

*Advertising
Section*

Why

put up with ineffective lighting of your stage and theatre when you can obtain

Brenkert

**PROJECTORS & EFFECTIVE
LIGHTING ~ DEVICES**

in a wide range of sizes and types to exactly meet your requirements for better lighting at nominal cost.

The equipment that is in use throughout the world because it makes good and is good.

Handsome new catalog No. 24 is now ready.
Write at once for your copy.

BRENKERT LIGHT PROJECTION CO.
Engineers and Manufacturers
St. Aubin Ave. at Grand Boulevard
DETROIT, MICH.

*Distributed in United States and
Canada by theatre supply dealers.*

Why Are Bausch & Lomb CINEPHOR CONDENSERS Superior to Ordinary Condensers?

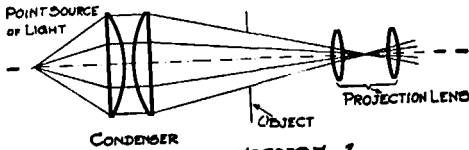


FIGURE 1

The first diagram represents the ideal condition that would result if there were available a "point source of light" and if the condensing lenses were perfectly corrected for spherical aberration.

The second diagram shows what the results would be with a theoretical "point source of light" and ordinary condensers.

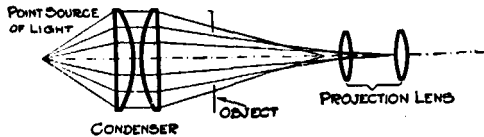


FIGURE 2

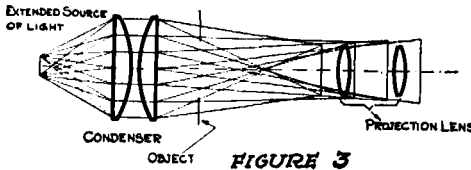


FIGURE 3

The third figure indicates the condition found with the usual type of condensing system under actual operating conditions. (Rays of light from different zones of condenser imaged in widely separated planes).

The last figure represents the condition found with a Bausch & Lomb CINEPHOR Condensing System. (Rays of light from all zones of condenser imaged approximately in one plane).

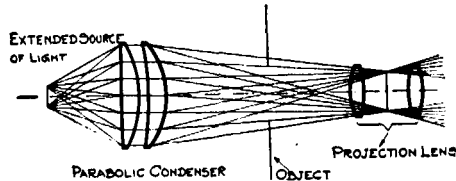


FIGURE 4

Write for descriptive literature

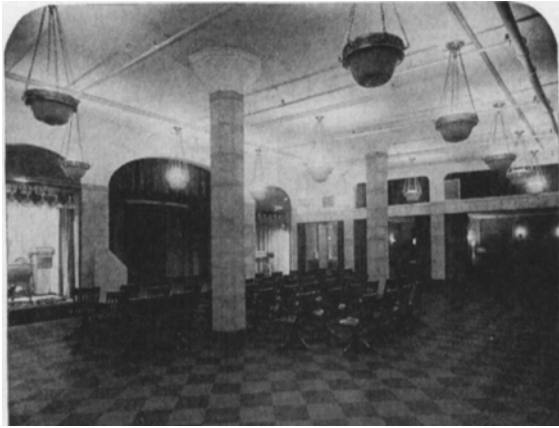
Bausch & Lomb Optical Co.
671 St. Paul Street
ROCHESTER, N. Y.

Eastman Film

Uniformity of photographic qualities—an essential to the industry—is the particular property in which Eastman Film is unrivaled.

Eastman Film, both negative and positive, is identified by the words “Eastman” and “Kodak” in black letters in the transparent margin.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.



The Auditorium of the Edison Lighting Institute

To Members of the Society of Motion Picture Engineers

THE Edison Lamp Works of General Electric Company cordially invites you to visit the Edison Lighting Institute, at Harrison, N. J.

This Institute is dedicated to the advancement of the art and practice of lighting, and is equipped to demonstrate practically every application and type of lighting employed in modern theatres, including different methods or systems used in the projection of motion pictures.

Our engineers who attend meetings of your Society will gladly give you detailed information regarding the services of the Institute and will arrange your visit for you.

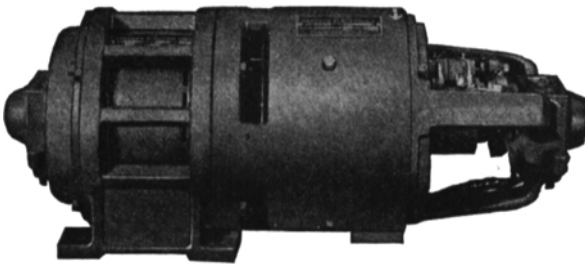
EDISON LAMP WORKS
of General Electric Company
HARRISON, N. J.

If You Show Pictures
You Need The

TransVerteR

TRADE MARK

It "Transverts" alternating current into direct current with four to five times the candle power of an alternating current arc of the same amperage.



