

Columbia

COLUMBIA
Projector
Carbons

have made many a
theater famous and
profitable because
of the beauty and
eye comfort of its
pictures

Write for information

NATIONAL CARBON COMPANY
Incorporated

Cleveland, Ohio

San Francisco, Calif.

Canadian National Carbon Co., Limited, Toronto, Canada

Catering to the Moving Picture Industry

| | | |
|----------------------|--------------------------------|--|
| MOVING PICTURE WORLD | Yearly sub- scription price | Domestic \$3.00 Canada \$3.50 Foreign \$5.00 |
|----------------------|--------------------------------|--|

| | | |
|------------------------|--------------------------------|--------|
| CINE-MUNDIAL (Spanish) | Yearly sub- scription price | \$2.00 |
|------------------------|--------------------------------|--------|

Managers and Operators
Handbook, by F. H. Rich-
ardson,

700 pages, price, \$4.00

Modern Theatre Construc-
tion, by Edward Bernard
Kinsila,

270 pages, price \$3.00

Technique of the Photo-
play, by Epes Winthrop
Sargent,

400 pages, price, \$3.00

Motion Picture Theatre
Electricity, by J. H. Hall-
berg,

280 pages, price, \$2.50

Picture Theatre Advertis-
ing, by Epes Winthrop Sar-
gent,

300 pages, price, \$2.00

Making of a Photoplay,
The, by Louis Reeves Har-
rison,

150 pages, price, \$2.00

CHALMERS PUBLISHING CO.

Wright & Callender Bldg.
Los Angeles, Cal.

516 Fifth Ave.
New York City

Garrick Theatre Bldg.
Chicago, Ill.

M. J. WOHL
President

MAX MAYER
V.-Pres. & Treas.

M. J. Wohl & Co., Inc.

Electrical Engineers

Specialists in artificial lighting for photographic
processes.

Sole manufacturers and distributors of "BROAD-
SIDE" and "DUPLEX" lamps used throughout the
film industry.

New factory and general offices
Payntar Avenue and Hancock Street
Long Island City, New York

Perfect Light for Studio Sets

Cooper Hewitt lighting is highly actinic, free from glare, perfectly diffused, easily controlled and absolutely uniform. It is the one ideal light for all photographic purposes, permitting as good pictures at midnight as at noon. It does not radiate heat and is easy on the eyes.

Ask any director, camera man or motion picture star about "Cooper Hewitts"—then write our nearest office to suggest a layout for your studio.

Cooper Hewitt Electric Company

Boston—161 Summer Street
 Chicago—618-9 Fisher Building
 Cincinnati—First National Bank Bldg.
 Cleveland—Engineers Building
 Detroit—Ford Building
 Hoboken—25 River Street



Los Angeles—Kress Engineering Corp.
 Milwaukee—Security Building
 Philadelphia—Drum Building
 Pittsburgh—Westinghouse Building
 St. Louis—Central National Bank Bldg.
 Syracuse—University Building

THROUGH THE MEDIUM OF THIS CARD

F. H. RICHARDSON

PRESENTS TO THE
 SOCIETY OF MOTION PICTURE ENGINEERS
 THE COMPLIMENTS OF HIMSELF AND
 THE MOTION PICTURE PROJECTIONISTS OF
 THE UNITED STATES AND CANADA.

THE ELECTRIC SALES & ENGINEERING CO.

