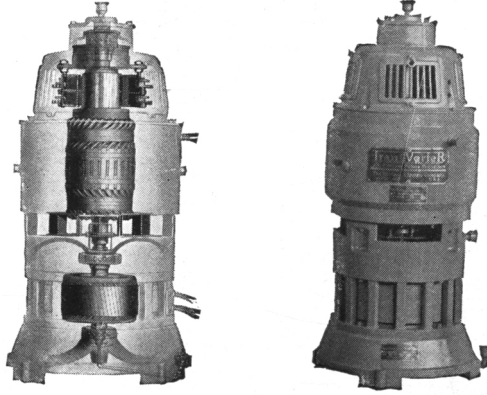


**T**HE Board of Governors have selected September 29th to October 2nd, inclusive, at the Edgewater Beach Hotel, Chicago, Ill., for the Fall Convention.

The attractions offered by the hotel and the City of Chicago are too numerous to be mentioned. The Chicago Delegates are outdoing themselves for this gala event.

*Advertising  
Section*

## Gives a Perfect Dissolve



# The TransVerteR

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

furnishes two perfect arcs in series simultaneously. Each is of the same amperage and light value.

In striking the second arc the one showing is not disturbed in the slightest degree. This gives a perfect dissolve. No ballast is used, as automatic voltage is provided.

The projectionist, by a slight turn of a convenient control handle, can instantly increase or decrease the amperage generated and furnished to the arc, thus obtaining the light best adapted for the film being shown.

*Write for Circular*

**The Hertner Electric Company**  
Cleveland, Ohio

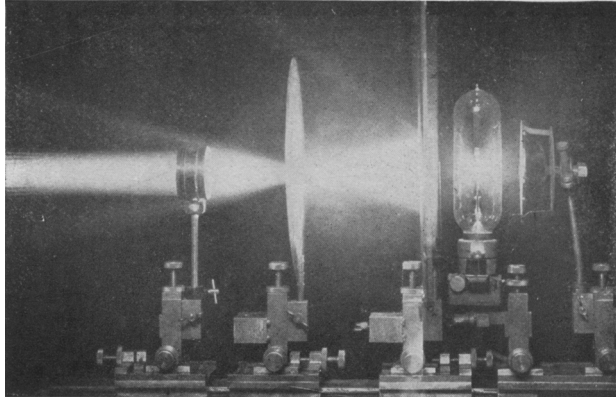
*In Canada: PERKINS ELECTRIC (Ltd.)*

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Prints!*

“Eastman”  
*and*  
“Kodak”

—stenciled in the margin,  
identify Eastman Film—  
the film that first made  
motion pictures practical.

EASTMAN KODAK COMPANY  
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*Typical Laboratory Set-Up for Testing Projection  
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## ***An Engineering Service***

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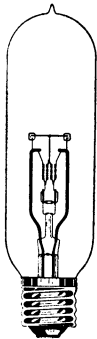
Expert engineering advice on:

1. Film Laboratory lighting equipment.
2. Lighting requirements for all types of projectors.
3. Theatre and stage lighting.
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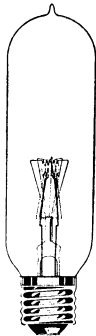
Make use of the services of our Lighting Service Engineers, who are qualified by training and experience to assist manufacturers, producers and exhibitors on their lighting problems. No charge.

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**Edison Lamp Works of G. E. Co.  
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*900 and 300 watt  
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*1000 and 400 watt  
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*This is not a claim—it is a fact*

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There are in all not over 14,000 theatres showing pictures today.

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Optical products have played an important part in the motion picture industry—and Bausch & Lomb have ever been among the leaders in their development.

For the cinematographer, we have the long established Tessar, f:3.5, and the newer Ultra Rapid Anastigmat, f:2.7, as well as the Plastigmat, for artistic “stills”.

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*Write for the*

*Cinephor Booklet*



**Bausch & Lomb Optical Co.**  
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Slide Changer is the last word  
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*Try One in Your Own Theatre*

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Upon the request of any responsible exhibitor in the United States we will arrange to have our equipment installed in his theatre on trial for thirty days free of charge.

