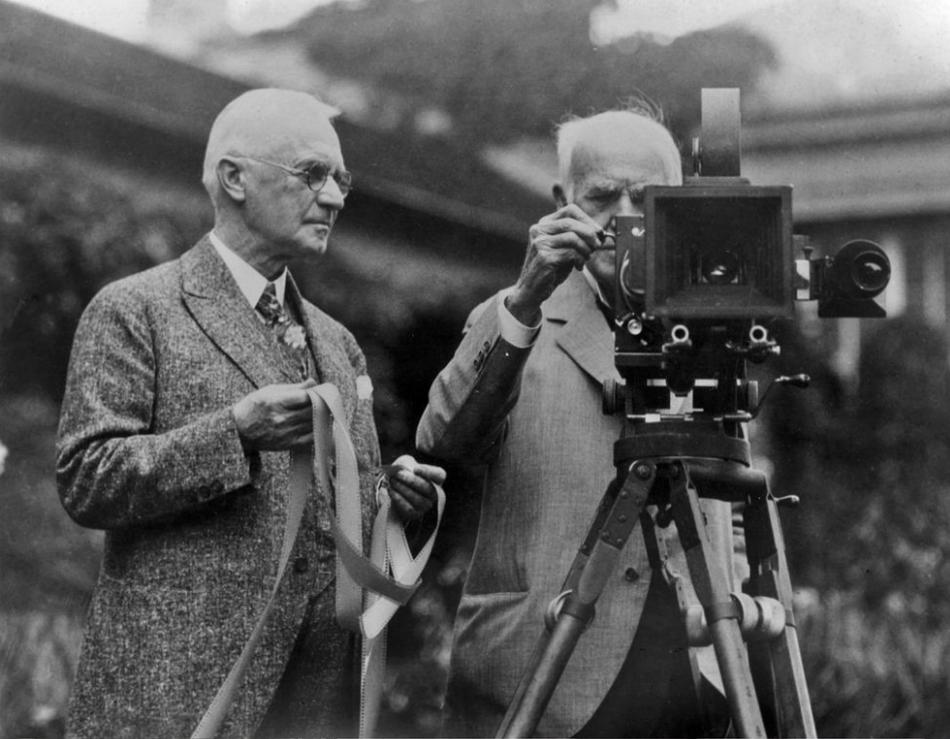




Henry Jamison
(Jam) Handy
1886 - 1983



In Celebration of
100 Years of
Motion Picture
Film



Detroit Institute
of Arts
1989

The Contributions of
The **JAM HANDY** *Organization*
to American Commerce and Culture

Oakland University
April 30, 2001

In Celebration of Detroit 300

In Celebration of the 84th
Anniversary of
Pearl Harbor December 7, 1941

The Contributions of
The **JAM HANDY** *Organization*
to American Commerce, Culture and
World War II Victory



