

as I see it



by Ed Hannigan

There's a new look in news photography as papers go offset and automation takes over

NEWSPAPER photography has changed. There's a new look in many daily and weekly papers, especially noticeable in the quality of newsphoto reproduction.

This change is not due to improvements in newsprint quality, but in the recent perfection of offset presses suitable for newspaper runs. This printing process affords excellent levels of newsphoto reproduction—including full color.

Of added significance, there has been a big change in the newsphoto operation. A growing number of papers are modernizing their photo labs with the latest in automated equipment including processors for film and prints. As a result, there has been a big gain in consistent quality in both negatives and prints. Further improvements in wirephoto and facsimile have resulted in better news picture reproduction in the papers.

Among the most recent newspapers to modernize their darkrooms are the *Bergen Record* in Hackensack, N.J., the *Louisville (Ky.) Courier-Journal* and *Times* and the *Orlando (Fla.) Daily Newspapers, Inc.* The Louisville operation reportedly processes 200-300 rolls of 35mm and 120 and 150-200 pieces of 4x5 weekly. This is a lot of production in any lab, and the keys are the consistent quality and speed that have been achieved. It looks as if there is a new era coming in news photography, when fidelity in reproduction of pictures will approach that of magazines . . . *National Press Photographers Assn.* 1967 convention will be in Omaha, Nebraska . . . Newest issue of the *Gebbie House Magazine Directory* (published every 3 years), which lists 4000 house organs in the U.S. and Canada, is now available. For information about this 450-page "bible of the house organ field," write to *Gebbie Directory*, Box 1111, Sioux City, Iowa. It is great for freelancers who want to do work in this tremendous market area.

Photographic Hall of Fame slated for Des Plaines, Ill.

The Photographic Art and Science Foundation, a non-profit organization, has announced plans to erect a "monument for professional photography" in Des Plaines, Ill. To be included are

"Photography's Hall of Fame" and the "Daguerre Gardens". To raise funds for the project, the committee is selling bricks to be used in construction of a wall around the gardens. The bricks sell for \$100 and will be personalized. The opening is slated for next year during the 75th International Exposition in Chicago . . . Color TV is growing—by leaps and bounds. Color in spot news coverage has been started by CBS-TV in New York, and NBC-TV has enlarged its color news casting considerably beginning this past September. CBS-TV newsreel men are using Anscochrome T/100 16mm film with magnetic stripe for their footage. An 85-B filter is used on the lens when shooting in daylight . . . Petri Camera Company of Japan will manufacture the Fotochrome color camera.

Transistorized electronic shutters are the latest trend

Following the introduction of the transistorized electronic shutters in Polaroid's color pack cameras, there is evidence that many other manufacturers are going to follow suit. Yashica has already announced a new half-frame (we prefer to call it Duo-35) camera with such a shutter. Olympus and Ricoh are also reported to be nearing the market stage with electronic shutters . . . Townley Chemical Corp., Long Island City, N.Y., has taken on manufacture and distribution of Unibath one-step photographic chemicals . . . Did you know there is a service for wedding photographers that furnishes the names of 2000-3000 brides-to-be per month? Daniel J. Carson Associates, Baldwin, L.I., N.Y., provides the listings covering 19 counties within 50 miles of Times Square. No doubt there are similar services in other areas of the country . . . William Mortenson died recently at the age of 68. A well-known photographer and teacher, his techniques were widely copied during the late 30's and early 40's. Because he used many art techniques in his own ways, his photographs were always the subject of controversy. Many people claimed that they were "paintings or drawings" rather than photographs. Nevertheless, he had more than 3000 clients who regarded his work as "out-

standing". He worked with Cecil B. DeMille as a set designer, art director and still photographer before establishing his own studio and school of photography in Malibu Beach, California.

Tornado photographs—with lightning, yet—wanted

Dr. Bernard Vonnegut, senior weather scientist, with Arthur D. Little, Inc., Cambridge, Mass., is seeking photographic evidence to prove a centuries-old theory that violent electrical activity may be important in tornados. He is offering \$100 for the best picture submitted during 1965 which shows lightning or a glow discharge inside or near a tornado. The photographs must be at least 4x5" to qualify . . . Eastman Kodak sales rose almost 18 percent above 1964 for the first half of 1965. Consolidated sales for units in the U.S. alone for the half-year were more than \$615-million.

New data on development contrast in b/w handbook

The most accurate means of comparing printing characteristics of negatives is through use of contrast index curves for individual films. In an updated handbook of technical information on *Kodak* b/w films there is an explanation of contrast index, a new method of measuring development contrast. Other subjects covered are definition and sharpness, characteristic curves, color sensitivity, film storage and methods of using exposure meters. The 92-page-booklet "Kodak Films in Rolls" (For Black-and-White Photography) includes guide numbers for electronic flash and *blue* flashbulbs. It is available from Kodak dealers at a price of 75-cents a copy . . . While we are on the subject of Eastman Kodak, here are a few more goodies about the company: If you had invested \$100 in one share of stock in Eastman Dry Plate and Film Company in 1884, without investment of any additional capital, that one share today would be worth more than \$900,000 (and, cash dividends would have added greatly to this total)! . . . Harassed high school yearbook editors—attention: Help has arrived for you in the form of an illustrated pamphlet, "A Yearbook . . . the Picture Way", published by Kodak and available on request from Motion Picture and Education Markets Division, Eastman Kodak Company, 343 State Street, Rochester, N.Y. 14650 . . . A new Kodachrome film processing lab has been opened by Kodak S.A. in Madrid. It will take care of the estimated 14 million tourists who visit Spain each year, as well as the Spanish photographic market. A new color processing lab has also been opened in Athens and the one in Lebanon has been moved and enlarged to handle the growing volume.

U.S. Camera Dec. 1965