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**American Reflecting Arc Corporation**  
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*Made in U. S. A.*

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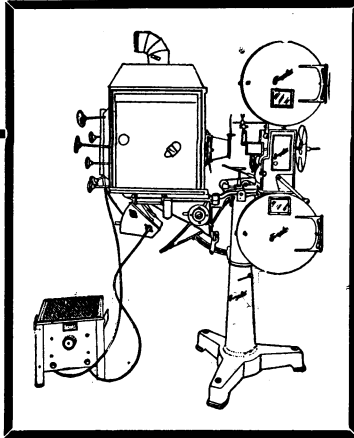
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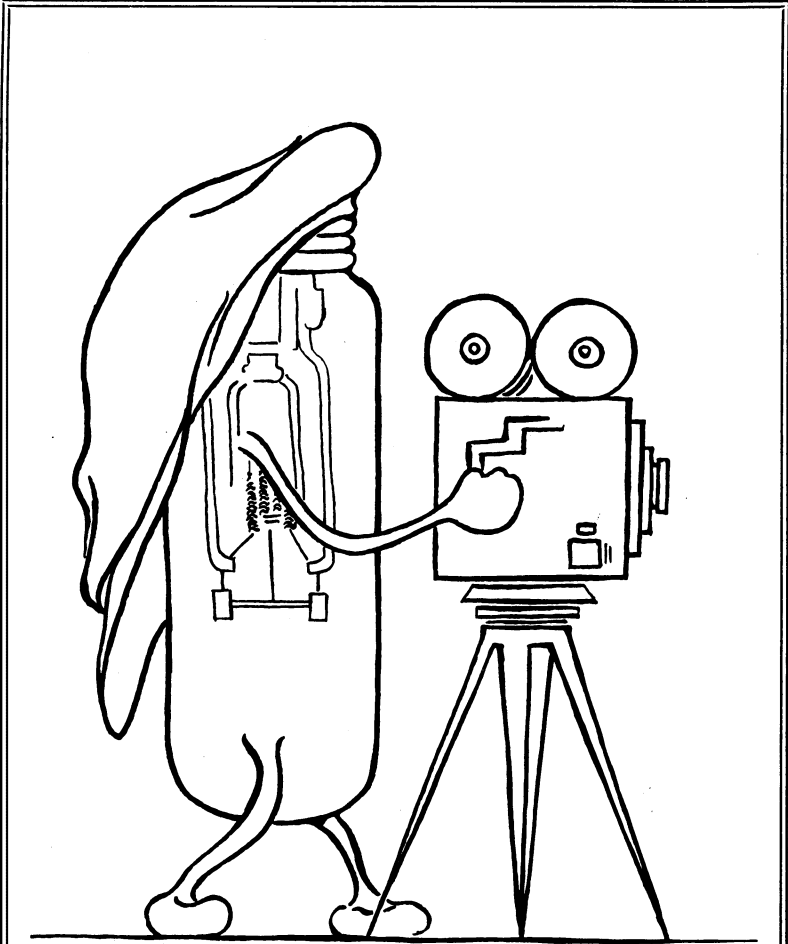


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*“Used wherever perfect projection is required”*

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*The recognized value of the Better Theaters section of Exhibitors Herald is proved by the fact that it carries advertising from more manufacturers of theater products than all other exhibitors' trade papers combined. It is working for others. Why not let it work for you? Send for sample copy, A.B.C. report and rate card.*

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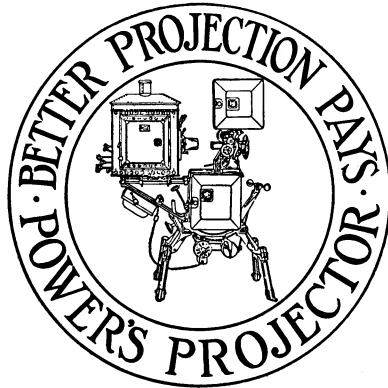
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The best film in the world is only as good as the light you project through it to the screen. National Projector Carbons produce a light that is steady, brilliant, and gives the film its full value.

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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.

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