Cairo, Bob Fisher, *Account Executives*

James Miller, *Supervising Editor in charge of*

Post Production

George Jarrett, *Editing Administrator*

Sid Siegel, *Musical Director*

Donald Hill, *Production Manager, Industrial*

Michael Miller, *Producer*

Tedd Determan, *Creative Director*

Paul Drieske, *Writer*

Dorothy Roecker, *Office Manager*

Bert Lindberg, *Chief Charge Man*

SERVICES: TV commercials; industrial films; sales training films; business theater; sound slidefilms; TV shows. Marketing and merchandising programs, theatrical short subjects. **FACILITIES:** 100,000 sq. ft. of space; 3 sound stages; Five editing rooms complete sound dept.; carpentry, electric, paint and prop depts.; screening rooms; art dept.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Man Up Front* (United Air Lines); *A Place Away* (American Central Corp.); *Miracle In A Package* (Pillsbury); *The Price You Pay*; *The Invisible Shopper* (Reader's Digest/Super Market Institute); *The Premium People* (Clark Oil Co.); *Mrs Wonderful* (Rath Packing Co.); *86th Annual Sales Film* (Kroger); *How To Pick The Ace of Spaces Every Time* (Wallace Business Forms); *Ultra Bath Training Film*; *Woman Is...* (American Standard); *People Who Care* (Crusade of Mercy). **SLIDEFILMS:** *Champion Parts*; *Kuppenheimer*; *Kimberly Clark*.



Pelican Films, Inc.

Max Pride, *Vice President*

410 N. Michigan Ave., Chicago, Ill.

Phone: (312) 337-8116

(See complete listing under New York City)

PERSUASION SYSTEMS, INC.

15 E. Pearson, Chicago, Ill. 60611

Phone: (312) 642-9840

Date of Organization: 1966

Arnold Y. Midlash, *President, Creative Dir.*

Rudy Wright, *V. P., Producer*

Robert We Dyck, *Musical Director*

Henry Pnckhaber, *Prod. Coordinator*

Dr. Fred Wiegman, *Training Curriculum*

Bruce Donely, *Chief Engineer*

Jay Norman, *Director of Marketing*

George Casanave, *Staging Services*

SERVICES: Programs involving multi-media; specializing in live and automated multi-screen presentations, training programs; corporate communications utilizing a-v techniques. **FACILITIES:** Script, design services; still, motion picture photography, 16/35mm; sound recording/



CHICAGO PRODUCERS

Crown, Ampex recorders; multi-channel mixing, mastering and impulsing. Cartridge duplication and loading; high-speed tape duplication.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Vistas* (Continental Assurance); *This Way Up* (Ford Marketing Institute); *Tell, Sell, Teach, Reach Out* (Audiscan, Inc.); *Threshold* (National Hemophilia Foundation); *A Time for Decision* (Marsh & McLennan); **MEETING & MULTI-MEDIA:** *Serving The 70's* (Nationwide Insurance); *Quasar 2* (Motorola); *Inner Circle* (United Delco Div. General Motors).



PILOT PRODUCTIONS, INCORPORATED

1819 Ridge Avenue, Evanston, Ill. 60201

Phones: (312) DAVIS 8-3700

(312) BRoadway 3-4141

Date of Organization: 1940; Inc. 1952

C. Robert Isely, *President*

Robert L. Dedrick, *Executive Vice-President*

Bob Luce, *Vice-President, Prod.*

C. Don Sheldon, *Treasurer*

David Holmes, *Director*

Mike McCurry, *Still Photography*

Connie Andersen, *Filmstrip Department*

Jim Cuca, *Sales*

Helen Wolf, *Talent Contact*

SERVICES: Complete creative and production facilities for motion pictures and filmstrips. Research, writing, photography, sound recording, editing, and stripfilm services for industrial and business films. **FACILITIES:** 10,000 sq. ft. 3,700 sq. ft. shooting stage with 14 ft. clearance under catwalks; complete kitchen facilities for food photography; 16mm Mitchell and Arriflex camera equipment; generator & battery packs for field work; Ampex, Magnasync and Nagra recording equipment including DuKane 30/50 signal generator; double system projection.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Light For Life* (E.I. duPont de Nemours & Co.); *Find A Float* (National Safety Council); *Grim Statistics* (Clark Equipment Co.); *The Total Comfort Family* (Sears, Roebuck & So.); *Gemini Paver* (Iowa Mfg. Co.); *The Value Of Our Name* (Harris Trust & Savings Bank); *Hearts & Hands* (United Methodist Church). **FILMSTRIPS:** *Boast* (DuBois Chemical Co.); *What's The Difference* (State Farm Paper Advertising Bureau); *Performance...!* (Koehring Co.); *Impossible Mission* (Keller Crescent Advertising/Sears); *Opportunity-Phase II* (Bryant Air Conditioning Co.); *The Case For Total Dentistry*; *Home Cares... And You* (Management Forms, Inc.); *God Still Cares* (Standard Publishing Co.).

ROSE-MAGWOOD PRODUCTIONS INC.

410 N. Michigan Ave., Chicago, Ill. 60611

Phone: (312) 644-4070

(See complete listing under New York City)

SPORTLITE FILMS

20 North Wacker Drive, Chicago, Ill. 60606

Phones (312) 236-8955; 236-8488

Date of Organization: July, 1955

Alfred D. LeVine, *Producer*

Jack Paige, *Sales Manager*

Mary Carroll, *Controller*

Robert Decker, *Counsel*

SERVICES: Communications, corporate, educational, mixed media, sound, picture, 'live', psychodelic effects, sponsored sports films, entertainment, instructional, recreation, television. **FACILITIES:** Stock footage, tailored visual presentations (copy-optical effects). 35mm, 16mm,

CHICAGO PRODUCERS

Super 8 Eastman Color and B & W. On location, action candid, 'in-plant' shooting assignments. Arriflex, Nagra, Eclair, Bell & Howell 70 DR. Professional creative camera crews per diem or weekly basis.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 500 *Auto Action Spectacular Films, Burned But Determined* (1969 Indianapolis "500" Speedway Classic); *Cale & Leroy At Atlanta '69* (Southern Racing Productions/Atlanta International Raceway); *Hawks Hand-outs* (North Federal Savings & Loan); *Buick Open Golf* (Armed Forces-Liggett & Myers).



TAKE TEN INCORPORATED

211 East Chicago Ave., Chicago, Ill. 60611
Phone: (312) 944-0455

Date of Organization: 1961

David R. Hayes, *President & Board Chairman*
Dean DiBrito, *Vice-President, Administration & Production*

Inez Harris, *Corp. Secretary, Director*
Roland G. Behny, *Vice-President, Sales*
Kenneth Solomon, *Manager, Technical Services*

SERVICES: Industrial motion pictures; live industrial shows; sound-slidefilms; slide presentations; TV films; videotape; musical jingles; radio transcriptions; radio programs; creative consultation. FACILITIES: Business offices; creative dept.; studio, 16 35mm production; original music, scoring and copying dept.; art dept.; still photography dept.; print production dept. for collateral material.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Professional; Make It Happen* (Dartnell Corp.); *Profile Of A Woman* (Hidden Charm); *The Champions* (Cryovac, Div. of W. R. Grace); *That's Advertising* (Keebler Cookie Co.); *One At A Time . . . Together* (Kettering Foundation); *Man Behind The Gun* (Chemagro Corp.); *The Block Way* (H. & R. Block). SLIDEFILMS: *What's In It For Me; The Concept of One; The Walls Came Tumbling Down* (Bank PRMA); *This Business of Change* (Minnesota Paints). INDUSTRIAL SHOWS: *Challenge of the Professional* (A. O. Smith Harvestore Products, Inc.); *Straight Talk* (International Harvestore); *Annual Distributor Meeting* (Jacobsen Mfg.); *A Time For Skil* (Skil Corp.); *Annual Dealer Meeting* (Materials Handling Div. Eaton, Yale & Towne); *AMA Packaging Show* (W. R. Grace & Co.).

TELECINE FILM STUDIOS, INC.

100 S. Northwest Highway, Park Ridge, Ill. 60068

Phones: Park Ridge: (312) 823-1418

Chicago: (312) 763-5818

Date of Organization: 1952

Byron L. Friend, *President*

June A. Friend, *Secretary Treasurer*

Ellen Milgrom, *Audit-Finance*

Peggy Baehler, *Office Manager*

Roy Barwig, *Director of Photography Sound*

Dean Garrison, *Producer Director*

George Gilbert, *Sales*

SERVICES: Motion pictures, filmstrips, live meetings, new product introductions, trade show participation. Color and B&W, 35mm or 16mm studio or location. TV commercials and programs, complete packaging service, editing, re-recording, mixing, interlock screening, recording, script writing, filmstrip animation, high-speed, time lapse photography. Aniforms, Communipak. FACILITIES: Multiple camera, continuous shooting equipment, 35mm and 16mm cameras, Arri, Eclair, etc.; magnetic recorder Ampex, Nagra, etc.; sound stage 30' x 45', five-

channel re-recording and mixing; dubbing from Nagra to sprocketed material; selsyn interlock; animation stand, motion picture and filmstrip, slide copying equipment; wireless microphones; location generators, CCTV.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *It's Up To You; Opportunity Everywhere* (Vocational Films); *The Motorola Story; Welcome to Motorola* (Motorola); *Black Expo '69* (Expo Productions).

HENRY USHIJIMA FILMS, INC.

1101 Harrison Avenue, Park Ridge, Ill. 60065

Phone: (312) 695-3331

Date of Incorporation: 1962

Henry Ushijima, *President & Exec. Producer*

Ruth Ushijima, *Secretary*

Jack Moriarity, *Production Manager*

SERVICES: Producers of motion pictures and slidefilms for industry, education and TV. FACILITIES: Complete location equipment including camera and lighting equipment. Full editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Help Wanted* (Chicago Comm. On Urban Opportunity); *New Techniques* (Weil-McLain Co. Inc.); *1108 Information System/Univac* (United Air Lines); *Survey-Radio Comm.* (Sears Roebuck & Co.); *Let's Work Together* (Henry Ushijima Films Inc.)

WILDING, INC.

1345 W. Argyle St., Chicago, Ill. 60640

Phone: (312) BR 5-1200

H. Roehrig, *Vice President, Branch Manager*

W. Tinkham, J. Constable, *Producers*

(See complete listing under Michigan)

ZAPEL STUDIOS, INC.

615 North Wabash Ave., Chicago, Ill. 60611

Phone: (312) SUPERIOR 7-2755

Date of Incorporation: 1955

Owen Zapel, *President & Executive Director*

Karl LaRoche, *Vice Pres. Production*

Ron Ascher, *Exec. Producer/Director*

SERVICES: Producer of animation for TV commercials, industry and education. Live action for all purposes. Audio visual productions for sales presentations, slidefilms, filmstrips, Show Case Programatic. Optical and animation camera services for Midwest producers. FACILITIES: Studio 2000 sq. ft. with working kitchen; two floors, animators, artists, layout, lettering, hot press, 16mm and 35mm projection; 35mm optical and magnetic interlock. Editing with 16mm and 35mm Moviolas, two animation stands. Master series Oxberry with Aerial Image projector. Joy-Stick control, 16mm and 35mm; 35mm printer.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Your Company's Capabilities* (Chicago Molded Prod.); *Chicago From The Inside* (Chicago Tourism Council). SLIDEFILMS: *Nalco-Vignettes* (Nalco Chemical Co.); *Beel Profits* (Quaker Oats); *Training Techniques* (Audiscan).

Champaign, Illinois

BILL MORROW & MARK ANDERSON, MOTION PICTURE PRODUCTIONS

112 North Walnut, Champaign, Illinois
61820

Phone: (217) 356-6408

Date of Organization: 1964

W. Forrest Morrow, *Partner*

Mark A. Anderson, *Partner*

SERVICES: Complete Motion picture production, television programming and commercials, display films, slidefilms, Complete commercial photography services. Qualified PPA. FACILITIES: Script, studio and location production, 1200 sq. foot production studio equipped for synchronous sound (Mitchell or Auricon), title and graphic preparation including animation facilities, nearly 10,000 sq. ft. total space in studio, screening, recording, editorial, creative and office space. Interlock facilities, multiple editorial setup, Arriflex production, Magna-sync sound and Moviola equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A New Day In Pig Management* (A.E. Staley, Co./Lumpp & Fillman Advertising); *The Krannert Center For the Performing Arts* (University of Illinois); *Convention Laf-In* (Eisner Grocery Company). TV COMMERCIALS: Champaign-Urbana Courier (Lumpp & Fillman Adv.); First National Bank (Grubb Advertising); Champaign National Bank (Newman Assoc.).

KANSAS

CENTRON CORPORATION, INC.

West Ninth at Avalon Road, Lawrence,
Kansas 66044

Phone: (913) 843-0400

Date of Organization: 1947

Branch Office: Suite 625, 1255 Post St.

San Francisco, Calif. 94109

Phone: (415) 771-1844

Arthur H. Wolf, *President and Exec. Prod.*

Russell Mosser, *Executive Vice-President*

and *Treasurer*

Charles Lacey, *Vice-President & Secretary,*

Director of Production

Norman Stuewe, *Vice-President and*

Director of Photography

Harold Harvey, *Vice President, Producer-*

Director

J. W. Newsom, *Director of Sales*

James Bannister, *Ass't Director Sales*

James E. Roupe, *Vice President - Marketing*

- *Educational Films*

Margaret Travis, *Script*

John Clifford, *Script*

J. D. Powers, *Script & Director of Educational*

Film Development

Dan Palmquist, *Director of Editing*

James Pearce, *Director*

Inge Erickson, *Script*

Gene Boomer, *Director*

Leonard Schneider, *Director*

Don Jessup, *Sound Engineer*

Oscar Rojas, *Art & Animation Director*

Douglas Poulter, *Director of Animation*

Photography

SERVICES: Motion pictures, slidefilms and sales meetings for public relations, sales, training, education and television, sales meetings. Sub-contracting. Specialized sports photography. Specialized color and/or black and white still assignments. Animation and recording services. FACILITIES: New studio and office facilities include 60' x 100' x 27' and 50' x 50' sound stages, voice studios, editing rooms, sound rooms, etc. Mitchell, Arriflex and Eclair cameras; complete lighting and sound equipment for studio and location. Complete animation.

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Is Remote Controlled Tractor Operation In Your Future?*; *There's No Limit To Catfish Farming*; *High Lysine Corn*; 15 others for (John Deere); *Friend Of The Family* (Eli Lilly); *The ACron Air Filter Story* (AC Spark Plug Division of General Motors); *Wichita Now!* (Southwestern Bell Telephone Co.); *Learning To Look At Hands*; *Coffee Production In Latin America* (McGraw-Hill); *Wanted: Men Teachers In The Primary Grades* (Hugoton Unified School Dist.); *Introduction To Basic Aircraft Engines* (U.S. Navy); *Leo Beuerman*; *The Crusades*; *Communication By Voice and Action*; *Microphone Speaking*; *How To Conduct A Meeting*; *Stage Frigate*; *Sugar and The Cane*; *Bananas - Gold From The Tropics* (Centron Educational Films).

SLIDEFILMS: *SWS Spells Sales* (Skelly Oil); *Mr. Rainbow* (McGraw-Hill); *The Leasing And Rental Car Business* (Chevway); *Diagnostic Car Center* (AC Spark Plug Div. of General Motors). SALES MEETINGS: *AC - Where The Action Is*; *AC June Meeting* (AC Spark Plug Div. of General Motors).

MINNESOTA

COUNTRYMAN-KLANG, INC.

905 Park Ave., Minneapolis, Minn. 55404

Phone: (612) 332-2538

Date of Organization: 1956; Inc.: 1959

Thomas C. Countryman, *President*

Floyd A. Klang, *Exec. Vice-President, General Manager*

James Sugimura, *Vice President, Compl. Photog. & Slides*

Robert Edwards, *Producer/Creative Dir.*

Fred Badiyan, *Head of Editing*

Jack Cauvitte, *Sound Department*

Harry Allen, *Cinematographer Supervisor*

Paul Iida, *Assistant Manager, Still Dept.*

Florence Brown, *Office Manager*

SERVICES: Producers of industrial, educational, sports, sales, sales training, TV commercials multi-media presentations and filmstrips, 16mm and 35mm, and advertising sales photography. FACILITIES: 4500' stage, animation, Mitchell, Arriflex, dollies, Lighting and sound equipment for studio or location. Complete recording with Nagra. Four Magnasync interlocks and multi-channel mixing. Music library and producers services. Theatre with arc projector.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Tour Of The Fed* (Federal Reserve Bank); *Steeple . . . or People* (Episcopal Diocese of Minnesota); *Men of Arctic* (Arctic Enterprises); *Stein Ericksen Turned On*; *Rolite Trailers* (Larson Industries); *The Greatest Trophy* (D. W. Onan); *Sports Car Club of America - Land O' Lakes Region* (Donneybrooke - 1969); *Montana-Dakota Utilities* (The House That Roaded in Minot); *Minnesota Mining* (The Visible Hazard); *ISCA* (The Time Machine). SLIDEFILMS: *MAPP Progress* (Mid-Continent Area Power Planners); *3M Co.* (Auto-Pak); *E.S.P.* (Gamble-Alden). TV COMMERCIALS: 8 commercials for Snowmobiles (Arctic Enterprises); Blue Cross III, 6 (Minnesota Hospital Assoc./MacManus, John & Adams); Toys, 3 (Schaper Mfg. Co.); Utility, 7 (Montana-Dakota Utilities); Reel, 3 (Berkley Reels/Erle Savage Advertising); Crystal Sugar (American Crystal Sugar/Barickman & Selders Adv.); 4 for Minnesota State Fair/Creative Associates; 4 for Red Wing Shoe Co./Baxter Advertising; Draperies (C&K Cleaners); Bran Wisp; Alive Cereal (Knox Reeves Advertising/General Mills); Touch Tone (Northwestern Bell Telephone/BBD&O); Solo (Uniroval/Campbell-Mithun); Snoboy Apples (Gamble-Robinson/Campbell-Mithun).

Look to these detailed reference listings for the facts to help make a successful buying decision. Check the reference data.



EMPIRE PHOTOSOUND INCORPORATED

4444 W. 76th St., Minneapolis, Minn. 55435

Phone: (612) 920-3020

Cable Address: EMPS, Minneapolis

Date of Incorporation: 1945

Subsidiary Companies: Photosound Systems, Inc. Northwest Teleproductions, Inc.

William S. Yale, *President & Treasurer*

Richard N. Jamieson, *Executive Vice-President*

Arthur J. Nicol, *Vice President, Production*

John Raddatz, *Director of Photography*

Mark Engbregetson, *Director of Presentation Systems*

Gordon Winters, *Mgr., Commercial Still Dept.*

Paul Martinson, *Manager, Sound, Editing & Projection Depts.*

Frederik A. Rydholm, *Art Director*

Gerald Moran, *Controller*

SERVICES: Production of motion pictures, multi-media presentations, slidefilms, TV commercials and sales meeting presentations. Complete facilities, including interlock projection 35mm and 16mm. Editing Tape and magnetic film recording, disc and tape music libraries, available. Complete sound department, including magnetic film and tape recorder, desk, and tape music libraries, extensive original sound effects library, fully equipped motion picture and sound studio facilities. 16mm Arriflex cameras, 35, and Standard and Techniscope cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Minnesota Meets the Challenge* (Iron-Mining Industries of Minnesota); *Out Of Darkness* (Northern States Power Company); *Lively World of Great Northern* (Great Northern Railroad); One untitled film sponsored by International Dairy Queen; *Threshold '70* (Computer Services Corp.); *Customer Attitude Survey* (Northwestern Bell Telephone Company); *Vibra-3,000* (Mac Lachlan Associates); MULTI-MEDIA: AUTOMATED SALES SHOWS & CONVENTIONS: *Into Tomorrow* (Lutheran Deaconess Hospital); *National Sales Show* (Libbey McNeill & Libbey); *Computer NAVA Shows* (Arion); *Sales Meeting* (Schmidt Beer); *Annual Meeting, 1969* (Farmers Union Central Exchange); *Sales Meeting* (Patterson Dental); *Meditech Sales Presentation* (Computer Services Corp.); *Three dealer and advertising sales films* (Toro Manufacturing Company); *Five equipment sales films* (Thiele Engineering); *Registered Retirement* (Insti-Vision); *Annual Meeting* (Mt. Sinai Hospital); *Unified Marketing Plan Show* (Gold Bond). PRESENTATION SYSTEMS: *Pan American 747 Means Transportation* (Pan Am Airways); *Rail-Ship slideshow in Tokyo* (Northern Pacific RR); *Shou'ing in London* (Anthony Gilkison & Associates).

FILMEDIA

(Formerly R. J. Christensen Film Assoc.)

4570 West 77th St., Minneapolis, Minn.

55435

Phone: (612) 920-8874

Ray J. Christensen, *Filmmaker*

Bernard A. Backman, *Filmmaker*

The Guide You Need All Year Long

Extra copies of this 20th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.



WEST CENTRAL STATES

SERVICES: 16mm educational, documentary, human oriented films. FACILITIES: offices and editing rooms, Arri Bl, Nagra, recorder, Sennheiser microphones, self-contained and portable production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *To Touch A Butterfly* (Bethpage Mission Inc.); *We The City* (United Fund, Omaha, Neb.); *Who Will Follow* (Northwestern Bell); *Hope For All Seasons* (American Lutheran Church).

ANTHONY LANE FILM STUDIOS, INC.

7401 Wayzata Blvd., Minneapolis, Minn.

55426

Phone: (612) 545-2518

Date of Organization: 1948

Anthony Lane, *President*

Richard C. Mickelson, *Exec. Vice President*

Sereno S. Seranton, *Director, Technicolor*

Sales

Linda Joseph, *Comptroller*

SERVICES: 16 and 35mm production of industrial and TV films and commercials. Hunting, skiing and other sports films a specialty. Animation: sound slidefilms; recording for radio, TV and films. On location or studio equipment. FACILITIES: Sound stage; recording 16mm magnetic, 1/4" tape; Tamberg, Viking, Magnasync and Nagra recorders three music libraries; sound effects library. Eclair-Mitchell equipped.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Instant Skier* (Schlitz Brewery); *Revolution in Skiing* (Turfski); *Ski Scene Scandinavia* (S.A.S. Airline); *Steeplejack* (Alpana Aluminum). TV COMMERCIAL: *Edison* (Edison Mobile Homes/Winger Advertising Agency).

LOW & ASSOCIATES, INC.

7708 Morgan Ave., South, Minneapolis, Minn.

55423

Phone: (612) 861-3383

Date of Organization: 1959

R. Glenn Low, *President & Producer*

Roseanne E. Low, *Vice-President &*

Associate Producer

Justin E. Edwards, *Vice-President*

Karl L. Knutsen, *Sales Manager*

Richard W. Laird, *Art & Animation Director*

Robert C. Petersen, *Director of Photography*

John J. Baltes, *Editor*

Karen A. Andreasen, *Production Asst.*

Lee Smith, *Production Assistant*

SERVICES: Writing and production of motion pictures, television commercials and programs, producer's services and sales shows. FACILITIES: Modern studio with complete live action and animation production facilities, Arriflex and high-speed camera equipment, 60-ft. portable camera tower, remote control equipment for cameras, sound stage, Ampex, Nagra, Magnasync and Stancil-Hoffman sound equipment, electrical interlock system, Mole-Richardson and Color-Tran quartz lighting. Moviola and other editing equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Directions* (Dunwoody Industrial Institute); *Challenge*; *Rockeye MK 1, Mod. O Fuzing System* (Honeywell, Inc.); *Rook*; *16 Inch Projectile MK 19* (Picatinny Arsenal); *Flood '69* (Army Corp of Engineers); *Perspective* (Investors Diversified Services, Inc.); *Selected Ammunition For The Armed Forces* (Army Material Command); *XM 577 Fuze* (Army Munitions Command); *175MM Gun Mount* (Northern Ordnance Div. FMC Corporation). TV COMMERCIALS: For Modern Press (Colle & McVoy, Inc.); Prestige Lincoln

WEST CENTRAL AREA

Mercury (Mark Zelenovich, Inc.). PRODUCER'S SERVICES: Aerospace Div., Honeywell, Inc.; Napco Industries, Inc.; Vertec Corporation; Sawmill Concept Group.

JIM MCGOVERN & ASSOCIATES

775 University Avenue, 934 Hampden Avenue, St. Paul, Minn. 55104

Phone: (612) 644-3832

Date of Organization: 1969

Jim McGovern, *President-Scripting,*

Production

Patricia McGovern Brissette, *Musical Commercial Dir.*

SERVICES: Fully conceptualized film scripting, storyboards, research direction and production, in conjunction with major film studios for industry, commerce, government, institutions and political candidates. Original lyrics and music for commercials. FACILITIES: Use production facilities of major film studios.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *What Happened*, (Cherne Industrial Inc.); *Design For Excellence* (Ellerbe Architects); *A Minnesota Success Story* (Fingerhut Mfg. Co.). TV COMMERCIALS: Karistan Area Rugs; Toucci Towels (Dayton-Hudson Co.). FILM DOCUMENTARIES: Written, researched, produced and narrated, *The Forgotten*; *A Lonely Place*; *Why?*; *Red Recruiters*; *Politics and Poker*; *Partnerless Parents*; *The Brainpickers*; *Drone From Dimkeytown*; *The Floods In Our Midst*; *The Unamericans*; *A Christmas Message*; *Hot Box*; *Space*; *Easy Marks*; *A Case of Inferiority?*; *Eichmann*; *Tony Devito*.

MULTIMEDIA, INCORPORATED

1621 Hennepin Avenue, South, Minneapolis, Minn. 55403

Phone: (612) 332-3341

Date of Organization: 1968

Curtis Anderson, *Photographic Director*

James Gentry, *Marketing Director*

Paul Clements, *Production Manager*

Terry Smith, *Creative Director*

SERVICES: Communication consultants and producers specializing in marketing, corporate image, and educational projects. Complete services from script-writing to production of motion pictures: slide films: TV, print and radio advertising: corporate presentations; sales, training, and recruiting programs; displays and environments. FACILITIES: Photographic and sound studio: 9,000 Sq. Ft.; 16mm Arriflex BL sound camera system; Nagra and Ampex recording equipment; computerized slide, film, lighting, and sound for multimedia presentations; copy and art departments; 35mm through 8"x10" photographic equipment with copy services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Seeing It Through Customer's Eyes* (Eastman Kodak); *Three Minute Corporate Catalog* (Control Data); *Ten July Days* (Minneapolis Aquatennial Assoc.); *Programmed Operator Training Course*; I-IV (American Feed Manufacturers Assoc.). SLIDE-FILM: *All Puzzles Have Solutions of Some Kind* (Patterson Dental). VIDEOTAPE: *Beautiful* (Donaldson's). MULTI-MEDIA: *Pillsbury Doughboy*; *What This Country Needs Is A Better Biscuit* (Pillsbury); *Cherry Hill National Sales Meeting* (Eastman Kodak); *In Touch With Tomorrow* (Agri-Business Industries of the Upper Midwest and University of Minn.). TV COMMERCIALS: *Rosedale Is Open*; *Store For All Seasons* (Donaldson's).



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

NORTH STAR PRODUCTIONS, INC.

2930 Emerson Ave. South, Minneapolis, Minn. 55408

Phone: (612) 827-6117

Date of Organization: 1967

W. R. Frank, *Board Chairman*

William R. Heideman, *President*

Burton Frink, *Production Manager*

Ray Anderson, *Account Executive/Producer*

Alan Forrest, *Art and Still Photography Director*

SERVICES: Creative staff for scripts, storyboard, music scoring and the production of motion pictures, sound slidefilms, animation and graphic design, sales meeting programs, editing, 16 and 35mm projection and interlock screening; closed circuit television, video-tape productions and live shows. FACILITIES: Arriflex, Eclair and Nagra 16 and 35mm camera equipment, still department, Technicolor 1000 and silent projector (distributors), Shubaden closed circuit television, video-tape recording equipment (distributors), LaBelle and Audiscan (distributors).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *It Was A Very Good Year* (3M Company); *He's Deaf-You're Blind* (3M Co.); *Mustang - The Work Horse* (Owatonna Mfg.); *Velie Olds* 1970 (Carmichael Adv.), MP, for TV. SLIDEFILMS: *Distribution* 1970 (John Wood Company).

REID RAY FILMS INC.

2269 Ford Parkway, St. Paul, Minn., 55116

Phone: (612) 699-1393

Date of Organization: 1910

Howard H. Gelb, *President*

Reid H. Ray, *Producer, Director*

Ellsworth H. Polstuss, *Producer Director*

John Wordelman, *Sales Manager*

Frances Hlostettler, *Asst. Secretary*

Roland Watzl, *Negative Services*

Edward Sandstrom, *Traffic Manager*

Robert Winter, *Senior Film Editor*

Doug Aistroppe, *Art Director*

Donald Anderson, *Sound Engineer*

SERVICES: Creative staff for scripts storyboard, music scoring, and the production of motion-pictures, sound slidefilms, TV films, TV commercials; animation and graphic design, sales meeting programs; editing, interlock screening, and 6-channel recording services. FACILITIES: Animation Department; studio-stage; 16 and 35mm editing equipment; recording equipment, including Nagra 1/4" tape, 16mm magnetic, 16mm optical, 35mm magnetic, 35mm optical (RCA license), studio and location recording; 300 ampere portable gas-electric generators; Arriflex and Mitchell cameras, still photographic equipment; arc and incandescent lighting equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Farming Frontiers*; JD 540 *Skidder* (Deere & Co.); *The Man In Control* (American Gas Association); *Nothing Like It* (TEL-E-LECT, Inc.); *Gold Mine On Main Street* (The Vernon Co.); *Progress Reports* (Duxal Corp.); *The Triple Threat Trio* (Westinghouse Air Brakes Co.); *The Choice Is Ours* (U.S. Corps of Engineers); *Take Off And Landing Distances* (Northwest Airlines).

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

MISSOURI



CALVIN COMMUNICATIONS, INC.

1105 Truman Road, Kansas City, Mo. 64106

Phone: (816) HA 1-1230

Date of Organization: 1931

Leonard W. Keck, *President*

William Hedden, *Vice-President*

Frank Barhydt, *Vice-President*

James Hash, *Secretary-Treasurer*

James Moore, *Vice President*

Larry Kauffman, *Vice-President*

Donald Phillips, *Vice-President*

Robert Cooley, Peter DeMitre, Donald Hoffman, Larry Winter, Richard Bulkeley,

Executive Producers.

SERVICES: 8mm, 16mm and 35mm color, sales and sales training, and educational films: 8mm, 16mm and 35mm service work and laboratory facilities for other producers, universities and industrial photographic departments. FACILITIES: Two sound stages, area 19,000 sq. ft.; location equipment; laboratory with output of 25,000,000 ft. b&w, 30,000,000 ft. color a year; Kodachrome, Ektachrome, and 16mm negative-positive color printing and processing, 14 editing rooms; two sound studios with six channels, eight phono, recording equipment for film, tape, wax, magnetic; ten full-time directors; creative staff; complete Oxberry animation and music facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Universe and Other Things* (Consulting Engineers Council of America); *Touch A Life* (United Campaign); *Gateway To The West*; *Accent on Action* (Missouri Tourism Co.); *Beyond The Wall* (American Hospital Assoc.); *Patients Need You* (American Medical Assoc./Coronet Films); *Football By The Rules* (Official Sports Films, Inc.); *You, Me, and The SST* (The Boeing Co.); *Football At Its Best* (Big S Conference/Frontier Airlines); *Sorority Jazz* (Beta Sigma Phi); *Who Shall Judge* (American Judicature Society); *The Trouble With Trash*; *Parts & Sales Meeting* (Caterpillar Tractor Co.); *That Certain Something* (Patricia Stevens Franchise Corp.); *Making The Mile* (Athletic Instit.); *A Place In History* (Government Services Admin. Eisenhower Library); *For All The People* (Government Services Admin./Truman Library); *JD 860 Scraper*; *JD 690 Excavator* (Deere & Co.); *Competitive Livestock Marketing* (Competitive Livestock Marketing Assoc.); *Goodyat At Badmilk* (Hesston Mfg. Co.); *What Is Diabetes?*; *Giving An Insulin Injection* (Upjohn Co.); *In The Oberlin Tradition* (Oberlin College).