AND PICTURES
SLIDEFILMS
PROMOTION PICTURES

JAM HANDY PICTURE SERVICE, INC.
DETROIT SOUND STUDIOS

2500
SQUARE FEET

SALES PROMOTION
SERVICE
VISUAL TRAINING

1935

Jam Handy

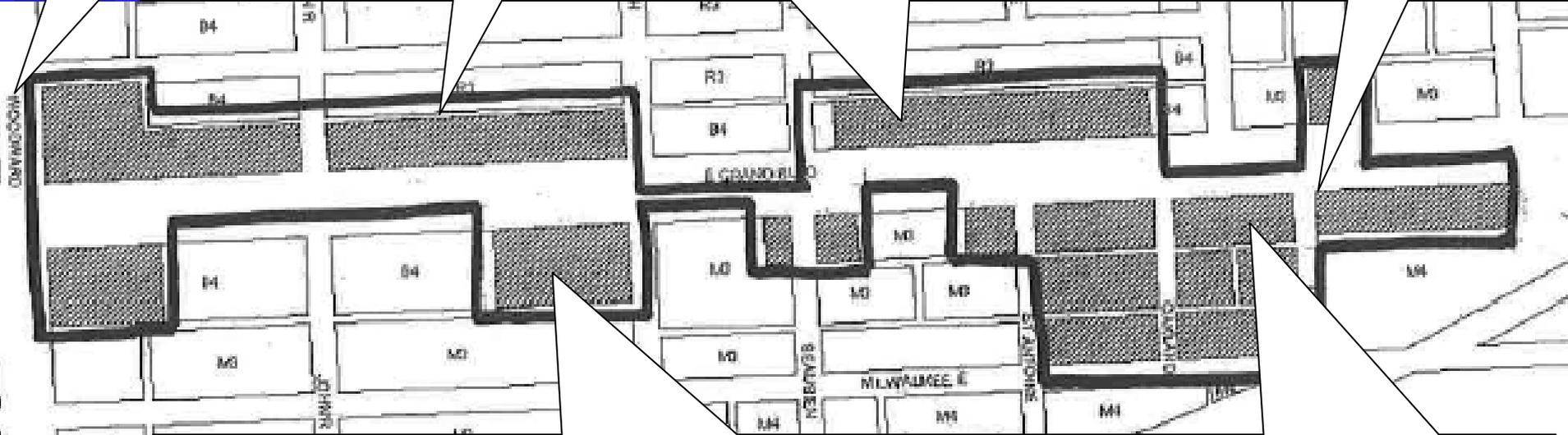


Special Recordings

Woodward

2900 The Jam Handy

Hastings



2921 Producers Color Service
Now: Oak & Reel

2821 Jam Handy offices

**Proposed Jam Handy/North End-East
Grand Boulevard Historic District
Detroit, Michigan**

Boundaries indicated by bold lines



Jam Handy

- Ripley's *Believe It or Not* for swimming
- Father of industrial film industry
- Created concept of “distance learning”
- First musical comedy for business meeting
- Company produced more than 25,000 films
- First Technicolor business film
- Helped U.S. win WWII by producing 7,000 films and building aerial trainers
- Vendor-partner of GM for over 50 years, successor exists today, after 95 years

Attack on Pearl Harbor



December 7, 1941

December 8, 1941

President Roosevelt addressed a joint session of Congress, opening with the words “Yesterday, December 7, 1941 — a date which will live in infamy—the United States of America was suddenly and deliberately attacked by naval and air forces of the Empire of Japan.

December 8, 1941

At the Jam Handy Organization board meeting of Monday, December 8th, 1941, Handy calmly told his board associates. “All of our projects from every client will probably be canceled today after yesterday's attack on Pearl Harbor. But don't worry, an America at war will need us more than ever.”