ELECTRICAL
 EQUIPMENT



ENGINEERING
 SERVICE

R. P. BURROWS
 SALES ENGINEER

812-823 PROSPECT AVE.
 CLEVELAND

OSCAR M. SHECK
 CONSULTING ENGINEER

COMPLETE ENGINEERING SERVICE AND PLANS

VENTILATING
 ILLUMINATING

MOTION PICTURE PROJECTION

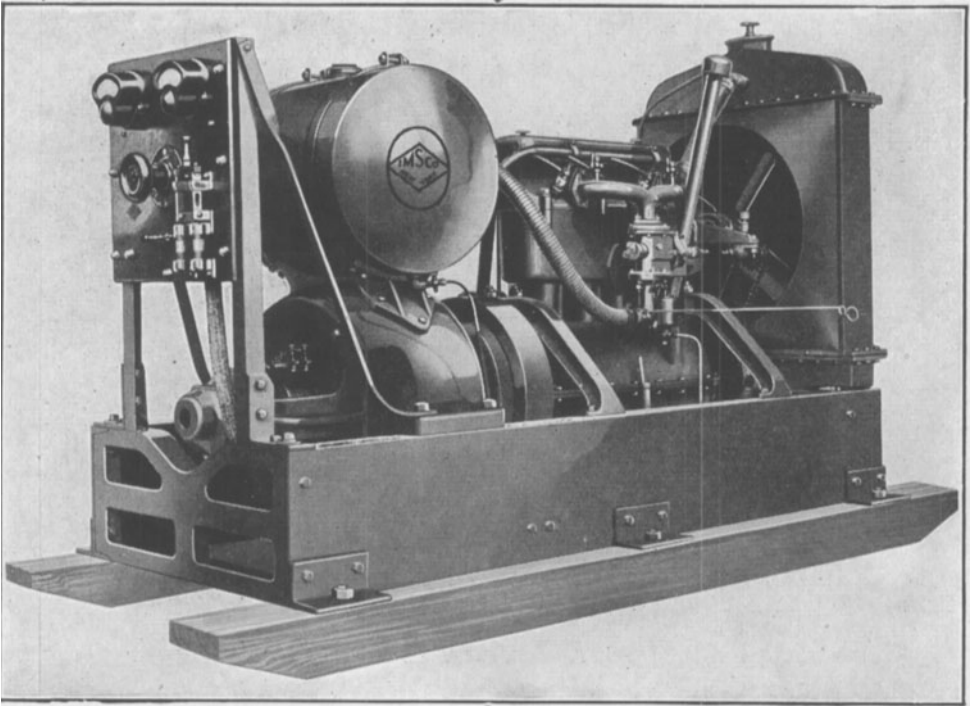
ELECTRICAL
 MECHANICAL

FOR MOVING PICTURE THEATRES AND PLAY HOUSES

I M S C O

Engines and Generators

The only Engines and Generators designed and built exclusively for
Motion Picture Projection and Studio Lighting



FROM 400 WATTS TO 25 KILOWATTS

KEENOLITE LENSES

THREE COMBINATIONS

**32.8 PER CENT MORE LIGHT—28 PER CENT
BETTER DEFINITION THAN OTHER LENSES.**

WILLIAM H. RABELL ENTERPRISES, INC.

729 and 844 SEVENTH AVENUE, NEW YORK

Motion Picture News

Technical Department—contains full,
dependable and up-to-date scientific
information on

Projection

Cinematography

Studio Equipment

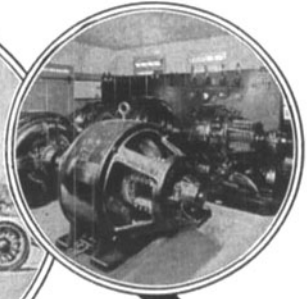
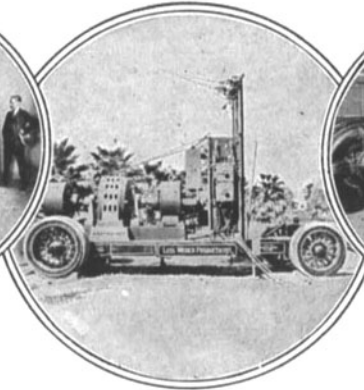
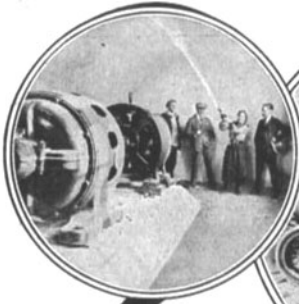
Theatre Construction

E. L. Bragdon, B. S., Technical Editor

E. B. Janvrin, B. S., Associate Technical Editor

Address:

729 SEVENTH AVENUE
NEW YORK CITY, N. Y.



Westinghouse Motion Picture Installations

Realizing that the successful operation of electrical equipment of a motion picture studio or theatre depends upon its ability to meet very exacting requirements, Westinghouse has made a special study of these requirements. This places Westinghouse in a position to render valuable engineering service to hundreds of studio and theatre owners.