EDWARD H. GOLDBERGER PRODUCTIONS

1210 Tamm Avenue, St. Louis, Missouri 63139

Phone: (314) 647-7112

Date of Organization: 1946

Edward H. Goldberger, *Producer-Cameraman*

E. Fred Miller, *Cameraman, editor*

SERVICES: Motion pictures for documentary, newsreel and public relations; 16mm kinescopes (off/air) of local television programs. FACILITIES: Equipped for studio and location filming. Four cameras (two sound), single system productions, full complements lenses including two zooms, (fast local processing B&W and Color available). Available for footage, or production aerial views (pilot license) and mobile-car phone for client client's service.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Metalworkers'* (untitled) (Metalworker Assoc.); *General Dynamics* (untitled) (Metalworker Association); *Project 88252* (Barry Hehmiller Company).

HARDCASTLE FILMS

7319 Wise Avenue, St. Louis, Mo. 63117

Phone: (314) 647-4200

Date of Organization: 1930

J. H. Hardcastle, *Producer*G. A. Gaus, M. L. Warner, *Assistant Producers*Lambert Kainman, *Director*Richard Hardcastle, *Editorial*Richard Hardcastle, Jr., *Production*

SERVICES: Production of sound motion pictures, slidefilms, TV documentaries and commercials in b&w and color; advertising, sales promotion, public relations, and training films for business, civic and religious organizations; local coverage or completion services for out-of-town producers. FACILITIES: 35mm & 16mm Arriflex, Auricon Pro 600, magnetic, Eclair; sound stage, Nagra, Ampex, Stancil Hoffman and Magnasync recorders; editing rooms, Moviola; portable lighting equipment for location production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Metalworkers To Industry* (General Metal Products); *Piston Rings In The Heavy Duty Engine* (Ramsey Corp.); *In Five Years* (Southwestern Bell); *Tuna Research* (D'Arcy Advertising Co.). SLIDEFILMS: *Un-of-a-Kind* (7-Up Parent Co.); *Mexican Bible School*.

R. M. LEAGUE AND ASSOCIATES

4426 Jarboe, Suite 5, Kansas City, Missouri 64111

Phone: (816) 753-1557

Date of Organization: 1968

Robin M. League, *Writer/Executive Producer-Director*Richard C. Brown, *Associate Producer*
Sherry S. League, *Art Director*

SERVICES: Scriptwriting, storyboards, production supervision and direction of television commercials, business, educational, industrial, documentary and public relations motion pictures and slide films — as well as closed-circuit televisions and live sales and business presentations. Creative consultation with "in-plant" film units. FACILITIES: Writing, creative, photography, recording and art studios.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Moving Picture* (Jerome & Assoc./Architectural); SLIDEFILMS: *TV Camera Operation*; *TV Pictorial Composition* (U.M.K.C. Broadcasting Div.). TV COMMERCIALS: Barickman-Selders Advtg./Ford-Ideal Laundry and Dry Cleaning, series of 4-1 min. MULTI-MEDIA: *Browning A La Mode* (U.M.K.C. Speech Department).

SHELBY STORCK AND COMPANY, INC.

4746 McPherson, St. Louis, Mo., 63108

Phone: (314) FO 1-4200

Date of Incorporation: 1966

Pierre Vacho, *President*Arthur Fillmore, *Vice President*Loma Garmany, *Production Manager*Edward G. Biggins, *Sales*Jane Vorisek, *Editorial*

SERVICES: Production of political, social and industrial documentary motion pictures. FACILITIES: Complete location production equipment, writing, directing and editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *To Do Justly* (Winrock Farms); *One's Man's Commitment* (Pollard for Governor Committee); *Marcos!* (Ferdinand Marcos for President Committee); *A Man For Alaska* (Senator Mike Gravel). TV COMMERCIALS: Ferdinand Marcos; Fred Pollard; Carrington; Thompson & Guy Farley.



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

NEBRASKA**CHAPMAN/SPITTLER INC.**

1908 California, Omaha, Nebraska 68102

Phone: (402) 348-1600

Date of Organization: 1960

Robert J. Spittler, *President*Donald L. Chapman, *Secretary-Treasurer*Brian Kennedy, *Commercial Photo Dept.*Christie Brehm, *Creative Director*M. R. "Skip" Engle, *Production Manager*

SERVICES: 16/35mm motion pictures; filmstrips; 35mm slides, slide presentations; multi-media presentations; artwork and animation; still photography; TV films and commercials; recording, editing and scripts, multi-screen and Xenon interlock projection equipment available for rental. FACILITIES: Sound stage; recording studio; 16/35mm editing, sound and production equipment for location or studio. Airplane for transportation, location use.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Seasons of Ak-Sar-Ben* (Ak-Sar-Ben). TV COMMERCIALS: Northwestern Bell (B.B.D.&O.); Bank Americard (Swanson, Sinkey & Ellis); Northwestern Bell (Brozell & Jacobs).

NORTH DAKOTA**BILL SNYDER FILMS**

105½ Broadway, Fargo, North Dakota

Mailing Address: Box 2784, Fargo, N.D. 58102

Phone: (701) 232-6500

Date of Organization: 1956

Bill Snyder, *Owner, Cinematographer*John McDonough, *Creative Director*Conrad Rose, *Cinematographer*

SERVICES: Motion Picture production, slidefilm and slide production, Audiscan production, Educational film production. TV Commercials, film completion services. FACILITIES: Arriflex, Eclair, Eyemo and Cine-Special cameras. Magnasync 16mm recording and 3 channel mixing and equalization. Nagra and Perfetone recording and transfer. Music library, animation stand, company owned aircraft.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Cry of the Marsh* (self); *Bobcat on the Farm*; *Bobcat Special* (Melroe Co.); *More Time To Teach*; *The Monocot Flower*; *Barley Spike*; *Hybridization of Wheat* (N. Dakota State University); *Hard Red Spring Wheat II* (N. Dakota Wheat Commission); *Sea Doo* (Halvorson Equipment); *Mechanical Beet Thinner* (Branick Swedberg Co.). TV COMMERCIALS: Gate City Savings & Loan; Agrifax Production Credit Assoc. (Colle and McVoy); J. I. Case; Otter Tail Power Co.; Melroe Co. (Flint and Associates).

SOUTH DAKOTA**MAX HOWE FILM PRODUCTIONS**

Box 3131, Rapid City, S.D. 57701

Phone: (605) 343-6800

Branches: 1140 W. Louisiana, Denver, Colo., 1031 E. 21 South, Salt Lake City, Utah.

Date of Organization: 1959

Max and Harriette Howe, *Producer, Owners*Linda Howe, *Secretary, Asst. Producer*Alan Howe, *Art Director*Rena Webb, *Public Relations*

SERVICES: Complete production, public relations, sales and product presentations specializing in livestock photography, stock footage library. FACILITIES: Conference and screening, editing, hot press, art department, portable production. Arriflex, heavy duty lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Run The Wild Colorado*;

**WEST CENTRAL STATES**

San Francisco Zoo; Chinatown; Kings Canyon; Sequoia National Park; Santa's Workshop; Hialeah Park; Monkey Jungle; Waterways; New Boston; Old Boston Cape Cod; Sidewalk, Boston; Heritage Trail; Scottsbluff; Sioux Indian Wardance; Ride To The Sky, Colormax).

WISCONSIN**CYGNET FILMS**

Division of Spectrum Industries, Inc.

110 W. River St., Chippewa Falls, Wisc.

54729

Phone: (715) 723-2388

Branch Offices: Fischer Photographic Lab.

Inc. 399 Gundersen Dr., Carol Stream, Ill.

60187 Phone: (312) 665-4242 Robert

Morehouse, *Producer-Director*, RobertFesterling, *Account Executive*, Cygnet Films,

Ltd., 295 Northolt Rd., South Harrow,

Middlesex, England Phone: STD 01-

422-7277 Rae Evans, *Manager, Dir.**Cygnet UK*; John Reeve, *Manager Director,**Cygnet UK.*

Date of Incorporation: 1968

David Hancock, *President*John Lavine, *Vice president*

SERVICES: Complete production from script to screen for business, documentary, educational and medical films. FACILITIES: Complete mobile firm facilities, Editing facilities, titling and animation stand, insert stage complete with cooking and food set-up facilities, interior 30 x 60 shooting stage, preview theatre, sound recording transfer.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Basketball American Style*; *Pro-Pointers*; *The Second Season* (American Basketball Association); *I Can* (Upper Midwest Reg Educational Lab.); *Golf's Golden Years* (Uniroyal); *Automated Packaging Process* (Amoco Chemicals-Packaging Products Div.); *Zero Hour* (Control Data Corp.). FILMSTRIP: *Television Antenna Systems* (Winegard Co.). TV COMMERCIALS: *The North Dakotan* (Straus of N. Dakota).

EDLIN FILM PRODUCTIONS, INC.

W. 140 N. 10111 Fond du Lac Ave.,

Germantown, Wisconsin 53022

Phone: (414) 251-7328

Date of Organization: 1962; Inc. in 1964

Edward E. Lindner, *President, Producer-Director*Wilma J. Lindner, *Treasurer, Business Mgr.*
Lesley Wortley, *Atty. Secretary*

SERVICES: Motion pictures; TV films and commercials. FACILITIES: Sound stage 75 x 40-feet; Arri cameras; Nagra, Magnasync sound equipment; studio, location lighting.

KLUGE FILM PRODUCTIONS, INC.

5350 West Clinton Avenue, Milwaukee,

Wisc. 53223

Phone: (414) 354-9490

Date of Organization: 1950

Donald Kluge, *Executive Producer*Douglas Kluge, *Production Manager*Gerry Muehlenber, *Audio Engineer*Tom Deming, *Director*Ken Sherfinski, *Dir. of Photography*Roger Kothrade, *Laboratory Manager*

SERVICES: Creators and producers of motion pictures for business, industry, education, public service, sales training. Television commercials. Our staff provides creative planning, scripting, direction, cinematography and editing, through answer print and quantity print orders. Producers services include recording and

WEST CENTRAL AREA

mixing music and voice, optical sound tracks, titles and full animation. Filming on 16 & 35mm. LABORATORY SERVICES: Laboratory services include color workprinting, edgenumbering, multiple-roll printing, reversal and Neg-Pos; quantity release printing, full tiling department. FACILITIES: Sound stage, recording studios, contact and continuous printers, Maurer sound system, processing of optical tracks, Oxberry animation stand, Phototypewriter, still darkroom, six track sound dubber, Ampex and Nagra tape recorders, Neumann microphones, Capitol Hi-Q music library, location truck.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *It Happens Every Spring* (Women's International Bowling); *Home Sweet Home* (Milwaukee Health Department); *A Better Way: Name Of The Game* (Koehring Co.); *Going Orange Is Going Great; Challenge of Change; Land Handler; Growing More Profit* (Allis Chalmers Mfg. Co.); *Korkk* (Blackhawk Mfg. Co.); *Model 2800* (Harnischfeger Corp.); *The Big Decision* (Gorton Machine Corp.); *The Booming World of Bucyrus-Erie* (Bucyrus-Erie Co.); *Gullwing* (Evinrude Motors); *Go Bucks, Go!* (The Milwaukee Bucks); *Fabulous Fiberglass* (Kohler Co.); *Wisconsin's Trail of Nations* (Pabst Brewing Co.); *Electronic Technician; Drafting Careers* (Career Academy); *One In A Million* (American Bowling Congress). TV COMMERCIALS: *Pabst Blue Ribbon Is Back* (Kenyon-Eckardt, Inc.); *North Central Airlines; Classmate Shoes; Thorp Finance* (Klau-Van Pietersom-Dunlap, Inc.); *Weed 'N Feed* (Baker/Johnson & Dickinson, Inc.); *Mirro Corn Popper* (Cramer-Krasselt Co.).

MARX ADVERTISING

1410 E. Capitol Drive, Milwaukee, Wis.
53211

Phone: (414) 964-5560
Duke Marx, *President*
Gus Marx, *Chairman*

SERVICES: Producers of television film and video-tape commercials; sound-slide films; sales training films; television programming. FACILITIES: Sound stages, both indoor and outdoor; complete editing and conforming facilities for 16mm audio-visual production.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *La Grande Italia* (Winkelmans); *Watch The Winners* (WITI TV, Inc.); *New Orleans Blue* (Kohler Company); *Shag Rug* (Macys-New York); *Animated LOGO* (Monsanto); *Step-n-Go Dresses* (Huntington Industries); *Mink* (Evans); *Minimizer Bra* (Youtheraft); *Weather Coats* (Russ Togs); *Pendelton - Men's and Women's; Carousel Wigs* (Telefashion); *Junior Dresses* (Pandora); *Bobbi Wigs* (Grey Advertising/Macy's New York); *Best of Europe* (Boston Store); *Edwards of California* (Macy's San Francisco); *Carmen 17 Hairsetter* (Clairol).

OMEGA PRODUCTIONS INCORPORATED

3929 North Humboldt Blvd., Milwaukee,
Wis. 53212

Phone: (414) 962-9940

Date of Organization: 1965

Ervin Penkalski, *President*
Robert Rutkowski, *Vice President*
Jon Stoll, *Director, Sound Department*

SERVICES: Complete 16mm motion picture production services, including scripting and design. FACILITIES: Editing facilities including 16mm Moviola and interlock projection, Nagra 1/4 inch recorder, four channel Magnasync sound system, and recording studio system, and recording

studio 36' x 30' Sound stage; Eclair and blimped Arriflex cameras; Moviola Hydraulic Crab dolly, complete location facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Research; Deccox* (Hess & Clark); *The United Fund of '69* (Greater Milwaukee Community Service); *The Breaking Of The Bread* (Society of Jesus). TV COMMERCIALS: *Gettleman VW TVC* (Hoffman-York); *A & P Series of 18; (Kohl's Food Items Series of 20* (Robert S. Block, Inc.); *Wisconsin Electric Heat series of 40* (Klau Van Pietersom Dunlap); *The Extender* (Mathison Associates Advertising); *Wisconsin Finance* (Cooper, Strook, Scannell); *United Fund of Greater Milwaukee* (Cramer-Krasselt).

SWANSON PRODUCTIONS, INC.

625 N. Milwaukee St., Milwaukee, Wis.
53202

Phone: (414) 271-8774

Date of Incorporation: 1939

Robert W. Swanson, *President*

Elizabeth Swanson, *Secretary, Vice President*
Karl Gengler, *Treasurer*

SERVICES: Production of industrial motion pictures, sales films, commercials for TV etc. FACILITIES: Motion picture center with sound stages, offices, projection, recording and editing facilities. 16mm Arriflex cameras 4 channel mix facilities, 100,000-watt heavy lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *World of Opportunity* (Career Academy); *Pneumatic Conveyors* (TFC Company); *A Kind of Thinking* (Gisholt Machine Company); *The Innovators; Report to Management* (A. O. Smith Corporation); *Progress Thru Innovation* (Weinbrenner Shoe Co.); *The Parts the Thing; The Right Combination; Too Much to Remember* (Kearney & Trecker Co.); *NRECA 1969 Meeting* (Allis Chalmers Mfg. Co.); *Performance for Profit; The Start of Tarbela* (Bucyrus-Erie Co.); *The Operating Man* (R.T.E. Corporation); *Thrust to Success; Breakthru to Success* (Career (UTI); *A Better Life* (Legend Lake/N.E. Isaacsen Assoc.). TV COMMERCIALS: *Legend Lake; Camelot* (S.S. & D Advertising); *Sally Safety; You're Putting Me On* (Wisconsin Dept. of Transportation); *Bolen lawnmowers* (Brady Advertising Agency); *Gilson lawnmowers* (Franklin Mautner Agency).

SOUTHWEST STATES

ARIZONA

CANYON FILMS, INC.

834 N. Seventh Ave., Phoenix, Ariz. 85007

Phone: (602) 252-1718

Date of Organization: 1953

Raymond A. Boley, *President*

Robert J. Allen, *Vice President-Secretary*

Travis Taylor, *Treasurer*

SERVICES: Motion picture producers for industry, television, advertising and education. TV spots; sound slidefilms and theatrical films. Contract shooting or editing for outside producers. Art, animation and script services. FACILITIES: Three sound stages (largest 60' x 100'), sound recording facilities; Magnasync Mark IX DC interlock, dubbing facilities or Ampex 1/4" tape equipment. Set lighting and complete portable lighting. Synchronous camera, recorders and dubbers, camera crane. Set construction. 16/35 mm production; location equipment. Sound stage and equipment available on rental to out-of-state producers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Roadrunner Hockey - It's a Growing Thing* (Phoenix Roadrunners Hockey

Club); *Friendless Hair* (Beauty Systems International); *Maricopa County, Arizona, U.S.A.* (Maricopa Co. Board of Supervisors); *Dinner-At-Eight* (Diverse Enterprises, Inc.); *Suit Ability Evaluation of Self-Destructible Circuit Boards* (Unidynamics/Phoenix). SLIDEFILMS: *Our Twins Go To College, The Man Who Couldn't Retire, My Friend-Time!, Planned Presentation, How to Use The Wallet*, (Elba Systems Corporation). TELEVISION COMMERCIALS: *Bennett, Luke & Teawell Advertising, Salt River Project* (electric power); *Barrett, Yehle Advertising, Elba Productions* (insurance promotion); *Jennings & Thompson Advertising, Arizona Public Service Co.* (gas & electric power); *Curran-Morton Company Advertising, Valley National Bank* (Master Charge).

CINE-MARK

519 E. Thomas Rd., Phoenix, Arizona 85012

Phone: (602) 265-0221

Karl P. Fischl, *Vice President*
(See complete listing under Chicago)

SWARTWOUT ENTERPRISES

6736 E. Avalon Dr., P.O. Box 476, Scottsdale, Arizona 85252

Phone: (602) 945-8496

Date of Organization: 1965

Kenyon Swartwout, *Partner*
Charles Swartwout, *Partner*

SERVICES: Business, documentary, educational and public relations motion pictures and filmstrips, integrated instructional and promotional packages, including films, phonograph records and printed materials. Art and animation service, Casting and talent service. Production of radio and TV commercials. FACILITIES: 16mm Arriflex, Bolex and Bell & Howell cameras; 35mm Arriflex camera; 1/4 inch tape and 16mm magnetic sync sound recording equipment; 16mm and 35mm interlock projection facilities; multi-channel 16mm dubber; extensive background music and sound effects libraries. Complete sound stage and related facilities. All facilities and services available on a rental basis to local and out-of-state producers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Welcome To Market Place; Master Agreement* (Management Clearing, Inc.); *DCI Debentures* (DCI, Inc.); *First Aid For The Gap* (Boy Scouts of America). SLIDEFILMS: *Par Index* (Management Clearing, Inc.). TV COMMERCIALS: *Valley National Bank* (Curran Morton Advertising); *Arizona Mining Assoc.* (Jennings & Thompson Advertising).

OKLAHOMA

MOTION PICTURE PRODUCTIONS

1400 Skirvin Tower, Oklahoma City, Okla.
73102

Phone: (405) 232-0783

Date of Organization: 1964

Monty Mann, *Executive Director*
Mitchell Williamson, *Creative Director*
Don Loeven, *Art Director*
Karen Barnette, *Traffic Manager*

SERVICES: Industrial, business, training, technical, historical, educational, religious, travel motion pictures; TV films and commercials; theater commercials; videotape production; slide and filmstrip presentations; producers services; sales meetings; closed-circuit TV and fund raising motion pictures. FACILITIES: 35mm, 16mm and Super 8mm Motion picture equipment; 35mm and 16mm filmstrip equipment; art studio, animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Hubbard Land, U.S.A.* (Hubbard Milling Co.); *School Crisis Alert* (Oklahoma Education Assoc.); *Do Your Part* (Diocesan Development Fund, Oklahoma

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

Catholic Diocese); *Dog Etiquette*; *Beagles, Bassets, Bunnies*; *National Fox Hunt* (Revise, Ralston Purina Co.). **FILMSTRIPS:** *Purina — search*; *Plan Purina for Broiler Production World's Leader In Pet Food, Sales and Re-* (Purina International). **TV COMMERCIALS:** *Power To Grow Where There's Room To Grow* (6); *Country Living In REC Country* (Oklahoma Association of Electric Cooperatives).

TEXAS

Metropolitan Dallas Area

CARLOCKE/LANGDEN, INC.

505 North Ervay, Dallas, Texas 75201

Phone: (214) 741-5239

Date of Organization: 1960

Betty Whitlock, *President*

Gerald L. Armstrong, *Vice-Pres., Production*

Margaret (Mark) Murrell, *Creative Director/Secretary*

SERVICES: Business, educational, public relations motion pictures; slidefilms; TV commercials and sales promotion materials. Radio Commercials, scripting; color & b/w still photography; technical supervision; videotape productions. **FACILITIES:** 8/16/35mm production — live and animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Music Is Spring In The Heart* (Dallas Ind. School Dist.); *United Fund* (Orlando, Florida); *Just One More* (Texas State Teachers Assoc.). **FILMSTRIP:** *Be-Attitude Self Esteem*; *Be-Attitude Awareness* (Film A Month). **TV COMMERCIALS:** For United Fund (Denver Colorado); Blue Cross-Blue Shield (Couchman Advertising Agency); Texas State Teachers Assoc.

CENTURY STUDIOS

(Division of Lane Industries)

4519 Maple Avenue, Dallas, Texas 75219

Phone: (214) 522-3310

Date of Organization: 1968

Johnny B. Beasley, *Executive Producer*

S. F. (Brownie) Brownrigg, *Executive Producer/Director*

Larry Stouffer, *Director*

SERVICES: 35mm & 16mm cameras and sound equipment, editing & screening, 35mm filmstrip & slide dupe cameras, full production capabilities. **FACILITIES:** Complete air conditioned sound stage, complete sound facilities, air and animation dept., still photography, filmstrip and slide department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Pennyrich Cavalcade*; *Fashion Pirates* (Creative Advertising); *Invisible Bonanza* (Pyrofax Gas Corp.); *Munsingwear* (Lowe Runkle); *Wembly Ties* (Peter Meyer Advertising); *Iccee Bear* (Norsworthy-Mercer); Dallas Times Herald (Wyatt-Williams); North western Bank (Leslie Advertising); Master Charge (Charles Ruppman); Houston Natural Gas (McCann-Erickson); Blue Cross Blue Shield (Lowe Runkle); Orbachs Suites (Ackerman Assoc.); Zales Jewelry (Bloom Advertising); Lone Star Gas (B.B.D. & O.). **SLIDEFILMS:** Frito Funnyons (Tracy-Locke); Seven-Eleven Stores (Stanford Agency); Fomey Engineering (Inhouse).

HALLMARK FILM PRODUCTIONS

Formerly: Fidelity Film Productions

1949 Stemmons Freeway, Dallas, Texas

75207

Phone: (214) RI 7-9446

Date of Organization: 1958

Branch: 901 So. First St., Abilene 79602.

Phone: (915) OR 4-1342. Brett Allison, *Assistant Vice President*

Norman E. C. Naill, *V.P. and General Mgr.*
Brockford Gordon, *Production Supervisor*

David Dodge, *Director*
George Chyka, *Director*
James Tally, *Editorial Supervisor*
Norris Ragle, *Sound*

SERVICES: TV commercials; industrial, sales, training and religious motion pictures; filmstrips; radio recording. **FACILITIES:** Full Production capability for 16/35mm, b&w and color; studios in both Dallas and Abilene.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Alabama & Industry* (Alabama Industrial Dev. Board); *A College In The American Tradition*; *Action and Excellence* (Harding College). **SLIDEFILMS:** *They Met God's Son* (Fidelity Adv.); *God's Work In Our Day* (Highland Church). **TV COMMERCIALS:** Mini Pak Punch (Larry Painter & Associates); Gooch German Sausage; Gooch Dinner Ham (Fidelity Adv.); Alabama 150 (Luckie & Fomey). **TV SERIES:** *Herald of Truth* (Highland Church of Christ, 30 episodes).



JAMIESON FILM COMPANY

3825 Bryan Street, Dallas, Texas 75204

Phone: (214) 823-8158

Date of Organization: 1916

Bruce Jamieson, *President*

Hugh V. Jamieson, Jr., *Executive Vice Pres.*

Jerry Dickinson, *Vice-President*

David Orr, *Vice-President*

Lloyd Abernathy, *Vice-President*

Larry Lee, *Controller*

Robert Jessup, *Camera Dept. Head*

Robert Campbell, *Laboratory Manager*

Travis Rhodes, *Editing Dept. Head*

Oliver H. Oliver, *Sound Dept. Head*

Gene Dennis, *Sales Manager*

SERVICES: Industrial, education, training, and public relations motion pictures, 16/35mm; filmed TV programs and commercials; sound recording, editing, animation; and laboratory services for industrial, educational, governmental or producer organizations. Manufacture of color processors. **FACILITIES:** 10,000 sq. ft. studio & laboratory; 2 sound stages 5000 & 9000 sq. ft.; RCA 35/16mm sound channels; animation, creative staff; editing, printing, processing 35/16mm b/w, 16mm Ektachrome.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Buick's 1970 Competitive Report* (Buick Division General Motors Corporation); *SCOUT — NASA Launch Vehicle* (LTV Aerospace and Langley Research Center); *The Theory of Helicopter Flight* (U.S. Navy); *Basic Helicopter Turbine Theory* (U.S. Navy); *Gold in Them Thar Chills* (ICEE Corporation). **TELEVISION COMMERCIALS:** *Kenner Toys* (Leonard Sive); *Lone Star Beer* (Glenn Advertising); *Zales Jewelry* (Bloom Advertising); *Texas International Airlines* (Adams, Dana, Silverstein); *Hardee's Restaurants* (Lewis Adv.); *Pearl Beer* (Tracy-Locke Adv.); *The Ohio Art Company* (Direct); *Holsum Bread* (W.E. Long Adv.); *Col. Sanders Chicken* (Noble-Dury Adv.); *American Chiropractic Association* (Clayton-Davis Adv.); *Dr. Pepper* (Grant Advertising); *Lone Star Gas* (B. B. D. & O.).

KEITZ & HERNDON, INC.

3601 Oak Grove, Dallas, Texas 75204

Phone: (214) 526-5268

Date of Organization: 1950

L. F. Herndon, *President*

R. F. Keitz, *Exec. Vice President*

Tom Young, *Vice-President, Art*

John Bronaugh, *Vice-President, Production*

Tom Doades, *Vice-President, Creative*

Tom Hooke, Paul Berry, *Sales*

SERVICES: 35mm and 16mm color and b&w motion picture production for sales, training, educational, government agency films, and TV commercials. Complete slidefilm production serv-



SOUTHWEST STATES

ices. Complete B&W and color still photographic illustration services. **FACILITIES:** Sound stage, optical printing; animation stand; 35mm and 16mm motion picture equipment; complete sound facilities; editing; animation art staff; location truck equipment. Complete production and color lab facilities for 35mm to 8 x 10.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Pulse* (WBAP); *FIII Weapons Dealer Announcement* (SCI); *Apollo Anti-on System* (General Dynamics); *General Motion* (ABC); *General Elec. Presentation* (Zimmer-McClaskey & Lewis); *Institute of Texas Culture* (Institute of Texas Culture). **TV COMMERCIALS:** Dr. Pepper Co. (Grant Adv.); Coboco (Clinton E. Frank); Western Co. (Finn Advertising Agency); Fannin Bank (Creative Directions); Campbell-Taggart (J.W. Thompson); Patio Foods (Northworthy-Mercer); Wisconsin Yellow Pages (Cramer-Kasselt); Indiana Bell Tele. (Handley & Miller).

SHULER PRODUCTIONS

Noel Page Building, 6400 N. Central Expressway, Dallas, Texas 75206

Phone: (214) 381-0380

Date of Organization: 1952

Linda Shuler, *President*

Robert C. Shuler, *Vice President, Treasurer*

Dorothy Mayo, *Office Mgr.*

SERVICES: Creation and production of multiple screen films and presentations from concept to completion. Television films and series. Theatrical short subjects. Public relations, travel promotion, education, public affairs, documentaries. **FACILITIES:** Complete facilities available for all production requirements.

SLOAN FILM PRODUCTIONS

2800 Routh St., Suite 249, Dallas, Texas 75201

Phone: (214) 742-8517

Date of Organization: 1968

Frank R. Sloan, *Owner*

Joyce Sloan, *Secretary*

SERVICES: Industrial, business, educational, training, sales, and public relations motion pictures; TV commercials and film strips. **FACILITIES:** Offices, editing and screening.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Panorama of Baptist Witness* (Baptist General Con. of Texas). **TV COMMERCIALS:** Namath; Maynard (B.C. Advertising); Bales Transmissions, series of 4.

TRINITY PICTURES, INC.

2451 N. Stemmons Expressway, Dallas, Texas 75207

Phone: (214) 638-0400

Date of Incorporation: 1965

David R. Mulheren, *President*

Phillip Hollenbeck, *Vice President*

Betty McCasland, *Secretary/Treasurer*

SERVICES: Motion picture production, editing conforming, sound recording, motion picture processing, printing, and filmstrips and slide duplicates. **FACILITIES:** Laboratory 16/35mm interlock screening, screening room, sound recording, mixing and editing b&w and color laboratories.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Best Day Of Your Life* (Automotive Performance, Inc.); *The Edge of the Light* (Missionary Board); *Perfecto* (Puritan Chemical). **SLIDEFILMS:** RS 266; *Resolve* (Puritan Chemical).

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

SOUTHWEST STATES

VISUAL PRESENTATIONS, INC.

1221 Round Table Drive, Dallas, Texas
75247

Phone: (214) 638-5880

Date of Incorporation: 1961

Howard Carr, *Chairman of the Board*

James M. Guthrie, *President*

J. Bert Rodriguez, *Vice-President*

Robert E. Bethard, *Director of Photography*

Frank Boazman, *Secretary/Treasurer*

Larry Kuehn, *National Sales Manager*

SERVICES: Production of TV commercials; industrial and training films; syndicated TV series; animation; slidefilms and filmstrips. FACILITIES: 35 16mm production facilities. Air-conditioned sound stage. Close-circuit television. Recording facilities.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: Kenner Products (Leonard M. Sive Adv.); Dial Soap; Falstaff Beer (Foote Cone & Belding); Quaker Oats; Frigiking; Employers Casualty (Glenn Advertising); Dr. Pepper (Grant Adv.); Continental Trailways (AD-PR); Falls City Beer (Winfield Adv.); Duke Beer (Duquesne Brewing Co.); Austex Chili (Tracy-Locke Adv.); Child Guidance (E.A. Korchnoy-Mercer); Winnabago (Bozell & Jacobs).

