

Westinghouse

MAZDA

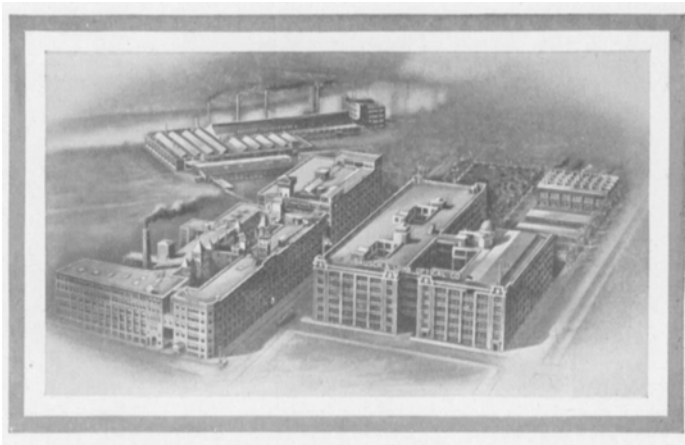
Motion Picture Lamps

maintain the same standard of perfection which characterizes other Westinghouse electrical apparatus, long familiar to motion picture exhibitors.



WESTINGHOUSE LAMP COMPANY
165 BROADWAY, NEW YORK, N. Y.

Sales Offices and Warehouses Throughout the Country
For Canada: CANADIAN WESTINGHOUSE CO., Ltd., Hamilton, Canada



BAUSCH & LOMB products of interest to motion picture engineers are produced by an organization that has been making lenses of many kinds for nearly seventy years. They are designed and manufactured under the direction of our Scientific and Technical Bureaus, composed of men highly skilled in optical matters.

Our complete system for Mazda lamp projection, the only one of the kind on the market, was recently introduced. It consists of the new Cinephor Parabolic Condensing System, an optically corrected, spherical reflector, and the Cinephor Projection Lens.

Bausch & Lomb photographic lenses include the new Ultra Rapid Anastigmat, F:2.7, and the well-known Tessar Ic, F:3.5.

Other items affecting the motion picture industry are being developed and will be announced later.

Bausch & Lomb Optical Co.

NEW YORK
CHICAGO

WASHINGTON
ROCHESTER, N. Y.

SAN FRANCISCO
LONDON

Eventually Why Not Now

LANG'S

Selective Threading

Super Film Reel

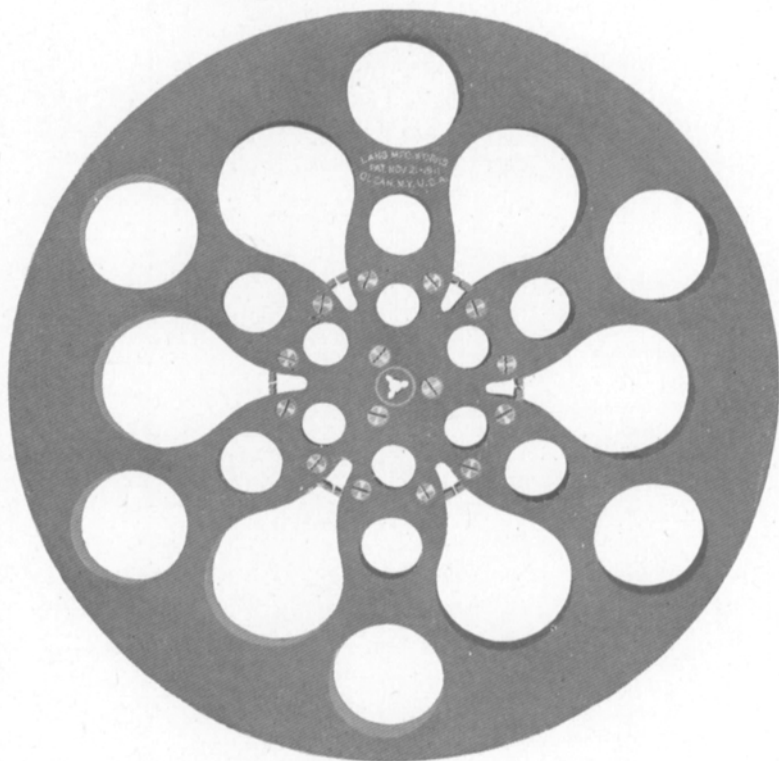


Illustration shows 15" special steel reel with Patented 5" Skeleton Aluminum Hub with removable center.

It's the Reel with the Smooth Spring Steel
Nickel Plated Sides

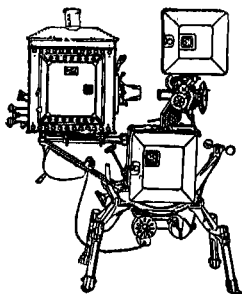
Made by
THE LANG MANUFACTURING WORKS, Dept. R.
The Reel & Rewinder People
OLEAN, N. Y., U. S. A.