Transverter for Mirror Arc Projection

That means—

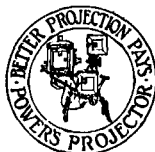
Less current cost.
Better projection.
Easier operation with
better control.

*Over 2,000
Transverters
in Daily Use*

Write for our new Literature on
the Transverter. Sent on request.

The HERTNER ELECTRIC COMPANY
W. 112th Street Cleveland, Ohio U.S.A.

To The
Motion Picture Theatre



A PLEDGE

W*ITH a full sense of our responsibility to this great industry we pledge ourselves to anticipate Your Requirements for Tomorrow by a thorough understanding of Your Practical Needs Today.*

INTERNATIONAL PRO
90 Gold Street

Owners of America



For nearly a quarter of a century, a period covering the entire commercial history of the motion picture industry, the products of the International Projector Corporation have played a conspicuous part in the development of this field. In our shops during the pioneer days of motion pictures were originated and developed the safety devices, ease of operation and light sources of motion picture projectors which permit them to be used with eminently satisfactory results in the motion picture palaces of the world's greatest cities and with dependability in the remote and isolated parts of the globe. In the science of projection we have kept pace with the art of production and today American motion picture equipment maintains an international leadership which is by no means inferior to the splendid pre-eminence of American motion pictures.

ECTOR CORPORATION
New York, N. Y.

Howells Cine Equipment Co., Inc.



**The Largest Motion Picture
Supply Co. In The World**

JOE HORNSTEIN, *General Manager*

740-7th Ave.

NEW YORK

This Investigation Will Help You Sell



The more intimately you know the motion picture field the more thoroughly and efficiently you can sell it. If you know how many theatre circuits there are; the number of theatres in each circuit; whether these theatres are Class A, B, C or D houses; the individuals who are responsible for buying equipment—then you can follow through an aggressive campaign.

And, in addition, if detailed data is available on all independently owned theatres—then a sales manager is prepared to break sales records.

MOTION PICTURE NEWS has taken the “guess” out of the motion picture industry through a complete and thorough analysis of theatres. We know who owns them—buys for them—builds them—and their relative buying powers.

MOTION PICTURE NEWS has a circulation that covers *every* buyer of consequence. Our records—the result of an investment of over \$50,000, spent to study and know our own field—are open to your inspection.

This is the first authentic and extensive survey ever conducted in this field.

Write us for facts and figures on the motion picture field.

MOTION PICTURE NEWS

729 Seventh Avenue

NEW YORK CITY



A sun for the stars

JUST as the stars shine at night because the sun lights them, so the motion picture stars twinkle and shine on the screen because sun-light makes them live for their audiences. For the arc that springs across a trim of National Projector Carbons is a tiny replica of the sun, brilliant, powerful, steady, possessing the proper color values for getting all that is in the film over to the screen and into the hearts of the audience. The light that creates and protects the reputations of the stars is that from National Projector Carbons. Ask your supply house.

Manufactured and guaranteed by
NATIONAL CARBON CO., INC.
Carbon Sales Division
Cleveland, Ohio San Francisco, Cal.
Canadian National Carbon Company, Limited
Toronto, Ontario



National Projector Carbons



"Is Kind to the Eyes"

Subdues Glare in the High-lights—Accentuates Detail in the Shadows—Is Uniformly Brilliant Regardless of Angles

RAVEN SCREEN CORPORATION

1476 Broadway

New York City, N. Y.

A Properly Engineered Screen

Considered as a means of reproducing truthfully the images thrown upon it, the screen becomes a scientific product, capable or not capable in direct proportion to the knowledge and experience that were used in designing and building it.

Da-Lite Screens are engineered Screens and *are capable.*

Da-Lite Screen & Scenic Co.

Chicago, Ill.

Da-Lite Better Quality **SCREENS**

MINUSA
De Luxe Special

The greatest contributing factor to good projection. ✓ ✓ Let us build the screen that will meet your individual needs. ~ ~

MINUSA CINE SCREEN CO.
2665 Morgan St. ✓ St. Louis, Mo.

Send for our Reproduction Booklet



How Westinghouse Serves the Motion Picture Industry.

In the studio, the projection room, or wherever electrical equipment is used, Westinghouse Service is reflected in the many labor and time saving devices, the many improvements for better projection, and everything for the promotion of the world's most popular entertainment.

Since the beginning of the motion picture business, Westinghouse has taken an important part in elevating the industry to the high station it now occupies in the social and business life of the world.

The constant research and wide experience of Westinghouse engineers in designing electrical equipment has resulted in many improvements for better production and projection.

Ask for our engineering service at any time.

Westinghouse Electric & Manufacturing Company
East Pittsburgh Pennsylvania
Sales Offices in All Principal Cities of
the United States & Foreign Countries

Westinghouse