Metropolitan Houston Area



A-V CORPORATION

2518 North Boulevard, P.O. Box 66824
Houston, Texas 77006

Phone: (713) JA 3-6701

Date of Organization: 1945

J. C. Rehman, *President*

William B. Padon, *Vice-President*

Secretary-Treasurer

A. P. Tyler, *Executive Vice-President*

William R. Fowler, *Director, Medical Film Div.*

David Cazalet, *Executive Director*

Wm. Bradley, *Director, Animation*

Wm. W. Robbins, *Vice-President*

NASA Production

John M. Denman, *Vice-President*

NASA Administration

SERVICE: Commercial, industrial documentaries, public relations, sales and promotional, training and educational films, TV commercials, filmstrips. Design, construction, and production of display and exhibit booths, and all audio visual materials used therein for industry, education, trade, and technical associations. Complete production staff: producers, directors, writers, cameramen, editors, animators, illustrators, designers and sound engineers, and recordists, laboratory, printing and recording services. Videotape to film transfer. 16mm or 8mm, 1" or 2", all systems. FACILITIES: Processing labs, including latest Eastman films, printing, color and density correction, optical and special effects printing, Oxberry & Mitchell animation stands, including aerial image equipment, sound stage, sound and recording studios, 8-channel mixing 16mm and 1/4" tape recorders, dubbers, optical sound equipment, contact printers, step printers, 16mm, 8mm and Super 8mm b w and color processing, b w negative, positive, reversal and sound track. Ektachrome original work prints, Eastman color prints, negatives, internegatives, positive release prints, Eastman EF and Me-4 film, reduction 35 16 8mm, 16 35mm cameras, lighting equipment, boom truck, 16mm and 8mm Eastman color. Positive release printing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Southeast Conference Football Highlights of 1968* (Humble Oil Co.); *You*

And Opportunity (McCann Erickson); *Orbital Shapes and Paths*; *Moving With Math* (Teaching Films, Inc.); *Dentistry Patient Counseling*, series of 7 (Professional Research, Inc.); *Off-shore Drilling Exhibit* (J. Ray McDermott Co., Inc.).

A & A FILMS, INC.

(Formerly De Alberich Associates, Inc.,
Gladstone, N.J.)

P.O. Box 20116, Houston, Texas 77025

Phone: (713) 781-5988

Ted de Alberich, *Executive Producer*
(*Writer/Director*)

Betty West, *Associate Producer (Writer)*

Tom Taylor, *Writer-Director (Cameraman)*

R. R. Twarog, *Director of Cinematography*

Gil Chambers, *Cameraman*

George Price, *Cameraman*

Nicky Bailey, *Assistant Director*

Al Markowitz, *Engineer*

Nat Cullinan, *N.Y. Representative*

SERVICES: Producers of motion pictures, filmstrips, live presentation, and other audiovisual media presentations for industry, business, education, government and television. FACILITIES: Offices, conference rooms, screening rooms, editing rooms, sound stage, cinematography studio, recording studio, other production facilities and equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Growth of C. R. Bard* (C. R. Bard); *Electronic Warfare* (U.S. Army); *African Safari* (Glenn Slade); *The Roaring Rapids of Colorado* (Sanderson Brothers); *Tracking the White Dust* (A & A Films).

PICADILLY KOLOUR STUDIOS

1810 East Pyron Road, San Antonio, Texas
78223

Phone: (512) 532-6449

Date of Organization: Sept. 1967

Branch Offices: 103 Windy Harbour, Kenilworth, Warwickshire, England, Peter Richard, *Director*

2010 Norman, Villa St. Laurant, Montreal, Quebec, Canada, Michael Sheen, *Director*

203 South Second Street, Mankato, Minn. 56001, Mrs. Marie Lake, *Director of Film Distribution*; Neil Paterson, *Assoc. Director*

J. Phillip Knight-Sheen, *Owner, Manager*

Director/Producer

SERVICES: Motion picture production, script writing, editing, recording, film strips, slide presentations, film distribution, foreign languages, specials in commercial industrial, television advertising, education, travelogues and medical films. FACILITIES: Sound recording studios, animation and translation facilities. Fully staffed and equipped production studios. Film distribution centers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Peas Of The Earth*; *Pea Combine Operation*; *The Coming of Corn*; *Cutter Serviceman*; *Helping Hand*, Spanish & English versions; *Aspirations for Asparagus*; *Corn Treatment and Application* (Green Giant); *West Of China* (SB School Dist.); P. Cola (Brooks); *But What About Tomorrow*, *Christine* (Johnson Reels, Lund/Shell Lake Boats, Kaiser Jeep Corp., Evinrude); *The Tea Bagger* (University Guelph); *This Is Production* (P.R. England); *Honda*; *Cruise 69* (local); *To Be* (O'Neil Ford); *Prologue* (U.S. Dept. of Interior).

HALLMARK FILM PRODUCTIONS

901 South First St., Abilene, Texas 79602

Phone: (915) OR 4-1342

Brett Allison, *Assistant Vice President*

(See complete listing under Dallas, Texas)

Look to these detailed reference listings for the facts to help make a resultful buying decision. Check the reference data.

SPECTRUM FILMS, INC.

102 Lantern Lane, Austin, Texas 78712

Phone: (512) 454-0511

Date of Organization: 1968

M. T. Muller, *President*

A. E. Larson, *Vice President*

SERVICES: Production of 16mm and 35mm filmstrips, for industry and education. Specialized production of computer controlled filmstrips. Animation and title work. FACILITIES: Oxberry Animation Stand and Animation camera (Doflex and Beletu Cameras). Color-Tran light units.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Beauty Through The Ages* (Koscot, Inc.). FILMSTRIPS: *Strategy For Change* (Ind. School Dist.); *Chico's Friends*; *We All Wear Clothes* (S. W. Educational Research Lab); *Helicopter Safety* (U.S. Army, Ft. Walters).

NEW MEXICO

FILM MAKERS, INC. OF NEW MEXICO

623 Wyoming N. E., Albuquerque, New
Mexico 87112

Phone: (505) 256-3311

Date of Organization: 1967

Ned Judge, *President, General Manager*

Fred Baker, *Vice President, Operations Manager*

Lynne Judge, *Secretary-Treasurer*

SERVICES: Complete motion picture, videotape, filmstrip production services. Also southwest regional location shooting service. Award-winning production personnel. FACILITIES: Editing room, projection room with interlock equipment, complete 16mm sound transfer and mixing equipment, Eclair 16mm and Nagra IV.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Invisible Student* (University of New Mexico); *The Great Concert Hall Caper* (Popejoy Concert Hall); *Oral Language Puppet Programs* (series of 7, South Western Cooperative); *Life Style* (Indian Community Action Program). FILMSTRIPS: *Michelle* (Westinghouse Learning Corp.); *She Did It* (Audio Visuals Communications).

MOUNTAIN STATES

COLORADO

Metropolitan Denver Area

BARBRE PRODUCTIONS, INC.

(A Division of Mullins Broadcasting Co.)

2130 So. Bellaire St., Denver, Colo. 80222

Phone: (303) 756-8383

Date of Organization: 1940

Date of Incorporation: 1963

Alvin G. Flanagan, *President*

Paul F. Emrich, *Assistant Manager*

Harold J. Anderson, *General Manager*

Kenneth A. Meyer, *Production Manager*

Nick Smith, *Director of Photography*

SERVICES: Complete production of all types of business films. Sales, training, public relations, advertising, educational, medical. Color and black and white. TV commercials. Animation. Producer services. Film distribution. FACILITIES: 2400 sq. ft. sound stage, theater, 16mm selsyn interlock; Maurer, Eclair & Arriflex cameras. 100,000 watts lighting equipment. 8 channel sound; Maurer optical recording; magnetic film recording; Ampex 2 channel tape recording; portable Arriflex-Eclair-Nagra sync system. Portable camera crane. Editing and titling rooms; animation stand; editors, script writers.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Colorado: The Indians* (State Historical Society of Colo.); *Pheasant In Colorado*; *The Wild Turkey*; *The Wild Goose* (Colo. Game, Fish & Parks Dept.); *Hospital Partnerships* (Denver Public Schools); *The Golden Spike* (National Park Service); *Meet Dorothy Glass* (LDA Assoc.); *Don't Turn Ideas To Stone* (Bravo productions); *General Electric X-Ray* (General Electric Co.); *Spalding Rehabilitation Center* (GE Co.); *Special Children* (Colo. Dept. of Education). TV COMMERCIALS: 1st National Bank of Denver; St. Luke's Hospital (Sam Lusky & Assoc.); Great Western Sugar Co. (Frye, Sills and Co.); J. C. Penney Co.; Seifert Pontiac (Mark Schreiber Agency); May D&F (Broyles, Allenbaugh & Davis); Safeway Stores (Henderson, Bucknum and Co.); BankAmericard (Campbell-Mithun); Cable Television (Bravo Productions); Presbyterian Church of U.S.A. (Harold M. Tukehin Prod.).

THE CREATIVE FILM GROUP

Division of Broyles, Allenbaugh & Davis
200 Clayton St., Denver, Colo. 80206
Phone: (303) 355-3581

Date of organization: 1966

Bob Geddy, *Manager/Creative Director*
Robert J. Belton, *Director of Production / Cinematographer*
Evelyn Richie, *Business Manager*
Rob Wallace, *Audio Director*

SERVICES: Motion pictures, slidefilms, TV films and commercials. Radio jingles and radio commercials complete production from script to screen. FACILITIES: Creative, writing and art departments; 16mm Arriflex equipment; studio, screening and editing rooms; single channel recording studio with latest Ampex equipment.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Membership* (Colorado Visitors Bureau). MOTION PICTURES: *Beet Thinner* (Eversman Mfg. Co.). TV COMMERCIALS: *Balloons* (Equitable Savings & Loan Assoc.); *Peaceful Day*; *Icicle*; *New Theme* (Midland Federal Savings.)

MARSHALL L. FABER PRODUCTIONS

121 Mariposa Street, Denver, Colorado
80223

Phone: (303) 255-3694

Date of Organization: 1963

Marshall L. Faber, *Producer*
Albert Brandeberry, Jr., *Technicolor Supervisor*

SERVICES: Complete motion picture production from script to screening print in 35mm or 16mm theatrical or non-theatrical fields including television commercials. Industrial commercial, sales promotional, fund raising, training and educational films and slide presentations. Design, execution, and production of display materials for use by industry, commerce, or education. Guidance in the preparation of the training program or sales development procedures with special emphasis on the use of 16mm and 8mm selling and training aids. Editing services, art work, sound recording, distribution service, 8mm printing service. Cartridging of 8mm for Technicolor projectors, service and repair of Technicolor projectors. All producer services including location finding, casting and accommodation reservations. S.A.G. signator. Manufacturers of the F 8 projector. FACILITIES: 10,000 sq. ft. plant including well-equipped sound stage; preview room and dubbing stage; art department; cutting rooms; still laboratory; 8mm printing laboratory; cartridging station; service and repair station for Technicolor 8mm projectors; portable equipment for location shooting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Fit For A Purpose*; *Arts of The West - Harmsen Collection* (Art Research Title III); *Comment on Living*; *The Fantastic*

(Denver Public Schools); *New Plant Tour* (Adolph Coors Company); *Love and Low Budget*; *Wilderness Area* (Idaho State Department of Commerce and Development); *The University of Idaho Experience* (University of Idaho); TV COMMERCIALS: Husky Oil (Clair Goff and Fremd); Provident Savings (Kostka and Associates).

J P I DENVER

1420 Larimer Square, Denver, Colo. 80202

Phone: (303) 623-0167

Date of Organization: 1959

Jack E. Carver, *President*
Jerome P. Vondergeest, *Vice-Pres.*
Dallas P. Boyd, *Vice President*
Garnis Hagen, *Production Mgr.*
Lana Cable, *Creative Director*
Liz McNary, *Treasurer*

SERVICES: Motion pictures, slidefilms; TV films and commercials (live & animated); live shows; meeting presentations; still photography, video tape production. FACILITIES: Creative, writing and art departments; opticals; animation; 16mm and 35mm production equipment; studio or location sound recording; editing, Moviola still photo equipment and photo lab.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Other World Of Pat Hagerty* (Public Service Co. of Colo.); *Broadmoor* (Broadmoor Hotel, Colo. Springs); *Is Greek A Dead Language?* (Operation Greek); *Mile-Hi Kennel Club* (Colle-McVoy); *Fashion Show Introductions* (May D & E). TV COMMERCIALS: Guardian Transmissions (Gabel Advertising); Iowa Electric (Jacobs Advertising); Northern States Utilities (Chirurg & Cairns); Bolen Snowmobiles; United Airlines (Film footage); Public Service Co. of Colo.; Dallas Power & Light; Texas Elec. Service Co.; Houston Lighting & Power; Southwestern Public Service; Southwestern Electric, Shreveport; Central Electric, Corpus Christi.

MOREY ENGLE PRODUCTIONS

799 S. Pearl St., Denver, Colorado 80209

Phone: 733-1111 — 733-1920

Date of Organization: 1952

Morey Engle, *President & Exec. Producer*
Dempsey Cumbly, *Ass't to President*
Ronm Spargur, *Writer, director*
Robert Kerlee, *Educational Film Coordinator*
S. D. Kady, *Cameraman*

SERVICES: Total 16 & 35mm production in all media, 8, 16, 35mm film strips. Editing, art, sound recording and audible and inaudible sound pulsing for all types of projectors. Totally equipped van for location shooting and sound services. FACILITIES: Sound stage, cutting projection, sound recording for all media, cartridge loading both tape and film and manufacture of automated audio visual displays.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Colorado Snowmen* (Colorado Highway Dept.). SLIDEFILMS: *Where The Quest Begins*; *Development*; *Loretto* (Loretto Heights College). TV COMMERCIALS: *Smoking*; *Alcoholism*; *Drug Abuse*; *Heart Disease* (American Osteopathic Assoc. Public Service).

IMPACT FILMS!

(Formerly Bob Olds Productions, Inc.)

995 S. Clermont, Denver, Colo. 80222

Phone: (303) 757-7118

Date of Organization: 1966

Howard F. Olds, *Director*
Richard D. Petty, *Sales*
Floyd L. Sparks, *Producer*

SERVICES: Producers of motion pictures and slide films for business, industry, education and advertising (TV and Theatre Screen) and public relations. FACILITIES: Offices, studio, screening and editing rooms, recording and mixing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Learn To Ski* (Learning

**MOUNTAIN STATES**

Systems, Inc.); *Birth Of A City* (Great Western Cities, Inc.); *Tracks Around The World* (Gates Rubber); *Concession sales* (Theatre Screen Advertising, Inc.); *Slush* (Gold Medal Products, Inc.).

PADE-NEALE PRODUCTIONS

620 Sherman St., Suite 102

Denver, Colorado 80203

Phone: (303) 222-2167

Date of Organization: 1966

Date of Incorporation: 1967

Tom Pade, *President & Producer*
Bruce C. Neale, *Vice President & Director*
Carl Akers, *Narrator & Writer*
Tom Baer, *Cameraman*
Chuck Sholdt, *Cameraman*

SERVICES: Complete Motion Picture and Video Tape Production. Television Commercials, live action or full animation. Documentaries, News-film, and experimental films. Scripts and brain storming sessions in all related fields of film and tape. FACILITIES: You name it, we have it.

RECENT PRODUCTIONS AND SPONSORS

"*They Are Not Alone*" (Beth Israel Hospital); *The Wonderful World of Master Charge* (Sam Lusky Associates); *Opening Day at Central City* (Central City, Colorado). *Jogging* (Colorado Heart Association); *Do You Know This Place* (Frontier Airlines); *Gold Camp 8-Miles*, *The Other Way* (Part I & Part II), *Anasazi's Children* (KBTV, Channel 9, ABC-TV, Denver, Colorado). TELEVISION COMMERCIALS: Phillips 66, Master Charge, Denver U.S. National Bank, Fashion Bar, Shakey's Pizza, 1st National Bank of Denver, Colorizer Paints, Safeway Inc., Ken Monfort for Senate, Monfort of Colorado, Western Federal Savings, McDonald's Hamburgers, Great Western Sugar Inc., Denver Spurs Hockey, Gerry Design, Rickenbaugh Cadillac, Empire Savings & Loan, King Soopers, Pearl Mack Homes, Witkin Homes, Tom Roath Marine.

SPENFILM CORPORATION

(Formerly: Spencer Nelson Prods.)

2985 East Aurora Avenue, Suite 104,

Boulder, Colo. 80302

Phone: (303) 442-7100

Date of Organization: 1969

Spencer Nelson, *President*

SERVICES: Design and production of television commercials, industrial films, educational films. FACILITIES: All facilities normally required for production. Access to sound stage, mixing studio etc. in nearby Denver.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Electronics/The Future/You* (National Electronics Institute); *Chicago to Yellowstone*; *Growing With Poly-Matrix*; *Poly-Trac Story*; *Action-Speed Mate 90 Style* (Industrial Advertising Gates Rubber Co.).

SUMMIT FILMS, INC.

1801 York Street, Denver, Colorado 80206

Phone: (303) 399-8040

Date of Organization: 1961

Date of Incorporation: 1964

Roger C. Brown, *President*
Barry Corbet, *Vice President*
Carl S. Rapp, *Vice President*
Joern Gerds, *Producer*
Paul Ryan, *Producer*
Robert Fulton, *Producer*

SERVICES: Producers of motion pictures and commercials for government, industry education institutions, and television, specializing in sports adventure films and documentaries. Work has been completed in remote locations under severe weather conditions. 16mm & 35mm

PACIFIC WEST COAST PRODUCERS

sound/color, black & white. FACILITIES: Maintains complete production facilities, owning all the equipment necessary to produce technically sophisticated films.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Moby Flip* (Hart Ski Company, TWA); *Ski With The Best* (White Stag, Ski Mag., Mt. Mansfield Corp.); *Skileidoscope* (Nail Associates); *Ski Racer* (The Lange Company); *Mike's Race* (Waterville Company); *Quartet: A Ski Story* (Seagram Distillers Company); *Ski the Sky* (Killington Ski Area); *Take Off* (United Artists); (Three additional films still in final stages of production to be released this year).

San Francisco and Bay Area

MARVIN BECKER FILM-MAKER

2111 California St., San Francisco, Calif. 94115

Phone: (415) 567-2160

Date of Organization: 1952

Marvin E. Becker, *Owner*
Ann Becker, *Secretary-Treasurer*

SERVICES: Consultation and production of industrial, documentary, public relations, sports and educational motion pictures and slidefilms; TV program material and commercials. Special Assignments. FACILITIES: 16/35mm production equipment, sound recording, multi-channel dubbing, music and effects library, cutting rooms, animation stand, interlock projection.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Voices of Tomorrow* (Stanford Research Inst.); *Network Previews* (Canadian Broadcasting Corp.); *Fiat 850 Sports*; *Fiat 124 Sports*; *Fiat 124 Sedan and Station Wagon* (Clark-Mann Advertising/Fiat Roosevelt Motors Inc.). TV COMMERCIALS: Englewood Cliff, New Jersey.

Centron Educational Films

Suite 625, 1255 Post Street, San Francisco, Calif. 94109

Phone: (415) 771-1844

James E. Roupe, *Vice President - Marketing*
(See complete listing under Lawrence, Kansas)

CIRCLE PRODUCTIONS

#3973 Army Street, San Francisco, California 94131

Phone: (415) 989-1267

Date of Organization: 1969

Nicholas King, *Partner*

John Cavala, *Partner*

SERVICES: Producers of audio-visual materials for education . . . kindergarten thru high school . . . from a single filmstrip or a filmloop to a multi-media kit . . . from idea thru completion. Creative and personalized attention given to every job. Ask and see. FACILITIES: We have the capability and equipment for photography, sound and editing of 16mm motion picture, 35mm slide and 35mm slidefilm production.

RECENT PRODUCTIONS AND SPONSORS

FILMSTRIPS: *Wheels*; *The Riddler*; *Smashup*; *Bearcat*; *Flea*; *Grand Prix*; *Scramble*; '500'; *Schools*; *Families*; *Neighborhoods* (Field Educational Publications); *Conrad's Castle*; *The Little Giant*; *Peter's Chair*; *The Star and George*; *We Read A-Z*; *Push Kitty* (Harper & Row Publishers). MULTI MEDIA: Convention booth exhibit (Field Educational Publications).



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

DAVIDSON FILMS

1757 Union St., San Francisco, Calif. 94123

Phone: (415) 474-2866

Date of Organization: 1955

John M. Davidson, *Owner*
Arthur M. Kaye, *Executive Producer*
Louis A. Hough, *Business Manager*
Peter J. Smith, *Studio Chief*
William Van Horn, *Art Director*
Carol C. Rogers, *Office Manager*

SERVICES: 16mm motion picture production; research and writing; shooting, recording, art and animation. FACILITIES: Sound stage, mixing, dubbing, interlock, editing, projection, printing, set and construction, animation, art department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Rational Numbers* (General Learning Corp.); *Math Film Series* (The Macmillan Co.); *Astronomy Film Series* (Bailey Film Assoc.); *Happily Ever After* (Macmillan Co.).

FILMS FOR INDUSTRY, INC.

970 O'Brien Drive, Menlo Park, California 94025

Phone: (415) 325-4453

Date of Incorporation: 1959

Paul B. Rich, *President*
M. L. Rich, *Secretary*
Ralph B. Chandler, *Vice President*
Manuel Urquiza, *Director Photography*

SERVICES: Complete or partial services for audio-visual presentations: planning, writing, production, distribution for all types of motion pictures and filmstrips including industrial, educational, documentary, training, public relations, sales promotion, TV commercials. FACILITIES: Sound stage, animation, 16/35mm production equipment, sound recording and re-recording, editing, interlock and projection rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Launcher Tube Installation*. Part I, II, III; *Handle With Care* (Westinghouse); *Introduction - Ernie Ford*, Geo. Briggs (Full Service Bank Foundation); *Industrial Arts Series* (E. P. Research); *Watkins-Johnson Story-69* (Watkins-Johnson Co.); *Give A Damn* (National Credit Union); *Launching Lou Jean II* (Cross & Assoc.); *Chicken Embryo* (Menlo Atherton High School). TV COMMERCIALS: For George Olsen.

THE FILM WORKS!

425 Bush Street, San Francisco, Calif. 94108

Phone: (415) 362-5230

Date of Organization: 1967

David C. Groot, *Exec. Producer*
Thomas F. Hall, *Producer*
Michael J. Anderson, *Cinematographer*
Chet Patterson, Ron Sweet, *Account Executives*

T. Gordon Emberiet, *Creative*

SERVICES: Creative production of communication tools, from script through finished product, serving business, education and television. FACILITIES: Complete production services for any audio-visual project.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Name Your Brand* (Weyerhaeuser); *Some Things Happening* (Lucky Lager). SLIDEFILM: *P.A.C. Story* (Philippine Airlines); *Cruise 1970* (White Stag). STRIP-FILM: *Mission Implausible* (Sea & Ski).

FURMAN FILMS

300 Broadway, San Francisco, Calif., 94133

Phone: (415) 781-0827

Date of Organization: March, 1967

William A. Furman, *President & Producer*

Murray Mintz, *Production Manager*
Eileen Kleeman, *Production Assistant, Secretary*

SERVICES: Creation and production of motion pictures, short and long; special visual presentations; original music and audio effects. FACILITIES: 16mm and 35mm production and editing facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Nallys*; *Levis* (Honig-Cooper & Harrington); J. C. Penney (Wyman/Anderson-McConnell); *Information Storage Systems* (Coakley/Heagerty); I. Magnin (Botsford-Ketchum Inc.).

ROY GRANDEY PRODUCTIONS

(Formerly Gene K. Walker Prods.)

1881 Rollins Rd., Building C,
Burlingame, California 94010

Phone: (415) OX 2-0500

Date of Organization: 1949

Roy Grandey, *Owner*
Rockwell Hereford, *Mgr., Industrial Division*
Gene K. Walker, *Consultant*
George Bokland, *Production Mgr.*
Phillip Markinson, *Manager Sound Dept.*

SERVICES: Film production for all visual requirements. Emphasis on staff-written planning, story treatments and screen-plays. FACILITIES: Studios adjacent to San Francisco International Airport; 5,000 sq. ft. staging area plus separate studios for music and narration. Light weight quality equipment for location production. Editing & recording.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Adventure Rivers* (American River Touring Assoc.); *San Francisco Bay* (Calif. State S. F. Bay Commission); *Center of Life* (Men's Social Service Centers); *Gates of Chinatown* (Salvation Army). SLIDEFILMS: *California Story*; *Changing Los Angeles*; *Sacramento Scene*; *The Portland Population* (California State Plan). TV COMMERCIALS: *Arthur Fiedler*; *Douglas Fairbanks, Jr.*; (The Salvation Army); *First Steps*; *Team-Mates* (National Foundation-March of Dimes).

IMAGINATION, INCORPORATED

531 Pacific Ave., San Francisco, California 94133

Phone: (415) 986-6075

Date of Organization: 1950; Inc.: 1960

John Magnuson, *President*
Jeffrey Hale, *Executive Vice President*
Christine Ford, *Production Manager*

SERVICES: Production of theatrical, television, industrial and educational motion pictures. Animation and live action, creative television and radio commercials, film strips, scripting original musical production. FACILITIES: Complete animation and graphic art equipment; 16mm and 35mm motion picture and editing; interlock projection; recording and mixing studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Matson Film* (Matson Freight Line); *Bart: Vision to A Reality* (Bay Area Rapid Transit System); *Children's Television Workshop* (Ice Follies); *Thank You Mask Man* (self). RADIO: 1970 *Ice Follies* (Ice Follies).

WALTER LANDOR ASSOCIATES

Pier 5, San Francisco, California 94111

Phone: (415) 982-3370

Date of Organization: 1963

Edd Dundas, *Producer Director*
Jennifer Alcox, *Production Assistant*
Charles J. Maisel, *Group Head*
George Riekman, Hugh Salisbury,
Cinematographers
Bob Graham, *Art Director*
William Westwick, *Editor*

SERVICES: Live action, animated films, slidefilms, brochures, graphic representations, other

visual media for business communications. Utilize design talents of parent organization. FACILITIES: Staff and equipment for 35/16mm motion pictures and slidefilms, plus videotape.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Best In The West* 1969 (American Aviation Federation); *World Headquarters* (Bank of America); *Conservation* (Standard Oil of Calif.). SLIDEFILMS: *Conferences of the Big Three* (Revell, Inc.); TV COMMERCIALS: *Drymilk*; *Money Management* (University of California).

CAROL LEVENE PRODUCTIONS

104 Corbett, San Francisco, Calif. 94114

Phone: (415) UN 3-3658

Date of Organization: 1950

Carol Levene, *Owner*

SERVICES: Scripting, directing and production, industrial documentary public relations and educational films and sound slidefilms. Audio-visual consultancy.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *The You In University* (University of California); *Along The Way* (San Francisco Bay Area Rapid Transit District); *Abre la Boca* (State Department Education).

MEDION INCORPORATED

1409 Bush Street, San Francisco, Calif.

94109

Phone: (415) 776-3440

Date of Organization: 1968

Richard T. Heffron, *Chairman*

Herbert F. Decker, *President*

Claude Jarman, Jr., *Vice President*

SERVICES: Creation and production of theatrical, non-theatrical and television motion pictures, including features, documentaries, sponsored shorts and political films. FACILITIES: Producing, writing, directing and research staff, 16/35mm production, editing, camera, sound and lighting.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *The People Against Ortega*; *The Bold Ones*; *The Rockford Riddle: The Bold Ones*; (Universal Television); *Africa Will Be* (U.S. Information Agency). SCRIPTS: *The Columbia River* (Kaiser Alum. & Chemical Co.); *Plastic Gold* (independent feature).

LEE MENDELSON FILM PRODUCTIONS, INC.

1408 Chapin Ave., Burlingame, California

94010

Phone: (415) 343-3623

Date of Organization: 1963

Lee Mendelson, *President, Director of Production*

Walter DeFaria, *Vice President, Producer-Dir.*

Sheldon Fay, Jr., *VP-Director of Photography, Editing*

David Crommie, *Vice President, Films Div., Producer/Director*

Robert McAllen, *Vice President, Sales, Industrial Films Division*

SERVICES: Network television specials, films for business, government and industry. FACILITIES: Production studio and crew.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *It Couldn't Be Done* (AT&T); *The Unexplained* (Weyerhaeuser Co.); *It Was A Short Summer, Charlie Brown*, (Coca-Cola/Interstate Bakeries); *Sunset '70* (Sunset Magazine); *The Growers* (Council of California Growers).

MOTION PICTURE SERVICE COMPANY

125 Hyde St., San Francisco, Calif. 94102

Phone: (415) 673-9162

Date of Incorporation: 1935

Gerald L. Karski, *President, Gen. Manager*

Harold A. Zell, *Vice-Pres. in Chge. of Prod.*

Boris I. Skopin, *Title & Trailer Dept.*

Gerald B. Patterson, *Mgr. Laboratory Dept.*

SERVICES: Industrial, commercial and public relations films; special announcement and advertising trailers for theaters, business. TV films, spot commercials. FACILITIES: Maurer & Cine Special 16mm cameras; 3 studio 35mm cameras; 2 title 35mm cameras; 16/35mm laboratory (developing, printing, reduction and enlarging); art dept.; magnetic & optical recording; dubbing equipment; sound stage; editing equipment; script-to-release print service; screening room equipped for CinemaScope, 35/16mm projection.

ROY NOLAN PRODUCTIONS

245 Elinor Ave., Mill Valley, Calif. 94941

Phone: (415) 383-3297

Date of Organization: 1966

Roy Nolan, *Owner/Director of Production*

Ron Hadnutt, *Production Assistant*

Jim Tichy, *Sound*

SERVICES: Motion picture production. Location Services: Photography-Sound and unit managing. We will assemble location crews - obtain props - sets - locations, etc. FACILITIES: Complete motion picture equipment - Eclair cameras, Nagra Tape Recorders - editing facilities, Moviola Ect. Dubbing & Interlock as well as sound transfer equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *B.O.F. Gunning*; *Induction Furnace* (Kaiser Refractories); *Anthropology* (Anthropology Study Project); *Symposium* (U.C. Medical Center); *Authentic Interview* (R.N. Productions); *Olympia Poker Game*; Agency promotion film (Botsford-Ketchum).

SPI TELEVISION CENTER

155 Fell Street, San Francisco, Calif. 94102

Phone: (415) 431-5490

TWX 910 372-6532

Date of Organization: 1954

Branch: 5533 Sunset Blvd., Hollywood, Calif. 90028. Phone: (213) 466-4309 TWX 910-321-3060. Dean Gilmore, *Production Head*

E. E. Gregg Snazelle, *President & Executive Producer*

J. Christopher Byrne, *Vice-President, Producer*

Janet Peake, *Assistant Producer*

Ken Chaney, *Lab Supervisor*

Richard I. Birnbaum, *Sound Department*

Gordon Mueller, *Editorial Dept.*

Barney Colangelo, *Production Manager*

E. E. Gregg Snazelle, Pete Miranda, *Directors*

Chuck Eymann, Walter Schenk, *Cameramen*

SERVICES: Sound stage, 4 cutting rooms (35 & 16mm). 35/16mm 1/4" full sound services. 10 channel master mix board. 6 channel stereo board, 35/16mm interlock playback & mixing. 2 screening rooms. Full 16mm lab color printing services. Complete equipment for studio or location. R-35 Mitchells 35mm blimped Arri 2-35mm Arri 2C, Quartz Lighting: 1KW, 2KW, 5KW, 6 Nagras, Sennheiser Mikes, McAllister & Elemack dollies, camera trucks, Teleprompter services.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *California Drug Abuse Campaign* (Grey Adv.); *Johnston's Yogurt* (Milton Carlson Co.); *I. Magnin Co.* (Botsford-Ketchum); *Denalan* (Wm. Esty); Oldsmobile (D.P. Brothers); Chevrolet Truck (Campbell-Ewald); Pontiac, Bank of America, Honda.