If your dealer cannot supply you send direct. Descriptive matter on request. *If it's LANG MADE it's O. K.*

For Meritorious Movie Merchandise

Consult Us

Furnishing
U. S. Army
Motion Picture
Theatres
with Everything
in
Modern Equipment



Distributors of
Power's Projectors

Distributing
National Carbons

Automatic Gold
Seal Ticket Venders

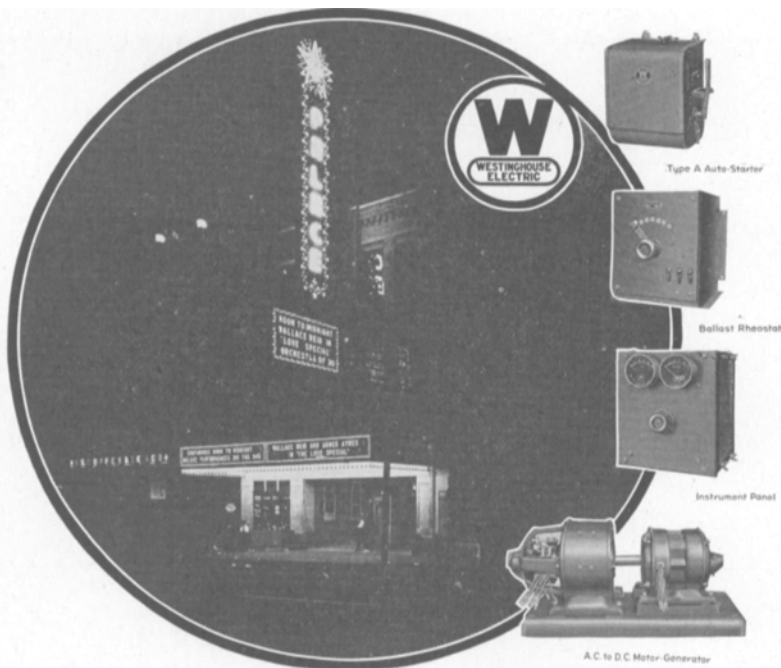
Snaplite Lenses

Minusa Screens

Washington Theatre Supply Co.

908 G St. N. W.

Washington, D. C.



Advantages

Westinghouse Two-Arc Multiple Motion Picture Motor-generator Equipment is not only a dependable source of direct current for the projection machines, but more—it provides for operating the projection machine, stereopticon, and a spot or flood simultaneously. This is one reason why the Palace Million Dollar Theatre in Dallas, and hundreds of other first-class theatres use Westinghouse equipment.

*Write our distributors for Circular
No. 1640*

**Westinghouse Electric &
Manufacturing Co.**

East Pittsburg,

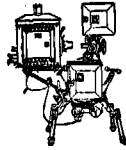
Pennsylvania

WESTINGHOUSE DISTRIBUTORS

NEW YORK CITY
Howells Cine Equipment Co.,
729 7th Ave.
BOSTON, MASS.
Eastern Theatre Equip. Co.
PHILADELPHIA, PA.
Williams, Brown & Earle Co.,
918 Chestnut St.
BUFFALO, N. Y.
Becker Theatre Supply Co.
PITTSBURGH, PA.
The S. & S. Film & Supply Co.,
Forbes St.
DENVER, COLO.
The Denver Theatre Supply Co.
OMAHA, NEB.
Cole Theatre Supply Co.
KANSAS CITY, MO.
Cole Theatre Supply Co.
DALLAS, TEXAS
Lucas Theatre Supply Co.
LOS ANGELES, CAL.
Pacific Amusement Supply Co.
PORTLAND, ORE.
Service Film & Supply Co.
SEATTLE, WASH.
The Theatre Equipment Co.
ATLANTA, GA.
Lucas Theatre Supply Co.
AUBURN, N. Y.
Auburn Film Co.
MINNEAPOLIS, MINN.
The Rialto Co.
CLEVELAND, OHIO
The Art Film Studios
SAN FRANCISCO, CAL.
Theatre Equipment Sup. Co.

Westinghouse

POWER'S IMPROVEMENTS
and
POWER'S PRODUCTS



**Power's 6B
Improved Projector**

Power's Type E Lamp and Lamphouse

Power's Governor Type Mechanical Speed Control

Power's Multiple Coil Rheostat

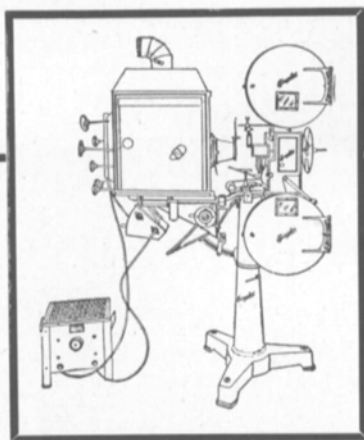
Power's Roller Pin Intermittent Movement

IMPROVEMENTS ADOPTED

Power's G E High Intensity Arc Lamp

Power's G E Incandescent Equipment





The
Simplex
Projector



“Used wherever perfect projection is required”

MADE AND GUARANTEED BY
THE PRECISION MACHINE CO. INC.
317 East 34th St— New York

Bay State Film Company

*Manufacturers of Motion Picture Film—Both
Negative and Positive*

SHARON, MASS.



