

The heart of your business is the projection room. You deliver from there what the patrons pay for, the thing you are selling, the picture on the screen.

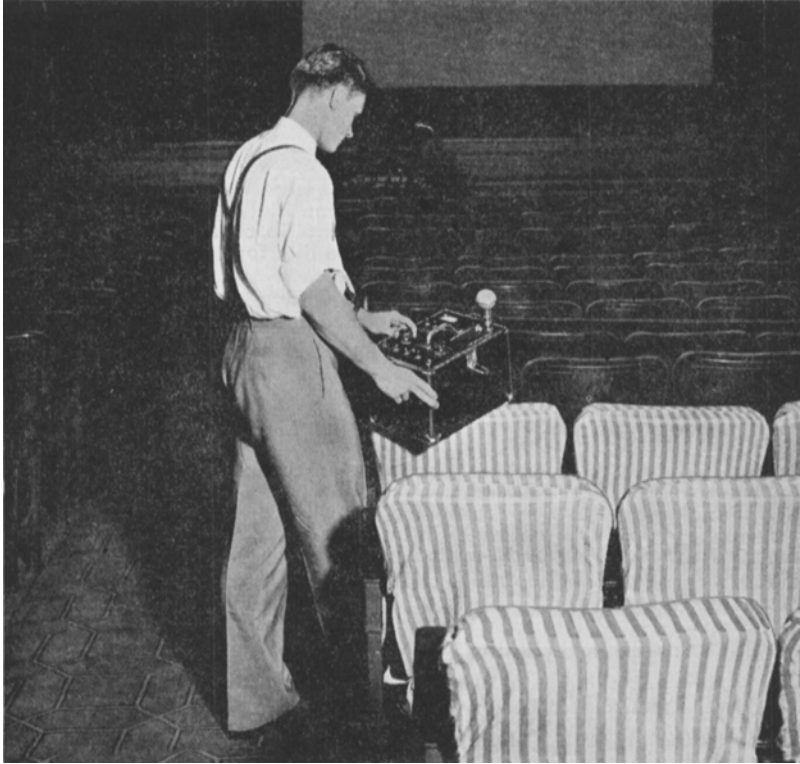
Audiences today are much more critical. They get around. In 5000 theaters high intensity projection is giving movie goers a new standard of picture quality which they will expect to see in your theater.

If you want to build steady patronage, to fill your house regularly, here

is the quickest, surest way to do it. With **SIMPLIFIED HIGH INTENSITY** projection you can have two to three times as much light on the screen as you get from low intensity — yet at a price you can easily afford. This greatly improved lighting and projection can be covered by only one more admission per show.

This is the way to fill the empty seats. Write for the new, free, illustrated book — "The Eternal Triangle In Picture Projection."

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IMPROVED SOUND LEVEL METER

THE new G-R Type 789-A Sound Level Meter . . . portable, self-contained, light-weight and unusually sensitive . . . offers a number of distinct aids to the motion picture industry.

- Monitoring sound level during projection
 - Measurements of general noise level in theaters and studios
 - Determinations of over-all frequency response of theaters and studios
 - Measurements of noise caused by mechanical equipment such as projectors, cameras and ventilators
- Write for Bulletin 201 for complete information Type 789-A Sound Level Meter, complete with tubes and batteries, \$195.00

This new meter has an unusually wide range of + 24 db. to + 130 db. (above 10^{-16} dynes per sq. cm.). It is calibrated in terms of the standards set up by the various engineering associations.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

LOS ANGELES

SAN FRANCISCO

NEW YORK

S. M. P. E.
STANDARD TEST-FILMS



These films have been prepared under the supervision of the Projection Practice Committee of the Society of Motion Picture Engineers, and are designed to be used as precision instruments in theaters, review rooms, exchanges, laboratories, factories, and the like for testing the performance of projectors.

Only complete reels, as described below, are available (no short sections or single frequencies). The prices given include shipping charges to all points within the United States; shipping charges to other countries are additional.



35-Mm. Sound-Film

Approximately 500 feet long, consisting of recordings of several speaking voices, piano, and orchestra; buzz-track; fixed frequencies for focusing sound optical system; fixed frequencies at constant level, for determining reproducer characteristics, frequency range, flutter, sound-track adjustment, 60- or 96-cycle modulation, etc.

The recorded frequency range of the voice and music extends to 10,000 cps.; the constant-amplitude frequencies are in 15 steps from 50 cps. to 10,000 cps.

Price \$37.50 each, including instructions.

35-Mm. Visual Film

Approximately 500 feet long, consisting of special targets with the aid of which travel-ghost, marginal and radial lens aberrations, definition, picture jump, and film weave may be detected and corrected.

Price \$37.50 each, including instructions.

16-Mm. Sound-Film

Approximately 400 feet long; contents identical to those of the 35-mm. sound-film, with the exception that the recorded frequency range extends to 6000 cps., and the constant-amplitude frequencies are in 11 steps from 50 cps. to 6000 cps.

Price \$25.00 each, including instructions.

16-Mm. Visual Film

An optical reduction of the 35-mm. visual test-film, identical as to contents and approximately 400 feet long.

Price \$25.00 each, including instructions.



SOCIETY OF MOTION PICTURE ENGINEERS
HOTEL PENNSYLVANIA
NEW YORK, N. Y.