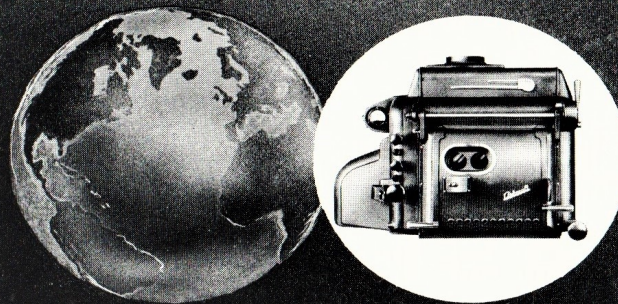


Ashcraft

HIGH INTENSITY

REFLECTOR Projection Lamps



THE WORLD'S *Finest Light Projector*

Ashcraft OFFERS YOU THE FINEST— MOST EFFICIENT—PROJECTION LAMPS

The great majority of exhibitors have an intense desire to be able to project a better picture for their patrons. The projectionist has done his best to do this for the theatre owner but he has been limited by certain factors beyond his control.

Here on the following pages are illustrated and described two types of projection lamps, one for the large indoor and drive in theatre, the other just as well built and efficient, but for the medium or average size indoor and drive in theatre.

A NEW PRINCIPLE OF LIGHT PROJECTION*

Both of these lamps—which are the ideal light sources for all classes of theatres from the smallest to the largest, operate on a new principle of light projection which gives to every theatre owner the best possible picture at the minimum initial cost and subsequent operating expense.

Every modern projection lamp should be capable of projecting either 35mm film or 70mm film equally well. Therefore both of these lamps are designed to do this. They not only will do this, but will do it more perfectly and at less expense than has heretofore been possible.

WHAT ASHCRAFT LAMPS WILL DO FOR THE EXHIBITOR

The C. S. Ashcraft Mfg. Co., through intensive research, have discovered a very much improved method of utilizing an elliptical mirror and high intensity carbon arc which will accomplish the following things most important to the exhibitor: (a) More of the light created in the crater of the carbon will be passed through the aperture, film and projection lens, then onto the screen. (b) This light will be spread out more evenly from side to side and on all four corners of the screen, than you have ever seen before. (c) Because of this evenly distributed light on the film a minimum of heat damage and focussing difficulty will be encountered because—if there is a concentration of light and heat (hot spot) in the center of the aper-

ture and on your screen you may be sure your projectionist will have difficulty maintaining the picture in focus. (d) This new method of light projection will be achieved with less carbon and power consumption than has ever been possible before—the operating expense is amazingly low. There is no reason why you cannot obtain 2 - 2½ hours of brilliant light from one carbon with a minimum of stub waste. This amazing light—even distribution and economy of operation are all being accomplished every day in Broadway's most important, first run theatres.

BROADWAY DEMANDED—BROADWAY TESTED

On Broadway New York City are all of the "World Premier" theatres where the greatest productions of Hollywood are first shown. There is no place in the world where greater perfection of projection is demanded. It is a tribute to the C. S. Ashcraft Mfg. Co. and proof of the superiority of the Ashcraft Super Cinex 35/70 projection lamp, that every one of these great theatres have selected the Super Cinex projection lamp to provide them with the flawless projection they demand.

SUPER CINEX UNEQUALLED

Here on Broadway and in Drive-in theatres not far away are brought other projection lamps, widely publicized as "the world's most powerful projection lamps". Here they are compared, side by side, with the Ashcraft Super Cinex—although they use more expensive and faster burning carbons—and use much more electrical power—not in one instance have they equalled the Super Cinex for the combination of light intensity and even distribution of light intensity on the screen.

