

FOR USE IN

Leica

CAMERA



DU PONT
REG. U.S. PAT. OFF.

THE FILM YOU
HAVE HEARD
SO MUCH ABOUT
AND HAVE BEEN
LOOKING FOR
IN DAYLIGHT
LOADING
MAGAZINES

Superior
PANCHROMATIC
and **MICROPAN**

DU PONT FILM MANUFACTURING
CORPORATION

35 WEST 45TH STREET
NEW YORK CITY
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SMITH & ALLER, LTD.
6656...SANTA MONICA BLVD.
HOLLYWOOD, CALIFORNIA

PERFECT BALANCE

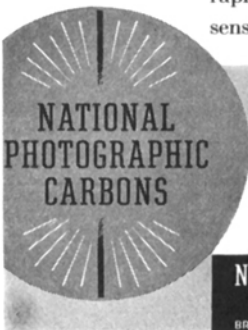


Scene from Pioneer Pictures' romantic comedy, "Dancing Pirate," an RKO release. Designed in color by Robert Edmund Jones. Directed by Lloyd Corrigan. Photographed by William Skall.

Perfect Color Balance makes the carbon arc the ideal light for full color productions. This same quality makes it a better, faster light for black and white photography.

NATIONAL MOTION PICTURE STUDIO CARBONS

are designed for the specific needs of motion picture photography. They provide lighting that is balanced to the color sensitivity of modern, high speed, photographic emulsions.



- NO NEED FOR SPEED ABSORBING FILTERS
- NO DETERIORATION WITH AGE
- NO UNTIMELY OUTAGES

provide the maximum of cool photographic light, balanced at the source for the requirements of the camera.

PROVE FOR YOURSELF THE ADVANTAGE OF CARBON ARC LIGHTING

NATIONAL CARBON COMPANY, INC.

Carbon Sales Division, Cleveland, Ohio
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