



Jnisphere, presented by  United States Steel

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27 Million Persons were in the World's Fair "Preview" Audience!

All over the nation, from Main Street to Megalopolis, Americans have watched (and are watching) the monumental transformation of Flushing Meadow Park into the 1964-1965 New York World's Fair. Three World's Fair "Preview" films, produced by John Campbell Productions, have reported to America on this billion-dollar achievement dedicated to peace through understanding.

To be sure each film would reach the largest possible audience—in the shortest possible time—the New York World's Fair Corporation commissioned Association Films to do the national TV and non-theatrical distribution. Results from the first two films: 637 telecasts in 12 months. The third film, "World's Fair Report With

Lowell Thomas, bids fair to reach even larger audiences, based on initial responses.

How do we get these results? By giving sponsors *creative* distribution, imaginative program concepts, and a quality service that is the hallmark of the industry.

During 1964-1965 community organizations and TV stations will be encouraged to theme their meetings and programs to the World's Fair. We will soon be offering a portfolio of films and ideas, "A World's Fair of Entertainment and Enlightenment". Incidentally, if you are planning to attend the Fair, we do hope you will drop by and see us, at 347 Madison Avenue.

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Camera Eye

THE EDITORIAL VIEWPOINT

ONE INDUSTRY: UNIFIED IN PRINT

UNIFIED IN THESE PAGES of the 14th Annual Production Review are the most capable producers of the many forms of audio-visual communication in the U. S., Canada and abroad. They are defined as such by their ability to establish references of staff, facilities and client experience. They are joined by the foremost companies in the field of film distribution, talented writers and by our resumes of the professional and trade organizations through which the art and craft of the field is advanced.

We begin our 25th volume of this publication with a 218-page detailed compendium of all that's *right* in a *great* and *growing* industry. With deep gratitude for the privilege of serving both the medium and its makers, we look to the new quarter century with enthusiasm and verve, soundly based on long, happy years of cooperation and the goodwill of our many friends.

And now, *let's move ahead* with better tools, more talent to serve a growing clientele . . .

* * *

President of New York Film Producers

Cites "Confusion and Unrest" in the TV Field

George Tompkins, newly-elected president of the Film Producers Association of New York, told the membership in his inaugural speech at the annual meeting, February 25th, that New York's television commercial production business is "in a state of confusion and unrest."

Mr. Tompkins' statement came as no surprise to anyone involved in the New York film tape production scene. During the past year, several of the leading TV commercial producers — Sutherland Associates, Sarra, and Robert Lawrence among them — have closed their local shops and not a few have been "close to the line" on several occasions.

But Mr. Tompkins, who is president of VPI, one of the larger TV commercial production houses in the city, proposed that the membership take immediate steps to correct the abuses which have plagued the industry, saying he intended to submit recommendations to the FPA board for a workable code of ethics and a plan to insure producers a fair return for dollars invested.

* * *

Producer Listing Pages in This Review

Provide References to Protect the Film Buyer

That hot-bed of World's Fairs and of filmed television commercials that raises its towers beside the Hudson has been having its problems with both topics. But the latter concerns some very able specialists in the TV spot business, who, not only have to cope with advertising agencies' geni but with their less scrupulous brethren, labor costs, the FTC and the

Screen Actors Guild, just to name a few . . .

There probably are too many undercapitalized entrepreneurs who find it easy to work up 20-30-60 and even 90-seconds of what they call "TV commercials." Fortunately, few of that breed even try to work in the infinitely more difficult field of *longer factual, business films*.

Those long, long pages in the New York business telephone directory carry a lot of names. We carry a goodly number of Manhattan producer listings, too, but the wild-catter is stopped at the door by our prerequisite of CREDITS. We provide this service without recompense from any listed producer; if we SOLD these listing columns we'd lose our independence.

But because we *are* independent and free to choose, the 120 names of New York producing companies listed in this issue give sponsors, the agencies and every buyer a most dependable guide to "who's really who" in the field. ☐

* * *

Let's Get That Phrase "Non-Theatrical"

Out of the Lexicon of Our Great Industry

Too important a part of the great field of factual film production still labors under a *negative* definition of its role. The phrase "non-theatrical" is as old as the legendary Dodo and twice as dead. But they haven't heard about it yet (except in the accounting department) at Eastman Kodak and the otherwise *forward-looking* Hollywood Museum-to-come has a "Non-Theatrical Division" which its very progressive director, Jack Copeland, is carrying around under his title.

We *ain't* non-theatrical, folks. We're *factual, documentary, educational* and even *business-like* at times. But *NON*-theatrical, what's that? If it means that most of our films are *tools* (when they're most effective) and that many are *not* "theatrical" in the grandiose concepts of old show biz, then we are surely non! But meanwhile we're just non-plussed that the business which accounts for more mileage of raw film base than those "theatrical" moguls ever dreamed of would remain *NON*-anything in a smart shop like Kodak's or an imaginative new enterprise like the Hollywood Museum.