Other theatres, in other large cities also demand just as perfect projection as is found on Broadway. In consequence the Ashcraft Super Cinex has become, throughout the world—*The standard of projection excellence.*

C. S. ASHCRAFT MFG. CO., INC.

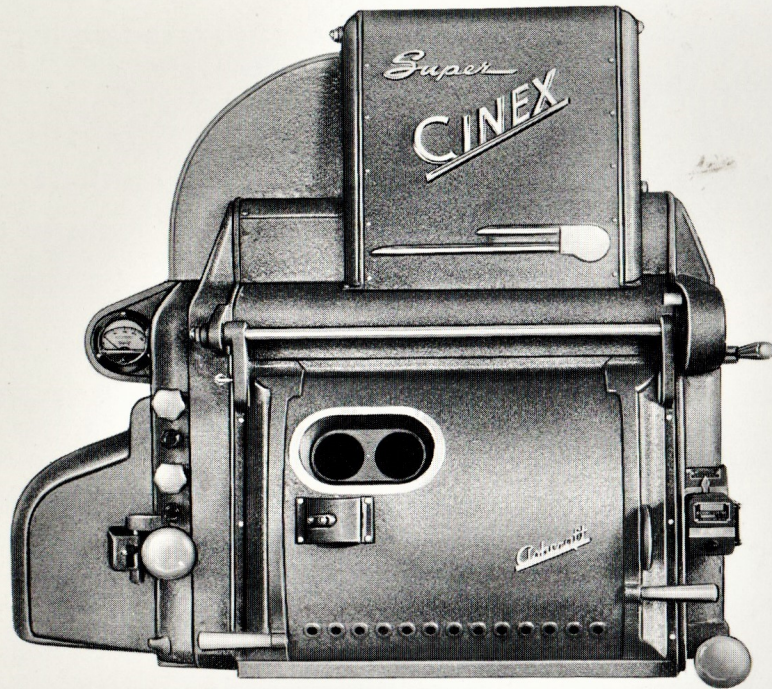
36-32 THIRTY EIGHTH ST.
LONG ISLAND CITY, N. Y.

"CINEX" is a registered Trade Mark of the C. S. Ashcraft Mfg. Co., Inc.

*Patent pending. Copyright 1960 Ashcraft Mfg. Co., Inc.

THE *Ashcraft* SUPER CINEX[®]

THE KING OF ALL PROJECTION LAMPS



Here is the 1960 Ashcraft Super Cinex projection lamp.

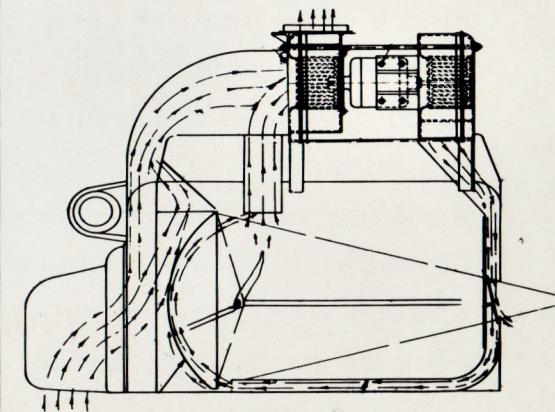
There has never been a lamp like it since the invention of motion pictures. It is the established standard of light projection perfection throughout the world. Let us look down Broadway where nothing but the best in projection is tolerated—from 52nd Street down to 42nd Street and Times Square.