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PACIFIC COAST STATES

VISTA PRODUCTIONS, INC.

371-5th Street, San Francisco, Calif. 94107

Phone: (415) 982-4180

Date of Incorporation: 1959

Richard M. Fowler, *President*

Florence H. Fowler, *Vice-Pres. & Exec.*

Producer

Bob Scott, *Supervising Editor*

Celie Roberts, *Office Manager*

Berneice Moreillon, *Comptroller*

SERVICES: Communications for business, industry, education and TV through 16/35mm color and b&w motion pictures, TV spots, sound slidefilms and slide duplication. Production services for out-of-town producers. FACILITIES: Production and sound studios, recording, projection and interlock, laboratory facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *To Build Together* (United Bay Area Crusade); *A Sense Of Sharing* (United Crusades of Calif.); *Export* (Sunkist Growers, Inc.); *Atlas COPPCO PT-1200* (Sturges Advertising); *Sports* (Daniel J. Edelman, Inc.); *Director Assistance Operator*; *Corporation Economics* (Pacific Tele. Co.). SLIDEFILMS: *To Build Together* (United Bay Area Crusade); *Clorox-Purex* (Honig, Cooper); *Dura Word Processor*; *Cactus Casuals Pants* (Wyman, Anderson & McConnell); *Concerning Quality* (Hilcoa Corp.); *Cutter Deep Tank* (Antone Advertising); *Advertising - 1969* (McCann Erickson); *Vis-Pak* (Diamond Walnut Growers).

LOS ANGELES

BAILEY-FILM ASSOCIATES

(A Div. of the Columbia Broadcasting System)

11559 Santa Monica Boulevard, Los Angeles, Calif. 90402

Phone: (213) 477-0031

Irwin H. Braun, *President*

Rex Malcolm, *Director of Product Development*

Don Sykes, *Director of Production*

James Ganzer, *Director of Marketing*

SERVICES: Editorial and production supervision (for industry) of public relations training films and A.V. materials for business and industry. Producer currently has catalog of some 700 16mm motion picture films.

CASCADE PICTURES OF CALIFORNIA, INC.

6601 Romaine Street, Hollywood, Calif.

90035

Phone: (213) 463-2121

TWX No. 910-321-3928

Date of Incorporation: 1948

Branch Office: New York: 249 East 49th St., New York, N.Y. 10017. Phone: (212) 355-5361, Al Califano, *General Manager*

Illinois: 8 South Michigan Ave., Chicago, Ill. 60603. Phone: (312) 641-1828, Doug McWeeny, *General Manager*

Vaughn Paul, *President*

Roy Seawright, *Executive Vice President*

William Sterling, *Vice President, Dir. of*

Sales/Marketing

Donald Jones, *Treasurer*

George B. Seitz, Jr., *Vice President in Charge*

of Industrial & Educ. Div.

Jack Yopp, *Exec. Producer in Charge of Prod.*

Seward Webb, *Production Manager*

Tom Dunphy, *Director/Writer, Industrial*

Div.

Jim Jordan, *Director Creative Art*

PRODUCERS IN METROPOLITAN LOS ANGELES

E M C CORPORATION Film Designers Division

7000 Santa Monica Blvd., Hollywood, Calif.
90038

Phone: (213) 463-3282

Date of Organization: 1951

David E. Feinberg, *President*
Don Cimminelli, *Division Manager*
Leonard Gray, *Art Director*
Dorse Lanpher, *Animation Director*

SERVICES: Motion picture and slidefilm production, script writing, photography, editing animation and art production, sound recording, education programming, all media. FACILITIES: 35mm and 16mm Arriflex cameras, complete editing facilities, interlock screening room. 27' x 66' Sound stage, recording studios. 16 and 35mm sound transfer equipment. Ampex equipment/40 Ampex high-speed duplicating machines; Scully lathe for record mastering. Special equipment for DuKane filmstrip cassettes.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: 100 *Fathoms Down*; *Aquanaut Training* (U. S. Navy); *Computers & Imagination* series (Edutronics, Inc.); *Creativity in Communication* (EMC). SLIDEFILMS: *Stories For Listening* series (McGraw-Hill).

JERRY FAIRBANKS PRODUCTIONS OF CALIFORNIA

1330 North Vine St., Hollywood, Calif. 90028

Phone: (213) 462-1101

Date of Organization: 1929

Branches: Detroit, Mich. 48226; 1249 Griswold, Suite 610 Phone: (313) 962-8998. Malcolm W. Dooley, *Representative*; Washington, D.C. 22024; 1245 Fourth Street, S.W. Phone: (202) 554-4823. Col. Richard F. Fender (ret.), *Representative*.

Jerry Fairbanks, *President*

John N. Freeman, *Assistant to the President*
Leo S. Rosencrans, *Creative Director*

SERVICES: Industrial, theatrical and TV motion pictures. FACILITIES: Full studio facilities; sound stage; 16-35 camera units including Multi-Cam process; 16mm, 35mm and magnetic sound recording and re-recording; editing; opticals; blue screen, film and music libraries; technical art, animation, creative and music staffs.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Land of the Sea* (ALCOA); *Voices From the Deep* (AT&T); *Lasers Unlimited* (AT&T); *The Navy Sings It Like It Is* (U.S. Navy); *Collision Course* (theatrical).

FILM CONCEPTS

501 Marlborough Avenue, Inglewood, Calif.
90302

Phone: 672-6745

Date of Organization: 1966

Clint Morehouse, *Executive Producer/Owner*
Jeanne M. Morehouse, *Business Manager*

SERVICES: Complete motion picture production from development of script to release prints. FACILITIES: Extensive photographic and sound recording equipment, complete film and sound editing facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *A Time To Grow* (Santa Monica Hospital); *Record Book Bowhunting . . . Alaskan Style*; *Archery . . . An Introduction*; *How To Hunt With A Bow* (The Leisure Group, Inc.); *25th World Archery Championship* (Jas. D. Easton, Inc./Bear Archer Co.).

FILMLINE PRODUCTION ASSOCIATES, INC.

1467 Tamarind Ave., Hollywood, Calif.
90028

Phone: (213) 466-4407

Date of Organization: 1962

Charles E. Bordwell, *President, Executive Producer*

DATA/FILMS

2626 Temple St., Los Angeles, Calif. 90026

Phone: (213) DUNkirk 5-3911

Date of Organization: 1960

Charles (Cap) Palmer, *Executive Producer*
David Bowen, *Quality Control*
Iona Harrison, *Manager*

SERVICES: Sales company for release-prints of Parthenon Pictures. Production company 8mm "Data Films" for instruction, skill, training, and sale aids. FACILITIES: Operates as an affiliate of Parthenon Pictures, Hollywood.
(See listing of Parthenon Pictures - Hollywood)

DESORT-FISHER PRODUCTIONS, INC.

1507 North Gordon Street, Hollywood, Calif.
90028

Phone: (213) 463-3211

Date of Organization: 1964

Jack DeSort, *Camcraman Director, President*
Robert Fisher, *Vice President, Camcraman Director*

Blair Robertson, *Executive Producer*
Samuel L. Shapiro, *General Manager*

SERVICES: Complete service for production of television commercials. FACILITIES: Office and studio on West Coast-Hollywood. Sales and production office in New York.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Handball* (Falstaff/Foote, Cone & Belding); *Cathedral* (Hammond Organ [Walter Thompson]); *Ford* (Tenderall/Baxter Labs Kenyon & Eckhardt); *Family* (Aunt Jemima Quaker Oats/J. Walter Thompson); *Cash Register* (DelMonte/McCann-Erickson); *Maintenance*; (Ken-L-Ration/J. Walter Thompson); *Road Race* (Eldon Toy/Sachs, Finley & Kaye, L.A.); *Sailor* (Hamm Beer J. Walter Thompson); *At Least Once* (Yogert/Knudsen Creamery).

DIMENSION 150

8831 Sunset Boulevard, Hollywood, Calif.
90069

Phone: (213) 652-1914

Date of Organization: 1962

Marshall Naify, *President*
Dr. Richard Vetter, *Exec. Vice President*
Carl Williams, *Vice President*
Lawrence A. Hatch, *Dir. of Marketing*

SERVICES: Provide consultation in area of photographic and projection optics; Have complete photographic package for 65mm wide screen photography; Design and fabricate special lenses; Provide entire installation for deep curve screen process (D-150 All-purpose Projection Process).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Bible*; *Patton-Blood and Guts* (Twentieth-Century Fox). Designed special projection and laboratory lenses for the Broadway Musical *Happy Time*.

DIMENSION FILMS

733 N. La Brea Ave., Los Angeles, Calif.
90038

Phone: (213) 937-3506

Date of Organization: 1962

Gary Goldsmith, *President*
Edward Schuman, *Vice-President*
Dorothy Weinstock, *Secretary*

SERVICES: Writing and production of documentary and educational films. FACILITIES: Offices and editing rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Way of Life* (Deere & Company); *Towards Independence* (Classroom film series); *Perils of Priscilla* (Pasadena Humane Society).

Bob Carlson, Dick Perkins, Steve Berman,
Directors

Robert Leland, *Producer*

Roy Seawright, *Director of Cinematography*
Hal Mason, *Dir. of Animation, Creative Art*
Herb Bond, *Head, Optical Dept.*

Phil Kellison, *Head, Insert & Special Effects Dept.*

Reese Overacker, *Head, Editorial Dept.*

Jewell Barrows, *Head, Casting Department*

SERVICES: Complete creative staff for the motion picture production of TV Commercials, industrials, educational, technical and public service films starting from script to final prints. Worldwide production experience. FACILITIES: Air conditioned studios, offices, conference rooms, with all film production facilities on premises. Five stages (14,000 sq. ft.), four with practical kitchens, recording and dubbing rooms; 16/35 70mm (6 track) projection rooms; complete 16 35mm cameras; editorial, animation, and sound department; "Mattascope" (infra red matting) and rear projection process, special effects and stop-motion stages and work shop. Also fully equipped optical, electrical, property, grip, paint, set construction, makeup, hairstyling and transportation departments; national television distribution service (NTFD), film vaults.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: for U. S. Navy; Harper and Row; Scripps Institute of Oceanography; Proctor & Gamble; 3M Company. TV COMMERCIALS: for Doyle, Dane Bernbach; Foote, Cone & Belding; Leo Burnett; Grey; Jack Tinker; Benton & Bowles.

CINE-VIEW, INC.

6325 Santa Monica, Hollywood, California
90038

Phone: (213) 465-3376

Date of Organization: 1961

Harry J. Lehman, *President-Exec. Producer*
Cecile Lehman, *Vice-President - Story Editor*
Jacques Lehman, *Secretary-Treasurer*
Alan Lehman, *Film Editor*

SERVICES: Educational, institutional, documentary film production and distribution. FACILITIES: Production equipment; laboratory services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Principles of Food Sanitation*; *Debbie's Safety Lesson*; *Hands on the Wheel* (Educational Teaching Tool).

COMMUNICATIONS GROUP WEST

6430 Sunset Boulevard, Hollywood, Calif.
90028

Phone: (213) 461-4024

Date of Organization: 1969

Sidney Galanty, *President*
Albert Saporoff, *Educational*
Fred L. Miller, *Special Projects*
Mallory Pearce, *Scientific*

SERVICES: creative and production - concept to finished production. 35mm, 16mm, 8mm cartridge films, corporate, sales, documentary, government, educational, filmstrips, multi-media, live. FACILITIES: Editing rooms, sound stage, screening room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Race* (Hunt/Wesson Foods); *Franchise* (Anheuser-Busch); *Music: Afro-American - Its Heritage* (Educational Inst.) VIDEO TAPE: *Newsbeat* (ABC-TV).



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

Louis J. Bender, *Vice-Pres., General Operations*
 Edith Bordwell, *Secretary-Treasurer*
 Reid Rummage, *Vice President & Creative Director*
 Jack Tucker, *Manager Products & Service Div.*
 Thomas Moore, *Manager Print Handling & Services.*

SERVICES: Motion picture production; industry, government and education. **FACILITIES:** Wholly owned production facilities, live action and animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Clothing Construction* (McGraw Hill Book Co.); *Ship Positioning & Cable Laying* (Western Gear Corp.); *Hi-Lites, Summer Tests* (Yuma Proving Grounds); *Operation Dawn Star* (AC-Electronics); *The Paper Tiger* (AAVS).

FILM SENSE, INC.

6430 Sunset Boulevard, Hollywood, Calif. 90028

Phone: (213) 461-3646

Date of Organization: 1968

Les Goldman, *Producer*
 Ron Lyon, *Assoc. Producer*
 Gary Horowitz, *Administrative Dir.*
 Dan Bessie, *Animation Director*
 Dick Ellescas, *Designer*
 David Robison, *Writer*

SERVICES: Motion pictures, multiple screen presentations. Entertainment and experimental films. **FACILITIES:** Complete creative services; writing, storyboard, character development, electronic music, special optical graphics.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Breakthrough* (IBM Data Processing); *The Door* (Campbell-Silver-Cosby); *Untouched Land* (Oceania Foundation); *Gillelje '43* (Communications Commission); *Jabberwocky* (theatrical); *Education and Ecstasy*; *On Your Marks* (work in progress).

FILMS/WEST, INC.

518 N. La Cienega Blvd. Los Angeles, Calif. 90048

Phone: 659-0024

Date of Organization: 1962

Lon Lilly, *Executive Producer*
 C. Lilly, *Vice President*
 J. Perrin, *Comptroller*

SERVICES: Educational Films.

FINE ARTS FILMS, INC.

4376 Sunset Drive, Hollywood, Calif. 90027
 Phone: (213) 660-1010

Date of Organization: 1968

John Wilson, *President-Director*
 Preston M. Fleet, *Producer*
 David Detiege, *Supervising Director*

SERVICES: Full resumes for all quality film animation; features, industrials, educational and presentation, storyboard, design, animation, etc. **FACILITIES:** Sound stage, full working crew.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Archy & Mehitabel*; *The Tree That Found Christmas*. *Classic Adventures* (N.B.C.); *Science Series* (in progress).

FLAGG FILMS, INC.

6345 Fountain Ave., Hollywood, Calif. 90028
 Phone: (213) 462-0902

Date of Organization: 1946

Don Flagg, *President*
 George Taylor, *Vice President*
 Anne Flagg, *Secretary*
 Steve Glick, *Treasurer*

SERVICES: Business films; sales films; medical films; training films; TV Commercials; 35mm color. 16mm color; super 8mm color with sound.

FACILITIES: Insert stage; production offices; cutting rooms; projection rooms.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *DTAS* (Littin Industries); *Smug-Duds Suds-In* (Maytag); *F-111 Weapon System*. *LCOSS* (Air Force); *Take A Closer Look* (Maytag); *Mileage Makers In Sports* (Richfield).

F-M PRODUCTIONS

733 N. Highland Ave., Los Angeles, Calif. 90038

Phone: (213) 937-1622

Date of Organization: 1952

William Morrison, *President*
 Mike Ross, *Production Manager*
 Aladar Klein, *Editorial Supervisor*
 Thor Putnam, *Art Director*

SERVICES: Motion pictures and slide presentations for business, government, TV programs, commercials. Complete production services including: writing, photography, animation, editing and sound. **FACILITIES:** 8500 sq. ft. production facilities including seven editing rooms, complete art department interlock projection room for both 35mm and 16mm, complete sound department, music libraries, stock film library, title stand and a 40 foot by 60 foot sound stage with 800 amps, complete Audiscan facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Electron Microscope* (Naval Weapons Center); *Engineering Dept. Shops* (Naval Weapons Center); *Where The Men Are* (U.S.A.F.); *TPQ-28 Radar* (I.I.T. Gilfillan); *Human Engineering* (Naval Weapons Center).

FOURWAYS PRODUCTIONS

intra* (Audio/Visual Tape)

Div. of Fourways

1549 N. Vine Street, Hollywood, California 90028

Phone: (213) 461-3341

Date of Organization: 1968

Marty Roth, *President & Executive in Charge Production*

John Padovano, *Executive Assistant, Producer*
 Pam Kernis, *Art Director*
 Diana Grosenbaugh, *Assistant Art Director*
 Ed Marion, *Vice President of intraTour, intraCar*
 John Padovano, *intragame*
 Ruth Thompson, *Production Supervisor*
 Jerry Pam, *P.R. West Coast*
 Harold Rand, *P.R. East Coast*
 Dick Winograde, *John LaSalle, Recording A & R*

SERVICES: Production, feature motion picture; network tape and film; TV syndication (Dramatic shows, situation comedies, game shows); Product design; publishing. **IntraDivision:** intraTour (Audio/tape-tours); intraCar (Entertainment, education & information); intraGame (inflight entertainment). **FACILITIES:** Complete production, writing, research, graphics, music and master recording.

RECENT PRODUCTIONS AND SPONSORS

GAME SHOWS: *Trademark! Millionaire Game*, intraTour (Marineland of the Pacific, Frontier Village, Japanese Deer Park). **Product Design** for The Milton Bradley Co.; Kenner Products; Mattel, Inc. **Humor, travel and games—Nation Distribution.**

G.N. PRODUCTIONS INC.

1019 N. Cole Ave., Hollywood, Calif. 90038

Phone: (213) 463-5693

Date of organization: 1966

Gabor Nagy, *President-Excc. Producer*
 Woodward Smith, *Past Production Dir.*



LOS ANGELES AREA

William Zsigmond, Emery Soos, *Directors of Photography*
 William Ruff, *Music Director*
 Judith Toth, *Accounting*
 Mitch Persons, *Writing*

SERVICES: Complete production of training, public relations, sales, television and theatrical films. **Distribution** service to schools, colleges and TV stations. **FACILITIES:** Full production facilities editing rooms, sound recording and insert stage room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Play Handball* (Wilson Co./G.N. Prods.); *Hula Hoop Skills*; *Swimming: Freestyle & Backstroke*; *Swimming: Breast-stroke & Butterfly* (G.N. Productions); *The Name Of The Game Is: Basketball* (The Prudential Ins. Co. Of America).

HERB GOLDEN PRODUCTIONS

3215 Cahuenga Blvd. W., Los Angeles, Calif. 90028

Phone: (213) 464-1109

Date of Organization: 1962

Jerry Ross, *Vice President, Sales*
 Ernest Everett, *Production Manager*
 Eugene Petersen, *Chief Cinematographer*
 Herb Golden, *Producer/Director*

SERVICES: Documentary, industrial, public relations and sales promotion films. **FACILITIES:** Creative department, complete 16mm production equipment and fully supervised animation associates.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Hot Wheels; Strange Change* (Mattel, Inc. Tovmakers); *Wherever Man Explores* (Sterling Electronics Corp.); *Destination: Disneyland* (Carnation Co.); *Child Testing for Toys* (Harshe, Rotman & Druck).

GRAPHIC FILMS CORP.

3341 Cahuenga Blvd., West, Hollywood, Calif. 90028

Phone: (213) 467-2191

Date of Organization: 1946

Lester Novros, *President*
 George Casev, *Vice President*
 Fred Wellington, *Animation*
 James Connor, *Live Action*
 Sera Skoll, *Office Manager*

SERVICES: Complete in-house personnel for live-action and maintain production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Andromeda Strain* (Robert Wise & Universal Pictures). **Special effects and animation** (in production); *Over The Horizon* (The U.S. Navy); *Men of The Sea* (U.S. Navy); *BEAMS* (U.S.A.F.); *Total Programming* (U.S.A.F.); *Man and Safety-Motivation* (U.S.A.F.); *LSR-Logistic Support Requirements* (U.S. NAVY).



Real Facts for Sponsors

—evidence of suppliers' good faith

The detailed listings given specializing producers of business motion pictures and slidefilms furnish the buyer of sight/sound media with solid evidence regarding the prospective supplier. Listing data requests emphasized the need for both film and sponsor references and it is this area of each listing which indicates the recent experience of each company in these pages.

LOS ANGELES AREA:



HANNA-BARBERA PRODUCTIONS

3400 Cahuenga Boulevard, Hollywood, Calif. 90028

Phone: (213) 466-1371

Date of Organization: 1957

Taft Broadcasting Company, 1906 Highland Ave., Cincinnati, Ohio 45219 Phone: (513) 421-1750, Clifford Weake, *Vice President, Director Marketing*

Ross M. Sutherland, *Vice President of Industrial And Educational Film Division*
Clifford Weake, *Vice President, Director of Marketing*

Art Scott, *Associate Producer, Animated Educational Film Div.*

Carl Urbano, *Assoc. Producer, Industrial Film Div.*

Justin Purchin, *Vice President, Director of Educational Film Div.*

Art Babbitt, *Director of Commercial Film Division*

SERVICES: Live-action and animated Industrial, Education and TV Commercial films. FACILITIES: Ultra-modern Hollywood studio, complete with sound stages, editing, dubbing and animating facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Time Measure; Classifying; Weight Measure; Experimenting* (McGraw-Hill); *Seven Steps* (Standard Oil); *Computer Education Series* (Edutronics, International, Inc.). FILMSTRIP: 40 films for (Look/Listen & Learn).



The Jam Handy Organization, Inc.

1680 North Vine St., Hollywood, Calif. 90028

Phone: (213) HOLLYWOOD 3-2321

(See complete listing under Detroit area)

HARRIS-TUCHMAN PRODUCTIONS, INC.

751 North Highland, Hollywood, Calif. 90038

Phone: (213) 936-7159

Date of Organization: 1950

Ralph G. Tuchman, *President*

Fran Harris, *Vice-President/Creative Dir.*

Martin Strudler, *Art Director*

SERVICES: Creative writing, planning, production of motion pictures and sound slidefilms for sales, training, public relations, sales talks on film, sales meetings, live action or animation. FACILITIES: Staff writers and artists; full equipped stage; all editing facilities for 35mm and 16mm; animation department; projection; music library; stock film library.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Ask Your Buckeye Consultant* (Buckeye Realty Management Corp.); *On the Move* (Star-Kist Foods, Inc.); *Your Parade of Benefits* (Automobile Club of So. Calif.); *Communicating Face-To-Face; How to Listen Effectively* (Proprietary)

The Guide You Need All Year Long

Extra copies of this 20th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.



JOHN J. HENNESSY MOTION PICTURES

1702 Marengo Ave., South Pasadena, Calif. 91030

Phone: (213) MU 2-2353

Date of Organization: 1953

John J. Hennessy, *President/Exec. Producer*
Harold H. Marquis, *Vice-President/Manager Education Films*

J.E.R. McDougall, *Producer-Director*

E. C. Norton, *Music and Sound Director*

Glen Holse, *Art Director*

Marge Benson, *Casting Director*

Barry Gordon, *Director, Special Projects*

Harold Heffner, *Production Manager*

Sue Penney, *Office Manager*

Willard W. Wheeler, *Educ. Film Distributor*

William O. Maxwell, *Midwestern Representative*, 1001 Batavia Road, Geneva, Illinois.

SERVICES: Producers of industrial, documentary, sales promotion, public relations, training, educational motion pictures; TV commercials and programs; sound slidefilms; sales and promotion of educational films. FACILITIES: Creative department; camera, sound, lighting, editing, projection equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Flight Without Wings* (National Aeronautics and Space Administration); *Bush* (Crown Zellerbach Corp.); *Consider Heat* (Kaiser Aluminum); *EMS Magnometer Degaussing; Classified Film* (U.S. Navy); *ATOS* (U.S. Navy); *It's a Different World* (Montgomery Ward); *Foundry Safety* (National Engineering Corporation); *Castaic* (American Pipe Construction Company); One untitled film sponsored by The National Association of Piano Technicians; *Reflections of a Company* (Crown Zellerbach Corp.); *Weather To Fly* (Federal Aviation Administration).

HOLLYWOOD ANIMATORS

7401 Sunset Blvd., Hollywood, Calif. 90046

Phone: (213) 876-1190

Date of Organization: 1955

Wm. F. Selleck, *Owner & Exec. Producer*

Jean M. Selleck, *Owner & Asst. Producer*

Clifton M. Ralph, Jr., *Dir. of Photography*

SERVICES: Research, writing, directing, photographing and editing of 16mm and 35mm motion pictures and sound slidefilms for business, TV commercials; animation and live action, including advanced capabilities in using Vidifilm camera system. Programmed instructional films for industrial training. FACILITIES: Photographic, lighting and editing equipment; animation stand and special effects rig, miniature revolving stage, small insert sound stage.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *How To Apply False Eyelashes; Basic Eye Makeup* (Merle Norman Cosmetics); *Especially For You* (May Co.); *Filon 1970* (Filon Corporation); *Take It Easy* (Relaxway Corporation).

TOM HOTCHKISS PRODUCTIONS

P.O. Box 4102, San Fernando, Calif. 91342

Phone: (213) 367-1132

Date of Organization: 1953

Tom Hotchkiss, *Producer, Writer, Director*

Leland Fowler, *Director of Photography*

Gweneth Baker, *Editorial Services*

SERVICES: Motion pictures, FACILITIES: Mobile unit, sound studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Secret's In The Sun* (Calif. Raisin Advisory Board); *In Service to Health* (J. T. Posey Co.); *For the Rest Of Your Life* (Uniroyal, Santa Ana); *P.C.A. The Target* (Pacific Cement and Aggregates); *It's Fresh-R-Ized* (Oxytrol Div., Occidental Petroleum Corporation).

STACY KEACH PRODUCTIONS

12240 Ventura Boulevard, Studio City, Calif. 91604

Phone: (213) 762-0966 — 877-0472

Date of Organization: 1948

Stacy Keach, *President*

Mary Keach, *Vice President*

Janet Maniscalchi, *Executive Secretary*

SERVICES: A Complete service devoted exclusively to the production of top quality commercial and industrial theatre. Motion pictures, filmstrips, slide films, live presentations, meetings, stage presentations. FACILITIES: Complete motion picture facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: 1969 *Union/Pure Performance Trails; Because of the Number of Us.* (Union Oil Co.); *Play It Cool; Ground Evacuation for 720; Ground Evacuation for the 707; Ground Evacuation for the 737* (Western Airlines); *Santa Barbara Reports, Part 1; Santa Barbara Reports, Part 2* (Union Oil Co.); *Squirt Fair* (Squirt Co.); *The Wide World Of Carnation* (Carnation Co.); *Here's How; Case for Squirt* (Squirt Co.).

LANE FILMS

6115 Selma Avenue, Hollywood, Calif. 90028

Phone: (213) HO 4-6831

Date of Organization: 1959

William R. Lane, *Producer*

Mary Lou Lane, *Associate Producer*

SERVICES: Design and production of audio-visual marketing and training programs for industry; motion picture production in 16 and 35mm, sound & slidefilms, TV films and commercials. FACILITIES: Complete production and post production facilities for studio or location.

LORI PRODUCTIONS, INC.

9100 Sunset Blvd., Los Angeles, Calif. 90069

Phone: (213) 274-0839

Date of Organization: 1962

Jack Whipper, *President*

Pat O'Sullivan, *Executive Producer*

Bob Touchstone, *Executive Producer*

Ray Laurent, *Production Supervisor*

Ronald Peterson, *Writer-Director*

Beverly Witt, *Office Manager*

Dave Harrington, *Production Assistant*

Mel Kregger, *Accounting*

SERVICES: 35/16mm motion picture production and film services. Slidefilms, commercials, theatrical, industrial and business films. FACILITIES: Creative department, studio, titles, animation, camera and sound equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Here Comes The Circus* (Walter Reade-Sterling); *A Better Road Ahead* (Atlas Rubber Co.); *Full-Depth Asphalt Pavement* (The Asphalt Institute); *Your Obedient Servant* (Bell Telephone); *A Common Denominator* (National Academy of Sciences); *Semi-Pave* (Witco Chemical); *Slender* (Carnation Co.); *The Magical Informer* (American Motors).

GENE LESTER PRODUCTIONS

12642 Ventura Blvd., Studio City, California 91604

Phone: (213) 769-6160

Date of Incorporation: 1946

Gene Lester, *Producer/Director*

Burt Wenland, *Associate Producer*

SERVICES: Complete production or any part thereof FACILITIES: 35mm Arriflexes, 35mm magnetic sound, 2 16mm Auricons w/magnetic sound. Separate 16mm mag. and optical recorders and re-recorders. 16mm Moviola, Mag and optical projection, small stage and still gallery.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Summer Odyssey* (theatrical); *Camcra-16* (pilot for TV).

LYCEUM PRODUCTIONS

2605 N. Lake Avenue, Box 487, Altadena, Calif. 91001

Phone: (213) 681-7535

Date of Organization: 1966

Mark Pines, *Producer*Larry Harmon, *Photographer*

SERVICES: 16mm industrial and educational production; producers of business and educational filmstrips, records, study prints. FACILITIES: Arriflex, 16mm editing equipment; complete still photo facilities; Ascor 600 and 800 speedlights. Separate color lab. Full kitchen for food photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Air We Breathe* (Perkin-Elmer AeroSpace Systems); *The Exciting World of Citizen's Band Radio* (Pace Radio). FILMSTRIPS: *Salad Secrets from California* (Lawry's Foods); *Hamburger . . . Umpteen Different Ways* (Hunt-Wesson, series of four); *Sea, Sand & Shore* (Lyceum, series of 3 and record); *Tahiti Is My Island* (Lyceum, also record); *Honeypower* (Calif. Honey Advisory Board/Lyceum, plus record).

MPO-TV of California, Inc.

800 No. Seward St., Hollywood, Calif.

Phone: (213) HO 6-3341

Mel Dellar, *Vice-President*

(For complete listing see New York City)

NATIONAL TELEVISION NEWS, INC.

6115 Selma Avenue, Hollywood, Calif. 90028

Phone: (213) 461-2861

Branch Office: 560 West Eight Mile Rd., Detroit, Mich. 48220, Phone: (313) 541-1440

Date of Organization: 1961

Howard Back, *President*James O'Donnell, *Vice President*Susan Sherman, *Production Manager*Betty Gunther, *Operations Manager*

SERVICES: Planning, production, distribution of newsfilm for business and industry; production of syndicated TV series; TV public relations counseling; preparation and distribution of TV sportsfilm, women's features, editorial matter, radio newstape and related material. FACILITIES: 16/35mm production and editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: TV Specials *Outlook '70* (Chrysler Corp./Bank of America/Scott Paper Co./N. America Rockwell Corp./Jervis B. Webb Co.); *You and The Economy* (American Tele. & Tele./International Milling Co./Frigidaire Div. of General Motors Corp./Allied Van Lines); *Orientation Film* (Vanda Cosmetics); *Vitalevision* (WWJ-TV); *Management Club* (Frigidaire). NEWSFILMS: American Bankers Association; American Medical Association, American Petroleum Institute; American Tele. & Tele.; Armo Steel Corp.; Atlantic Richfield Co.; Automobile Manufacturers Assoc.; Bank of America; Buick; Cadillac; J.I. Case; Chevrolet; Champion Spark Plug; Chrysler Corporation; Chrysler Plymouth Div.; Dodge Division; Essex International Lederle Laboratories; Michigan Bell Telephone; Volkswagen; Weyerhaeuser Co.; Xerox Corp. TV COMMERCIALS: Dodge Div. Chrysler Corp.

Fred A. Niles Communications Centers, Inc.

