

Lakewood Farm Inn

Roscoe, N. Y.

HAS BEEN SELECTED
FOR THE

Spring 1924 Convention

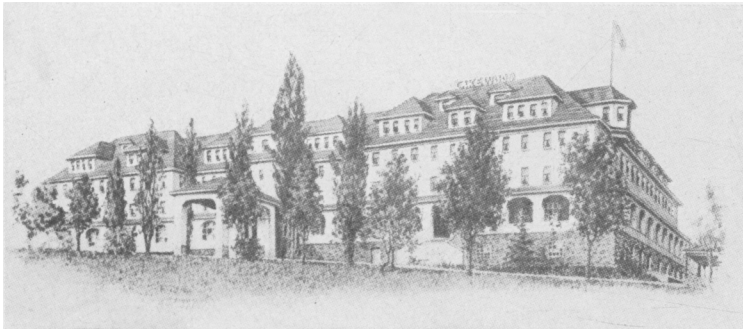
May 19, 20, 21, 22

The papers committee has a promising indication of a most interesting programme.

All amusements, Bowling, Billiards, Dancing, Orchestra, Trapshooting, Water Sports, Tennis, Saddle-Horses, 9 Hole Golf Course.

Elevation 2700 feet above sea.

4½ Hours to New York City



*Advertising
Section*

Over 200,000,000 feet of

POWERS POSITIVE FILM

have been used by the motion picture industry. With newly increased facilities we are prepared to manufacture over 5,000,000 feet weekly during 1924.

The new POWERS FILM embodies all modern refinements known to motion picture film manufacture. Ask your laboratory to tell you about its brilliancy and sparkle—its faithful reproduction of tones, of light and shade, no matter how delicate—its **increased durability**.

Then let us show you how you can effect large savings by specifying POWERS FILM. You will find it profitable to say,

“Print It On Powers”

POWERS FILM PRODUCTS, Inc.

723 Seventh Ave., New York

Factory and Laboratories, ROCHESTER, NEW YORK

TransVerteR

TRADE MARK, REGISTERED, U. S. PAT. OFF. JULY 25, 1916.

It is universally admitted that the carbon arc is the only source of light that will properly illuminate the screen in all but the smallest theatres,

Because of:

- The quantity of light produced.
- The quality of the light.
- The evenly illuminated screen surface.
- The absence of trouble from a reflected image.

To produce such results requires a properly controlled source of direct current.

The Transverter does all this economically and with the greatest simplicity of operation.

Write to us for further details or consult our nearest dealer.

The Transverter is applicable to the reflecting mirror arc and to cover such requirements two sizes are now offered, the one a capacity of 10 to 20 amperes and the other of 20 to 30 amperes.

THE HERTNER ELECTRIC COMPANY

1905 West 114th Street - Cleveland, Ohio

Canadian Distributors

PERKINS ELECTRIC LIMITED

Toronto - Montreal - Winnipeg

PRESENTATION OF
THE PICTURE

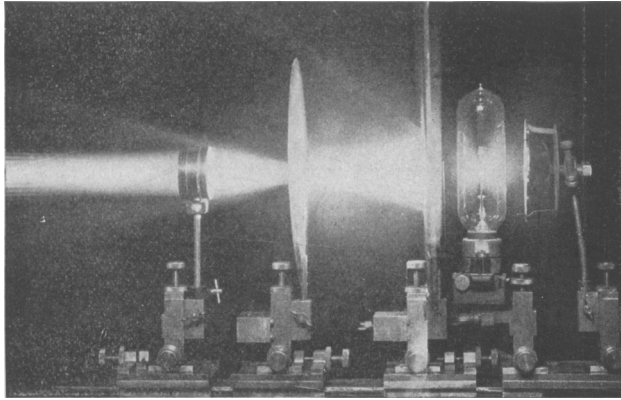
is an important part of showmanship
and we ask the assistance
of the

SOCIETY OF
MOTION PICTURE ENGINEERS

in promoting the
idea that

BETTER PROJECTION PAYS





*Typical Laboratory Set-Up for Testing Projection
Lamps and Apparatus*

An Engineering Service

If you want:

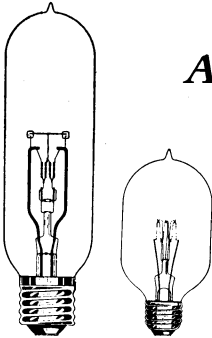
Expert engineering advice on:

1. Film Laboratory lighting equipment.
2. Lighting requirements for all types of projectors.
3. Theatre and stage lighting.
4. Studio lighting.

