

BOOSTING

DAYLIGHT

Intensified lighting at the center of interest and action, customary even in outdoor scenes, demands a light source of tremendous power to compete with the brilliant daylight of desert locations.

Only the Carbon Arc is Capable of Producing Light of Greater Intensity than Daylight on the Desert.



Behind the scenes in the desert during the filming of Selznick International's all technicolor production, "The Garden of Allah," co-starring Marlene Dietrich and Charles Boyer. David O. Selznick, producer of the Robert Hichens play and book, and Richard Boleslawski, director, worked under incredible difficulties, amid insufferable heat and raging sand-storms, in order to capture the loneliness of the Sahara wastelands. Howard Greene photographed the all technicolor production, with Hal Rosson serving as photographic adviser and W. A. Oettel, studio chief electrician.

NATIONAL
PHOTOGRAPHIC
CARBONS

National High Intensity Carbons and National Motion Picture Studio Carbons are established as a necessity for color productions and are being used in increasing extent for black and white.

PROVIDE LIGHT OF DAYLIGHT QUALITY
● COOL ● FAST ● SILENT

Let our representative explain the many advantageous features of carbon arc lighting for motion picture photography.

NATIONAL CARBON COMPANY, INC.

Carbon Sales Division, Cleveland, Ohio

Unit of Union Carbide  and Carbon Corporation

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