Jam Handy

1886

Born in
Philadelphia,
raised in Chicago

7 1893

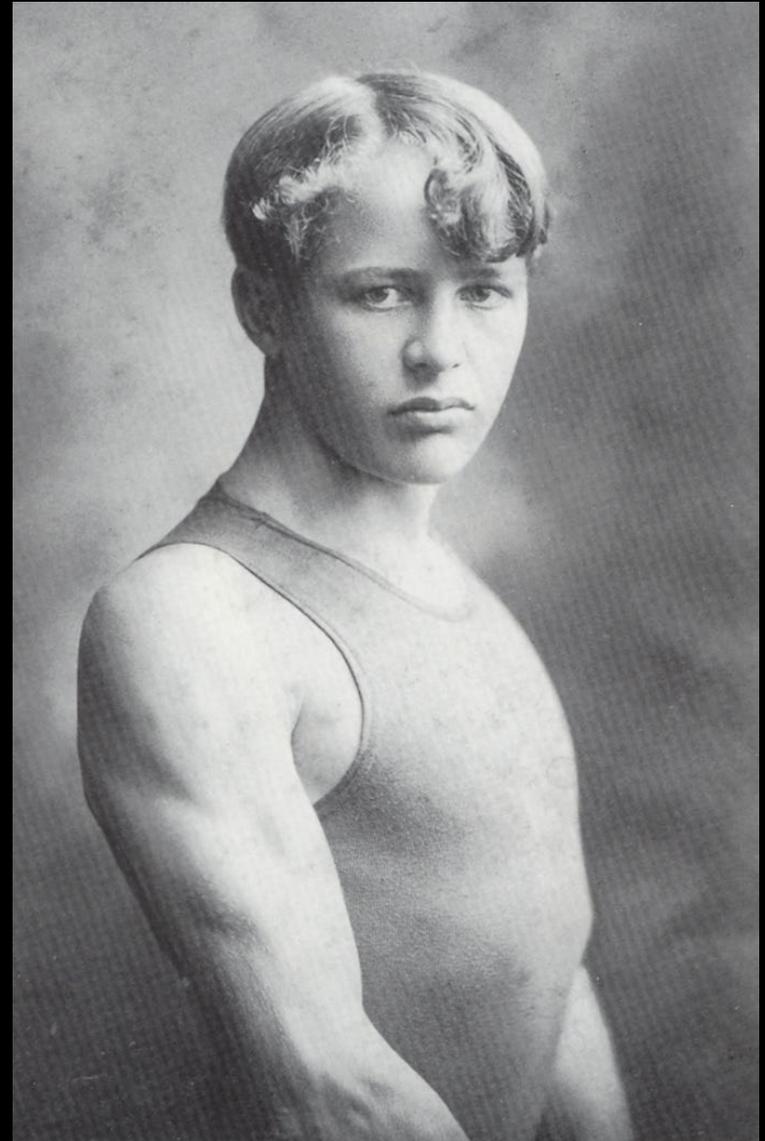
Explored
World's
Columbian
Exposition



Jam Handy

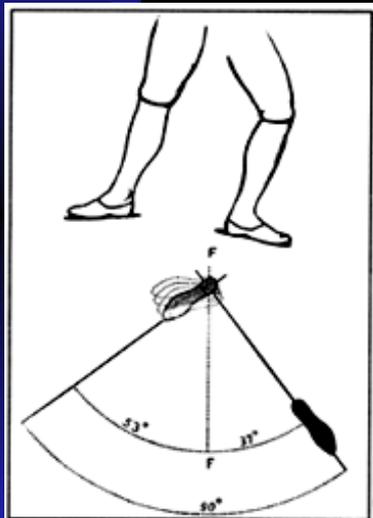
16 1902

Entered U-M



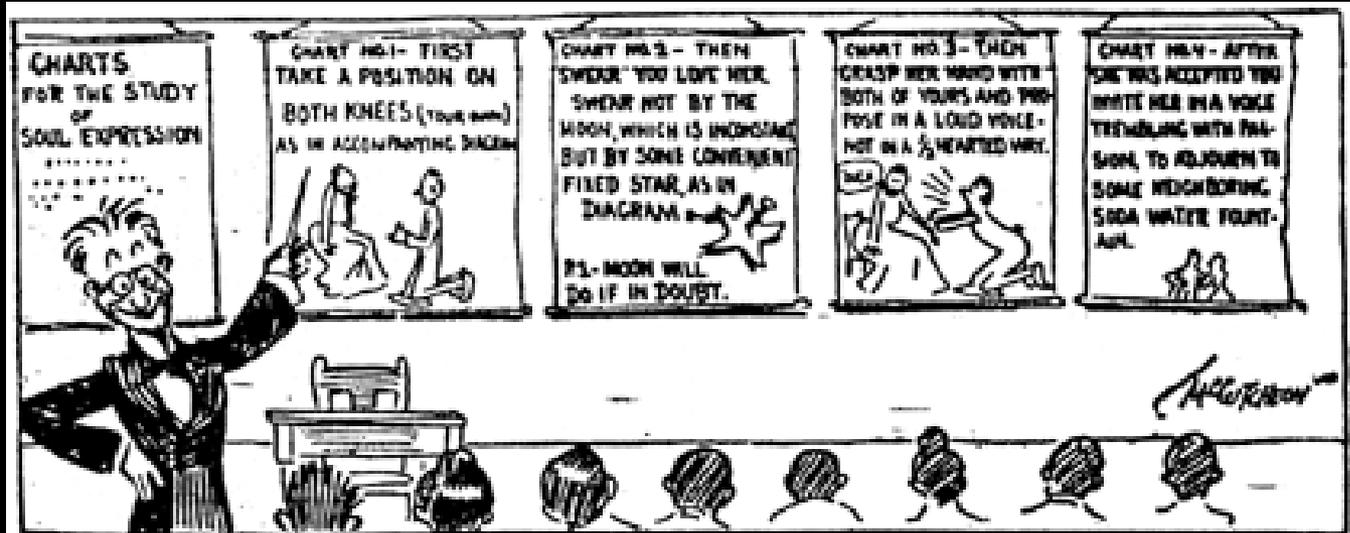
Jam Handy

17 1903 Suspended from U-M



From the Practical Elements of Elocution (1893)

Trueblood specified the exact positioning of the feet for kneeling when an actor was expressing 'Vito-Emotive sentiments.'

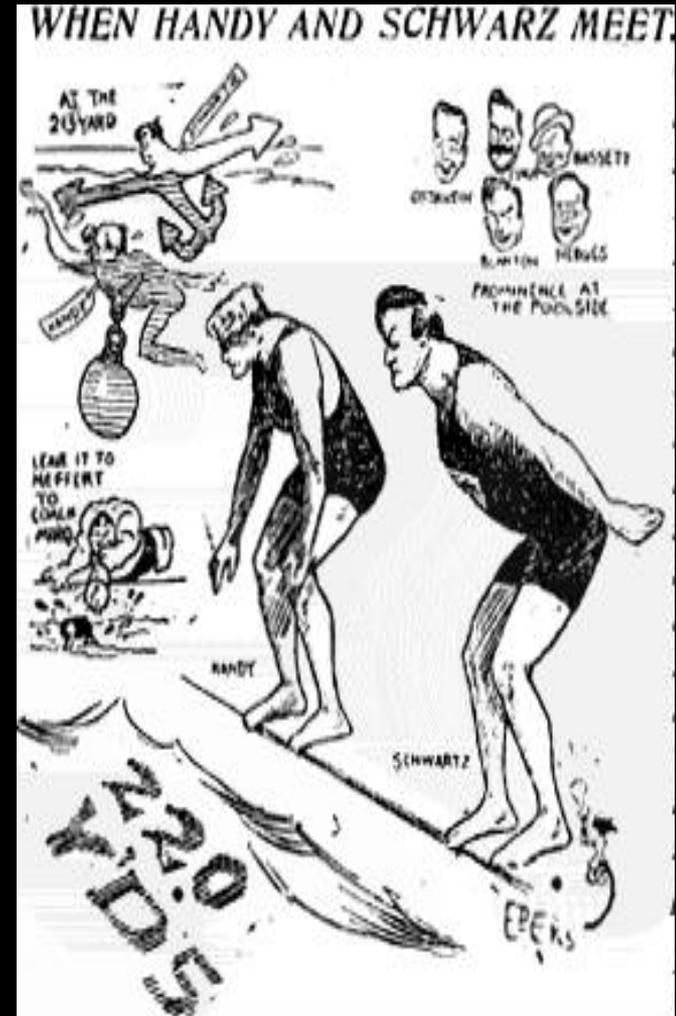


A panel from cartoonist John T. McCutcheon's three-panel lampoon of 'Professor Foxy Truesport.'

Photo from U-M Clements Library

Jam Handy

- 18 1904 Joined *Chicago Tribune* full-time
- 18 1904 Won Olympics bronze medal, 440 breaststroke
- 19 1905 Introduced Australian crawl to American swimming



Jam Handy

24 1910 Promoted, *Chicago Tribune*,
Asst. Mgr. Retail Advertising

“...the simple, secret device of informing and
enthusing the sales people on the values advertised.”
“...researched why customers made their purchases,
and explained that to the sales people.”

25 1911 Began Kaufman & Handy
Educational Advertising Co.

Jam Handy

- 27 1913 Created lantern slide training - National Cash Register
- 28 1914 Invented filmstrip projector gate
- 31 1917 Created WWI training filmstrips
- 38 1924 Won Olympics bronze medal, water polo team

Jam Handy



Jam Handy circa 1930 and his children
(l – r) Chailé, Sarah and Jamison, Jr.