5545 Sunset Blvd., Hollywood, Calif. 90028

Phone: (213) 462-7311

Paul Johnson, *Vice President*Lionel Grover, *Vice President*

(See complete listing under Chicago area)



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

NYE CURTIS ASSOCIATES

1111 North Las Palmas Avenue, Hollywood, California 90038

Phone: (213) 467-1101

Date of Organization: 1965

Bob Nye, *Partner*Cally Curtis, *Partner*Milton Robinson, *Producer*Jan Hackley, *Traffic Supervision*Tom McHugh, *Head Cameraman*Connie Davis, *Treasurer*Bill Holmes, *Editorial Supervisor*Jim Hahn, *CASTING*

SERVICES: Industrial, commercial, education, training, and sales film, 16/35mm color and b&w. FACILITIES: Research, script writing, editing, casting . . . specialist in location filming.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *What's In A Name* (Flour Corp.); *I Wish I'd Bought It Then* (Pacific Indoor Advertising); *You* (Proctor & Gamble); *Count On Me* (Industrial Management Systems). TV COMMERCIALS: For Proctor & Gamble; Burger Beer, HEB Stores, General Mills, Polaris, Hormel.

PARTHENON PICTURES

2625 Temple Street, Hollywood, Calif. 90026

Phone: (213) DU 5-3911

Date of Organization: 1954

Charles (Cap) Palmer, *Executive Producer*David Bowen, *Producer-Director*Audrey Kaczynski, *Executive Asst.*

SERVICES: Films for business and education; TV documentaries. VIDICOM-8 Division markets "Private Eye" mini projector, and makes short films for 8mm release. FACILITIES: Sound stage with offices, craft rooms, and projection theater adjoining. Full professional equipment in camera, sound, lighting, editorial and projection: 35mm, 16mm and 8mm. Access to all Hollywood resources.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Dial V For Votes* (Pacific Telephone); *Post Office Vehicle Safety Evaluation* (Digitek Corp.); *The Research Environment In Industry* (Upjohn Co.); *Baseball Coaching* series; *You . . . Opinion Maker* (Purpose Film Center).

PICTURES FOR BUSINESS

Box 2308, Hollywood, Calif. 90028

4321 Kling St., Burbank, Calif. 91505

Phone: (213) 849-1051 843-5533

Date of Organization: 1951

Bill Deming, *Executive Producer*Ann Deming, *Producer-Director*

SERVICES: Motion pictures and slidefilms for business and government. TV program production and packaging (live and film). Animated and live TV spot production. Consultation and creative planning service. FACILITIES: Studio and location equipment; animation department, complete from planning through photography.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Inerting #3* (Parker Aircraft); *Western Auto for Bautzer Prod.*; *Special photography for Rohm & Hass*; *The Immodco System*; *B&J Cementing* (John Ramsey Advertising); *Man's Most Magnificent Machine* (Data Processing Management Assoc.); *HEBH - Auto Shop Safety* (So. Calif. Regional Occupational Center). FILMSTRIPS: *Service & Savings By The Tankful* (Arthur C. Withrow Co.); *The Five Well Plan* (Wofford Oil Co.); *The Orthion Table* (Universal Medical); *The P & C Profit Story* (Pendleton Tool Industries); *Fuel Tank Safety* (Parker Aircraft); *EDP Accounting System* (Parex); *Shorter Than Short* (ACS). TV COMMERCIALS: *Copper Penny* (International Industries).

**LOS ANGELES AREA****PLAYHOUSE PICTURES**

1401 N. LaBrea Ave., Hollywood, Calif. 90028

Phone: (213) HO 5-2193

Date of Organization: 1952

Adrian Woolery, *President*Mary Matthews, *Secretary/Treasurer*Ted Woolery, *Studio Manager*

SERVICES: Production of live action and animated industrial, educational and entertainment films and TV Commercials. FACILITIES: Complete creative and production staff for 16/35mm color and B&W films from story to final cut.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Sonar Series, 5: Degaussing* (U.S. Navy); *How We Feel About Sound* (Playhouse Pictures). TV COMMERCIALS: *Pete and Harry, 5* (Erwin Wasey Inc.); *Recruiting, 8* (U.S. Navy).

POTPOURRI PRODUCTIONS

4528 Stern Avenue, Sherman Oaks, Calif. 91403

Phone: (213) 986-1626

Date of Organization: 1969

Tom Rettig, *Producer/Director*Jerry Brandow, *Production Manager*Jack Beckett, *Cinematography*Dennis Merzon, *Sound*Joey Vieira, *Musical Director*Darlene Rettig, *Office Manager*

SERVICES: 16 & 35mm motion picture production for TV Commercials, business, and theatrical. Inception and development of complete advertising campaigns. Creative opticals and effects. FACILITIES: Complete production and post-production for 16 and 35mm motion pictures, including sync-sound.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Underwater Fun* (Healthways); *Starmaker* (National Cosmetics); *Beauty Power* (Lapin Bors.); *Local Law Enforcement* (State of Kansas); *Nuts and Bolts* (Merzon Aircraft Corp.). TV COMMERCIALS: *Motel Managers Training School*; *Apartment Managers Training School*; *Galen College of Medical and Dental Assistants*; *National Cosmetics*; *Lapin Schools of Beauty* (William & Mary Advertising); *Wallichs Music City* (Asher/Gould Advertising/R. H. Buss Co.); *Healthways* (Pedersen Advertising).

PRICE FILMMAKERS, INC.

3491 Cahuenga Blvd., Hollywood, Calif. 90028

Phone: (213) 467-2124

Date of Organization: 1965

Gerald Price, *President*Christine Kevin, *Advertising & Research Director*

SERVICES: Motion pictures, industrial films, educational films, TV documentaries. Creative department, animation department distribution department, advertising department. FACILITIES: 16mm editorial equipment; 16mm and 35mm sound recording and transfer equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *Hear - It Takes Two* (Price Associates.)

PURPOSE FILM CENTER

2625 Temple Street, Los Angeles, Calif. 90026

Phone: (213) 355-3913

Date of Organization: 1968

Charles Palmer, *Executive Producer*Audrey Kaczynski, *Promotion Mgr.*

SERVICES: Remaking and adapting sponsored

LOS ANGELES AREA:

films for print sale and rental, specializing on business subjects and youth sports.
(See complete listing under Parthenon Pictures)

PYRAMID FILM PRODUCERS

412 Broadway, Santa Monica, Calif. 90401
Phone: (213) 395-5200

Date of Organization: 1960

David Adams, *President*
Fred Hudson, *Director of Photography*
Ellen Adams, *Vice President*
Steve Craig, *Production Assistant*
Ken Rudolph, *Editing*

SERVICES: Production and distribution of educational films.

FACILITIES: Production; photography, sound editing, projection facilities. Distribution: facilities for U.S. and international distribution to education, industry and government.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Turned On* (United Artists); *Sound Off* (Adams Productions, Inc.); *The Sea* (Holt, Rinehart and Winston); *Energy; Home of the Brave* (Adams Productions, Inc.); *Flower Pow*; *Full Fathom Five*; *Trip to the Deep Blue World*; *Crest of the Wave*; *African Art*; *Israel: Past and Present*; *Airport*; *Moods of Motion*; *Dune Buggies* (self).

RAMPART STUDIOS

2625 Temple St., Los Angeles, Calif. 90026

Phone: (213) DU 5-3911

Date of Organization: 1955

Charles Palmer, *Executive Producer*
Audrey Kaczinski, *Executive Asst.*
Iona Harrison, *Manager*

SERVICES: Operates as service producer on subcontract for primary producers, specializing in "photoplay" studio-type work under IATSE union conditions, narration recording, and "pick-ups" of Hollywood actors for Eastern producers. FACILITIES: Sound stage with scene dock; insert stage; optical room; dressing rooms; projection theater and offices. Stage available for rental; extra large Imbo eye's.

RECENT PRODUCTIONS AND SPONSORS

PRODUCER SERVICES: for Parthenon Pictures; Bay State Film Productions Video Films, Canadian Broadcasting Corp., Willard Pictures.

REEL/3

(Richard Earle Spies & Associates)

8439 Melrose Ave., W. Hollywood, Calif. 90069

Phone: (213) 653-0630

Date of Organization: 1963

Richard Earle Spies, *Executive Producer*

SERVICES: Production of animated and special-effects motion pictures. Attention to concept and highly-detailed execution are part of our specialization in the field of technical & expository films. Consultation and writing services. FACILITIES: Complete animation and graphics studio. Complete film production capability and equipment for photography, sound and editorial functions, 16mm and 35mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: CBS News Coverage of Apollo 9, 10, 11, 12; *Man On The Moon*; (CBS News); *Origin of Tektites* (NASA/Ames Laboratory).

REELIFE PRODUCTIONS

1809 Via Visalia, Palos Verdes Estates, Calif. 90275

Phone: (213) 375-0533

Date of Organization: 1938

Robert W. Allen, *President & Producer*
Russell W. Ware, *Vice President & Producer*
Robert S. Allen, *Cinematographer*

Mrs. LaVerne Allen, *Treasurer*
Mabel Grimes, *Secretary*
Mrs. Lois Ware, *Corr. Sec. & Script.*
Dale Jensen, *Technician*

SERVICES: 16mm color documentary, educational and industrial motion pictures. Creative scripting, cinematography and editing. FACILITIES: Arriflex cameras, Colotron lighting, cutting room, shooting stage in construction.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Careers In Cosmetology*; *Careers in Business*; *Men's Hair Styling As Your Career* (Milady Publishing Corp.); 1 to 1 (California Orange Coast College District); 1 to 1 (Drargi Coast College); *Westminster* (Westminster, California).

RIVIERA PRODUCTIONS

6610 Selma Ave., Hollywood, Calif. 90028

Phone: (213) 462-8585

Date of Organization: 1947

Branch Offices: Ohio: 3303 Rumson Rd., Cleveland. Phone: (216) RE 1-6076. Pat Rancati, *Eastern Representative*. Wisconsin: 340 Westmoor, Brookfield (Milwaukee). Phone: (414) SU 2-8815. Robert Zens, *Midwest Representative*.

F. W. Zens, *Executive Producer*

Leif Rise, *Associate Producer*

Cliff Bertrand, *Associate Manager*

SERVICES: Complete motion picture production from script to final prints for industrial, educational, public relations, advertising, sales, medical, religious, technical, theatrical motion pictures. TV programs and spots. FACILITIES: Executive office; studios; editing rooms; projection room; sound recording and mixing. Location equipment, musical and sound effects library.

RECENT PRODUCTIONS AND SPONSORS

(Production activities during 1968 limited to feature film production services for other producers. Again active in business film production during the current year.)



ROCKET PICTURES, INC.

1150 W. Olive Ave., Burbank, Calif. 91506

Phone: (213) 849-6078

Date of Incorporation: 1943

Dick Western, *President*
John Russo, *Vice-President, Sales*
Don Bartelli, *Vice-President, Production*
Kay Shaffer, *Secretary-Treasurer*

SERVICES: Creators and producers of ready-made and custom made communications for business and industry, advanced and adult education. Areas include recruiting, training, selling, public relations. Media utilized: filmstrips, records, tapes, motion pictures, manuals, booklets, charts — from idea thru completion. FACILITIES: Own building with shooting stage, art, writing, camera, editing, and distribution facilities under one roof.

RECENT PRODUCTIONS AND SPONSORS

SLIDEFILMS: *Shouldn't You Know?* (DuBois Chemicals); *Creative Selling*; *The Attitude That Creates Business*; *What Do You Sell?*; *Are Prospects Different*; *By-Passing Sales Resistance*; *Close Isn't Closed* (Better Selling Bureau); *What's The Difference?*; *Your Prospects For Success*; *Make It Worthwhile*; *What Will You Do For Me?*; *Creating A Salable Listing*; *Keeping Them Happy* (Title Insurance & Trust Co.)

F. K. ROCKETT PRODUCTIONS, INC.

5451 Laurel Canyon Blvd., North Hollywood, Calif. 91607

Phone: (213) 985-1090

Date of Organization: 1924

Thomas H. Cole, *President*
Dixon Q. Dem, *Secretary & Treas.*
Jay Loughrin, *Executive Producer*

A. P. Price, *Sales Mgr.*
Sharon Mason, *Office Mgr.*

SERVICES: Motion picture and filmstrip production services from scripts to answer prints. Live action & animated TV commercial. Specializing in public service, sales and training, and educational films for industry and government. FACILITIES: Equipped for all phases of film production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Yeats Country* (Eversharp); *The Second Two Hundred Years* (Calif. Bicentennial Commission); *The Wesley Powell Story* (Lake Powell Broadcasting); *Racing — 1969* (Goodyear); *Great American Skiing* (International Ski Corp.).

ROSE-MAGWOOD PRODUCTIONS, INC.

948 N. Cahuenga, Hollywood, Calif. 90038

Phone: (213) 466-8561

(See complete listing under New York City).

JACK ROURKE PRODUCTIONS

3805 W. Magnolia, Burbank, Calif. 91505

Phone: (213) 845-3709, 849-4911

Date of Organization: 1946

Jack Rourke, *President*
Jack Meakin, *Vice President & General Mgr.*
Merle Kinney, *Production Manager*
Henry Edwards, *Publicity & Promotion*

SERVICES: Complete or partial services for 16 and 35mm audio-visual productions; idea development, planning to completion; documentaries, TV commercials, TV "specials", etc. FACILITIES: Equipped for writing, photography, editing, music scoring, sound recording & dubbing; 16 and 35mm screening rooms and sound stage, fully staffed.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Arthritis Telethon* (Southern Calif. Chapter of Arthritis Foundation); *Richard Nixon* statewide & coast-to-coast "specials" (Nixon-Agnew Committee); *The Glen Campbell Show*; *The Sam Yorty Show* (Multiple sponsors); *Great Moments in Music* (Len Carl Advertising)

SHOWEST

3425 Cahuenga West, Hollywood, Calif. 90028

Phone: (213) 464-7587

Date of Organization: 1968

David Parlour, *President, Producer/Director*
Karl C. Braun, *Secretary/Treasurer*

SERVICES: Full Production services from concept to completion. Own editorial staff, staff writers, directors — all personnel, many years professional experience in major studios. FACILITIES: Large office building, editorial offices, screening rooms, etc. All production facilities including creative division.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Vocational Guidance Educational Series* (Doubleday).

RICHARD J. SOLTYS PRODUCTIONS

1615 W. Burbank Blvd., Burbank, Calif. 91506

Phone: (213) 843-0373

Date of Organization: 1960

Richard J. Soltys, *Executive Producer*

SERVICES: Documentary and industrial motion pictures in 16mm, such as public and employee relations, sales training and TV films. From research and script to delivery of release prints. TV commercials. FACILITIES: Own building with editorial department, offices, projection, photographic and sound equipment for studio or location shooting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Changing River* (International Reservations Corp.); sale films un-

titled for (Idaho State University). SLIDEFILM: *People Who Help People* (AID United Givers). FILMSTRIPS: AN/AQS-13 (Bendix Corp.). TV COMMERCIAL: Sea Mist China (Ayer-Jorgensen Macdonald, Inc.).

SPI Television Center

5533 Sunset Blvd., Hollywood, Calif. 90028
Phone: (213) 466-4309 TWX: 910-321-3036
Dean Gilmore, *Production Head*
(See complete listing under San Francisco Area)

SUNBURST FILMS, INC.

7466 Beverly Blvd., Los Angeles, Calif. 90036
Phone: (213) 938-9139
Date of Organization: May, 1967
Richard Siegel, *President, Producer-Director*
Norman Siegel, *Vice President, Producer-Director*
Stuart Galbraith, *Secretary-Treasurer*

SERVICES: Educational and sponsored films FACILITIES: Production offices, editorial and projection facilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Six educational films. Careers in: Mechanics, Medicine, Education, Agri-Business, Technical Industries, Manufacturing, (Doubleday).

Sun Dial Films, Inc.

16036 Tupper St., Sepulveda, Calif. 91343
Phone: (213) 894-6291
Carl V. Ragsdale, *President*
Frank Coughlin, *Exec. Producer in charge*
(See complete listing under New York City Area)

JOHN SUTHERLAND PRODUCTIONS, INC.

8425 W. Third, Los Angeles, Calif. 90048
Phone: (213) 937-2822
Date of Incorporation: 1943
John E. Sutherland, *Chief Executive Officer*
Dan E. Weisburd, *Exec. Vice President*
Jack Ferrucci, John W. Sutherland, Thomas P. Kelly, Jr., *Vice Presidents*

SERVICES: Complete production of live-action and animation films from research and script development through release printing. Industrial, documentary, public relations, sales promotion and educational films. FACILITIES: Complete 16mm and 35mm live action and animation production and editing equipment, including cameras, lighting, sound recorders, projection equipment, moviolas, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *A Sense of Hearing* (AT&T); *It's All Mine* (American Bankers Assoc.); *Where It's At*; *Climb, Baby, Climb* (Office of Economic Opportunity - Job Corps.); Inner City Schools film (I/D/E/A-affiliate of the Charles F. Kettering Federation).

TECHNICAL COMMUNICATIONS, INC.

P.O. Drawer 67546, Los Angeles, Calif. 90067
Phone: (213) 273-1440
Date of Incorporation: 1955
Leon Vickman, *President*
Joel M. Kibbee, *Vice President*
Robert A. Stout, *Manager*, Dayton Operations

SERVICES: Preparation of total institutional systems, management information systems, audio-visual systems, and computer-based systems. FACILITIES: Los Angeles: 5,000 square feet, office, design and production facilities. Dayton, Ohio: 111 West First St.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Firefighting Aboard Aircraft Carriers*; *Principles, Organization, Equipment*; *Fighting Fire On The Flight Deck*; *Fighting Fires On The Hanger Deck*; *DSRV - Rescue Beneath The Sea* (U.S. Navy). FILMSTRIPS: *Automated Management Systems* (TCI).

ROGER TILTON FILMS, INC.

241 West "G" St., San Diego, California 92101
Phone: (714) 233-6513
Date of Incorporation: 1954
Branch: 6640 Sunset Blvd., Hollywood, Calif. 90028. Phone: (213) 467-3191. Tom Mack, *Branch Manager*
Roger Tilton, *President*
Phillip R. Rosenberg, *Production Supervisor*
Mickey LeBeau, *Comptroller*

SERVICES: Motion picture and filmstrip production. TV commercials: government and industrial films: live action and animation. FACILITIES: 60' x 60' sound stage, offices, editing rooms, theater (16/35mm), 16/35mm cameras, 100 K lighting, standing sets, full sweep cyc, vehicles.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Harmony of Nature & Man* (Washington State); *Bridge* (U.S.I.A.). TV COMMERCIALS: *Purr Cat Food* (Barnes Champ Advertising Agency); *3 Musketeers* (Ted Bates & Co.); *Reynolds Aluminum* (Clinton E. Franks Advertising Agency); *S.D.G. & E. Co.*; *Excursion*; *Dryer* (Phillips Ramsey Advertising Co.); *Cozy Cups* (Solo Cup Co.); *Penasquitos* (Reed-Miller & Vinson Advertising Co.); *Crusade* (United Crusade).

Roger Tilton Films, Inc.

6640 Sunset Blvd., Hollywood, Calif. 90028
Phone: (213) 467-3191
Tom Mack, *Branch Manager*
(For complete listing see San Diego, Calif.)

TRAVEL-8, INC.

308 N. Rodeo Drive, Beverly Hills, Calif. 90210
Phone: (213) 273-5891
Date of Organization: 1965
Carl W. Dudley, *President*
Dudley A. Warner, *Exec. Vice President*
Lee Christman, *Secretary-Treasurer*

SERVICES: Production and distribution of industrial-commercial films (Mainly in area of travel and transportation). FACILITIES: Offices, Editorial facilities, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Adventures East*; *Adventures West* (TWA); *Hawaii & The South Pacifics* (American Airlines); *Hawaiian Holiday* (Continental Airlines); *Fly The Friendly Skies Of United to Hawaii* (United Airlines); *Greece And Her Wonderful Islands* (United World); *Miniature World* (New Zealand Government); *Money Grows Here* (Southwestern Public Service Co.); *Ports Of Paradise* (Matson Lines); *Alitalia Vacation Tours* (Alitalia Airlines); *Men Against The Ice*.

JOHN URIE & ASSOCIATES

(Rhinos Productions-Aerius Production)
5831 Sunset Blvd., Los Angeles, Calif. 90028
Phone: (213) 466-7701
Date of Organization: 1959
John Urie, *President*
Richard Urie, *Vice President*
Don Riedel, *Production*
Ahmed Lateef, David Impastato, *Directors*

SERVICES: Creating and producing TV commercials, institutional and industrial films, motion pictures, television tape and film shows. FACILITIES: Production offices, editorial facilities, 2 sound stages, animation department and print sales division.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: *Fresca* (Fresca Marschalk Co.); *Ice Capades* (Ice Capades); *Lincoln-Mercury Intro Campaign* (Kenyon & Eckhardt); *Levis Fashion Animation* (Honig-Cooper-Harrington); *Weyerhaeuser Campaign*



LOS ANGELES AREA

(Cole & Weber); *MJB Pied Piper* (B.B.D.&O.); *Englander Mattress, Crying People* (Altman, Bratrude & Soforth); *Datsun, Maestro* (Parke Advertising); *Kentucky Fried Chicken, Picnic* (Leo Burnett); *Sun Maid Raisin, Raisin Pal-ragler* (Erwin-Wasey).

Van Praag Productions, Inc.

1228 N. Vine St., Hollywood, Calif. 90038
Phone: (213) HO 2-2341
Don Bernarducci, *Studio Manager*
(For complete listing see New York City)

VISUALS UNLIMITED

(Doug George Associates)

1137 N. Cole Avenue, Hollywood 90038
Phone: (213) HO 2-2480
Date of Organization: 1954
Herber J. Huffman, *Production Manager & President*
Ernestine E. Huffman, *Office Manager*
Mal Weizer, *Art Director*
Burtill I. Carlson, *Staging & Projection*
Stephan D. Marsteller, *Repair and Service*

SERVICES: Motion pictures; slidefilms; slides; sales and meeting presentations; presentation equipment rentals and sales. FACILITIES: Completely equipped photographically; lighting; editing; art department; Teac and Roberts tape recorders; Closed circuit V.T.R., equipment repair and service shop.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Georgia Pacific Corp.* (69 Marketing Show); *Legend of Experience* (Wells Fargo Security Guard Service); *Training Series* (California Plant Protection); *Rounvue* (Barr Mfg. Co.); *Recruiting Film* (Overseas Services).

JERRY WARNER & ASSOCIATES

8615 Santa Monica Blvd., Los Angeles, Calif. 90069
Phone: (213) 655-4884
Branch Offices: Jerry Warner & Assoc., 145 E. 49th St., Suite 6C, New York, N.Y. 10017 Phone: (212) 355-1690 Elihu Winer, *Vice President*
Representatives: Washington, D.C.: Edgar G. Ford, 4413 Ridge St., Chevy Chase, Md. Phone: (301) 012-4206. St. Louis, Missouri: Daniel J. Brady, 2828 Willow, Granite City, Ill. Phone: (618) TR 6-2930
Date of Organization: 1952
Jerry Warner, *President Exec. Prod.-Dir.*
V. M. Warner, *Vice-President Treasurer*
Ed. R. Wodworth, *Vice President, Adminis.*
Joseph Snell, *Accountant*
Daniel Warner, *Camera Dept.*
Marilyn Warner, *Graphics*
Elihu Winer, *Vice President, Creative Dir.*
Richard R. Miller, *Producer, Director*
S. M. Gordon, *Producer-Director*
John Thiele, *Producer/Director*
Robert Gordon, *Editorial Supervisor*
Tova Gati, *Comptroller*
Ann Bellows, *Office Manager*

SERVICES: Planning, writing and production of industrial and sponsored motion pictures; TV commercials; live staging for industry, sales meetings, pageants, commemorative programs and government films. FACILITIES: Film, videotape sound stages, rehearsal stages, studio staff planning and creative writing departments, prop department, casting service, camera, lighting, location equipment, transportation, special effects, recording scoring and dubbing, laboratory supervision, editorial services.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Lipton People* (Thomas J. Lipton); *The Telephone Booth Mystery* (Frigidaire Div. of G.M.); *They Also Serve*

LOS ANGELES AREA:

(U.S. Navy); *Where The Girls Are* (USAF); *Desert Water* (U.S.I.A.); *Mission to Micronesia* (U.S. Dept. of Interior); *The Start of A Perfect Day* (Hunt-Wesson & Howard Johnson's); *Apollo* simulation/animations (CBS News); *The Voice of Command*; *Orestes*; *Radioactive Decontamination* (United States Navy); *800,000 Strong* (U.S. Post Office); *The Seventh Chair* (Small Business Administration). SLIDEFILMS: *Skini Mini* (Frigidaire); *The Answer Machine* (Security Pacific Banks).

WEXLER FILM PRODUCTIONS, INC.

801 N. Seward St., Los Angeles, Calif. 90038

Phone: (213) HO 2-6671

Date of Incorporation: 1961

Sy Wexler, *Owner-Producer-Director-Cameraman*

Helen R. Wexler, *Office Manager*

SERVICES: Educational and medical-educational motion pictures. Specialized services of 16mm and 35mm production, color printing, animation and equipment design. FACILITIES: Offices, art dept., animation camera, editing, projection room, 55' x 45' stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Human Herdity* (Brown Trust); *Happy Family Planning* (Wyeth Laboratory); *Evaluation of the Neuro-Otologic Patient* (Los Angeles Foundation of Otology); *Intra-Articular Injections* (Upjohn Company); *Defense of Life* (Will Burtin Inc.).

WONDERLAND PRODUCTIONS

2100 W. Magnolia Blvd., Burbank, Calif.

91506

Phone: (213) 842-7151

Date of Organization: 1957

Marvin Bryan, *Executive Producer*

Leslie Weiner, *Production Coordinator*

Norman Dean, *Sales Manager*

SERVICES: Production of motion pictures for business and industry throughout the U.S. 35mm and 16mm. All services, script to screen by permanent staff. FACILITIES: Company-owned location vehicles and aircraft for filming anywhere in North America with local service and prices. Hollywood studio, editing and production center, complete equipment, dubbing, music library, stock footage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Pollution? Solution!* (American Standard); *Automation Industries: A Profile* (Automation Industries); *West Point* (U.S. Military Academy); *Ballet Folklorico* (National Ballet of Mexico); *Rodeo 1969* (Los Angeles County Fair Assoc.).

Other California Cities

CYPRESS FILMS

P.O. Box 4872, Carmel, Calif. 93921

Phone: (408) 624-5005

Date of Organization: 1965

Richard Avila, *President*

Eleanor Avila, *Vice President*

Jane Fitz Randolph, *Script Writer*

SERVICES: Complete motion picture services, including simple animation - Specializing in educational films. FACILITIES: Complete facilities for the production of 16mm motion pictures.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Dream That Became California*; *Pacific Neighbor States: Part #1*; *Pacific Neighbor States: Part #2*. *Hidden Hills* (Hidden Hills Development Co.).



this symbol over a producer's listing in these pages refers to display advertisement in this 20th Production Review issue.

PANORAMA FILM PRODUCTIONS

645 Park Avenue, San Jose, California 95114

Phone: (408) 286-5295

TWX: 910-338-0157

Date of Organization: 1969

Date of Incorporation: 1969

Allen T. Gilliland, *President*

Donald Dulmage, *Vice President, General Manager*

Jan Morgan, *Secretary*

Phillip Schloeder, Jr., *Treasurer*

Robert Hoffeldt, *Sales Development Manager*

Jim Bishop, Jr., *Cameraman, Editor*

Darla Belshe, *Editor*

Edwardo Grigg, *Foreign Language Producer, Director*

Warren Lamm, *Art Director*

Bob Latham, *Chief Engineer*

Fred LaCrosse, *Public Relations Director*

SERVICES: Complete motion picture film production services including client consultation, estimates, script research and writing, filming, processing, sound recording and mixing, editing and printing, film commercial still photography. FACILITIES: The facilities and equipment of Panorama quality the firm as completely equipped for studio or location 16mm filming. Facilities include a 40' x 60' studio, conference and screening room with interlocking projection and three editing benches including a Moviola Editor. Portable gear all encased and ready for immediate travel include Nagra sound recorders, Eclair and Arriflex 16mm cameras and lightweight quartz lighting equipment. To complete the facilities, Panorama also has station wagons equipped with shooting platforms and generator for light power.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *KNTV Story* (Blair Advertising); *Santa Clara County Natl. Republican Party* (Fund Raising); *This is Cable TV* (San Jose Cable TV). SLIDEFILMS: *San Jose State College* (Athletic Dept. Fund Raising); *Pacific Telephone & Telegraph*; *San Fran-Jose* (KNTV). TV COMMERCIALS: *Burgermeister Beer Spanish* (Schlitz Brewery/Post, Keys and Gardner); *Frontier Village* (Darient, Russel and Hill).

SCOPE PRODUCTIONS, INC.

1616 W. Shaw, Suite B, Fresno, Calif. 93705

Phone: (209) 224-1282

Date of organization: 1966

Robert B. Beeching, *President*

B. Preston Willhite, *Vice President*

Thomas R. Hurley, *Vice President*

P. McKim, *Secretary/Treasurer*

SERVICES: Consultation, original scripting, graphic design, sound recording, still photography, TV and motion picture production. FACILITIES: Studio, in-house print shop, film processing, film editing, multi-media presentations.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Preschool Primer* (Donna Productions); *Elementary Science Programs* (Scope Productions). SLIDEFILMS: *People Game* (Pacific Standard Life); *Public Information Program* (Fresno Redevelopment Agency). MULTI-MEDIA: *Fresno Fair Presentation* (Fresno Learning Center.).

PACIFIC NORTHWEST

OREGON

DOT DOTSON'S, INC.

1668 Willamette, P. O. Box 952, Eugene, Oregon 97401

Phone: (503) 342-3617

Date of Organization: 1931

B. Dot Dotson, *General Manager*

John Dotson, *Sales Manager*
Jim Dotson, *Plant and Technical Supervisor*
Bruce Nidever, *Advertising & Sales*
Dan Pelletier, *Audio-Visual & Film Producer/Director*

SERVICES: Commercial film and photo service, 16mm and strip film production service, script-writing, recording, sales and equipment repair. Business printing, market research, budgeting, motion analysis. A & B editing. Title art and title production. Internegative for Super 8 printing. FACILITIES: Cinema-Beaulieu and Bolex DS sound, mobile unit, still b & w or color photography facilities, recording studio, storyboard, layout, artwork, strip-film animation (Emby camera). Complete editing and cutting, track mixing and recording. Various still cameras for 35mm slide originals, with full optical capabilities.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Holt Adoption Program* (Holt Adoption Program, Inc.); *Aqua-Darting* (Century Mfg. Corp.); Technical footage (Computerized Laser Systems, Inc.); *Planned Parenthood of Lane Co.* TV COMMERCIALS: *Lawn Boy-Pioneer Saws* (Ramsey-Waite Co.).

GREEN/SMITH ADVERTISING

1176 West 7th, Eugene, Oregon 97402

Phone: (503) 343-2548

Date of Organization: 1963

Ben H. Smith, *President, General Manager*

Beverly Green, *Regional Accounts*

Russell Morgan, *Creative Director*

Roy Feiring, *Writer-Producer*

William H. Green, *Sound Director*

SERVICES: Advertising, public relations, industrial, education and training motion pictures;

In January . . .