The following are some of the users and endorsers of Westinghouse apparatus:

Metro Pictures Corp.
Thos. H. Ince
Robt. Brunton Studio
Universal Film Mfg. Co.
Clunes Studios
Marshall Neilan Production
Lois Weber Production
Grauman's Theatre, Los Angeles

Strand Theatre, Norfolk, Va.
Pitt Theatre, Pittsburgh, Pa.
Regent Theatre, Elmira, N. Y.
Stanley Theatre, Phila., Pa.
David Picker's Theatre, N. Y. C.
Loew's Lyceum Theatre,
Nashville, Tenn.

Write for a copy of our circular
No. 7134; it will prove interesting

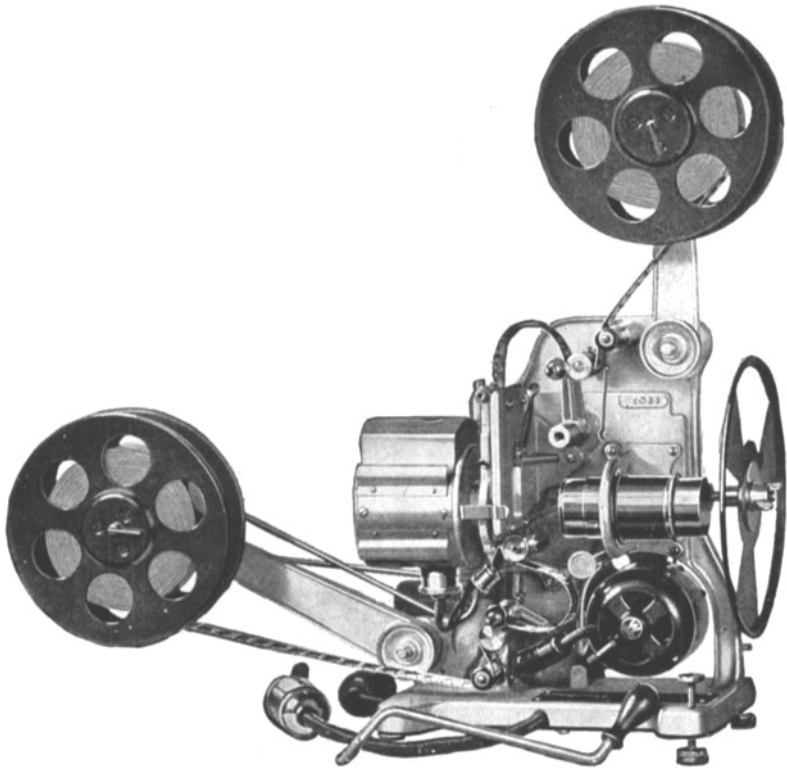
Westinghouse Electric & Manufacturing Company

East Pittsburgh, Pa.

Sales Offices in all Large American Cities.



Westinghouse



THE NEW PREMIER
PATHESCOPE

Flickerless Safety Standard Projector

This PIONEER in SAFETY PROJECTION easily
maintains the superiority gained in

23 Years of Cinema Supremacy

The Pathescope Co. of America, Inc., New York.