1950 site of King's Cove. Mallon cottage on the left (enlarged in the 1950's), Scott Mitchell house on right.

Jam Handy

- 43 1929 Worked with Chevrolet
- 46 1932 Moved Jam Handy Organization to Detroit
- 49 1935 Released early stop-motion and animation-combined-with live-action films
- 51 1937 Created 1st Technicolor industrial film

Jam Handy

Jamison Handy presents
 "The Face
 in the
 MIRROR"
 ("I Wonder")

Starring
 JAMES
 DUNN

Now available for all sales meetings and all store meetings

In the perilous business of selling, the mistakes made by most sales people are due to their inability to see themselves as others see them. Once the salesman appreciates his mistakes, he is on the road to improvement and more sales.

Such is the thinking behind the new Jam Handy special, "The Face in the Mirror". Both the good and bad things which salesmen do are dramatized vividly. The way to better selling methods is clearly described. This sparkling new talking picture is now available for sales meetings, large and small.

Every salesman should be afforded the opportunity to see his own "Face in the Mirror". Address any of the Jam Handy service offices listed below.

There is nothing wrong with American Business that Better Salesmanship can't cure

Be sure your Salesmen see this inspiring new talking picture!

The JAM HANDY Organization
 Sales Meetings • Slidefilms • Talking Pictures • Convention Playlets

★ **New York** 18 West 44th Street
 Y.A. number 6-5229

★ **Hollywood** 7142 Hollywood Boulevard
 RE.Engwood 2818

★ **Chicago** 216 N. Michigan Boulevard
 BT.Am. 6718

★ **Detroit** 2920 East Grand Boulevard
 M.A.4000 2420

★ **Dayton** 702 Mutual State Building
 A.4000 4280

★ **Boston** 218 Park Square Building
 2F.Emmehere 7174

★ **Wilmington** 717 Shipley Street
 W.4000 4240

★ **Cincinnati** 521 Union Trust Building
 Cherry 4122

There is nothing wrong with American Business that Better Salesmanship can't cure

HELPING YOU SELL

Produced by
The Jam Handy Organization
Western Electric
ANN ARBOR, MICHIGAN

HELPING YOU SELL

Produced by
The Jam Handy Organization
Western Electric
ANN ARBOR, MICHIGAN

Jam Handy

- 56 1942 JHO entered the WW II and eventually produced 7,000 flight simulation, target practice training and mass information films.

- 57 Jam accepted \$1 per year in salary.

Jam Handy

57 The company received six Army-Navy “E” awards for their educational and training efforts.

The award was earned by only 5% of the 85,000 companies involved in producing materials for the U.S. war effort.