The
**BUSINESS
SCREEN**

**1970
FILM
FESTIVAL
PLANNING
GUIDE**



TV commercials and programs; sound slidefilms, scripting, artwork, titling, cleared music. **FACILITIES:** 8mm sales-aid films for use with any recognized rear-screen or projection equipment. Animation production. On-location mobile film unit for 16mm b&w and color films and 35mm slide originals. Complete cutting room, track mixing and recording on double-system interlocked recording projector, with 9 recording combinations. Westrex-recorded density tracks. Facilities also for 8mm sales-aid films for use with Technicolor or Fairchild sound equipment.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES *The Choice Is Yours* (Ed Grimes). **TV COMMERCIALS:** Home Savings and Loan; Holiday Dodge; Murphy Motors; Darigold Dairy Farms; Barket Motors.

**NORTHWESTERN INCORPORATED
 MOTION PICTURES & RECORDINGS**

011 S.W. Hooker St., Portland, Ore. 97201

Phone: (503) 224-3456

Date of Organization: 1953

Robert M. Lindahl, *President*

Sheldon Goldstein, *Vice-President*

MacDonald MacPherson, Fred Gierman,

Scripts

Fred Miller, *Director*

Douglas Sterrett, *Camera Dept.*

Michael Carter, *Recording Supervisor*

Bud Tramill, *Director*

Shannon Prince, *Office Manager*

Anker Rasmussen, *Editing Supervisor*

Ed Potts, *Sales Manager*

John Mincey Jr., *Cameraman*

SERVICES: Public relations; sales; industrial and training motion pictures; medical films, TV commercials and programs; sound slidefilms; multi-media slide film presentations or motion picture with digital programmers; scripting, and storyboards; artwork, animation, titling, scoring. Can provide a complete film service or any part thereof for independent producers. **FACILITIES:** 16mm and 35mm photography, Dynalens image stabilizer system for aerial photography, remote trucks, lighting and generators. Moviola editors, cutting rooms, animation stand and camera, music and sound effects library, 5 channel interlock projection system, 16mm and 35mm theatre, Sound recording in 1/4", 1/2" or 16mm plus disc recording, all solid state Altec consoles with multi-channel Ampex.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Wool, From Fleece to Fashion* (Pendleton Woolen Mills); *Control of The Columbia* (Corps of Engineers); *Fashion, The Career of Challenge* (Bassist Fashion Institute); *We Still Have Time* (United Good Neighbors); *A Big Difference* (Hyster Co.). **SLIDEFILMS:** *Investment Opportunity* (Great Republic Corp.). **TV COMMERCIALS:** Blue Cross of Oregon; Georgia Pacific Corporation (McCann Erickson Inc.); Franz Bread (Geyer-Oswald); Timberline Rim (Heims and Turtledove Adv.); Equitable Savings and Loan (Gerber Adv.); Northwest Schools (Soma Adv.); Montana Bank (Wendt Adv.); 1969 Campaign (United Good Neighbors.).

SUNSET FILMS, INC.

915 NW 19th St., Portland, Ore. 97209

Phone: (503) 224-6200

Date of Organization: 1965

William H. Sturdevant, *President*

Fred L. Delkin, Jr., *Vice President*

Richard Blakeslee, *Cameraman/Editor*

Freda Vinikow, *Office Manager*

SERVICES: Industrial films, documentaries, educational films and TV commercials. **FACILITIES:** Complete production studio, animation department, dubbing stage, shooting stage, complete motion picture sound department.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Clipped By A Computer* (Morvue Electronics); 1969 *Line Introductions*

(3) (Jantzen, Inc.); *Difficulties in Womans Gymnastics* (Sunset Films, Inc./ Pacific University); *Linda* (Rehabilitation Institute of Oregon); *Tune In, Turn On & Smile* (Jantzen, Inc./Eastman Kodak United Air Lines/Coca Cola Co.). **SLIDEFILMS:** *Live With Lustra Life* (Dorfile, Inc.).

WASHINGTON

CAMERON FILM PRODUCTIONS COMPANY

222 Minor Avenue North, Seattle,

Washington 98109

Phone: (206) 623-4103

Date of Organization: 1955; Inc.: 1967

Richard W. Cameron, *President-Producer*

L. H. Zwilgmeyer, *Vice President, Director-Chief Editor*

Donald Egerstrom, *Chief Cameraman*

Buela Armstrong, *Film Librarian*

SERVICES: 16mm and 35mm sales, advertising, public relations and training motion pictures; shorts. All services from initial research to final utilization. **FACILITIES:** 16mm and 35mm cameras for normal, wide-screen and anamorphic photography; 16mm and 35mm animation and stop-motion camera, wide-angle through telephoto lenses, also 16mm zoom lens; Magnasync and 1/4" pulse sync sound systems for studio or location. 2500 sq. ft. shooting stage; Studio; screening room; 16mm and 35mm editing equipment; dubbing equipment with optical and mag. playback; 16mm sync magnetic interlock equipment. Music library; studio; location lighting; grip; transportation equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Waste Away* (U.S. Dept. of Health, Education & Welfare); *Simpson Products* (Simpson Timber Co.); *Chloride Test* (Regional Medical Program of Washington and Alaska); *Athletic Recruiting Film* untitled (University of Washington); *747 Rollout*; *747 Program Status* (The Boeing Company).

COFFIN/CHRISTENSEN FILM PRODUCTIONS

619 E. Pine St., Seattle, Washington 98122

Phone: (206) 325-5920

Date of Organization: 1966

James L. Coffin, *Partner*

David G. Christensen, *Partner*

Larry G. Nelson, *Production Manager*

Bente Woodruff, *Animator*

Kurt Beardslee, *Designer*

Phyllis Roberts, *Musical Director*

Candy Close, *Office Manager*

SERVICES: Animated and live action motion pictures and filmstrips; underwater photography and ski footage. **FACILITIES:** Complete animation capability, including 16mm Acme system animation stand with Acme camera. Computer calculated camera moves. Live action capabilities including 46 ft. location yacht. Complete editing facilities including 16/16 Moviola. Xerox produced animation cels.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Binary Operations and the Commutative Property*; *Associative Property*; *Distributive Property* (Carl B. Allendoerfer); *Multiply & Divide*; *The Cartesian Product* (Mathematical Association of America); *The Investment Annuity* (First Investment Annoity Co. of America); *Farrell's* (Farrell's Ice Cream Parlour Restaurants/David W. Evans Associates); Three student films (Coffin/Christensen/Burnley School of Professional Art); *Come To The Mountain* (Rainier Brewery/McCann-Erickson Agency). **SLIDEFILMS:** *4th and Spring Treatment* (Pacific Northwest Bell Telephone Co.); *Ski Safety In Action* (National Ski Patrol, Northwest Region); *People, Animals, and the Land Series: How Are People and the Animals Alike?*; *How Are People and the Animals Different*; *How Do People and Animals Com-*

municate?; *How Do Animals Use the Land?*; *How Are People Different?*; *How Do People Use The Land?*; *Why Do We Have Words and Names?*; *How Do Rules Help Us?*; (Treiber Films and Filmstrips); *First-Aid Firsts Series: To Save A Life*; *Stop The Bleeding*; *Start The Breathing*; *Shock!* (Treiber Films and Filmstrips). **TV COMMERCIALS:** *Ballerina* (Fred Meyer/Cole & Weber, Inc. Agency); *The Race* (Homelite Chain Saws (Harris/Soderberg/Cleveland Advertising Agency); *It's Farrell's Time* (Farrell's Ice Cream Parlour Restaurants/David Evans & Associates, Agency); *UGN* (Lennen & Newell, Agency). **MULTI-MEDIA:** *The Paradigm Cube* (Pacific Northwest Bell); *A.I.D.* (Northwest Chapter American Institute of Designers).

LOUIS R. HUBER PRODUCTIONS

(Affiliate: Northern Films)

Box 9S — Main Office Station, Seattle,

Wash. 98111

Phone: (206) 282-6362

Date of Organization: 1952

Louis R. Huber, *President*

Lydia M. Huber, *Vice President*

Helen Bertram, *Secretary*

SERVICES: Educational, promotional and public relations motion pictures, 16mm color and B&W. Film researching, planning, script, narration editing. **FACILITIES:** Bell & Howell, and Eastman motion-picture cameras; Hasselblad, Rollei and Contax still cameras; wide assortment of lenses for all cameras; camera and equipment truck for extended field work. Magnasync recorder; multi-channel sound editing; high-fidelity tape recorders; music and sound-effects libraries; stock-film library.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *To Save A River*; *20,000 Years Ago*; *When Mountains Grew*; *Land on Edge* (Northern Films).

KING SCREEN PRODUCTIONS

Division of King Broadcasting Company

320 Aurora Avenue North, Seattle, Wash.

98109

Phone: (206) MU2-3555

Date of Organization: 1966

Bernard Roederer, *General Manager*

Peter D'Amelio, *Sales and Distribution*

Manager

Paul Preuss, *Production Manager*

James Mullins, *Research and Writing*

Supervisor

Ronald Rolla, *Post-Production Supervisor*

Mike Van Ackeren, *Chief Cameraman*

Ken Hansen, *Chief Sound Engineer*

Ralph McGrew, Dick Gilbert, Arthur Coburn,

Directors

SERVICES: Complete motion picture production facilities, both 16mm and 35mm, in studio and on location; educational, commercial, industrial, entertainment and documentary production for television, promotional, or theatrical release. Trained and experienced personnel in all areas of motion picture production, from scripts to soundtracks. **FACILITIES:** Among others: cameras (Eclair, Arriflex, Mitchell), sound recorders (Nagra III and IV), sound mixers (Magna-Tech, Estrex, 5 channel 16'35), camera mounts (McAlister crab dolly with Worrall head, western dolly with portable rails, boom car with 8' boom and front and rear platforms), trucks (two specially modified vans with roof camera platforms), generator (two 16kw), lights (just about everything), studio 45' x 25' x 14' stage, animation stand, carpenter shop, dressing rooms, editing rooms (4 Moviolas), projection rooms (Siemens, Bell & Howell, optical, mag track, and interlock), transfer and listening

PACIFIC NORTHWEST:

room (two music libraries and 17-hour sound effects library), and offices.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Rebels* '271; *Men At Bay*; *Parent Problem*; *Let's Learn Language*; *The Harmony of Nature and Man*; co-produced with Tilton Films.

MULTI MEDIA PRODUCTIONS

1200 Stewart Street, Seattle, Washington
9S101

Phone: (206) 624-S390

Date of Organization: 1954

Lew J. Lathrop, *President*
Lyle C. Thompson, *Vice President*
Ted R. Ward, *Vice President*
Richard G. Larson, *Vice President*
Willard R. Purves, *Vice President*
Greg L. Weston, *Secretary-Treasurer*

SERVICES: Motion picture production; industrial films; sales and training films, television commercials; slide films production, film strip production. Complete sound recording and record pressing. Advertising and commercial still photography. FACILITIES: 3000 sq. ft. sound shooting stage W/40 x 70 Ft. cyc Wall, Arriflex & Mitchell cameras, 100,000 watts of lighting, moviola editing, Ampex, Rangertone, Magna-sync Mag film equipment, 6000 ft. theatre. Facilities for interlocks, sync projection, and sound mixings. 1600 sq. ft. recording studio w/Ampex and custom 4 track recorders. 12 input 3 channel board. Custom High speed (up to 60 lbs.) tape duplicator w/Z3 slave units. Ascort studio strobe lights 35mm to 8 x 10 studio cameras. High speed continuous pakopak processor. Complete custom kitchen for food photos, set design department.

RARIG'S INC.

Film Production Division

5510 University Way, Seattle, Wash. 9S105
Phone: (206) LAkeview 2-0707

Date of Incorporation: 1946

Max H. Rarig, *President*
Edith A. Rarig, *Vice-President*
Robert J. Paulive, *Production Mgr.*

SERVICES: Public relations, sales promotion, industrial and training films, TV programs and commercials. Complete productions from idea to prints. Special services include: writing, directing, editing, recording, studio facilities, animation, mixing and original music. Complete underwater photography including 46-foot boat. FACILITIES: 16mm and 35mm Arriflex and Bell & Howell cameras, blimp, Westrex 16mm magnetic recording, sound stage, lighting equipment. Underwriter housings, marine exposure meters, underwater lighting equipment. Full permanent staff.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Plywood Safety* (N.W. Forest Industries Film Committee); *The Asroc Missile Loader* (Skagit Corporation); *Rock Churches of Byzantium* (Rarig Presentation Services, Inc.); *Octopus* (Marine Biology, University of W.N.); *Oceanography*: Series of 5 mp & associated Sound Filmstrips. (McGraw-Hill, Inc. & Rarig Presentation Services, Inc.).

The Guide You Need All Year Long

Extra copies of this 20th Annual Production Review are available by mail (while supply lasts) at \$2.00 each, sent postpaid when payment accompanies order. Better yet, order a year's subscription—and get BUSINESS SCREEN each month for only \$5.00 in the U.S. and Canada.

HAWAII

CINE-PIC HAWAII

1847 Pacific Heights Road, Honolulu, Hawaii
96S13

Phone: 5332677

Date of Organization: 1947
George Tahara, *Owner-Producer*
Lloyd Stone, *Writer*
Larry Grant, *Narrator*
Teri Tai, *Sound*
Tiki George, *Music Editor*
Don Detzer, *Director, Writer*

SERVICES: Complete 16mm production for motion pictures and TV. FACILITIES: Arriflex S, M, & BL, Auricon 600, Nagra Neopilotone, Westrex, and Magna-sync magnetic recorders; Maurer Optical; Magna-sync dubbers and mixers. Stock shots; music library; animation. Producer Service.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Waikaloa* (Boise Cascade); *This Is Your House* (State of Hawaii); *Picnic In Paradise* (S&H Greenstamps Travel Div.); *FMC Peeler* (FMC Corp.); Series of TV Films (Hawaiian Tele. Co.).

Sources for Production in CANADA

ALBERTA

CANAWEST/MASTER FILMS LTD.

515-17 Avenue S.W., Calgary 6, Alberta
Phone: (403) 245-2266

Date of Organization: 1955

David Mintz, *President*
William Marsden, *Vice-Pres., Operations Mgr.*
Robert Willis, *Vice-Pres., Film Director*
R. Ron Brown, *Director, Supervising Editor*
M. LePoole, *Cinematography*

SERVICES: Motion picture and sound film strips for industry, education and tourism, Television commercials, live-action and animated. Services to independent producers. FACILITIES: Auricon Super 1200, Arriflex, Beaulieu, Bolex. Cine Special cameras; art and animation department; editing and cutting rooms, full lighting; recording and dubbing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Right to Burn* (Alberta Government Forestry Dept.); *Operation Underground* (Alberta Gov't Telephones); *Saskatchewan — The New Harvest* (Gov't of Saskatchewan); *Centennial — Calgary Style* (City of Calgary); *This Is The Need* (Calgary United Fund).

BRITISH COLUMBIA

Chetwynd Films, Ltd.

1118 Melville St., Vancouver 55, British
Columbia

Phone: MU 5-0027

A. P. Gardner, *Manager*

(See complete listing under Toronto, Ontario)

LEW PARRY FILM PRODUCTIONS LTD.

1759 Capilano Road, North Vancouver, B.C.

Phone: (604) 988-2755

Date of Organization: 1947
L. M. Parry, *President-Producer*
E. H. Parry, *Secretary-Treasurer*
R. J. G. Richards, *Solicitor*

SERVICES: Motion picture production, industrial, films, feature films, television programming, packaging. FACILITIES: Offices and studio.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Good Life* (Government of B.C.); *The Arrow Ceremony* (B.C. Hydro); *Columbia '69*; *Kitimat, Port To The World* (Aluminum Co. of Canada).

MANITOBA

WESTERN FILMS LIMITED

695 Sargent Avenue, Winnipeg 3, Manitoba,
Canada

Phone: (204) 775-2948, 775-2802

Date of Organization: 1964

G. T. Henning, *President*
E. F. Henning, *Vice President*
G. T. Brazzell, *Secretary*

SERVICES: Motion pictures, TV films, TV Commercials, live and animated. FACILITIES: Creative department, animation, sound, recording and mixing, studio.

ONTARIO

JACK CHISHOLM FILM PRODUCTIONS LTD.

4 New St., Toronto 5, Ontario
Phone: (416) 925-2281

Date of Organization: 1956

J. J. Chisholm, *President*
M. di Tursi, *Secretary, Treasurer*
R. Sandoz, *Director*
M. Baker, *Librarian*
V. Rogina, J. Davey, *Director*

SERVICES: Industrial, educational motion pictures, extensive stock shot library — One million feet of 16mm original color — Five million feet features. FACILITIES: Complete editing facilities — location camera—sound equip.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Day After Yesterday* (Cassiar Asbestos); *Continuous Casting of Beam Blanks* (The Algoma Steel Corporation); *The Trail of '69* (Clinton Creek Mine); *3 Little Trees*; *Logger Safety* (Ontario Dept. Lands and Forests); *Whirly-Bird Geologists* (Ontario Dept. of Mines)

CHETWYND FILMS, LTD.

10 Branigan Drive, Toronto 17, Ontario
Phone: (416) 421-8820

Date of Incorporation: Ontario—1950
British Columbia—1960

Branch: Chetwynd Films, Ltd., 1164 Melville St., Vancouver 5, B.C. Phone: Code 604; MU 5-0027, A. P. Gardner, *Mgr.*
Arthur Chetwynd, *President & Gen. Mgr.*
Gerald S. Kedey, *Vice Pres. Production & Finance*
Marjory Chetwynd, *Vice-President & Secretary-Treasurer*

Robin Chetwynd, *Sales & Production Rep.*
Ross McConnell, *Producer/Director*
William Street, *Producer/Director*
Robert Brooks, *C.S.C., Dir. of Photography*
James Robinson, *Supervisor, Sound*
Robert Millard, *Supervising Editor*

SERVICES: 35/16/8mm motion picture production, color and b&w, for education, sport, travel, industry, advertising, public relations, television, including research, writing, photography, edit-

ing, titling, printing, set design and artwork. Slidefilms and filmstrips; motion picture equipment rentals; producer's services department; distribution and production consultation. **FACILITIES:** Cameras: 16mm Arriflex, BL Arriflex, Auricon, Kodak Cine-Specials; K-100. Lenses: Full range. Lighting: Full range of lighting & grip equipment. Sound: Nagra & Mini-tape 1/4" sync pulse double-system location recording equipment; Magna-Tech 16-35mm recorder-producer for transfer to 16 35mm magnetic; Magna-Sync dubbers; facilities for 6 channel mixing; full complement microphones; voice recording studio; small sound stage; sound cutting; music & effects library.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *The World of The World Cup* (Imperial Tobacco); *Fishing* (Ontario Department of Tourism & Information); *Canadian Football League Sports Special* for CTV Television Network; *Jean Beliveau Story* (Jean Beliveau, Inc.); *Manitoba Mardi Gras* (Dept. of Tourism & Recreation, Province of Manitoba); *Mapping* (Dept. of Energy, Mines & Resources, Federal Government).



CRAWLEY FILMS LIMITED

19 Fairmont Avenue, Ottawa 3, Ontario

Phone: (613) 728-3513

Date of Organization: 1939

Branch Offices: 93 Yorkville Avenue, Toronto. Phone: (416) 929-3337. Mrs. O. J. Reynolds, *Mgr.*, 1260 University Avenue, Montreal 2, Quebec. Phone: (514) 861-9449. Henry Strub, *Mgr.*

Associated Laboratory Company: Graphic Films Limited, 19 Fairmont Ave., Ottawa 3, Ont., Phone: 728-3513.

F. R. Crawley, C. A., *President*
 Graeme Fraser, *Vice-President*
 Charles Everett, *Vice-President*
 Thomas Glynn, *Vice-Pres., Special Projects*
 Mrs. O. J. Reynolds, *Manager Toronto Office*
 Henry Strub, *Manager, Montreal Office*
 Paul Harris, *Production Manager*
 Margaret Marshall, *Production Manager*
 William O'Farrell, *Laboratory Manager and Quality Control*
 Glenn Robb, *Laboratory Mgr.*
 James Turpie, Seaton Findlay, *Senior Producer-Directors*
 Sally MacDonald, *Producer's Service Mgr.*
 Alex Murray, *Comptroller*
 Mary Whalen, *Purchasing Agent*
 Rod Sparks, *Chief Engineer*
 Dave Cochrane, *Sound Department Head*
 Larry Crosley, *Director of Music*
 Stan Brede, *Camera Department Head*
 Gary DesLauriers, *Lighting Department Head*

Vic Atkinson, *Animation Department Head*
 Gordon Gale, *Script Dept. Head*

SERVICES: Motion pictures and slidefilms for Canadian and United States industry, government, education and television; plus recording, editing, animation and extensive laboratory services for producers, independent cameramen, ten provincial government and other organizations from coast to coast. **FACILITIES:** 42,000 sq. ft. studio buildings, 40-acre studio lot, two sound stages and two recording studios. 21 cameras; Mitchells, Maurers, Bell & Howells, Arriflexes, Cine-Specials and Newman-Sinclair; blimps, dollies, 375,000 watts of lighting equipment with two generators and transformer station; RCA 35mm and Maurer 16mm Optical recordings; 1 12-channel and 1 6-channel re-recording theatres; Stancil-Hoffman 35/16mm magnetic recording; Magna Tech 3 track pick-up, and Stancil-Hoffman 35/16 17.5 mm mag. recording; Nagra/Ampex Rangertone and Stellavox 1/4" recorders; all Zenon 16/35 projection facilities; animation department with Saltzman stands; engineering development facilities;

35 16mm laboratory; casting files; music library; trucks and trailers. Electronic service dept., and stock shot library.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *The Wetlanders* (Ducks Unlimited); *Canada's Royal* (Massey Ferguson); *Churchill Falls, Une Force Inepuisable* (Churchill Falls - Labrador Corporation); *Rio Review '68*; *Lornex* (Rio Algom Mines); *Communications Seminar* (Bell Telephone); *Harbour Bridge* (Foundation Co. of Canada); *Nylon* (DuPont); *Douglas Point Nuclear Generating Station* (Atomic Energy of Canada); *Arcom Project* (Northern Electric); *Cape Breton* (Cape Breton Development Corp.); *Sermons From Science* (Sermons From Science); *Project 1735* (Williams Brothers Engineering); *Marchands dans un Monde en Evolution* (Hudson Bay Co.); *London Is Alive* (Public Utilities Corporation of London); *DDII 2S0* (United Aircraft); *Take A Pack of Frozen Fillets* (Dept. of Fisheries and Forestry); *You're No Angel, Vous n'etes pas un Ange* (United Appeals); *Wear Eye Protection; Beware of Hand Traps; Wear Safety Shoes* (Industrial Accident Protection Assoc.); *Designing a Curriculum* (Dept. of Regional Economic Expansion); *I Am A Country*, Japanese, Dutch, Czech versions (Department of Trade and Commerce); *The Top Ten* (Steinberg's Ltd.); *Parade* (Government of Nova Scotia); *1969 Canadian Open* (House of Seagram); *Micrometer, Dcmonstration for 501*; *Tony Goes To The Supermarket*; *The Surprise Toy; What's In Tony's Box?; What Is A Set? Working With Sets; The Wonderful World of Plants* (Forera Corp.); Additional productions for ETV of Ontario; Imperial Oil; Ontario Hydro Commission; Canadian Wildlife Assoc.; Atomic Energy of Canada; National Arts Centre; Acres Unlimited; Canadian Broadcasting Corp.; Victorian Order of Nurses; National Film Board; Province of Nova Scotia; Canadian

GRAPHIC FILMS LIMITED

(Associated With Crawley Films Limited)

19 Fairmont Avenue, Ottawa 3, Ontario

Phone: (613) 728-3513

F. R. Crawley, C. A., *President*
 Graeme Fraser, *Vice-President*
 W. O'Farrell, *Manager*
 Glenn Robb, *Lab Manager*
 Sally MacDonald, *Producers Services Mgr.*
 Ron Kennedy, *Office Manager & Scheduling*
 Frank Egan, Walter Thie, *Timing*
 Marion Chretien, *Negative Cutting*
 Josie Schoenberger, *Printing*
 Daniel Chan, *Chemical Control, Processing*

SERVICES: Laboratory and producers' services company associated with Crawley Films Ltd. Undertakes the printing & processing of 16/35 mm b&w films, 16mm Ektachrome processing, 16mm b&w reversal processing; also 16mm additive color printing, internegs color positive prints. Ektachrome masters & reversal color prints. Scene-to-scene color corrections. **FACILITIES:** Include cutting & inspection rooms; printing department includes both step & continuous printer. Control & processing departments. Production services (titles, animation, editing & recording).

ROBERT LAWRENCE PRODUCTIONS (CANADA) LTD.

38 Yorkville Avenue, Toronto 5, Ontario

Phone: (416) 925-5561

Date of Organization: 1955

John T. Ross, *President*
 Dana Murray, *Vice President, Programming*
 Gunter Oldenburg, *General Manager, Central Film Services*
 Marilyn Stonehouse, *Secretary, Central Film Services Ltd.*
 Donald Hall, *General Manager, Cinequip*

SERVICES: Television & theatrical production - Robert Lawrence Productions. Commercial & documentary production - Central Film Services

and post production services. Complete studio and equipment services - Cinequip. **FACILITIES:** 2 stages, 110' x 70'; 35' x 45'. Complete 35mm and 16mm motion picture equipment, including Mitchell and Arriflex cameras.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Hey Cinderella* (RLP Production). **VIDEOTAPE:** *Strategy* (RLP Productions). **TV COMMERCIALS:** Molsons (Molson Breweries); Ed Allen Promos (Ed Allen); Bromo Seltzer.

ROBERT J. MEYER PRODUCTIONS

32 Tweedsmuir Ave., Dundas, Ontario

Phone: (416) 628-8314

Date of Organization: 1956

Robert J. Meyer, *Producer, Writer, Editor*

SERVICES: Motion pictures for industry and commerce, government. **FACILITIES:** Creative department; studio, titles; 16mm production equipment; sound recording.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *The Systems Approach To Building Design* (The Steel Co. of Canada Limited); *Halton County: The Man and The Boy* (Halton County Ontario); *Lincoln County: Years of Heritage* (Lincoln County, Ontario); *Niagra Grape and Wine Festival* (Niagra Festival); *Story of A General* (Eastern Construction Limited).

MOTION PICTURE CENTRE LIMITED

10 Banigan Drive, Toronto, Ontario

Phone: (416) 421-8820

Date of Incorporation: 1953

G. S. Kedey, *President*

Norah Kedey, *Secretary/Treasurer*

SERVICES: Motion pictures and slidefilms for TV, industry, sales promotion, staff training, religious, travelogues and public relations use. **FACILITIES:** Auricon, Arriflex cameras, Magna-synch and Ampex recording equipment, editing, writing, screening facilities.

RECENT PRODUCTIONS AND SPONSORS
MOTION PICTURES: *Truck Rodeo; Circle Check* (Ontario Transportation Assoc.); *Flagman* (Dept. of Highways, Ontario); *On Camera '68* (Imperial Oil Ltd.); *Safety Promos* (Dept. of Highways of Ontario).

ROSE-MAGWOOD PRODUCTIONS LTD.

9 New Street, Toronto, Canada

Phone: (416) 929-0221

Zale Magder, *Executive in Charge*

(See complete listing under New York City).

TEACHER MADE FILMS LTD.

4 New Street, Toronto 5, Ontario

Phone: 925-2281

Date of Organization: 1950

John J. Chisholm, *President*

M. di Tursi, M.A., *Secretary-Treasurer*

R. Sandoz, *Director*

M. Baker, *Film Librarian*

V. Rogina, J. Davey, *Director*

SERVICES: Educational motion pictures and slidefilms; stock shot library—over 500,000 ft. 16mm Ektachrome Canadian scenic, industrial, wildlife, etc. **FACILITIES:** Stockshot Library - 1,000,000 feet 16mm original color. 5,000,000 feet feature films B/W and color. Supplying stockshots to educational TV, film producers and advertising agencies. (See complete listing under J. Chisholm Film Productions, Ltd. Toronto)



Crawley Films Limited

Suite 41, 1260 University Ave., Montreal 2,

Quebec

Phone: (514) 861-9449

(Henry Strub, *Manager*)

(For complete listing see Ottawa, Ontario area)

BUSINESS SCREEN INTERNATIONAL

Worldwide Production
Facilities: Latin-America,
Europe, the Middle East,
Africa, Australia, India,
Japan and Malaysia



LATIN-AMERICA

MEXICO

AUDIOVICENTRO

Apartado Postal 1012, Mexico 12, D.F.,
Mexico

Phone: 543-8495

Date of Organization: 1956

Dr. David Grajeda, *General Director*

W. Douglas Garrett, *General Manager*

SERVICES: Spanish version of foreign films. Dubbing into Spanish for TV shows. Filmstrip production. Animation. Production of scientific, technical and educational films. FACILITIES: Sound studios; Complete editing facilities. Two sets in construction, cyclorama. Laboratory for process.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Puerto Vallarta To Day* (ProFilms); *Metro* (AV-Mex); *Convento de Tepozotlan* (Monumentos Coloniales); *Yo, el Hombre, II* (Patronato Pro Planificacion); *Ensayo* (Self).

PRODUCTION: EUROPE

BELGIUM

SOFEDI-FILMS

147, Avenue de l'Hippodrome. Brussels 5
Belgium

Phones: 47-10-03; 47-28-77

Date of Incorporation: 1948

G. A. Magnel, *President*

J. Botermans, *Production Manager*

D. Roelofs, *Director of Photography*

SERVICES: Production of 16/35mm sponsored films. Non-theatrical distribution of sponsored, educational, sales training films. Charter member of the International Quorum of Motion Picture Producers for Belgium. Member of INFOR-FILM for Belgium. FACILITIES: Arriflex 16 and 35mm cameras; Colortran 20KW location lighting; mobile power generator; four editing rooms; Atlas & Cinnette viewers, two editing rooms with 35 and 16mm Steenbeck tables; 35 and 16mm viewing theatre; animation stand with Debrue camera; two electronic inspection machines in the distribution department. Volkswagen and Daf vans.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Siderurgie de l'Avenir* (Sidmar S.A.); *Vu Du Seuil* (Caisse Generale D'Epargne et de Retraite); *General Motors Continental Plant 2* (Blaton-Francois-Ferguson); *Le Plan Incline de Ronquieres*; *Le Complexe European Berlaymont* (Assoc. Momentanee des Entrepreneurs); *Infrastructure* (Entreprises de Meyer).

ENGLAND

ANVIL FILM & RECORDING GROUP LTD.

Denham Studios, North Orbital Road,

Denham, Nr. Uxbridge, Middlesex, U.K.

Phone: DENHAM 3522

Date of Incorporation: 1952

Branch Offices: Realist Film Unit, Ltd., 9 Great Chapel St., London W1. Phone: Gerard 5477. Rowland M. Wright, *Secretary*. World Mirror Productions, Ltd. Denham Studios, Denham, Ur. Uxbridge, Middlesex. Phone: Denham 2625. Ken Cameron, *Director*. Anvil Films (Scotland), Ltd. Cor-

don Chambers, Mitchell St., Glasgow, Mrs. Russell, *Scottish Representative*. The Lord Archibald, *Chairman*. Ken Cameron, O.B.E., B. Sc. R.K.T. Scrivener, R.I.C.H. Warren Rowland W. M., Wright, C. A., *Directors*

SERVICES: Film production and sound recording. FACILITIES: Full 35mm music recording and re-recording. 35mm and 16mm cameras and cutting rooms. Location facilities and lights.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *All At Sea* (Children's Film Foundation); *Molecules And Life*; *The Double Helix* (Educational Film Foundation for Visual Aids); *The Bagpipes* (We Make Music series); *As You Like It*; *Midsummer Night's Dream*; *King Lear* (Shakespeare series); Central Office of Information; Ministry of Defence; British Productivity Council, etc.