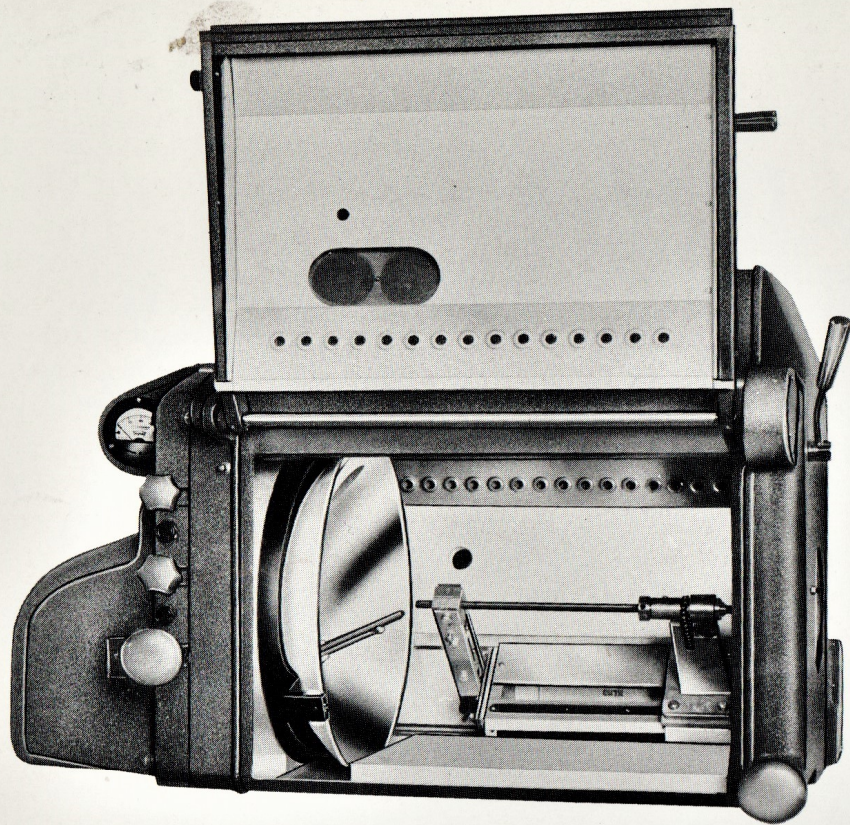
Every one of those great picture palaces which have modernized their projection have installed Ashcraft Lamps, including The Capitol, Rivoli, Warner, DeMille, Palace, Victoria, Criterion, New Astor and the New Loew's State.

The same may be said for all great centers. In Cleveland, Chicago, Los Angeles, San Francisco, Seattle, Philadelphia, Pittsburg, Miami Beach. The same overseas—London, Sidney, Melbourne, and Wellington, to name a few.

It is easy to understand why all these fine theatres and many others have selected the Ashcraft Super Cinex. First and foremost, it projects the finest possible picture onto the screen, creating a picture of unexcelled even brilliancy, true color rendition and color definition. Secondly, due to the perfect distribution of light and heat across the film plane—focus drift, film buckle, and warping are fully minimized. It is a recognized fact that a "hot spot" at the film frame center is one of the main causes of film damage. Of considerable importance too is the extreme economy of operating cost in carbon and current consumption. Large theatres report as much as 2½ hours of operation from one 18"—13.6 mm carbon at currents in the 130-135 ampere range.

Take a good look at the above view of the Super Cinex 35/70 lamp. The housing at the top encloses a full ball bearing motor which drives two powerful blower wheels—that at the front (see diagram below) injects cold air, passing it down the front duct, through the floor of the lamp, then up over both front and back of the mirror. The rear blower expels the hot air, smoke and heat created in the arc housing. This same exhaust blower draws cold air through the bottom of the rear door passing it over the rear mechanism and further cools the reflector, finally exhausting the whole out the lamp-house stack. This is truly a fully air conditioned lamphouse.





Now let us lift the large side door which fully exposes everything inside. Note the 18" elliptical Balcold mirror mounted at only 3 points so that free air circulates all around without air pockets. The simplicity of the mechanism is quite amazing, only the standard upon which the silver, water cooled carbon contacts are mounted and the chain driven carbon rotating and feeding head standard are visible—no wires—no water tubes—no nothing—for these are outside the housing. Note the clean cut floor unlittered with any mechanism whatever—only the floor duct through which passes the high velocity air from front to back of the housing can be seen—the carbon gripping

collet is locked by a single set screw so securely that there will never be any slippage.

The silver contact jaws through which the water flows directly are maintained at such a low temperature that the hand may be placed on the contacts immediately after breaking the arc.

All of these features have resulted in the Super Cinex 35/70 lamp being the most widely used light projector for 35 mm. and 70 mm. film projection in large theatres and the largest of Drive-in theatres. The Super Cinex is capable of arc currents up to 165 amperes.

