

**DON'T SPOIL A MILLION DOLLAR PICTURE
TO SAVE A FEW CENTS**



When you book an expensive, nationally famous feature, you are planning to cash-in on people's expectations. You are planning to impress them — not to disappoint them.

You can't afford to be penny wise with big features, and especially with color.

The only way to deliver the goods is the same way 5000 theaters are now doing it — with high intensity projection.

Almost any house can now afford modern projection. New SIMPLIFIED

HIGH INTENSITY lamps and "Suprex" Carbons make it possible to double or triple screen brightness at so little more cost that one extra admission per show will cover it.

SIMPLIFIED —

- 1-SIMPLIFIED LAMP MECHANISM
- 2- FEWER LAMP PARTS
- 3- LOWER ARC CURRENT

Don't wait for competition to force you into high intensity projection. Get it first and make money with it.

Write for the new, free, illustrated book: "The Eternal Triangle In Picture Projection."

SIMPLIFIED
High Intensity
PROJECTION
WITH NATIONAL SUPREX CARBONS

ECONOMICAL AND MODERN

NATIONAL CARBON COMPANY, INC.
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