

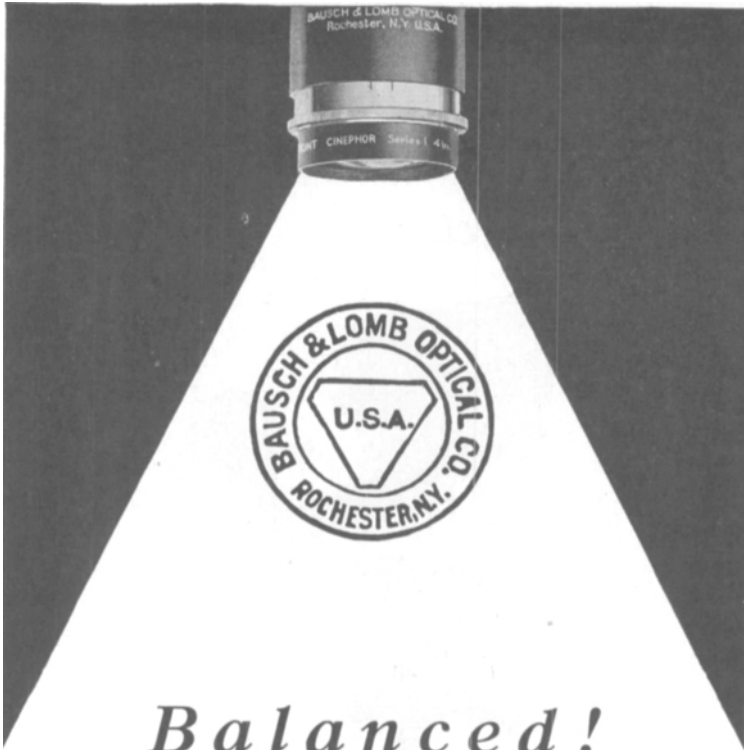
*The Reflector Arc  
Dissolving  
Slide Projector*



**Operating Costs Reduced 50%**  
**Brilliant Screen Pictures**  
**Even illumination**  
**Sharply Defined Slides**  
**Automatic Arc Operation**

*Distributed by*  
**NATIONAL THEATRE SUPPLY COMPANY**

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



*Balanced!*

**BAUSCH & LOMB**

**CINEPHOR PROJECTION LENSES**

Have to a remarkable degree the four characteristics which have been found necessary in a projection lens. These are: *Flatness of Field, Critical Definition, Contrast between black and white and high Illumination.*

Inasmuch as these qualities are to some extent, mutually antagonistic, they have been balanced in the Cinephor, each characteristic being given just the amount of prominence demanded for efficient projection without interfering with the others.

Moreover, Cinephors are made and guaranteed by  
America's Leading Optical Institution

**Bausch & Lomb Optical Co.**

St. Paul Street

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*Eastman is unrivaled in  
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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  
ROCHESTER, NEW YORK



*The Auditorium of the Edison Lighting Institute*

## To Members of the Society of Motion Picture Engineers

**T**HE Edison Lamp Works of General Electric Company cordially invites you to visit the Edison Lighting Institute, at Harrison, New Jersey.

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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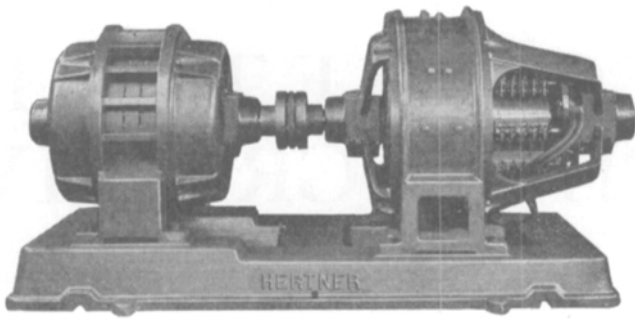


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and you'll get Du Pont*

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*announces the New Type C.P.*

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now being manufactured in addition to the regular type M.A. (Multiple Arc) and Type D (Series Arc) Transverters.