THE WORDS BAY STATE appear on the border between the perforations and the edge, on every roll manufactured by this company.

OUR POSITIVE FILM requires no special formula or manipulation to reproduce all the delicate detail and photographic quality of the negative, and is distinguished by its FINE GRAIN and BRILLIANCE even when printed from a negative inclined to flatness.

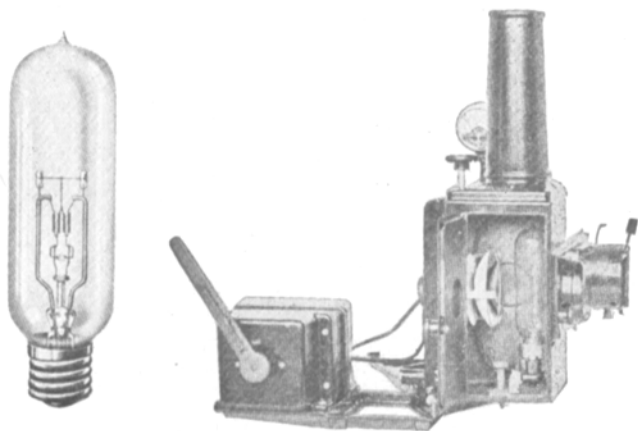
THE BASE is manufactured by the well known CELLULOID COMPANY of NEW YORK and for strength, clearness, and wearing quality has no equal.

Good projection requires—

Light of the proper spectral character, so that the relative values of the different parts of the picture will be rendered correctly.

Uniform distribution of the light over the film and screen.

Simple and positive operation.



Use National MAZDA Motion Picture Lamps with the G. E. Incandescent Lamp Projector to obtain the maximum satisfaction in projection.

Over one thousand theatre exhibitors have already obtained savings of from one-third to two-thirds in operating costs with this equipment.

For further information and recommendation, write

NELA SPECIALTIES DIVISION
National Lamp Works of General Electric Company
NELA PARK, CLEVELAND

AnSCO Positive Film Excels

in screen quality giving faithful reproduction; rich transparent blacks and perfect rendering of half-tones and highlights.

Uniform speed, latitude in exposure and development; quick drying.

AnSCO Positive Film assures the best from every negative.

AnSCO Positive Film is furnished on plain base or in various uniform tints and is recognized by the word "AnSCO" printed in black letters in the transparent margin.

AnSCO Company, Binghamton, N. Y.

Eastman Positive Film

The film that first made motion pictures practical remains today, through its consistent excellence, a big factor in their success.



Eastman Film, both regular and tinted bases—now available in nine colors, is identified throughout its length by the words “Eastman” “Kodak” stenciled in *black* letters in the transparent margin.



EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

*Say it
with
Rothacker
Prints!*

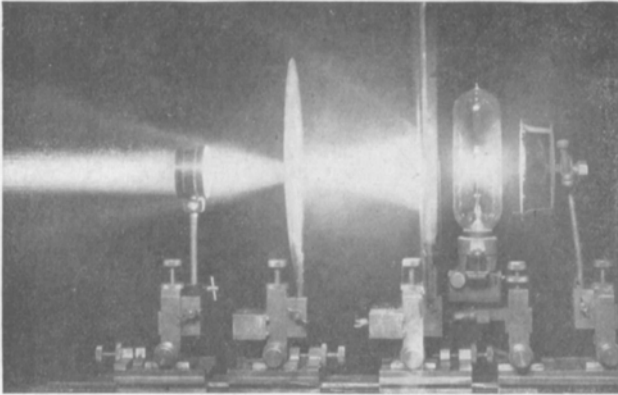
Motion Picture News

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NEW YORK CITY

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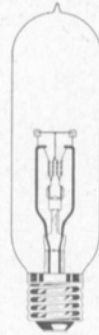
There is an EDISON MAZDA Lamp for every class of projection work.

Our experience and engineering facilities are at your service.

EDISON LAMP WORKS

of

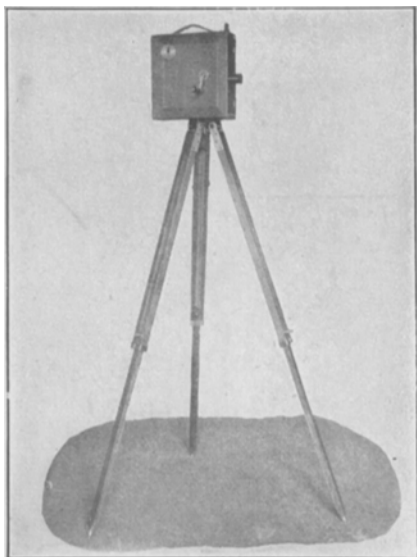
GENERAL ELECTRIC COMPANY
HARRISON, N. J.



The "Howellite" Movie Camera

Send
For
Illustrated
Circular

Takes 200
Ft. of
Standard
Film



Send
For
Sample
Print
of
Film

Complete with Tripod,
4 Magazines and Carry Case

\$100.00

Howells Cine Equipment Co., Inc.

JOE HORNSTEIN, General Manager

740 7th Ave.

NEW YORK