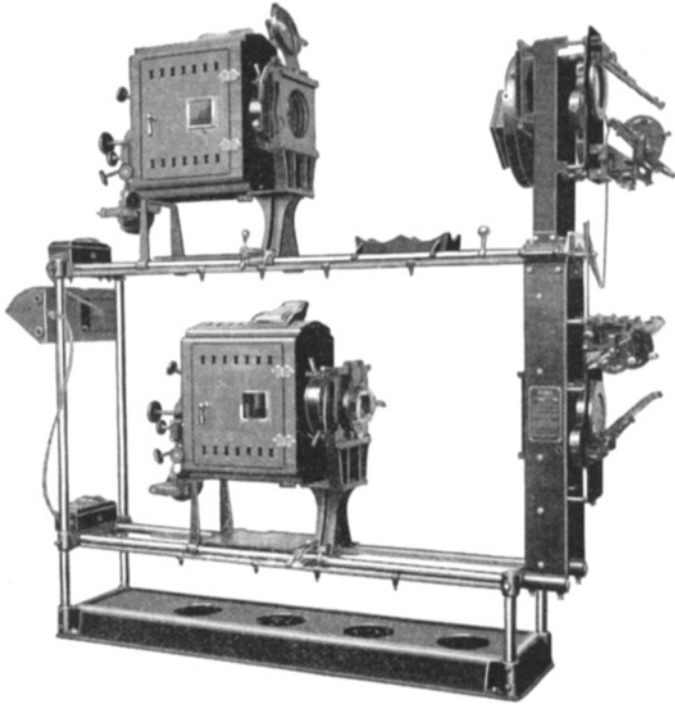


*Advertising
Section*

New Entertainment Values
with the
**Master
BRENOGRAPH**



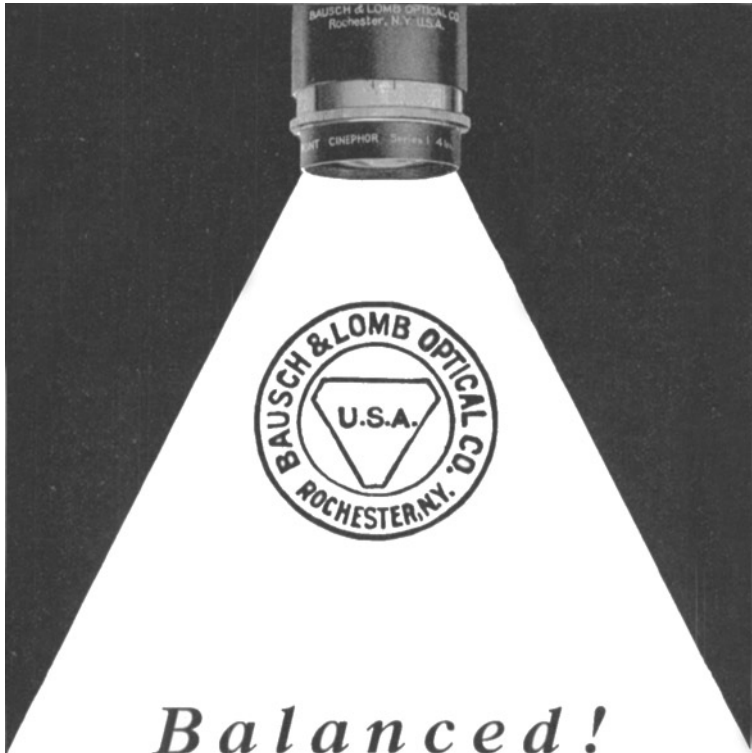
Projects Everything but the Picture

THE MASTER BRENOGRAPH is the latest Brenkert creation for pepping up those lagging motion picture programs. It is an absolutely new device in the form of a universal effect projector which gives to the exhibitor unlimited opportunities for dressing up his programs in an entirely original fashion.

Something radically new—yet tried and tested, day after day, for a period of months in Detroit's largest and most beautiful theatre to the intense delight of the theatre's owners and its patrons.

An instantaneous success, the Master Brenograph opens up a wealth of entertainment to all theatres, regardless of size.

BRENKERT LIGHT PROJECTION CO.
St. Aubin at East Grand Blvd., Detroit, Michigan



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

Rochester, N. Y.

*Eastman is unrivaled in
photographic properties*

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

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The beautiful results, consistently obtained by the use of either Du Pont regular or panchromatic negative, are rarely equaled and never excelled.

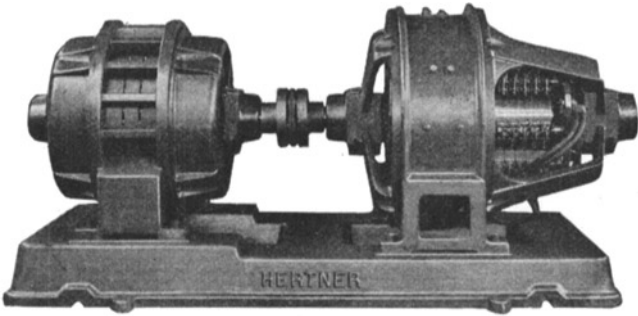


The Du Pont trade mark has never been placed on an inferior product.

DU PONT - PATHÉ
Film Manufacturing Corp.,
35 West 45th St., N. Y.

*Demand the best—
and you'll get Du Pont*

*Demand Du Pont—
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Sent FREE to any Theatre Owner, Manager
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Contains 64 pages of instructions and illus-
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Clive Brook and Irene Rich, starring in "The Perfect Crime," an F B O feature, directed by Bert Glennon

SOFT OR HARD LIGHTING?

YOU can get either effect with National Photographic Carbons. They give you a soft light, ideal for molding figures in close-ups with the *added advantage of burning cooler*. For long shots, where soft light is impractical, National Photographic Carbons give rays that retain actinic value over long distances.

For photographing sunlight and moonlight effects where definite sharp shadows are required put National White Flame Photographic Carbons (hard-arc) in your arc lamps. Their rays actinically are

identical to sunlight. Great for night work. Can be used in smaller batteries since they produce more light per unit.

The soft orange light struck from National Panchromatic Carbons (soft-arc) is rich in red, orange and yellow-green rays. Allows colors to be photographed in their correct tonal qualities. Particularly effective with the newly developed panchromatic shades of make-up. All National Photographic Carbons operate more economically because they convert more electrical energy into light.

NATIONAL PHOTOGRAPHIC CARBONS

White Flame and Panchromatic

NATIONAL CARBON COMPANY, INC.

Carbon Sales Division, Cleveland, Ohio

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Better Projection Pays



PROJECTION



Screen Presentation is an Important Part of Good Showmanship

THE 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.

THE 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.



"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.

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R. S. BURNAP, Secretary, 5th and Sussex Sts., Harrison, N. J.

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