Business films, we got; factual films, we make; audiovisuals, we cherish. But, as Charles DeGaulle most always says to his Uncle Sam, "*NON, NON*" NO MORE! ☐

* * *

Notes in Retrospect With Opening Day of the New York World's Fair Only Weeks Away

The New York World's Fair, opening just a few weeks from now, promises to offer more new exciting audio-visual experiences than any event in the history of the sight and sound medium. One major exhibit, using films in a dozen different new and stimulating ways, is so far out that even at this late date corporation officers are worrying that they may have gone too far — will the public really understand what the company is trying to say?

Chances are the public will not only understand and appreciate this exhibit, but make it one of the most popular and significant on the Fair grounds. For one thing that has always (CONTINUED ON THE FOLLOWING PAGE 54)



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THE EDITORIAL VIEWPOINT:

(CONTINUED FROM THE PRECEDING PAGE 46)
been true of World's Fairs is that they have successfully generated new techniques and popular acceptance of new ways of doing things.

Film to Present Themes of Exhibitors

A good proportion of the exhibitors at the Fair will make films the theme of their presentations. Among these are American Telephone and Telegraph, American Gas Association, New York State, Port of New York Authority, the Federal Government, and many more. Beyond this, it is expected that literally hundreds of small screens will be seen all about the Fair showing loop films on repeater projectors, a technique which proved so successful at the Brussels and Seattle Fairs. A dozen or so exhibits will also have small theaters for regular showings of films.

Thinking of the new Fair to come stirs memories of Chicago's Century of Progress in 1933 and the old New York World's Fair which opened just 25 years ago in 1939. Surprisingly enough, for those who persist in dating the wide use of industrial films with World War II, at the Chicago Fair there were 87 projectors of various sizes showing industrial and government films on regular schedules. In 1939 in New York, the number of projectors in regular use had increased to 129! It will be interesting to see the total at the new Fair.

"Hit" Pictures of the Fair in '39

Outstanding features at the 16 sit-down theatres and 40 other exhibits featuring film in the 1939 Fair were such memorable pictures as Coty's *Symphonies in Fragrance*, Household Finance's *Happily Ever After*, and the Petroleum Industries' novel puppet picture, *Petroleum and His Cousins*. National Biscuit Company reported in an early issue of BUSINESS SCREEN that its prize pair of Walt Disney

and Wilding films were playing 48 shows a day with a total attendance of 10,000 on week-days and up to 12,000 on Saturdays and Sundays.

Three-dimensional pictures were new at the '39 Fair. Chrysler's *In Tune with Tomorrow*, made by Arthur Loucks and Jack Norling, caused a sensation, attracting 11,865 daily visitors to its modest 339-seat theatre.

Westinghouse, while not using films in its exhibit, was proud of its "First All-Technicolor, All-Dialogue, Feature-Length Production to Be Made for General Sales Purposes" — *The Middleton Family at the New York World's Fair*, which was produced for the electric company by Audio Productions, and was designed to encourage people throughout the country to come to the Fair and see the Westinghouse exhibit. The film played hundreds of theatres across the country, and did an excellent job of bringing the Fair to the unfortunates who couldn't get there in person.

Projection Quality Will Be Excellent

One thing that is surely going to be different in this Fair as compared to 1939 is the quality of screen image and sound. Except for the Loucks and Norling 3-D feature, and some extraordinarily fine slide projection by Eastman Kodak, most Fair films in '39 were seen as either slightly poorer imitations of ordinary 35mm theatre projection, or in too many cases just the dim 16mm projectors of the day working in rooms much too big for them.

Next month, Fair-goers will not only see much better standard projection facilities — but often completely new systems of projection. Reevesound Company, one of the leaders in design and installation of specialized projection equipment, has completed special systems for no less than ten large exhibitors, while Cinerama — and other engineering firms, are doing installations for many more. □



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They tell how movies are put to work by Clark Equipment Company, Chain Belt Company, U. S. Industries, Inc., and Americana Nursing Homes, Inc.

Each case history includes information such as (1) objective of the movie, (2) how objective was accomplished, (3) results, (4) total annual audience, and (5) total cost. Each case history is brief, to the point — nothing fancy or long-winded. For copies, write or telephone . . .

Pilot Productions
INCORPORATED

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Evanston, Illinois

foot diameter dome, audiences will watch a projected, narrated demonstration of nature's energy forces on what is believed to be the largest projection screen ever built. Theme of Progressland will be "Peace Through Understanding—Progress Through Electric Power." In the first attraction, a "Carousel of Progress" will dramatize the contribution of electricity to better living, from the Gay Nineties to the present.

Disney's Life-Like Figures

The opening story will be uniquely told by electronically-controlled, animated figures created by Walt Disney (who conceived and designed the whole show with his WED Enterprises associates).

A Great Laboratory for Professionals in Communication Will Also Bring Exciting Adventures in Sight/Sound to the Public!

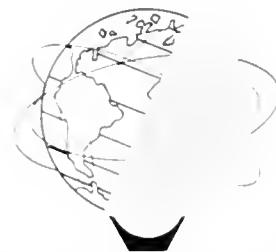
These "audio-animatronic" figures are expected to be one of the highlights of the Fair.

