



SEASON'S GREETINGS
TO OUR MANY
FRIENDS IN
THE WORLD
OF PICTURES



DUPONT

REG. U.S. PAT. OFF.

DUPONT FILM MANUFACTURING CORPORATION

35 WEST 45TH STREET
NEW YORK CITY

PLANT . . . PARLIN, N. J.

SMITH & ALLER LTD.

6656 . . . SANTA MONICA BLVD.

HOLLYWOOD, CAL.

100% CARBON ARC



Ice Cream Color Fantasy of "Kid Millions," Eddie Cantor's fifth annual screen musical comedy for Samuel Goldwyn. Eddie Cantor and Doris Davenport are on the free ice cream wagon, and Warner Hymer and Ethel Merman are in the small car behind.

*Technicolor Photography
by Ray Rennahan
Chief Electrician, Walter Strohm*

Many pictures are now being made with 100% carbon arc illumination.

The penetrating power of carbon arc illumination, the increased comfort it affords on the sound stage, its accurate color rendition and its unsurpassed photographic speed make the carbon arc a necessity for color production.

Its superiority for black and white photography is also gaining increasing recognition.

New
NATIONAL

MOTION PICTURE STUDIO CARBONS

• LESS HEAT • MORE PHOTOGRAPHICALLY EFFECTIVE LIGHT

New!

Silent, steady burning lamps—side arcs, scoops and spots—have proved their adaptability to the sound stage.

Give this new light a trial ✓

NATIONAL CARBON COMPANY, INC.

Carbon Sales Division, Cleveland, Ohio

Telephone BR 4444

