

# *Constantly Improving*

**I**N A FIELD where changes in practice are as frequent as in the motion picture business the manufacturer of equipment carries a double responsibility in that he must keep abreast of the times and also plan for future developments to bring about improvements in methods, operating efficiency, and stage results.

The BRENKERT Company has never shirked this responsibility and is constantly striving to effect improvements in every phase of light projection.

This policy of progressiveness is reflected in the line of projection equipment now manufactured and is largely responsible for the popular acceptance of BRENKERT PRODUCTS as the standard in motion picture theatres throughout the country.

*Complete literature on request*

**BRENKERT**  
**LIGHT PROJECTION COMPANY**  
*Engineers and Manufacturers*  
**DETROIT, MICH.**



*Improved!*

BAUSCH & LOMB

*Series II*

### CINEPHOR PROJECTION LENSES

are now especially corrected for use with Reflecting Arcs. In line with our usual progressive policy, we recognized the need of a projection lens so modified as to meet the conditions set up by the use of reflecting arc lamps. This lens is now available at all recognized dealers in Series II CINEPHOR sizes. It is characterized by all of the qualities that have made CINEPHORS such great favorites for years. It is made and guaranteed by America's greatest lens manufacturer, the

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ROCHESTER, N. Y.

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Eastman Film, both negative and positive, is constantly subjected to drastic tests in the Kodak Research Laboratories to safeguard its unrivaled photographic properties.

And the greatest of these is uniformity. At Kodak Park every conceivable precaution is taken to assure this important quality.

Eastman Film *must* maintain its superiority—and it does.

EASTMAN KODAK COMPANY  
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*The Auditorium of the Edison Lighting Institute*

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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.

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*of General Electric Company*  
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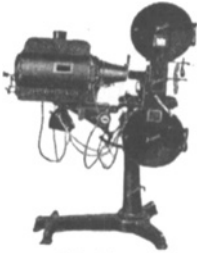


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**SIMPLEX and POWER'S**  
**Projectors**

*Provide an equipment  
 for every requirement*



Simplex  
 with  
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Simplex  
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Simplex  
 with  
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It is the responsibility of this company to meet the needs of exhibitors in every section of this country. In one locality the ordinary arc is still used; in another the incandescent meets the needs of the exhibitor; the reflector lamp is now forging ahead very rapidly, and the high intensity lamp is used in many of the largest theatres.

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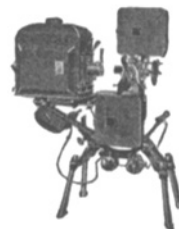
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Power's  
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 with  
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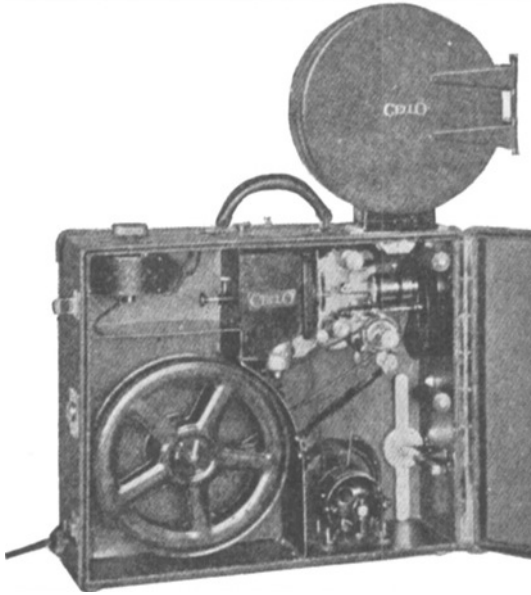
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