ARMADA PRODUCTIONS

86 Wardour Street, London W. 1, England
Phone GERrard 5738

Date of Organization: 1947

John Dooley, *Producer*

H. G. Hurrell, *Chairman*

J. Martin, *Finance Director*

SERVICES: Producers of documentary, theatrical, industrial, and educational films. FACILITIES: All location facilities for 16 and 35mm film production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Wine of Italy* (Italian Institute For Foreign Trade); *Solar System* (Educational Foundation For Visual Aids); *The Life and Poetry of Robert Browning* (International Film Bureau).

MARTIN BENSON FILMS, LTD.

53, Theobald Street, Boreham Wood, Hertfordshire, England,

Phone: 01-953-1592

Date of Organization: 1961

Martin Benson, *Executive Producer*

Paul Gane, *Sales & Liaison*

SERVICES: 35mm and 16mm production, including research, script and completion. Anywhere in the world. Projection theatre (16mm optical and magnetic). Cutting rooms (35mm and 16mm). Recording Theatre. Art Department. Distribution to TV internationally for suitable subjects. Completion services. Foreign versions. Documentary; commercials; entertainment series for TV. FACILITIES: Units available anywhere in Europe.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Antico Tile* (Courtaulds Ltd.); *Once In A Lifetime* (United Glass); Cameron, 3 (Cameron Iron Works, Inc.); Gerber, 4 (Gerber Baby Foods).

BIRCH-HILL FILM PRODUCTIONS LTD.

6 Dean St., London, W. 1, England

Phone: 01-734-3653

Dudley Birch, *Chairman & Producer*

Douglas Hill, *Director & Head of Technical Services*

T. A. Williams, *Director & Secretary*

SERVICES: Complete creative and production facilities for 35mm, 16mm, wide screen and TV motion pictures (live or animated). Commercials; filmstrip; slidefilms. Specialists in public relations films. FACILITIES: Studio: 38 ft. x 26 ft. also stills studio and stills laboratory. Lighting; photographic and sound equipment for studio and location work. Research; script writing; art; animation; titles, etc. Full production facilities throughout the world.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ghana - A Report* (The United Africa Co.); *The Coconut*; *The Cottonseed*; *The Groundnut* (Unilever Ltd.); *Tug of War* (Tate & Lyle (Nigeria) Ltd.). Various productions in Nigeria, Loas, Malaysia for Cen-

MYRON L. BROUN

6B Dunrobin Ct., London, NW3, England

Phone: 01-435-6882

Date of Organization: 1968

Myron L. Broun, *Producer*Diana M. Broun, *Partner*

SERVICES: Production and producers representative. Affiliated with Associated Film Consultants Inc. of New York, Trickfilm Ltd., and Granville Television Studio Ltd. FACILITIES: Studios, crews and actors provided on "as required" basis.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Computer Typesetting* (International Publishing Corporation); *Record Making* (Lyntone Recording); *NAC Charge Card* (Torrieri-Myers Advertising); *Oomie And Boom* (Children's TV pilot); *A Shift Of Opinion* (Imperial Chemical); *Analysing The Manager's Job; Performance And Potential Review* (AB Pathe); *Computing For Management; Selecting A Wage Payment System* (SB Modules).

JOHN BYRD PRODUCTIONS

61 Arthur Road, Wimbledon, London S.W.

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Phone: WIMbledon 2183

Date of Organization: 1946

John Byrd, *Producer-Director-Writer*Bettine Braham, *Film Editor*Marian Ludin, *Production Associate*Henry Hall, *Cameraman*

SERVICES: Documentary, travel, TV and entertainment films. Specializing in world-wide assignments. FACILITIES: Studio, theatre; cutting rooms. Magnasync 16mm, Arriflex & Beaulieu camera equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Railway Bridge Across Thames* (British Railway Board); *Needle Insertion Looms* (Wilson & Longbottom Ltd.); *Recruitment Project* (B.C.S.A.); *License To Grow* (Power Gas); *Highveld Steelworks South Africa* (Davy United.).

**CYGNET FILMS, LTD.**

295 Northolt Road, South Harrow, Middlesex, Eng.

Phone: STD01-422-7277

Rae Evans, *Manager, Director*John Reeve, *Manager, Director*

(See complete listing under Wisconsin)

WALTER GARTON FILM PRODUCTIONS

163 Woodland Dr., Anlaby, Hull, Yorkshire

Phone: Hull 657381

Date of Organization: 1958

Walter M. Garton, *Proprietor*

SERVICES: Motion pictures, 16mm TV newsfilms (BBC). FACILITIES: Double headed projection and recording (16mm).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Playbills; Fairground Design* (Hull University, Audio-Video Dept.); *The Flying Angel* (Missions to Seamen, recording only); Various BBC newsfilm/topical items.

GATEWAY FILM PRODUCTIONS LTD.

470/472 Green Lanes, Palmers Green,

London N. 13

Phones: 01-882-0177

Date of Organization: 1946

Associate Companies: Gateway Educational Films Ltd., Gateway Television Productions Ltd., Gateway Learning Systems Ltd.

W. H. Baddeley, *Managing Director*C. W. Bending, *Educational Director*G. L. Smart, *Production Director*Robert Webb, *Educational Sales Director*

SERVICES: Production of motion pictures for industry, public relations, sales, training, educa-

tion, religion. TV. Distributors of educational films. FACILITIES: Sound stage 40' x 20'; sound recording; editing rooms; animation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Deep Down There* (Standard Telephone & ITT); *The Miracle of Medicine Hill* (Salvation Army); *Russia - An Introduction* (Gateway); *Railways Magazine* (East African Railways); *The Complete Home Help* (Crawfords Advertising).

MOTTERSRAW COMMERCIAL FILMS

Montgomery Studios, Union Road, Sheffield

S11.9EG

Phone: Sheffield 53351

Date of Organization: 1929

J. R. Mottershaw, M.B.K.S., *Managing Director*L. J. Taylor, *Studio Manager*I. R. Gillot, *Production Manager*K. Hyde, *Sales Manager*D. Baker, *Lighting, Cameraman*

SERVICES: 16mm Productions, sales, technical, educational, etc., sound recording, mixing etc. FACILITIES: Dubbing theatre; cutting rooms; studio 32' x 40'; preview theatre, Front projection studio; comprehensive still dept. (Mottershaw photography).

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Cranes & Escavators* (Thomas Smith (Rodley) Ltd.); *What's New?* (Simon Container Machinery Ltd.); *Vacuum Handling* (Kilner Vacuumation Ltd.).

Mercury Newfilm, Inc.

6B Dunrobin Ct., London, N.W.1, England

Phone: 435-6882

Contact: Myron L. Broun

(See complete listing under New York City)

THE RANK ORGANIZATION

(Short Films Group)

11 Hill Street, London W1, PO Box 4NE.

Phone: 01-499 6353; Telex 263955

U.S. Office: 444 Madison Avenue, N.Y.C.

Phone: HA 1-2315

Ian Latimer, *Producer In charge*Anthony Pelissier, *Producer*

New York Office: Miss Eugenie Kaufman

SERVICES: specialized films for industry and government. FACILITIES: three studios; special effects, graphics and animation departments. Worldwide film production servicing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Talkback* (Financial Times/Rank Audio-Visual); *Bacteria* (Unilever Ltd.); *Progression* (Central Office of Information); *Using The Telephone; Learning From Experience* (Rank Audio-Visual Ltd.); *Value Analysis* (Hawker Siddeley/Rolls Royce/Dunlop/I.C.I.); *Oil - The Two Way Benefit* (British Petroleum); *Fault Analysis* (Rank Xerox/Rank Audio Visual Ltd.).

RONALD H. RILEY & ASSOC., LTD.

St. George's House, 14-17 Wells St., London, W. 1, England

Phone: 01-636-3922

Date of Organization: 1965

Michael R. Barden, *Director, Producer*Mary A. Harris, *Director, Producer*

SERVICES: Production of industrial and government sponsored motion pictures. FACILITIES: 16 and 35mm production.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Road Sense* (Dunlop Co. Ltd.); *As Others See Us* (Gas Council); *Day Out, Day In* (Ministry of Health); *A Testing Job* (Ministry of Transport); *Communications Security* (Ministry of Defence - Army).

**PRODUCTION: ENGLAND****ROSE-MAGWOOD PRODUCTIONS LTD.**

1 Great Cumberland Place, London W.1, England

Phone: 493-5773

Peter Lavelle, *Executive In Charge*John Crome, *Director*

(See complete listing under New York City).

SOUND SERVICES LIMITED

Kingston Road, Merton Park, London, S.W.

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Phone: 01-542-7201; Tel: Servisound

N. C. B. Abbott, *Chairman*H. S. Hind, *Managing Director*R. C. Tyrrell, *Director*T. D. Grosset, *Sales Director*V. F. Burgess, *Director*M. J. Nichols, *Film Library Manager*

SERVICES: In its 35th year, Sound Services' distribution is NCR/Elliott computer-controlled, providing rapid and accurate dispatch, retrieval and report facilities for some 550 clients. Full library services include promotion, shipping, maintenance, insurance and storage of films, backed by regular monthly reports on attendance and audience characteristics. Specialized promotion to selected audiences is also available. Road show campaigns include projection facilities for non-equipped groups.

STEWART FILMS LIMITED

2 Orchard Road, Malvern, Worcestershire England

Phone: MALvern 4975

Date of Organization: 1950

Branch Office: Studio, Cutting Rooms and Preview Theatre: 82/84 Clifton Hill, London, N.W. 8. Phone: MAlda Vale 7296; 1238.

John R. F. Stewart, *Managing Director*Richard J. Need, *Director*Hugh Marsh, *Director*R. K. Hardy, *Director*

SERVICES: 35mm and 16mm motion picture production; scripting, editing. FACILITIES: Editing and sound recording; insert and model stage; Arriflex, Mitchell, Newman-Sinclair 35mm cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Build Yourself A World, U.S.* (Institute of Civil Engineers); *Linear Accelerator SL75* (M.E.L. Equipment Co.); *Ground Surveillance Radar* (Ministry of Defense); *Chemical Equilibria; Electro Chemistry* (Esso Petroleum Ltd.). SLIDEFILMS: *Technical Information On Microfilm* (T.I.M.); *Ferranti Argus Computer Systems* (Ferranti Ltd.).

SWIFT FILM PRODUCTIONS

1 Wool Road, London S. W. 20, England

Phone: WIMbledon 2040

Date of Organization: 1952

T. Peter Hadingham, M.B.K.S., *Director*

SERVICES: 16mm b&w and color film production, specialising in documentary and industrial subjects; live dialogue, foreign versions and all stages of part-production. Sound recordings for films, filmstrips and exhibitions. FACILITIES: 16mm cameras, lighting and recording equipment, cutting room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Insight* (Science Research Council).

WORLD WIDE ANIMATION LTD.

34 Cursitor St. London E. C. 4

Phone: 01-405-7666

Date of Organization: 1955

R. W. Williamson, *General Manager*

PRODUCTION: ENGLAND

James Carr, *Director*
V. L. Price, *Director*

SERVICES: Animated cartoon films, film credits and titles. FACILITIES: Same as World Wide Pictures Ltd.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: Animation for *Your Mouth* (Unilever Ltd.); Animation for *Explosives In Focus* (Ministry of Defence-Navy). LOOP: *The Composition of Milk* (National Dairy Council); *The Born Haber Cycle*; *Manufacture of Plastic Articles* (Penguin/Nuffield).

WORLD WIDE PICTURES LTD.

34 Cursitor Street, London E. C. 4

Phone: 01-405-7666

Date of Organization: 1942

Associate Companies: World Wide Pictures, S.a.e., Callemarqued de Sentmenat, 55/59, Barcelona, Spain. Phone: Barcelona

James Carr, *Chairman of Group*
2397509 Emilio Martos, *contact*.

V. L. Price, *Joint Managing Director*

C. T. Parris, *Joint Managing Director*

Lord Willis of Chislehurst; Peter Gilpin, A. J. Harris, *Directors*

SERVICES: 35/16mm sponsored public relations, documentary, training and sales films for industry and government departments, TV programs. FACILITIES: Theatre and twelve fully equipped cutting rooms. Three fully equipped recording and dubbing theatres. 35mm, 16mm Rock and Roll.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Oversea Venture - North Sea* (Texas Eastern Transmission Corporation); *Timepiece*; *Streets Ahead* (Central Office of Information); *Your Mouth* (Unilever Ltd.); *New Zealand's Lamb*, series of 3 (New Zealand Meat Producers' Board); *Standard Malaysian Rubber* (Malaysian Rubber Fund Board); *The Vectages System* (Central Gas Appliances); *Stainless Steel Tubing For Domestic Water Services* (British Steel Corporation/Stainless Steel Development Assoc.); *Profit From Part Works* (British Printing Corp.); *That Was The Year That Was* (W.D. & S.O. Wills); *Explosives In Focus*; *Rock Climbing* (Ministry of Defence-Navy); *Engineering Your Future* (Central Office of Information/Department of Education and Science); Series of Map Reading Films: *Contours And The Ground*; *Slopes*; *Physical Features*; *The Key* (The Services Kinema Corp.); *Not So Much A Training More A Way of Life*; *Steel* (Charles Baker & Sons Ltd.); *First Aid For Soldiers*; *Move* (The Kinema Corp.); *V-Compact Power* (Broom and Wade Ltd.); *Revolution In Abu Dhabi* (Government of Abu Dhabi); *Community Builder* (The Shepherd Building Group); *Q-Lock*; *Q-Floor*; *Trisomet*; *Colomet*; *Galbestos* (H.H. Robertson); *Seeing Colour* (World Wide Pictures Ltd.).

WORLD WIDE TELEVISION FILM SERVICES LTD.

34 Cursitor St. London E.C. 4

Phone: 01-405-7666

Date of Organization: 1957

James Carr, *Director*

V. L. Price, *Director*

C. T. Parris, *Director*

SERVICES: All types of TV and cinema advertising films. FACILITIES: See World Wide Pictures Ltd.

Look to these detailed reference listings for facts to help make a resultful buying decision. Check the reference data.

PRODUCTION: FRANCE

COMPAGNIE LYONNAISE de CINEMA

71 rue de la Republique, Lyon 2e, France

Phone: 37-88-92 Lyon (78)

Date of Organization: 1938

Laboratory & Screening Room: 274 cours Emile Zola a Villeurbanne (Rhône)
Phone: 84-87-98

Henri Giraud, *President*

Victor Kandelaft, *Administrator, Director-General*

Andre Jalibert, *Sales Director*

SERVICES: Production of short, feature and industrial films and TV commercials. FACILITIES: Production equipment, laboratories and viewing theatre, double screen viewing room.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Rougeole* (Institut Merieux); *Mieux Vaut Prevenir Que Guerir* (Cte Commun Hygiene Enfance); *Steel Shot et Steellets* (Wheelabrator-Allevard); *Fluobloc* (Delle-Alsthom).

LES ANALYSES CINEMATOGRAPHIQUES

15 Avenue de Segur, Paris 7, France

Phone: 705-84-20+

Date of Organization: 1947

Georges Roze, *President*

Jean Vincent, *Edition & Equipment Mgr.*

Robert Arquer, *Production Manager*

Yvette Roze, *Office Manager*

SERVICE & FACILITIES: Department Production and Realization: Documentaries, industrial and sales promotion films, 16/35mm and filmstrips. Department Ultra-Ralenti: Studios with high speed Kodak camera. Department Film: Editing, titles, effects, synchronization, dubbing (cutting rooms, projection rooms). Department Equipment: Authorized dealer for Bell & Howell. Department Edition: Diffusion and sale of sales-training and human relations films. Agent of the Dartnell Corp., Henry Strauss, Roundtable Productions.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ecrire Pour Etre Lu* (Olympia); *Centrale du Havre* (Stein Alsthom); *Fischer Ski* (Ski Fischer); *Les Vacances Commencent Demain* (Shell International); 1919 - 1969 (SADE). *Les Voitures DeM. Beraud* (Automobiles Pengot); *L'Europe Gothique* (Miniteres des Affaires Etrangères).

MERCURY NEWSFILM, INC.

38 Rue Galilee, Paris, France

Phone: 704-8830

Contact: Dorothy Griffith Wiart

Vavin, Inc.

72 Boulevard Raspail, Paris VI, France

Phone: 924-5080

M. Jean Pages, *Production Manager*

(See complete listing under New York City)

GERMANY

INDOC-INDUSTRIE- & FERNSEHFILM GMBH

Waldhornstrasse 4, 8 München 50, Munich,
Federal Republic of Germany

Phone: 57 33 10

Date of Organization: 1962

Volkmar R. Kahlert, *Managing Director & Producer*

SERVICES: Production of documentary films, specializing in industrials; TV spots. FACILITIES: Cameras and lighting equipment (Colortran); cutting rooms; location shooting; special park

of cross-country vehicles for extreme grade location operation.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Raising II*; *History of Postal Services* (German Post Ministry); *Atlas-Bagger* (H. Weyhausen KG); *Scenes From The German Industry* (Several industrial enterprises). TV COMMERCIALS: Apollinaris, Silvermatch, YTONG, Albrecht, etc.

Marathon International

Studio Hamburg, Tonndorfer Hauptstrasse 90

2 Hamburg-Wandsbek (7), Germany

Phone: 66881. Telex 021 3218

Ruediger Proske, *in charge*

(See complete listing under New York City)

HOLLAND

CARILLON FILMS N. V.

Koninginnelaan 45, Rijswijk-ZH, Holland

Phone: 070-98-67-65

Cable: Carillonfilms, The Hague

Teletype: 31227

Date of Organization: 1949

Ted de Wit; Gerard J. Raucamp, *Managing Directors/Executive Producers*

Ronny Erends, *Creative Director, Senior Producer*

Herman H. Bloemen, *Deputy Managing Director, Administrative*

Peter Komings, *Deputy Managing Director, Technical Development*

Henk de Haan, *Sales Manager*

Johan C. Vos, *Production Manager*

Anita van Reede, *Assistant Director*

Herbert Friemel, *Camera*

Hans van Toer, *Lighting*

Ernst van Wijngaarden, *Sound*

Henk Stoffers, *Editing*

John van der Steen, *Narration*

Ida Kozelka, *Art Director*

Kahman Kozelka, *Animation Cameraman*

Anita Hakim, *Animation*

Jaap van Rij, *Equipment rental*

SERVICES: Script to screen production in 35/16mm live action, animation and stop motion for communication in government, business, and industry. Distribution arrangements for sponsored films. Foreign narrations in French, German, Spanish, Portuguese, Brazilian, Dutch, English, Danish, Swedish, Norwegian, Italian, Arabic. Special department for production and programming of multi-screen slide shows and presentations. FACILITIES: Shooting stage; Newman Sinclair, Arriflexes, 100,000 watt lighting equipment; sound with Philips 4-channel 17½mm, 4-channel 35mm and 4-channel twin or triple track 35mm stereophonic sound; Nagra sound recording system with synchropulse; fully automatic 35mm Crass animation camera & stand; rear projection & aerial image photography; 30 seat screening theater for 35/16mm & double-head magnetic soundtracks; script dept. with research library; casting files, sound effects and music library; cutting room facilities with 35mm Steenbecks (Cinemascope) for magnetic tracks in 16mm, 17½mm and 35mm.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Say It With Flowers* (National Flower Assoc.); *Big Talk About A Small Town* (City of Drachten); *50 Years* (K.L.M. Royal Dutch Airlines); *Take A Load Off Your Mind* (Royal Netherlands Steamship Co.). AUDIO VISUAL PRESENTATIONS: *Railway '75* (Netherlands Railways Co.); *Plus F Pension* (Nationale Nederlander Ins. Co.); *Milkman On Your Way* (Association of Dairy Products Sellers SRU); *Gero Showboat* (Gero Silverware Factories).

M. M. CHANOWSKI PRODUCTIONS N.V.

Studios: Prinsengracht 854

Amsterdam, Holland

Phones: 62681, 223126, 222176

Date of Organization: 1962

Branch Offices: New York 122, East 42nd St., New York, N.Y. 10017 Mr. W. Rosenfeld; Brussels, Belgium: AV Motion, rue du Tabellion 28, Mr. H. Vuylsteke; Paris, France: 34, rue Dr. Blanche. Mr. J. Barral; Lausanne, Switzerland: IFES Lausanne, Valombreuse 3. Mr. J. de Villeyre. Subsidiary Company: N. V. Selectronic, Prinsengracht 854, Amsterdam. Mr. G. J. Mühlenbaumer.

M. M. Chanowski, *President-Producer*Miss C. M. Elias, *Secretary*D. Brinkman, *Audio-visual Department*M. de Goede, *Sound Department*E. Jansen, *Animation Department*

T. Forsberg, F. Brinkman, G. Bossaers,

*Cameramen*Cocky Goudsmit, *Producer, Director*R. Hermans, *Photo Department*K. Stein, *Treasurer*

SERVICES: Motion pictures, television series, audio-visual shows, multi-media, records. FACILITIES: Creative department, film, photo, sound and animation studios.

N. V. CINECENTRUM

Gravelandseweg 80, Hilversum, Holland

Phones: 02150; 13851

E. J. Verschuere, *Managing Director*J. Dudok van Heel, *Managing Director*P. Buis, *Asst. Managing Director*R. Decossaux, *Asst. Managing Director*J. C. Eekhout, *Sales Manager*Miss C. W. v.d. Berg, *Head, Laboratory*M. A. Ebbers, *Head Slide & Filmstrip Prod.**Dept.*G. De Clerck, *Head Production Dept.*K. Das, *Head TV-Production Dept.*

SERVICES: 35/16mm motion picture production in b&w and color (neg/pos and reversal). Live action; model animation, cartoon, news-reel. Slides and filmstrips in b&w and color, silent and sound. Sound recording, dubbing and mixing. Editing. FACILITIES: Shooting stage. 5 dubbing theaters with recording equipment, 60 cameras (Debrise; Arri; Bell & Howell; Newman, Sinclair; Auricon; Mitchell) with accessories. Blimps, dollies, etc. Lighting equipment. Piloton sound recording system. Sound effects and music library. Screening theatres. Distribution.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Ships For South Afrika* (Verolme United Shipyards); *The Ocean of Air* (Royal Dutch Airlines); *Drilling For Welfare* (Shell Netherlands); *Plastics* (Staatsmijnen D.S.M.); *Trucs* (Van Doorne's Automobiles Factory); *Cattle Foods*; *Stable Modernizing* (Dept. of Agriculture); *Modern House-painting* (Trade Organization of House Painters); 4 Rontgen Pictures (Phillips General Advertising Dept.); *The Satco-System* (Holland System); *Federal Police* (Rijkspolitie); *Duplus Loading System* (Trident Offshore Company); *The Iran Microwave Network* (P.T.I.); *Opracht* (Building Labouzers Union); *Unfaithful In Duplicate*; *Bronbeek Veterans* (C.R.M./Multifilm); *Flevoland* (Dept. For The Maintenance of Ways and Waterworks); *Volkerak* (Dept. For The Maintenance of Ways and Waterworks); TV series (N.O.S.).

OSCAR FILM**FILMPRODUKTIE MAATSCHAPPIJ**

Weesperzijde 111, Amsterdam, Holland

Phone: 58304/949382

Date of Organization: 1959

Pieter W. A. de Man, *President & Producer*Marianne Mulders, *Secretary*L. Zoest, *Producer*Bob Chrispijn, *Director*

F. van Herwijnen, *Cameraman*
Cesar Deereenberg, *Director/Cameraman*
Don Heerkens, *Sound Engineer*
C. Wildschut, *Art Director*

SERVICES: TV and cinema-commercials (live-action, stop-motion and cartoon); TV and documentary films. FACILITIES: Creative and technical department; studio-crew, cartoon animation department; stop-motion department; sound studio, projection, etc. 16 35mm production equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Birth of A Refinery* (Mobil Corp.); *Selling Cars* (General Motors); *Pistol Shooting* (Dutch Government). TV COMMERCIALS: Micro TV (SONY); Unox (Lever Brothers).

TECHNICAL FILM CENTRE

VELP (near Arnhem), Netherlands

Phone: Velp 6541; Cables: TECHFILM

K. J. Blaauw, *Managing Director*L. deVries, *Managing Director*

SERVICES: A service to industry, commerce and education in the fields of distribution, production and utilization of films, filmstrips, etc. Sponsored film distribution; production of sound filmstrips and slides; sales of audiovisual equipment. Artwork studio; filmstrip laboratory. A free-loan film library is run as part of the general lending library service. Promotion through catalogues, a monthly magazine, press releases, direct mail. Monthly reports on utilization of films. Maintenance, storage and handling. Dutch and foreign language dubbing in TFC sound studios. Member of Inforfilm.

DENMARK**ARNO STUDIO A/S**

Meldahlgadel, 1613 Copenhagen V,

Denmark

Phone: 01-123080

Date of Organization: 1950

Carl Otto Petersen, *Managing Director*Knud Johansen, *Treasurer*Jorgen Thomsen, *Chief Sound Engineer*Axel Pless, *Chief Sound Engineer*

SERVICES: Motion picture service, sound recording, narration and dubbing into several languages. advertising films, educational films, documentaries. FACILITIES: Sound studios, dubbing facilities for 16, 17½ and 35mm magnetic recording, sound cameras. Arriflex 16, 35 silent and blimped, lighting equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Roskilde* (City of Roskilde); *Erik Eriksen*; *Bengt Stromgren*; *Preben Hornung* (Governments Film Committee); *Nakskov* (City of Nakskov).

JORGEN BAGGER FILM PRODUCTION

Grundtvigsvej 23, DK 1864 Copenhagen V,

Denmark

Phone: (01) 314141

Cable: BAGGERFILM

Date of Organization: 1956

Jorgen Bagger, *Chairman & Managing**Director*Jens Henriksen, *Chief Director*Bodil Romer, *Chief of Productions*

SERVICES: Production of 16mm and 35mm documentary, industrial, educational, advertising and TV films and sound-slides. FACILITIES: Camera and sound equipment for the same.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Figures That Count* (General Post Office); *Care And Activation*; *Nursing Homes In Copenhagen* (Welfare Office of Copenhagen); *We Are Coming* (FALCK Salvage Corps); SCANGLAS (SCANGLAS A S).

**PRODUCTION: EUROPE****MINERVA-FILM A/S**Toldbodgade 18, 1253 Copenhagen K,
Denmark

Phone: 01-54 Mi. 1

Date of Organization: 1936

Torben Madsen, *President*Ingolf Boisen, *Producer*Niels Drechsel, *Producer*

SERVICES: Complete 35/16mm equipment and facilities; production of all films and slidefilms. FACILITIES: Complete professional cameras; cameramen; recording and cutting equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Water To The Islands* (Nordisk Kabel); *Narkotika* (Kortfilmradet, Danish Govt.); *Postgiro* (Danish Post Office); *Ritaquim* (Kortfilmradet); *Eastern Europe* (McGraw Hill, N.Y.).

LATERNA FILM

Klampenborgvej, 50, 2930 Klampenborg,

Denmark 50-2930

Phone: ORDRUP 10.888

Cable Laternafilms Copenhagen

Date of Organization: 1955

Mogens Skot-Hansen, *President & Producer*Erik Dueholm, *Treasurer*Carl Rald, *Production Chief*Helge Robert, *Production Manager*Arne Lintner, *Head, Technical Department*Knud Kristensen, *Head, Sound Department*

Borge Host, Ole Roos, Hans Christensen,

Senior Directors

SERVICES: 16/35mm motion pictures; assistance to overseas producers and equipment rental. FACILITIES: 16/35mm Arriflex, Eclair cameras; Nagra sound recorder; six editing rooms; sound department with Amandus Keller sound equipment for recording, mixing and dubbing. Laterna Studio in Copenhagen also provides sound stage for feature tv. films.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Black, Brown & Beige* (Schmidt Jul. Tobacco Comp.); *International Trade Centers* (The Bella Center, Copenhagen); *The Danes Are Coming* (Min. of Foreign Affairs); *Scandinavian Signatures* (George Jensen Inc. of New York); *Folk High School* (Government Film Committee); *The Iron Age* (Danish Cultural Film Assoc.).

ORION FILM INC.

Middelfartvej 121, 5200 Odense V, Denmark

Phone: (09) 12-75-18

Date of Organization: 1947

Tage Larsen, *President*Ebbe Larsen, *Director*

SERVICES: Production of 16/35mm documentary, industrial, educational and TV films, and slidefilms. FACILITIES: Camera, light and sound unit, 16-35mm cinema.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Slestvig* (BP-Gas); *Bida - A Boy From Nigeria* (United Sudan Mission); *Traffic* (Danish Government); *Liza* (DR); *Ramlose* (Municipal of Ramlose).

Sound Advice for the Film Buyer

A careful study of the prospective producer's listing text is a prerequisite to film buying. See the pictures listed by the company; note the nature of client references. And if the prospective producer isn't listed in these pages visit his facilities; meet permanent staff personnel and view current pictures identified as his own productions.

NORWAY

CENTRALFILM A/S

Akebergveien 56, Oslo 6, Norway

Phone: 67-63-93

Telex: 1926

Date of Organization: 1953

Knut-Jorgen Erichsen, *Managing Director*

Marit Tangen, *Treasurer*

Tore Amundsen, *Production Manager*

Documentary

Arvid Skauge, *Production Manager*

Advertising Films

SERVICES: Production of all types of sponsored films and slidefilms. FACILITIES: Studio with 200 KW; 35mm and 16mm cameras; recording and cutting equipment; theatre. Charter Member of IQ.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Volvo, Gothenburg, ITT-Norway* (Standard); *Sivil Defence, Hadeland Glassworks*. Cultural and educational movies about Ludvig Holberg, old Norwegian folklore. Advertising films for Unilever, Freia Chocolate, Shell, Timex, etc.

SVEKON FILM

Seirsbjerget 7, Bergen, Norway

Phone: 14688-14680

Date of Organization: 1950

Haakon Sandberg; Sverre Sandberg, *Owners/Managing Directors*

SERVICES: Production of 16/35mm documentary, public relations, advertising and educational films. FACILITIES: 16mm and 35mm cameras - Arriflex, Auricon, Pro 600, Bolex, Magnasync and Omega recorders and dubbers. Editing rooms, recording equipment; sound studio. Stock footage library Scandinavia, Europe.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Keramikk; Harald Saeverud pa Siljustol* (Norwegian Department of Education); *Western Europe - A Community of Nations; Scandinavia - Nation of the North* (Co-production Bailey Films, USA); *Peer Gynt* (Den National Scene).

SWEDEN

AB CENTRAL FILM

Kaknas, Stockholm, Sweden

Phone: 63-14-30

Telex: 19068

Date of Organization: 1947

Ake Bengtsson, *President*

SERVICES: Production of all types of sponsored films and slidefilms. FACILITIES: Studios, cameras, cameramen, recording, cutting equipment, laboratories, etc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Saab 105 (SAAB); Peps* (Lintas/Sunlight); *Coca-Cola* (Gunther e Back/Coca Cola). TV COMMERCIALS: *Clearsil* (Vick Scandinavia). SLIDEFILMS: *What Became of Swedish Sin?* (STTE).