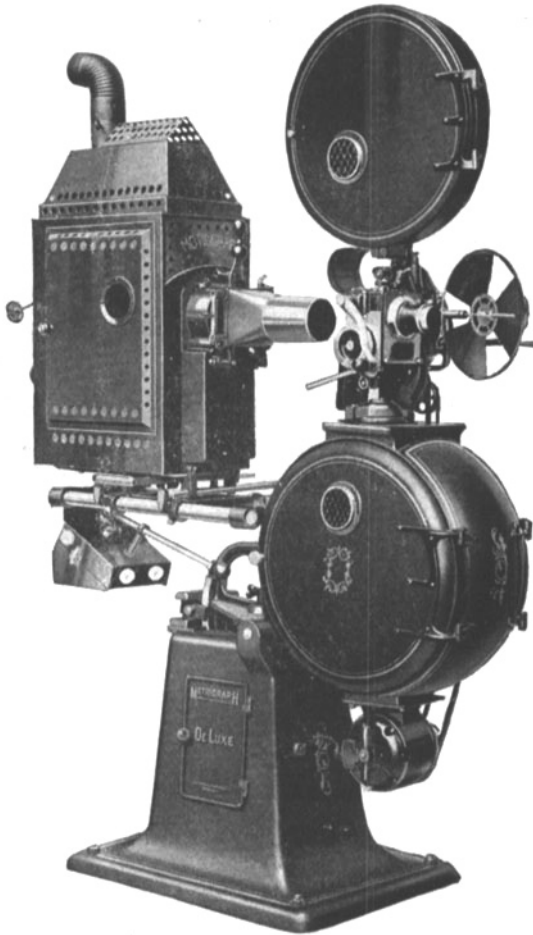
EASTMAN FILM

is identified by the words
"Eastman" and "Kodak" in
the film margin.

*It is the film that first made motion
pictures practical*

Eastman Kodak Company
Rochester, N. Y.

**THE MOTIOGRAPH DE LUXE
THE PROJECTOR PREDOMINANT**



**Will Give Service That
SERVES**

**The Enterprise Optical Mfg. Company
564 W. Randolph Street
CHICAGO, ILL.**

The New Home of
Victor Picture Projectors



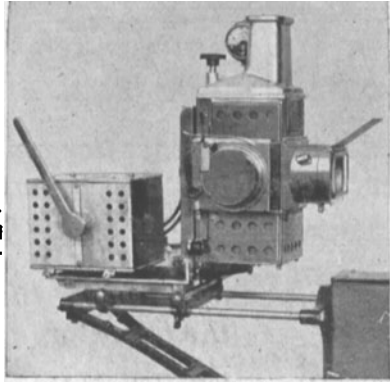
This entire manufacturing plant is devoted exclusively to the production of

**Motion Picture Machines
Stereopticons and
Lantern Slides**

Sixty thousand feet of floor space, plenty of fresh air and sunlight, precision machinery, the best of materials and contented expert workmen, combine in the making of the foremost line of non-theatrical picture projectors in America.

Catalogs and price lists mailed on application

VICTOR ANIMATOGRAPH CO., Inc.
Davenport, Iowa, U. S. A.



A Cost Cutter

The Argus-Sheck Universal Adapter for motion picture projection will effect a saving in electrical energy of two-thirds on alternating, and about one kilowatt per hour on direct current service.

That feature alone is sufficient to recommend thorough investigation.

Other very important and desirable features are better illumination from a higher quality light; the elimination of color bands and "ghosts"; the absence of flicker and eye strain, simplicity and ease of operation, and the avoidance of poisonous carbon fumes and dust.

The Argus-Sheck Universal Adapter can be easily and quickly applied to any carbon arc projection machine.

The ARGUS ENTERPRISES, Inc.

General Offices: CLEVELAND

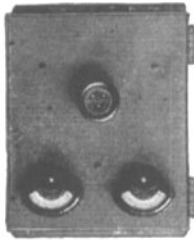
New York
Chicago
Boston
Los Angeles



Omaha
Denver
Des Moines
Salt Lake City

TRANSVERTER

The complete motor generator unit especially designed and constructed to economically deliver to the arc a superior direct current that is always under the control of the operator



Transverter (double arc type) permits getting two arcs of the same amperage simultaneously and the getting of the second does not disturb the one projecting the picture. This makes possible a perfect dissolve.