THE ASHCRAFT A. C. WATER RECIRCULATOR

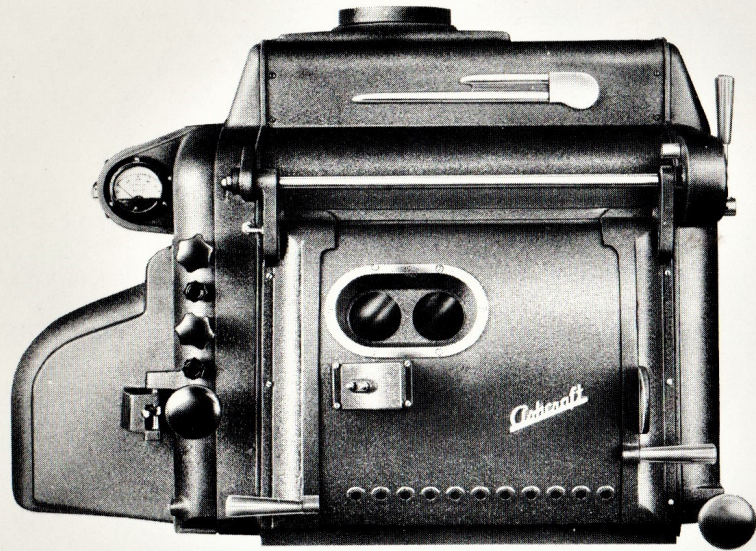
A dependable method of supplying water for the positive contacts of the Ashcraft Super Cinex 35/70 and Cinex 35/70 Special arc lamps is by means of the Ashcraft A. C. Water Recirculator shown.

The Ashcraft Water Recirculator is capable of delivering ½ gallon of water per minute to the lamp. Forced air cooled water coils and a 9 gallon capacity zinc lined tank ensures cool water to the lamp at all times.

The pump is driven by a 1/25 HP 115 Volt A. C. ball bearing motor which is maintenance free, and a glass flow indicator is visible to the projectionist.



The *Ashcraft* CINEX 35 and CINEX 35/70 SPECIAL



For the far greater number of theatres not requiring the wide range of arc currents up to 165 amperes, but which do require first class projection whether the 10 mm., 11 mm., or 13.6 mm. carbon are used up to 135 amperes, the C. S. Ashcraft Mfg. Co. have provided a complete line of fine lamps in the lower price range.

These lamps were designed to provide the "average" size theatre with the same perfect projection for either 35mm or 70mm that the Ashcraft 35/70mm Super Cinex has accomplished for the largest conventional and drive-in theatres throughout the world. These lamps are, of course, much lower in price and operating expense. That is, carbon and current cost is much less. Yet the two qualities necessary for projection perfection, screen light intensity and screen light distribution, exceed that of any existing or previous type of lamps made for the average theatre.

Actually these new projection lamps cover the complete range of three types of theatres. (1) The smaller than average theatre using 35mm film only, where the 10mm carbon and 16" silver reflector suffice. (2) The average or medium size theatre using 35mm film only, but requiring the 11mm carbon with either the 16" or 18" cold reflector. (3) Those theatres requiring both 35mm and 70mm projection, in which case the 13.6mm carbon and 18" cold reflector are necessary.

Higher Optical Speeds

For all three types of theatres, higher speed lamp optics are one of the outstanding features. For 35mm film, the old standard of F/2.0 mirror optics has been increased to F/1.6 increasing the screen illumination up to 50 percent, with the same arc current, while the screen light distribution is also greatly improved.

Those lamps restricted to 35mm film projection are designated as "Cinex 35" projection lamps, while the Ashcraft "Cinex 35/70 Special" lamp, using current in the 130-135 ampere range, will project either 35mm film or 70mm film with equal efficiency and have an optical speed of F/1.5.

To obtain these extremely high speeds without limiting the length of carbon used, the "Cinex 35/70 Special" is provided with a new split type light cut-off douser through which the carbon may extend and still effectively cut off light projected to the film.

Water Cooled Contacts

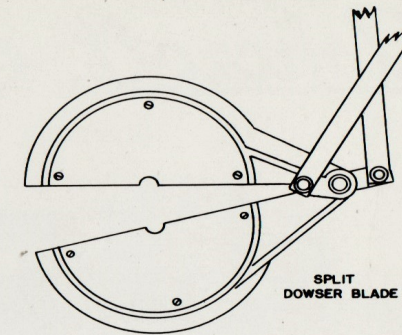
It is the opinion of leading projection engineers that intense water cooling is far preferable to any type of air cooling. This applies equally well to both carbon jaw cooling and cooling of the projector aperture. The Ashcraft Cinex 35/70 Special therefore cools the carbon contact jaws by means of forcing cold water through hollow pure silver contact blocks directly in contact with the carbon itself (not by secondary cooling which has previously been used in many lamps).