AB FILMKONTATK, SF-SANDREWS

Svalgrand 2, Fack, 172 20 Sundbyberg, Sweden

Phone: (08) 98 19 50

Date of Organization: 1963

Lennart Nordlund, *President*

Christer Abrahamsen, *Production Manager*

Arne Gustafsson, *Art Director*

Tagge Axelsson, *Head Accountant*

SERVICES: Complete production and distribution services. FACILITIES: Own studio, contracts with all of the best lighting cameramen in Scandinavia.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Banking* (Bank Organization). TV COMMERCIALS: Volkswagen (FCB); OB (Lintas); Buko (STB); DN (Hanser, Larson & Rostlund AB).

FORBERG-FILM AB

Kungsgatan 27, 111 56 Stockholm, Sweden

Phone: (08) 10-16-55

Date of Organization: 1934

Ove Forberg, *President*

Lilian Gamberale, *Production Manager*

Agge Lidberg, *Director, Photography*

Sten Jensing, *Director, Sound slide films*

Ola Lindahl, *Animation*

SERVICES: Motion pictures; slidefilms; TV films; FACILITIES: Studio; 16mm production equipment with sound recording; complete facilities for slidefilms. Cooperating agency Forberg Information AB.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Automation* (Atlas Copco). SLIDEFILMS: *Birth Control* (Johnson & Johnson); *Just Employed* (City of Gothenburg); *Independent Leasing* (Independent Group, Subsidiary of US Leasing); OTHER: Sales Training, series of 4 (General Motors).

SVENSKA AB NORDISK TONEFILM

Apelbergsgatan 58, 111 37 Stockholm, Sweden

Phone: 23-71-60

Date of Organization: 1929

Lennart Berns, *Managing Director*

Bert Sundberg, *Executive Producer*

SERVICES: Complete production services in 35/16mm for documentary, education, PR, advertising and training films, spots and slides. Sale of Super 8 and 16mm projectors and other A-V equipment. FACILITIES: Stage and sound studios. Editing.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Police Education* (State Police); *The Expelled* (City of Stockholm, Social Welfare Dept.); *Step By Step* (Mining Workers' Union); *Modern Hospital* (ES Architects).

INDIA

ASIA TELEFILMS

No. 1-1-230/15/1 Viveknagar, Hyderabad-20

India

Phone: 36112

Date of Organization: 1964

D. M. Sapra, MA, FRES, *Chairman*

Mrs. S. Nilimma Brenning, VC, *Public Relations*

S. Rashma, *Executive Director*

R. Pushpa, *Director Story Dept.*

R. Krishnan, *TV Consultant*

M. Bharati, *Art Director & Choreographer*

N. Bouneesh, *Director Newsfilm*

B. N. Sapra, *Director, Film Distribution*

K. Mira, *Director, Audience Research*

SERVICES: Production and distribution of sponsored industrial films, and TV shorts; travelogs and features; newsfilms and special event coverage. Member & past Board Director of International Quorum of Motion Picture Producers (IQ). Sponsored film publicity & special-audience distribution. FACILITIES: All types of production facilities including staff of English-speaking artists. Translations and narration. Creative planning from script to screen. Audience-research; promotional and publicity services. Oriental dances and music department; filmstrips, slide production for sales & publicity.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Mental Poise Through Yoga; The Dance of Shiva; The Musical Donkey-A Tale of fisdom from anche Tankra* (S.S.C. Institute); *The Four Sights of Lord Buddha; The Deer Park Pilgrimage* (Froebel School).

SLIDEFILMS: *Sari Fashions; Soma The Moon God; Breath Control.*

AUSTRALIA

ARTRANSA PARK TELEVISION PTY. LTD.

Television Center, Epping 2121, Sydney,

New South Wales

Phone: 85-0155

Date of Organization: 1956

Branches: 88 Ackland St., St. Kilda, Victoria, R. Rowson *in charge*; 229 W. 43rd St., New York, R. Warkins, *International representative*; 532-D East Coast Rd. Singapore 15, J. Coles, *Representative*; 403 Pedder Bldg., Pedder St., Hong Kong, J. Bow *Representative.*

J.H.M. Oswin, *General Manager*

L. Becker, *Manager*

A.L.I. Cave, *Administration Manager*

B. Fletcher, *Sales Manager*

A. Ezard, *Senior Producer-Director*

D. Walterson, *Production Manager*

P. Fenton, *Chief of Sound*

SERVICES: Feature, TV productions, TV commercials and theatrical advertising films, documentary, training and industrial films. Equipped to handle film, animation production. FACILITIES: 35/16mm film production equipment. Mitchell BNC, Arriflex cameras; animation camera; Magna-Tech, Nagra, Magnasync sound equipment. Sound stages, Lighting, etc.

FRASER CASTLE PRODUCTIONS

61 Kareela Road, Cremorne 2090, Sydney,

New South Wales, Australia

771 Military Road, Mosman 2088, Sydney,

New South Wales, Australia

Post Office Box 9, Cremorne 2090, Sydney,

New South Wales, Australia

Phone: (Sydney) 90-6006 & 969-3933

Cable Address: Fraser Castle, Sydney

Date of Organization: 1961

Lilias Fraser Castle, *Director/Writer*

Norman B. Castle, *Producer/Director*

G. Donald, *Producer/Director*

R. H. Alder F.C.A. F.C.I.S., *Accountant*

SERVICES: Production and distribution of documentary colour films for business, government, public relations. Recruitment and educational films, and TV Commercials. FACILITIES: Creative, production and editorial departments. Arriflex 16/35mm silent and sound cameras, additional support cameras, projection facilities, lighting facilities.

PERIER FILM PRODUCTIONS PTY. LTD.

66 Clark Road, North Sydney, New South

Wales, Australia 2088

Phone: 92-0251

Date of Organization: 1947

Reg Perier, *Managing Dir./Prod. Dir.*

Mildred Flynn, *Director/Exec. Producer*

Graham Gav, *Cameraman/Editor*

Michael Sukolski, *Director/Writer/Editor*

SERVICES: Producers of 16mm documentary, education, business and TV films; 35mm filmstrips and transparencies. FACILITIES: Sound studio and editing facilities, 16mm photographic magnetic strips and sound recording equipment; full range still cameras.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Marathon Story* (Sastrol Australia Ltd.); *Wavelength of Light; Where Spermatozoa Are Formed* (Horwitz Martin Co. Pty. Ltd.); *Time Tunnel* (Polaroid Australia Ltd.); *Jointing of Aluminum for Underground Cables* (Aluminum Development Council of Australia).

MALAYSIA

CATHAY KERIS FILM PRODUCTIONS LTD.

532-D, East Coast Road, Singapore 15

Phone: 493181

Date of Organization: 1952

Tom Hodge, *Managing Director & Executive Producer*

Andrew Lam, *Producer/Director*

SERVICES: Motion pictures, TV films, commercials, industrial and public relations films. FACILITIES: Two sound stages; complete studio; 35/16mm production equipment, with sound recording in studio or location; modern processing and printing laboratory. All equipment available for hire with technicians.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: Nespray Instant Milk; Guinness Stout 1969; Nestle Pelargon Milk; Milkmaid Milk; Iseki Harvester & Tiller; Maggi Tomato Ketchup; Shell Zoom Girls; Players Gold Leaf Badminton (SH Benson Ltd.); Wood's Peppermint Cure; Vitadeer; Ross Frozen Foods (Advertising Assoc.); Woodwards Gripe Water; Kiwi Shoe Polish (LPE Ltd.); Redman Squash (Pace Advtg.); Magnolia Soya Milk (Grant International); Hacks Cough Sweets (Union Ltd.); Sabah Timber; New Water Works; Family Planning.

JAPAN

EDUCATIONAL FILM EXCHANGE, INC.

6-7 Ginza 6-chome, Chuo-ku, Tokyo, Japan

Phone: (571) 9355

Date of Organization: 1949

Branch Offices: Tokyo Studio: 6-6 Higashi-goaka 1-chome, Meguro-ku, Tokyo, Phone: (411) 0131, I. Hirao, *Studio Mgr.*

Kansai: 3-3 Nakanoshima, Kita-ku, Osaka, Phone: (231) 7912, S. Hirota, *Branch Office Mgr.*

Kyushu: 18-8 Tenya-cho, Fukuoka, Phone: (28) 4329, K. Shiromizu, *Branch Office Mgr.*

Tohoku: 19-5 Kamimachi, Fukushima, Phone: (22) 5796, N. Saito, *Branch Office Mgr.*

Hokkaido: Higashi 8-chome, Kita 23-jo, Sapporo, Phone: (71) 9087, A. Hataya, *Branch Office Mgr.*

E. Kanazashi, *President*

I. Hirao, *Studio Manager*

S. Kanazashi, *Business Manager*

S. Kurota, *Mgr., Accounting Dept.*

SERVICES: Production and distribution (also renting film libraries) of instructional, training, documentary films; children's films (drama and animation). FACILITIES: 17,390 sq. ft. studio; four stages, 4,592 sq. ft.; other buildings, 3,963 sq. ft.; 600,000 watts power supply lighting.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURE: *The Activities of UNESCO* (self); *Don'ts When You Walk: Dangerous Plays*; *How To Ride On A Bicycle*; *On Rainy Day, On Snowy Day* (Safety on Roads series/Tokyo Chuo Productions); *The Restoration of Horyuji's Wall Paintings* (Nichiei Shinsha); *A Case of a Village Where The People's Health Control Was Well Cared* (Group Gendai); *Seeking For The Tuna* (Produce Center).

INTERNATIONAL MOTION PICTURE CO., INC.

Hattori Bldg. 4th Floor, 2-6 Takaracho

Chuoku Tokyo 104, Japan

Phone: AC (03) 563-1341

Date of Organization: 1952

Ian Mutsu, *President*

Shokichi Mogami, Suga Mutsu, Shinkichi Iwanaga, *Directors*

SERVICES: Producers of industrial, business films; 35/16 newsreel and documentary assignments. 35/16mm. FACILITIES: Full time camera, sound and office staff; own production equipment.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *The Soul Of Japan* (Shell Oil Co.); *A Role To Play* (The Foreign Office); *Children Of Kanagawa* (Kanagawa Government); *Japan Trade Center* (Sekai No Nihon); *ESSO Standard Oil* (Okinawa Refinery).

IWANAMI PRODUCTIONS, INC.

2-21-2 Misakicho, Chiyodaku, Tokyo, Japan

Phone: Tokyo 262-3551

Date of Organization: 1950

Teizo Oguchi, *President*

Keiji Yoshino, *Executive Director*

Nobuhiro Kawakami, *Managing Director*

Isamu Kobayashi, *Consultant*

Takeji Takamura, Yujiro Iwanami, Tatsutaka

Isaka, Kiyoshi Yamamuro, *Directors*

Seiji Soshizaki, *Inspector*

SERVICES: Production, sales and rental of documentary, educational, public relations, TV films, features, slides and photographs. FACILITIES: 16/35mm cine camera, animation stands, editing equipment, studio for sound recording rooms stage.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *New Current of Industrial Japan* (Jetro); *X-Ray Astronomy* (Minister of Education); *Denka on the Move* (Denki Kagaku Kogyo K.K.); *Toshiba of Today* (Tokyo Shibaura Elec. Co.); *A Young Labour in Shipyard* (The Shipbuilders Assoc. of Japan.)

BUHL



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NEW YORK

THE DIRECTORS CENTER

78 East 56th Street, New York, N.Y. 10022

Phone: (212) 838-3900

Sheldon Satin, *President*

John Corless, *Vice President and Executive Producer*

John Atkins, *Executive Producer*

1515 North Western Avenue, Hollywood, California 90027

Phone: (213) HO 6-8691

Dean O'Brien, *Vice President/Director of West Coast Operations*

Jim Jacobs, *Vice President/Executive Producer*

SERVICES: An International service for directors and post production with complete facilities including stages, equipment and personnel.

RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: For N. W. Ayer & Sons; Ted Bates; Benton & Bowles; Campbell-Ewald; Leo Burnett; Compton; Doyle Dane Bernbach; J. W. Thompson; Foote, Cone & Belding; Grey; Wm. Esty; Young & Rubicam.

BIBAS-REDFORD INC.

1 Hook Road, Rye, N.Y. 10580

Phone: (212) EL 5-6877

Date of Organization: 1960

Kenneth S. Redford, *President*

Frank P. Bibas, *Executive Vice President*

Beverly O'Reilly, *Acct. Exec.*

William Dochterman, *Account Exec.*

SERVICES: Audiovisual communications — All types of special purpose films, from TV spots to featurettes. **FACILITIES:** New York City Office: 10 East 49th St.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Westward With Music* (Paramount Pictures Inc.) (videotape); *J. A. Makes It Happen* (Junior Achievement Inc.); *A New Role For Profile* (ITT Continental); *Opportunity For Distinction* (Hertz Systems, Inc.). **SLIDEFILMS:** *Name Of The Game* (ITT Continental).

CENTER FOR MASS COMMUNICATION OF COLUMBIA UNIVERSITY PRESS

440 W. 110th St., New York, N.Y. 10025

Phone: (212) UN 5-2000

Summer Glimcher, *Manager*

Edward Cosgrove, *Assistant Manager*

Erik Barnouw, *Script Editor*

SERVICES: Complete production of documentary, public relations, industrial, animation and educational films. **FACILITIES:** Production (studio & equipment) and editorial for 16mm and 35mm color, B&W locally or abroad.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *Memento* (American Telephone & Telegraph Co.); *A Problem of Power* (Nat'l Council of Churches); *There Must Be A Catch, The Name of the Game* (U.S. Dept. of Labor); *Planting and Transplanting* (Brooklyn Botanical Gardens).

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RECENT PRODUCTIONS AND SPONSORS

TV COMMERCIALS: Newsweek, U.S.I.A. Polaroid Corporation, Expo '67, IBM, Union Carbide, 3M Company. **THEATRICAL SHORT:** *Sunday Father*, starring Dustin Hoffman.

TEXAS

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Marion Carlton, *Director, Film & Slide Dept.*

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Leonard Dooley, *Equipment, Rental*

Linda Washam, *Talent Director*

Buddy Blumenshine, *Art Director*

Jack White, *Animation Director*

Don Peeler, *Stop-Motion Animation*

SERVICES: Motion pictures, sales meetings, live shows, TV commercials, sound slidefilms and slide presentations; complete animation and filmstrip services for other producers, rental services of motion picture & filmstrip production equipment. **FACILITIES:** Art and animation department; Oxberry animation stand and camera (16/35mm). Arriflex 16mm camera and blimp, porta domes, portable sound equipment, 16mm Omega and 1/4" Ampex tape recorders, custom and library music, interlock screening, Moviola, still photography laboratory. Equipment for large quantity transparency production and super slides. Sound Stage 5000 sq. ft. 2400 amp capacity. Total 19,800 sq. ft.

MOTION PICTURES: *This Here Car Was Made With Love* (Antioch College, Ohio); *The Far Side Of The Garden* (Dallas County United Fund); *The One Frog Band* (Southwest Bell Telephone Co.); *The Choice* (Cahner Publishing Company); *Nilco* (Nilco Corporation); two untitled films sponsored by Texas Instruments; *Varo* (Varo, Inc.); *The Optimization Wedge* (Corporate S); *A View From The Tower* (Ling Tempco Vought).

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Branch Film Libraries: 434 Downer Place, Anrora, Ill. 60506, Phone: 312/892-9465,

Mrs. Helen Hansen; 313 So. 6th St., Springfield, Ill. 62701, Phone: 217/544-5711,

John L. Satterlee; Suite 421 Land Title Bldg., 235 Broadway, San Diego, Calif.

92101, Phone: 714/234-7111, Thomas

Pike; c/o 1139 Waieli St., Honolulu, Hawaii

96819, Phone: 31-778, Jack Heintz;

The Sacramento Union, 1910 Capitol Ave.,

Sacramento, Cal., Jack Harrington.

G. Howard Matson, Jr., *Producer-Manager*

Frank L. Willey, *Edit. Supr., Assistant Mgr*

Jay D. Skidmore, *Head Cameraman*

Bill Leavenworth, *Sound Engineer*

SERVICES: Production of industrial, documentary, sales promotion, public relations, training, educational motion pictures and sound slidefilms, specializing in newspaper operations. **FACILITIES:** Complete production facility includes 16mm camera equipment; 35mm slide camera; 16mm magnasync recording and re-recording equipment; interlock projector; lighting equipment; fully equipped editing room; shooting stage; film distribution and maintenance equipment. Located at the LaJolla Hdqts. of The Copley Press, Inc.

RECENT PRODUCTIONS AND SPONSORS

MOTION PICTURES: *San Diego: Where California Began* (Junior League of San Diego); *Data Processing: Keeping Pace With a City in Motion* (City of San Diego). **SLIDEFILMS:** *To Help Her Help Herself* (Camp Fire Girls of San Diego).

WRITERS

WILLIAM R. LUNDGREN

3902 McKinley St., N.W., Washington, D.C. 20015

Phone: (202) 966-5834

Date of Organization: 1958

William R. Lundgren, *Screenwriter*

RECENT SCRIPTS, PRODUCERS AND SPONSORS

MOTION PICTURES: *The Making Of An American Vice President*, Spiro T. Agnew (USIA-

Milner Fenwick, Inc.); *School Without Walls*,

American Sketches #9 (U.S.I.A.); *Headquarters Command*, USAF, SFP 2013 (USAF); *The Gulf Stream*, MN-10842 (U.S. Navy); *RARE*

(Raytheon); *Apollo Eleven* (USIA); *Meet Senator Cannon* (Astrafilm).



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industry news

Bell & Howell Opens Skokie Video Center

Bell & Howell has inaugurated a wide range of closed circuit television services in its new Video Center.

The Video Center offers full-color, three camera studio rental, production services from complete program production to dubbing and transfer, and CCTV consultation. It also incorporates the former School of Instructional Technology, offering four courses in CCTV technical training and a pair of program production courses.

Production service rates and course information may be obtained by writing Bell & Howell Video Center, 7235 N. Linder Ave., Skokie, Ill. 60076.

Victor Duncan Opens Branch in Dallas

Victor Duncan, Inc. has opened a branch in Dallas, Texas to serve film producers in the Southwest.

In addition to rentals and leasing equipment, the firm offers sales and complete maintenance-repair service departments.

In Dallas, Duncan will also provide portable quartz lighting equipment for location use.

Joe Pope has been appointed general manager of the new Dallas facility at 2659 Fondren. Robert Burrell has joined the staff as motion picture engineer, responsible for customer service and maintenance.

The firm will continue to serve Midwest customers through its Chicago and Detroit offices.

New Honors For "No Greater Challenge"

No Greater Challenge, a film written and directed by Gene Starbeker for the Atomic Energy Commission, has received new honors following world-wide distribution. "Challenge," a First Place Winner at the United States Industrial Film Festival last

spring, has now been shown in over 20 countries under the auspices of the USIA.

No Greater Challenge premiered in February, 1969, in a specially designed theater at an international congress on water purification and desalination in Rome, Italy.

The subject, desalting the sea, is of major importance to many nations because much of the earth's surface is arid and currently unproductive. "No Greater Challenge" has presented an exciting new concept of nuclear-powered agro-industrial complexes to scientists and laymen from San Francisco to Kuala Lumpur.

The peaceful application of nuclear power to create fertile lands is a concept which knows no language barrier. A reviewer in Bamako, Mali commented:

"Mali is among the most arid nations in the world . . .

This film makes the point that atomic energy will make possible technology important to Mali."

The Canadian Council for International Cooperation noted that "No Greater Challenge" is "an excellent film, very fast, very handsome, very TODAY. Should be widely used."

Because of the excellent response from United States Information Service Posts throughout the world, USIA is currently making additional versions of "Challenge" in Spanish, Arabic, Persian, Russian, Korean, and Mandarin. French, Italian and Portuguese language versions are presently in distribution overseas.

Showcasing Those Pro "Experimentals"

By now it's hard to find a director of industrials who doesn't have at least one "experimental" film on his sample reel. A short something he had to get out of his system. Made by staff directors on "down-time" or by independents who know their way around the editing rooms and production company halls—these

short films are often quite good and almost always are seen only by friends and family.

Theatrical release is so limited it is virtually non-existent and the so-called "underground" seldom surfaces where it can attract much attention. While TV-oriented directors have been looking away from the medium for distribution of their longer work (60 seconds is not really the maximum length of a movie!) a film syndicator has found the way to showcase shorts on the tube after all, and soon viewers who thrill to a director's product pitch can also have a chance at the kind of movie-making he really has in his soul.

Richard E. Perin, president of Perin Enterprises, Ltd., has been plugging for about two years on this "impossible dream" and finally firmed the first TV deal, with WTOP-TV in Washington, D.C.—which will feature short films made by both pros and amateurs on a one-hour block of news programming stripped on Channel 9 in the Capital. Called "Filmmaker's Sketchbook", it will become a regular feature of "Martin Agronsky's Washington", and the initial plan is to program the shorts two times a week on Agronsky's show, using them like feature stories in a newspaper.

Perin's role is catalyst and consultant: on retainer by the Post Newsweek station, he plans to offer this service to other TV outlets across the country, finding and supplying them with contemporary, experimental movies.

This means that the short and happy films of our directors' "souls" will finally be able to move out of The Tin Lizzie and onto the nation's home screens, where someone out there may take a quiet and serious view of the talents that are being overlooked in extraordinarily large numbers through the nearsightedness of station executives who eagerly program creative commercials, but not the equally creative filmmaking of the same directors.

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CINE Expands Program Draws Record Participation

AS PEACE MARCHERS milled in the streets outside, CINE (the Council on International Nontheatrical Events) held its largest and best awards program to date. In a premier two-day film exhibition, CINE presented 205 "Golden Eagles" to 156 of the nation's leading nontheatrical producers. At the final banquet, 65 additional awards from 60 foreign festivals were presented by dignitaries from 14 nations.

In a special message President Richard Nixon lauded the efforts of CINE as a "valuable service to international cultural exchange and greater understanding between men and nations." He expressed admiration for the efforts of CINE as a model of private industry cooperation.

A record total of 205 films received "Golden Eagles" from among 769 entries in this year's selection competition. Another 28 films made by amateurs were awarded the "CINE Eagle," a special recognition for youth and adults who do not make films for a living.

In expanding the annual exhibition from one to three days, 85 motion pictures were shown for a total of over 21 screening hours. Programs were at the National Education Association,

National Geographic Society, Smithsonian Institution, National Library of Medicine, Washington Film Council and the Statler Hilton Hotel, scene of the awards banquet.

Leading the list of dignitaries from 14 nations presenting awards were Ambassador Dobrynin of the Soviet Union, Ambassador Weerasinghe of Ceylon, Ambassador Guerassimov of Bulgaria, Dr. Sean O. Heideain Charge d'Affaires of Ireland, and Mr. Rafael Vazquez Charge d'Affaires of the Argentine Embassy.

In addition to the top prize



Ambassador Dobrynin from the Soviet Union led the list of foreign dignitaries presenting awards from foreign festivals.



Part of the 65 prizes from 60 foreign festivals that were presented at the CINE ceremonies.

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winner, another 106 motion pictures received special diplomas or certificates honoring their selections for programming at overseas events.

The Golden Eagle film credited with the most significant awards worldwide in 1969 was *Why Man Creates*, by Paul Bass for Kaiser Aluminum and Chemical Corp. It took high honors in five festivals (Cork, Moscow, Trieste, Venice Golden Mercury and Venice Documentary) and diplomas or certificates in four others (Edinburgh, Melbourne, Nyon and Vancouver).

While the CINE ceremonies were in progress, *Why Man Cre-*

ates was also winning top honors at the International Film Festival in West Berlin and a special Inforfilm plaque for excellence.

A new feature at the CINE Exhibition this year was a symposium "Toward A World Audience." The workshop discussed increasing overseas circulation of American nontheatrical films.

CINE president, Reid H. Ray, newly with the Rochester Institute of Technology, presided. Master-of-ceremonies for the various screenings and award presentations were Peter Cott, Willis H. Pratt, Jr., Dr. Anna L. Heyer, Miss Emily Jones, Reverend David O. Poindexter and O. S. Knudsen.



Saul Bass accepts one of the many awards presented to "Why Man Creates."



John Peckham (left) one of many producers accepting Golden Eagles from CINE President Reid Ray.



James Damon from IBM Corporation (left) and Carl Lenz, president of Modern Talking Picture Service during the symposium on world audiences.



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342-5204.

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Colonial Films, 752 Spring St. N.W.
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• LOUISIANA •

Delta Visual Service, Inc., 715 Girod
St., New Orleans 70130. Phone:
504/525-9061.

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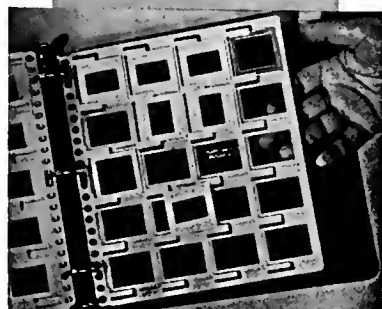
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De Wolfe Music Library, Inc.	76	Manhattan Sound Studios	50	Treise Engineering	57
D F I Communications	18-19	Mars Productions	27		
Donati & Friends, Inc.	49	MCI Video/Film Productions, Inc.	40	United Air Lines	10
DuArt Film Labs	7	Midwest Studios, Inc.	76	United World Films	41
Dunn, Cal, Studios, Inc.	22	Modern Talking Picture Service, Inc.	Second Cover		
		MPO Videotronics Corporation	53	Vacuumate Corporation	56
Eclair Corporation of America	89	Musifex, Inc.	71	Valentino, Thomas J., Inc.	159
Edward at the Moog	16	Mutschmann Films, Inc.	71	Vanderford, H. Le Roy	66
Elco Corporation	28			Vision Associates	35
Empire Photosound Inc.	66			Visualscope, Incorporated	12
				VPI	30
Fairchild Camera & Instrument Corp. ...	21	North American Phillips Corp.	70	Willard Productions	54
F B L Film Expediting Corp.	16	North Shore Film Laboratory	14		
Feller Vacuum Form Studios, Inc.	76				
Finley, Stuart, Inc.	Third Cover	O'Brien, Eddie, The Writer	83		
Fischer/Cygnnet	26	O'Connor, Walter G., Co.	8		
Foreign Language Service Co.	74	Oscard, Fifi, Agency	34	Zyco Manufacturing	90
Frost, Jack A.	38				

We Could Have Called Ourselves "Conservation Films, Incorporated"

but we didn't think of it in time.

Thirteen of our fifteen current productions are on various facets of man's environment. Here are a few samples:

SOLID WASTES

The Price of Affluence
Solid Waste Management
In The Bag
Burn, Bury, or What?"

Public Health Service, H E W
Public Health Service, H E W
National Refuse Sack Council, Inc
Whitman, Requardt and Associates &
D C Department of Sanitary Engineering
Distribution

WATER RESOURCES

The Little Rivers
Brush Creek

New York State Department of Conservation
West Virginia Departments of Agriculture,
Natural Resources and Commerce
Distribution

Megalopolisland

WATER QUALITY

The New River (Fourth Version) Kimberly-Clark Corporation

URBAN DEVELOPMENT

"A City Is People"
"Urban Conservation"

National Capital Downtown Committee, Inc
Interstate Commission on the Potomac
River Basin Soil Conservation Service
U S D A National Association of Home
Builders

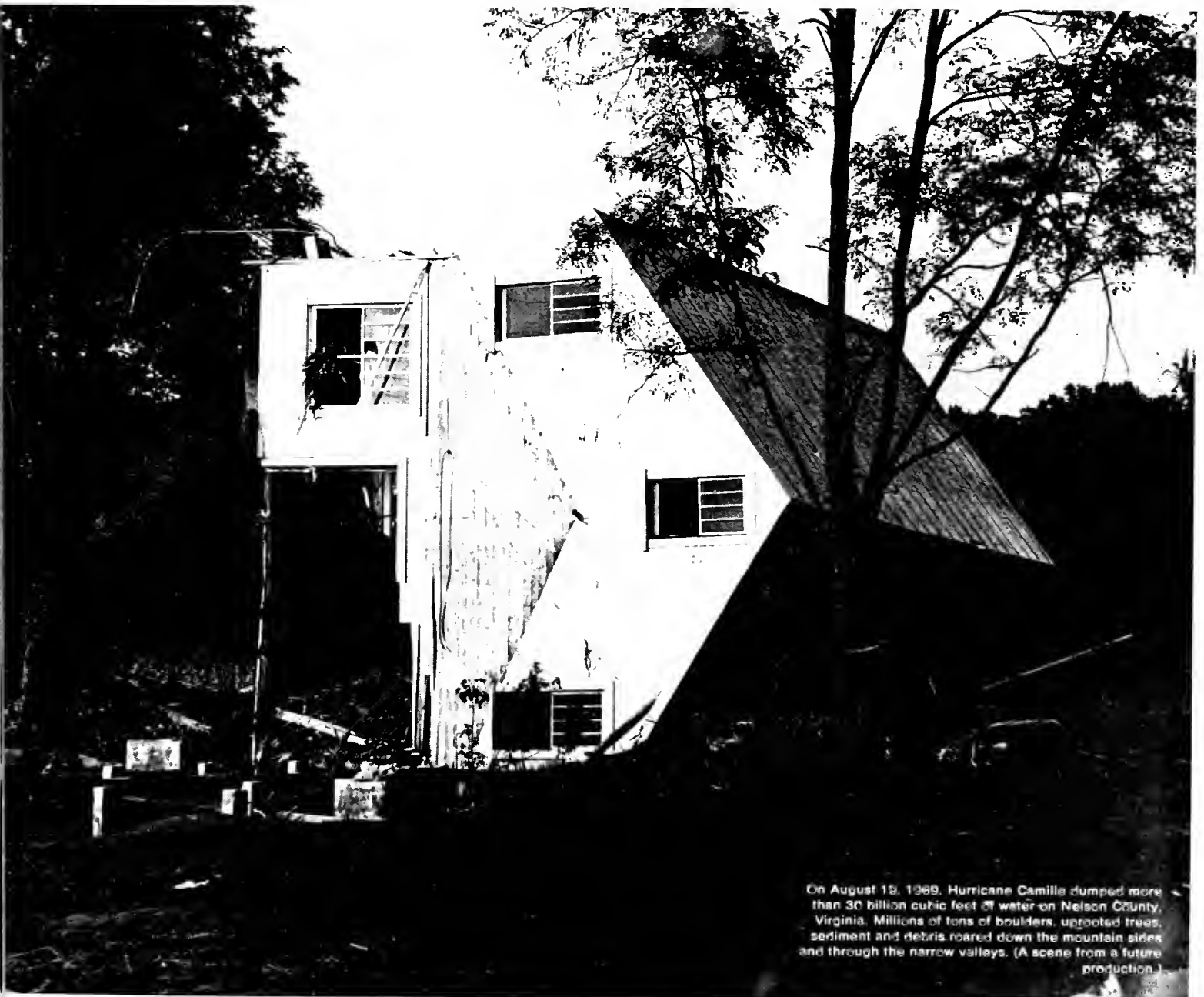
These clients include two departments of the federal government, an interstate commission, two states, a city, a municipal planning organization, a consulting engineering firm, a paper company, and two trade associations.

We're happy that all of these fine organizations have confidence in us. Perhaps this is because we appreciate the substance of their various programs.



Production and Distribution

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On August 18, 1969, Hurricane Camille dumped more than 30 billion cubic feet of water on Nelson County, Virginia. Millions of tons of boulders, uprooted trees, sediment and debris roared down the mountain sides and through the narrow valleys. (A scene from a future production.)



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Stimulation Programs | Group Meeting Implementation
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Slidefilms
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