Transverter permits increasing or decreasing the arc amperage, without waste of current, by simply turning a control handle and the amperage being delivered remains constant regardless of the changing length of arc.

Transverter embodies many exclusive advantages and meets every requirement of artistic projection.

The Complete Transverter
Equipment

THE HERTNER ELECTRIC CO.
Cleveland, Ohio

Canadian Distributors

THE PERKINS ELECTRIC CO.
Phillips Square, MONTREAL 11 Temperance St., TORONTO

*Please send literature describing
Transverter to address
on margin*

PRIZMA

A new method of practical,
color motion photography
that re-creates Nature on the
screen in all her splendid
colors.

Entertaining, instructive and
altogether delightful.

Now showing in leading
theatres.

ASK THE MANAGER OF
YOUR FAVORITE
THEATRE

Distributed by all
SELECT PICTURES
CORPORATION EXCHANGES

THE GHOST ON THE SCREEN

is caused by the core of the positive carbon burning back in the shell. Users of

SPEER "Directo" Carbons

are not troubled with ghosts because with these carbons

THE CORE BURNS FLUSH

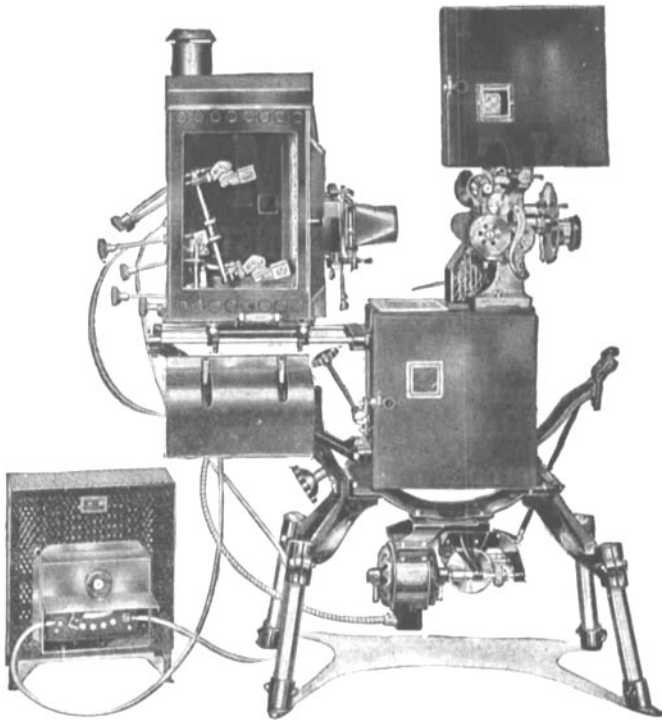
Speer "Directo" and "Hold-Ark" carbons for D. C. Projection. Speer "Alterno" White Combination Carbons for A. C. Projection.

SPEER CARBON COMPANY

ST. MARYS, PENNA.

POWER'S CAMERAGRAPH

All That Experience, Skilled Workmen and
Finest Materials Can Put into a Projector.



NICHOLAS POWER COMPANY
INCORPORATED
EDWARD EARL, PRESIDENT
NINETY GOLD ST. NEW YORK, N. Y.

Government Motion Pictures

Taken of

THE WORLD WAR

Were to be Placed on the Best Made

FILM REEL

It was the

LANG FILM REEL

THAT STOOD UP AGAINST ALL TESTS

Mr. CARL J. LANG of

The Lang Manufacturing Works was awarded the contracts for several thousand of the Lang Patented Reels.

Our Government also used **660** of these reels at the Panama-Pacific Exposition.

The best theatres in this and foreign countries use the Lang reels in booths. The Lyman H. Howe attractions use them.

Made under the Lang Patent of Nov. 21st, 1911

THE LANG MFG. WORKS
OLEAN, NEW YORK U. S. A.

— The Rewinder People —