A Time Tube equipped with a moving ramp will take visitors from the Carousel of Progress to the third floor, where they will pass through a Corridor of Mirrors illustrating advanced work in General Electric laboratories. They will enter a huge observation area directly beneath the giant dome, 200 feet diameter.

Completely free of obstructing pillars, the dome is expected to constitute the most unusual pro-

jection facility ever devised. A lightning storm and the flames on the surface of the sun are among the awesome forces to be represented in the sights and sounds projected across the vast interior of the dome.

Spectacular visual and sound effects will demonstrate thermonuclear fusion as the climax of the pavilion's show. They will be witnessed in an 80-foot deep centerwell, as visitors descend from the third to the first floor by an open ramp which spirals down the center core of the pavilion.



A Place to See Latest and Best

— Professionals and potential users alike of sight/sound for communications of all types can look forward to a vast laboratory of the arts and science of this "recreation" of both living and static subjects at the New York Fair. (CONTINUED ON PAGE 187)

Come to the Fair!

... and visit the highly original:

◆ **Bell Telephone Pavilion**

... take a personal voyage through the time and space of communications.

◆ **The Festival of Gas**

... see the "Tale of Truthful George," a multi-screen, stereophonic motion picture ...

OWEN MURPHY PRODUCTIONS, INC.

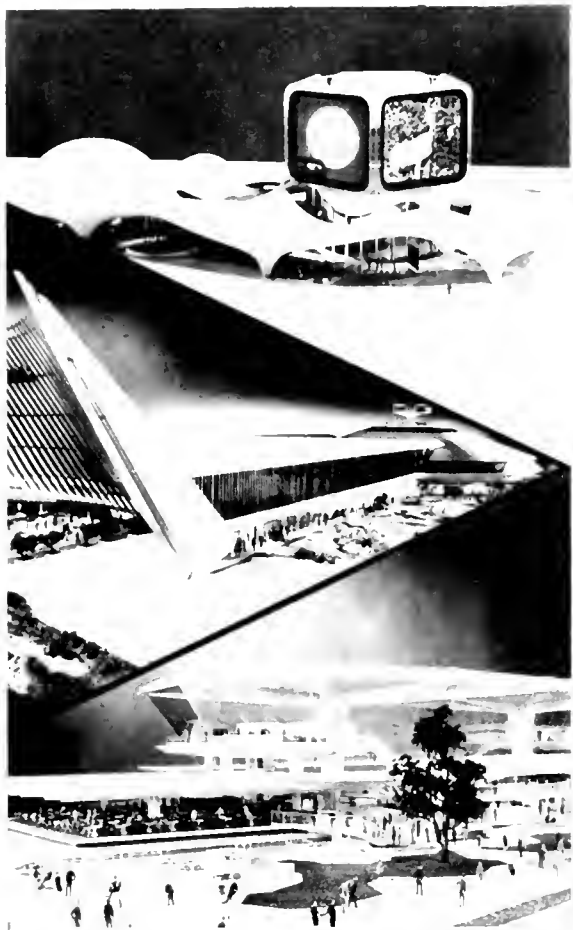
666 FIFTH AVENUE, NEW YORK 19, N. Y. PLAZA 7-8144

NEW YORK WORLD'S FAIR REPORT:

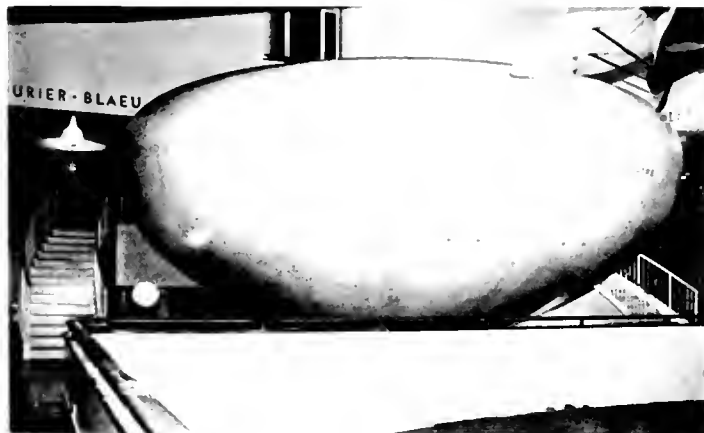
(CONTINUED FROM PAGE 95) grounds. Seattle was our most recent experience and the horizons moved forward there—but great advances came out of Chicago's "Century of Progress" exposition of the early '30's and again, at New York's Fair later in that decade.

World's Fair concepts must be developed for mass audiences but

they are less inhibited by problems of space, cost and creative time. All the best of modern-day audiovisual technology is apparently well on its way to the Flushing Meadows. Fortunately, all of it should arrive well before that momentous Opening Day. After that, we'd rather not count on getting through the traffic which will be heading for the Fair!



Previewing the New York World's Fair, at top, the Kodak Pavilion, center, Electricity's "Tower of Light" and third segment, the "Festival of Cars" exhibit area. Below, Abbott Labs' "Chemical Man" theater will be there.



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