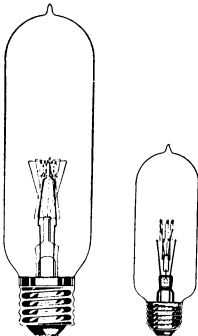
Make use of the services of our Lighting Service Engineers, who are qualified by training and experience to assist manufacturers, producers and exhibitors on their lighting problems. No charge.

EDISON MAZDA LAMPS

**Edison Lamp Works of G. E. Co.
Harrison, N. J.**



*900 and 300 watt
28-30 volt lamps*



*1000 and 400 watt
110 volt lamps*

**The "NEWS" is the leading trade
paper in the industry.**

This is not a claim—it is a fact.

There are in all not over
14,000 theatres showing pic-
tures today.

8132 individuals and cor-
porations controlling 12,500
theatres pay their subscrip-
tions to the NEWS and have it
delivered to them each week.

This comes very near "sub-
scription saturation"— $12\frac{1}{2}$
out of every 14 houses. A
record to be proud of.

Motion Picture News

729 7th Avenue

New York City

IN the development of the motion picture industry Eastman Film pioneered—it was Eastman Film that first made motion pictures possible.

EASTMAN KODAK COMPANY
Rochester, N. Y.

G-E Equipment for the Motion Picture Industry

The equipment developed by the General Electric Company for the motion picture industry includes:

- G-E Incandescent Lamp Projector
- G-E High Intensity Arc Lamp
- G-E Compensarcs
- G-E 150 amp. High Intensity Studio Searchlight

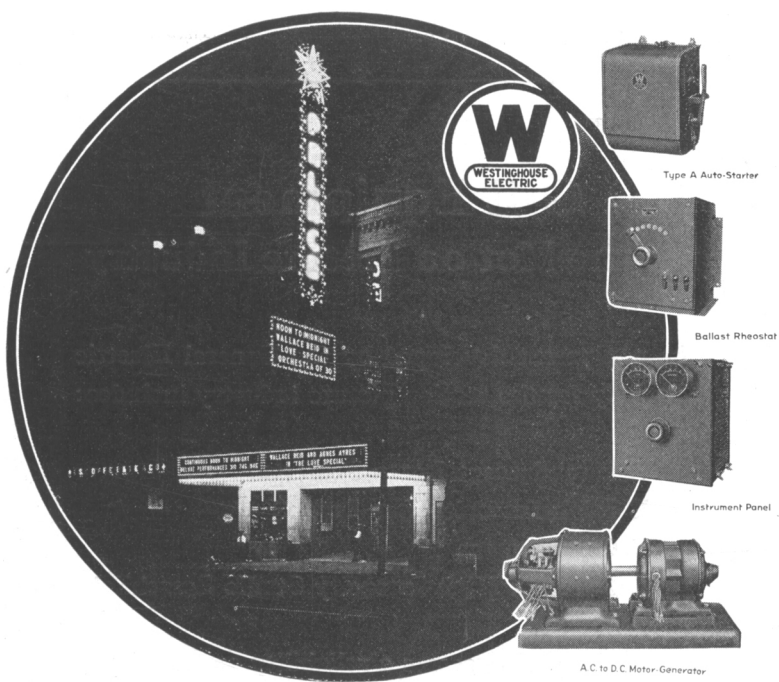
G-E apparatus possesses a reliability and efficiency such as is assured only by skill in design, care in manufacture and rigid service tests. G-E design is the result of painstaking research to meet the requirements of the motion picture industry.

*Any G-E office will furnish
detailed information*



General Electric Company
Schenectady, N. Y.
Sales Offices in All Large Cities

GENERAL ELECTRIC



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

VIII

- WESTINGHOUSE
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Becker Theatre Supply Co.
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Theatre Equipment Sup. Co.