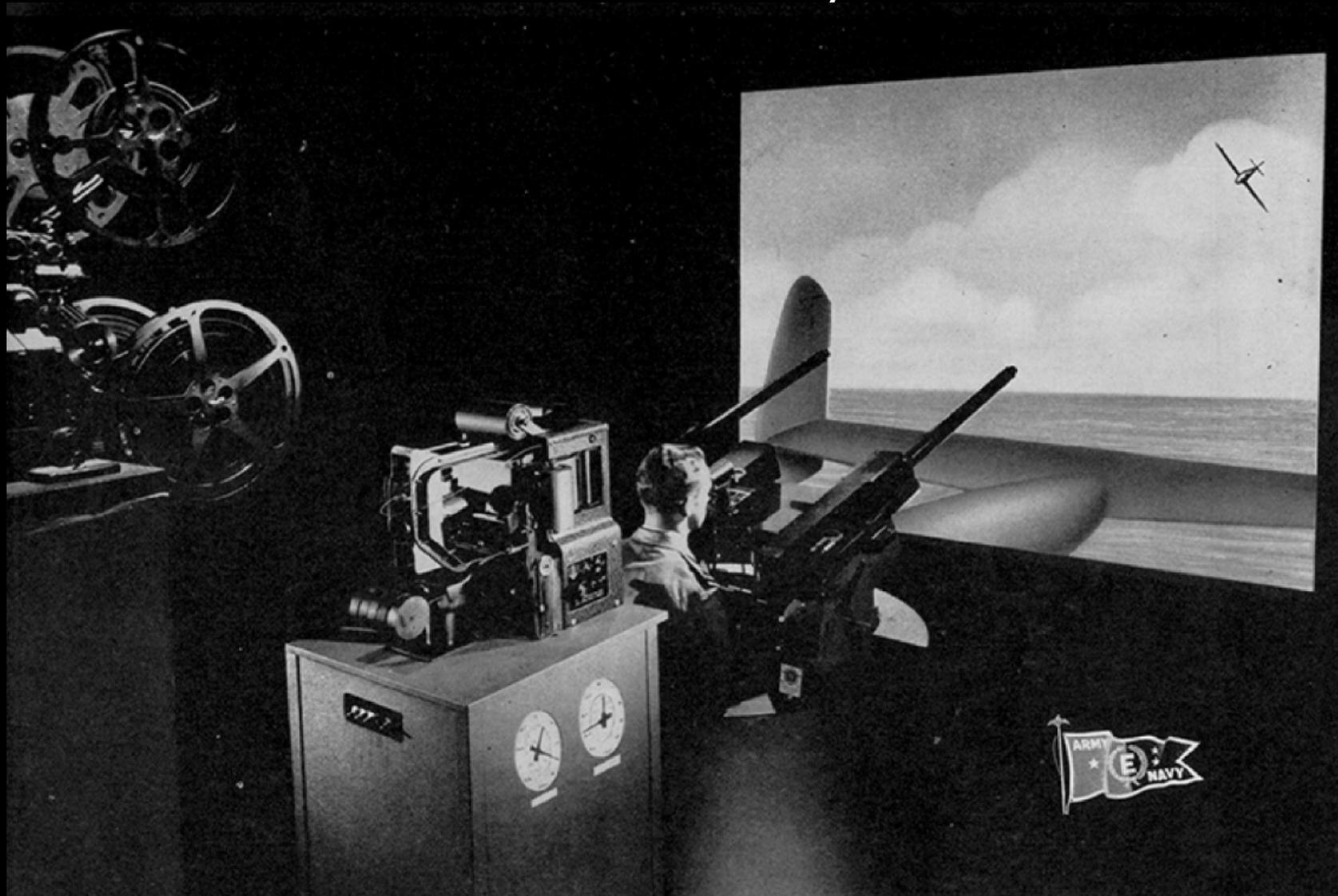
GENERAL MOTORS
PRESENTS

**VICTORY
IS OUR
BUSINESS**

GENERAL MOTORS
PRESENTS

**VICTORY
IS OUR
BUSINESS**

Aerial Gunnery Trainer





**DUAL PROJECTOR
GUNNERY TRAINER**

DEVICE NUMBER **CONTRACT NUMBER** **NOa(s) 4066**

3-A-2g **SERIAL** **NUMBER** [REDACTED]