Unified Design Lowers Manufacturing Cost

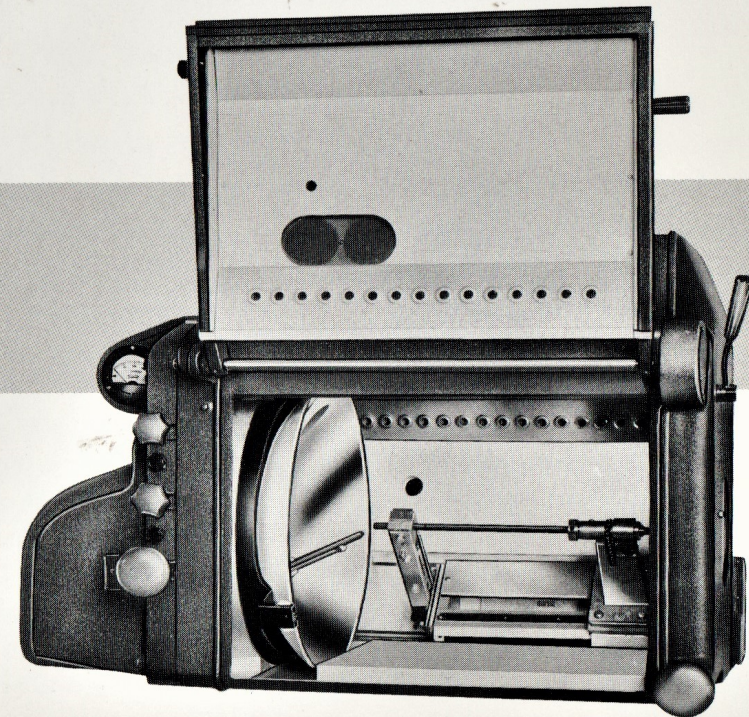
The simplicity, durability and perfection of operation of the Ashcraft "Super Cinex" burner mechanism is well known and recognized by the entire motion picture industry. The identical burner mechanism, with every shaft mounted on roller or ball bearings, with identical water cooled carbon jaws and carbon rotating mechanism, is used in the new "Cinex 35/70 Special."

The standardization of unit design of the Cinex 35/70 Special with that of the Ashcraft Super Cinex 130-165 ampere lamp allows a minimum of design and manufacturing expense. This saving is being passed on to the ultimate buyer—the theatre owner. Thus, the price of the Cinex 35/70 Special is substantially lower than that of other lamps of the high intensity—rotating carbon—reflector type.

The Cinex 35/70 Special is the most versatile and wide-range lamp ever designed. It is also the most modern, compact, efficient and economical high quality projection lamp yet to be made available for all classes of theatres in the "average" range. For the larger theatres, the Ashcraft "Super Cinex 35/70" still remains king in the Ashcraft line of projection lamps.



When 20 inch carbons are to be used in the Cinex 35, the above illustrated Split Dowser can be supplied, this allows the carbon to protrude beyond the lamp front and effectively cut off the light.

