



now!

**A BAUSCH & LOMB
QUALITY
CINEMASCOPE
PROJECTION LENS**

To fit

LIMITED BUDGETS!

Only

FOR T
CINEMA



ACTUAL SIZE

SEEING IS BELIEVING!

4 \$240 EACH

THE NEW BAUSCH & LOMB CINEMASCOPE PROJECTION LENS

EVERY THEATRE CAN NOW AFFORD B&L QUALITY!

Today, B&L CinemaScope projection lenses are within the budget of even the small neighborhood theatre and drive-in. It's no longer necessary to accept less than B&L quality because of price. \$240 each, \$480 a pair is all you have to pay for the new B&L CinemaScope projection lens. It is designed for use with the full focal length range of standard prime lenses.

CLEAN, CLEAR, COLORS. EDGE TO EDGE SHARPNESS!

Full tone values, true, brilliant colors will provide you with the screen images that mean repeat boxoffice for you. No blur, no bends, no fuzzy edges!

EASY TO INSTALL, TROUBLE-FREE, NO INTERNAL CLEANING!

No guesswork adjustments, no nuts and bolts. The B&L CinemaScope projection lens is aligned perfectly with your prime lens with a twist of the wrist. Completely sealed; only two easy-to-clean glass surfaces exposed to air.

ASK FOR A DEMONSTRATION!



See for Yourself!

**MAKE YOUR OWN COMPARISON
TESTS...ON YOUR OWN SCREEN!**

No other *inexpensive lens* can produce so high quality an image.
When you see it on your own screen, under your own theatre
conditions, it will amaze you with its high quality performance!

**PHONE, WIRE OR WRITE *Today*
...FOR YOUR B&L CINEMASCOPE PROJECTION LENSES**