**MANUFACTURED BY
JAM HANDY ORGANIZATION, INC.
DETROIT, MICHIGAN**

THESE PEOPLE

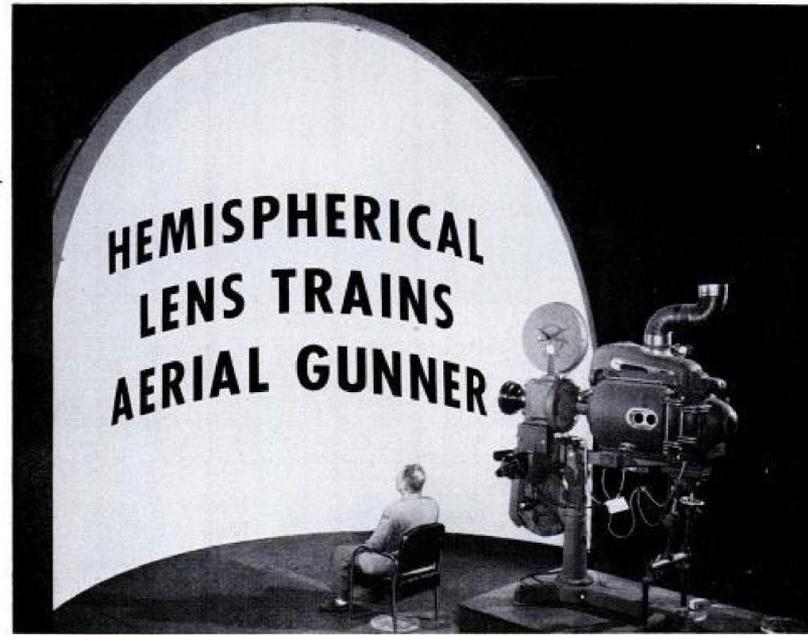
PRODUCED BY
THE JAM HANDY ORGANIZATION

THESE PEOPLE

PRODUCED BY
THE JAM HANDY ORGANIZATION

Jam Handy

- 66 1952 Invented 1st 170 degree wide-angle lens for Navy trainers
- 78 1964 Used Navy lens for “Cinesphere”



Screen on which movies are projected is half a hemisphere. Larger screens are used for audience presentation

MILLIONS who have taken Cinerama's famous roller-coaster ride have thrilled to the movie's realism. But its complicated system requires three cameras, three films and three specially con-

structed projectors in separate projection booths, all of which must be synchronized by elaborate electronic equipment. Now a Detroit firm has introduced a system that produces a similar effect on smaller scale

A Naval trainee "fires" his mockup machine gun at enemy plane as it appears to swoop down at him from curved motion-picture screen



with one camera, one film and a standard projector. Not just another wide-screen movie, it "wraps the picture around the onlooker," relying on his peripheral vision to make him feel he is at the scene.

The system depends upon a 142-degree hemispherical lens used on both camera and projector. It was produced by the Jam Handy Company to perfect an aerial-gunnery trainer developed for the Navy. So complex are the optics of the system that a team of engineers and mathematicians spent four years designing and perfecting the new lens. With a front element approximately seven inches in diameter, funneling down to a rear element of about one inch, the lens is rated at f:2.2 and has



Observer "inside" screen gets the feeling that he is cruising down street. Audience must be close to screen

a focal length of $\frac{3}{10}$ inch. The lens unit weighs 35 pounds. When mounted in a standard motion-picture camera, the lens squeezes a wide-angle picture onto regular 35-mm. film. If projected normally, the picture would be distorted like an image on a reflecting sphere.

Instead, the screen is half a hemisphere and the standard 35-mm. projector is fitted with the lens used on the camera. When the audience is seated just inside the quarter sphere the picture is undistorted and uniformly bright. On the horizontal plane, the audience is surrounded with 180 degrees of picture (Cinerama's screen, which curves in a horizontal direction only, covers 146 degrees laterally). In the vertical plane the picture ascends 90 degrees to a point above the observer.

At present, the system will be used primarily to train Navy crewmen in shooting down enemy aircraft. It may also be used to train pilots and navigators. ★ ★ ★

John Campbell and optics engineer Alfred Davock prepare to project a film. The same 35-pound, 142-degree lens unit used on camera is mounted on front of projector. Unit tapers from a front element seven inches wide to a one-inch rear element





THE CORVAIR
IN ACTION!

THE CORVAIR
IN ACTION!

IMPACT '66

IMPACT '66

Jam Handy

- 85 1971 Encouraged the creation of the Bill Sandy Company
- 97 1983 Died at Henry Ford hospital

Bill Sandy

1930 – 2024 (94)



The Jam Handy Organization
1911 - 1983

Sandy Corporation
1971 - Present

Jam Handy

More on Jam Handy:

- *Michigan Today Online*, March 1995
- U-M's Clements Library
- U-M's Bentley Library
- Burton Collection of the Detroit Public Library

Archival footage available:

- Internet Moving Images Archive
www.archive.org



Henry Jamison
(Jam) Handy
1886 - 1983

