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Blots out embarrassing blemishes instantly! Blends with your skin best of all!



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On the job—or on a date—don't let unsightly acne rob your confidence, now that TRIOCIN can rescue you! Hateful eruptions can be concealed instantly—can be improved, often in 24 hours! TRIOCIN relieves overactive oil glands and thickening pores. It discourages bacteria growth, thus preventing further infection. Get TRIOCIN right away! It's 3 ways better! A \$1.29 tube can save a lot of heartbreak!

Also use TRIOCIN Blue Foam first, the mildest bubble-foam ever designed for cleansing sensitive skins. Only 89c. Both products available at all druggists.

**improves acne...
OFTEN IN
24 hours!**



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SHOWMAN AND SCIENTIST hammer out details of Todd-AO during one of many conferences where Todd mostly expostulated, O'Brien cogitated.

TODD CONTINUED

that would top Cinerama, Todd prowled around New York for several weeks asking everybody he knew in the fields of technology the same question: "Who's the Einstein of the optical racket?" So many of the answers were "Brian O'Brien" that in October, Todd landed in Rochester, established a beachhead and opened fire on the doctor.

O'Brien had never heard of Cinerama, much less of Mike Todd. His sole professional connection with movies had been the invention of the fastest cameras extant—the slowest of which takes 10 million pictures a second and which are used for photographing explosions in general and bursting atom bombs in particular. Todd told O'Brien all about Cinerama's marvels and its bugs. "Doctor," he finished, "I want you to get me something where everything comes out one hole."

The doctor, unimpressed and uninterested, attempted to brush Todd off by recommending that he apply to one of the big commercial optical firms. But among the main requisites of showmanship is persistence, and among showmen Todd is considered pre-eminent in this trait. For five weeks running, Todd phoned the doctor two or three times a week to deliver sales talks of mounting intensity and volume.

At about this time O'Brien was granted a leave of absence by the university to become vice president in charge of research for the American Optical Co., a venerable concern with headquarters at Southbridge, Mass. His ears jangling from Todd's sales talks, the doctor finally sent a young colleague to New York to see if Cinerama really did amount to anything. The colleague wrote a careful scientific analysis, which ended with the word "Wow!" O'Brien went to New York and was himself wowed. American Optical was wowed in turn and in late November decided to go ahead on Todd's dream.

By May 1953, O'Brien, working with some 100 research specialists and engineers, had produced a process whereby the effects of Cinerama could be obtained on one piece of film photographed by one camera and thrown on a screen by one projector. Estimated maximum cost of equipping a theater for the process: \$35,000; no booths on the ground floor, no profitable seats to be ripped out, no joining lines on the screen. From Cinerama the O'Brien team had borrowed the device of the curved screen; just about everything else was radically changed. Film size was upped to 65 mm from the movie industry's standard 35 mm and entirely new cameras and lenses were designed. The most remarkable achievement is probably the huge lens capable of taking panoramic shots over an angle of 128°, which cameramen promptly christened the "bug-eye." (The two other top contenders for filmgoers' dollars, CinemaScope

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