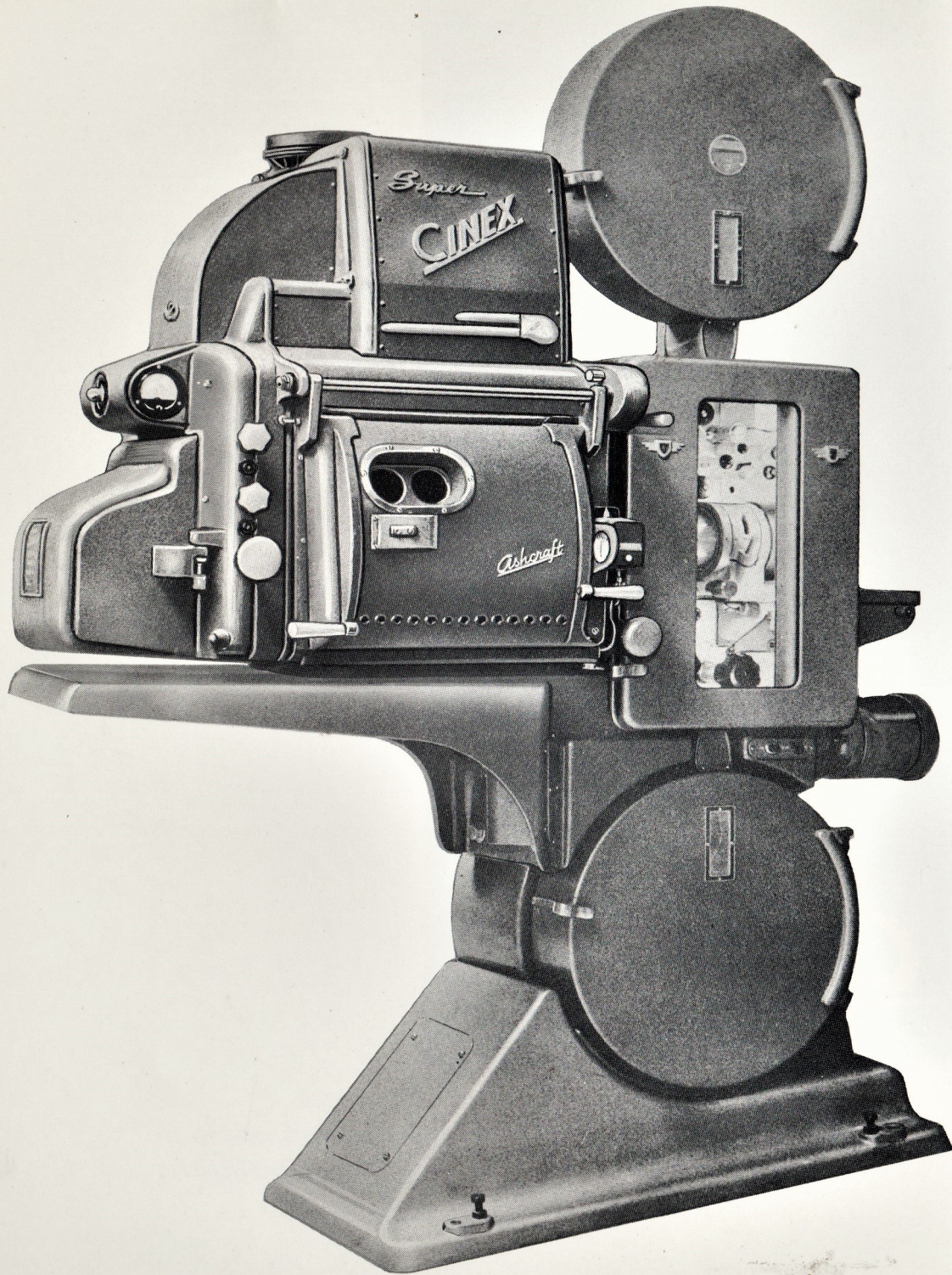


To select the correct Cinex lamps for their particular application the following table will be of assistance.

Film	Size Theatre	Carbon	Arc Current Range	Dia.-Type	Water Cooled Contacts	Air Cooled Mirror	Split Dowser
35mm	Smaller than Average	10mm x 20	70-90A	16"-Cold 16"-Silver	Yes	Optional	Yes
35mm	Average	11mm x 18 11mm x 20	85-110A 110-120A**	16"-Cold 18"-Cold***	Yes	Yes	Optional
35/70 mm	Average	13.6 x 18 13.6 x 20	125-135A	18"-Cold	Yes	Yes	Optional

**Drive-in theatres may use up to 120 Amps

***18" mirrors indicate use of water cooled apertures.



THE FAMOUS

Ashcraft

**35/70 SUPER CINEX®
PROJECTION LAMP
SHOWN ON TYPICAL
35/70 PROJECTOR**

Ashcraft

*the most
respected name in
light projection*