The distinct feature of the new type C.P. Transverter is the voltage regulation of the generator.

Within 3% of the rated voltage is delivered under all conditions of temperatures and loads.

The operator is therefore free from the necessity of manipulating the field regulator.

Type C.P. Transverter is built so that it is particularly well ventilated. In materials, construction methods, accuracy of production and rigid inspection, it stands supreme—a true masterpiece of Hertner Engineering Construction.

*Write us for details and you will appreciate how thoroughly it will meet your projection needs.*

**The HERTNER ELECTRIC COMPANY**

W. 112th Street, CLEVELAND, OHIO

Better Projection Pays



# PROJECTION



Screen Presentation is an Important Part of Good Showmanship

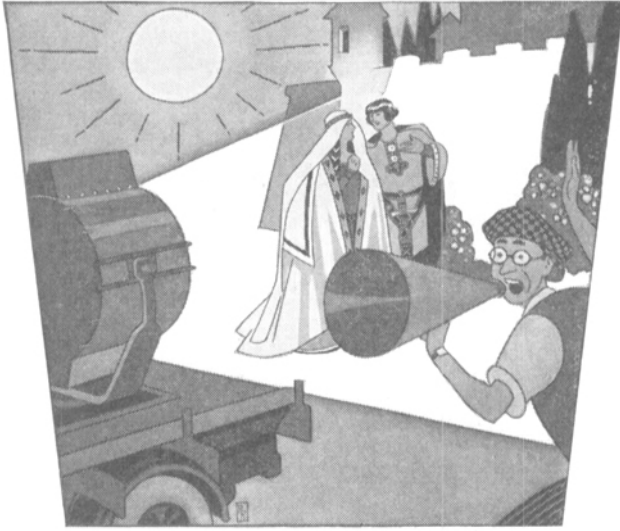
**T**HE MOTION PICTURE PROJECTOR is no longer a mere mechanical contrivance, cranked by hand, or made to operate by the simple closing of a switch. The Projectionist of Today must have an excellent knowledge of mechanics, electricity and optics and is in charge of a delicate and complicated mechanism made with scientific accuracy to handle a fragile and inflammable material.

**T**HE PROJECTIONIST has a great responsibility—for a failure to measure up to the right standards means that all the producer, director, actor and cinematographer have striven for loses much of its artistic and commercial value,—the pleasure of the audience is lessened,—the exhibitor is subject to constant and unnecessary expense,—and lives and property are endangered.

**INTERNATIONAL PROJECTOR CORPORATION**

**90 GOLD STREET, NEW YORK, N. Y.**

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WHEN motion picture companies made their great exodus from the cloudy East to the sunny promised land of California, they thought they were leaving artificial light behind. What need would there be for arcs where the sun shines 365 days a year? So they thought. But go into any studio, say in Hollywood. You will find just as many carbon arcs in use as ever there were in the East. More perhaps. There's nothing the matter with either climate or sun in Hollywood, but arcs

using National White Flame Photographic Carbons have been found more adaptable, more controllable, capable of producing any lighting effect whatever, at any time.

National Projector Carbons are brothers to the National White Flame Photographic Carbons with which films are taken. No wonder projectionists find National Carbons best.

NATIONAL CARBON CO., Inc.  
Cleveland San Francisco

*Unit of  
Union Carbide and Carbon Corporation*

# National Projector Carbons

FOR ALL TYPES *of* PROJECTION



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**"PINK LABEL" Uppers**

**"COPPER COATED NEGA"**

**"WHITE A. C." Loweres**

**"HIGH INTENSITY"**

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*Also* CARBONS for

**STAGE LIGHTING and**

**STUDIO LAMPS**

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**"Is Kind to the Eyes"**

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

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**1476 Broadway**

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It takes perfect equipment to produce a perfect screen. And Minusa Screens are made in the world's largest and most completely equipped screen factory.

That is why every one of more than 10,000 Minusa installations has rendered perfect projection—at all times.

Install a Minusa De Luxe Special. It will do the same for you!

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