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on  
**FILM SPROCKETS  
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(IMMEDIATE DELIVERY)

for 16 mm., 35 mm. and 70 mm. films. Like all LaVezzi products these sprockets are of highest quality, assuring smooth operation . . . and long, trouble-free life.



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changing from 35mm optic to 70mm magnetic very easily by interchanging parts resulting in a 70mm projector meeting the highest standard of the industries?

I think such equipment would be enthusiastically accepted by those exhibitors who need replacement of equipment or who are contemplating new theaters.

With the situation now prevailing in respect to 70mm film release, exhibitors are afraid of investing money in some useless gimmick or of putting into the booth some equipment which would become obsolete in a few years. If realistically priced equipment, with interchangeable sections, were available, theater owners could be assured of a permanent installation for their investment. We believe that marketing such equipment is the only way to provide projection facilities for a more substantial production of 70mm films and for a complete utilization of the prints.

Such equipment would also make it easier to extend 70mm projection facilities to drive-in-theaters, which are particularly in need of 70mm film for improving their projection standards, which are presently very low for lack of definition and of brightness.

We believe that we are on the right track and we are presently developing this type of equipment. We hope that our work will result in the very near future in the deserved success of the 70mm film. Three of these units are presently being tested in regular theaters, one in Italy, one in France and one in Switzerland. By the end of the year we expect to be making regular installations.

★  
SPEEDS TO  
20 FT. PER MIN.

★  
DAYLIGHT  
LOADING

★  
COMPLETELY  
AUTOMATIC

★  
VARIABLE  
SPEED DRIVE

★  
AUTOMATIC  
REFRIGERATION

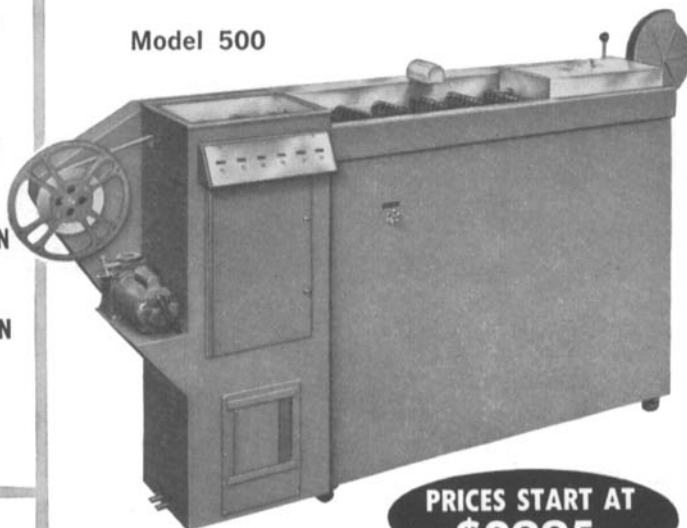
★  
CHEMICAL  
RECIRCULATION

★  
COMPLETE  
PLUMBING

★

**ALLEN REVERSAL  
PROCESSORS**

Model 500



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\$2995.**

For complete information, write:  
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**SMPTE Test Films**

The Society has available a number of films for testing projection and sound equipment in the various fields listed below. These films are planned by SMPTE Engineering Committees and manufactured to a high degree of precision to serve the needs of maintenance and other engineers, dealers, manufacturers, and audio-visual equipment users.

Television—Picture Only

35mm—Cinemascope

35mm—Picture Only

35mm—Sound Only—Photographic

35mm—Sound Only—Magnetic

70mm Test Films

16mm—Sound Only—Magnetic

16mm—Picture and Photographic Sound

16mm—Sound Only—Photographic

16mm—Picture Only

A catalog containing details and prices of all the films available in these categories can be obtained from SMPTE headquarters.