

**COLOUR-CORRECT CARBONS**  
**BY MORGANITE**



**THE HIGH STANDARD OF PERFECTION** expected from the modern colour film makes it essential that each stage of the photographic, printing and projection techniques be held under the most rigid control. The arc lamp carbons used for both photography and projection are clearly important links in this chain.

For more than fifteen years Morganite Studio carbons have been used throughout the film production centres of Great Britain, the Commonwealth and Europe as the standard for arc light colour. Every pattern in the Studio range gives light of a colour temperature controlled to narrow limits.

A further important advance has now been made. The improved supply of certain raw materials, which for many years have been scarce, has now made it possible not only to improve the light output of certain positive carbons in the Morganite Cinema projection range but to bring the colour value of these grades into line with that of the Morganite Studio grades. Positive carbons in the Morganite Link HMS and Link HRS grades now in production are "Colour Correct" and checked by the same intricate test gear developed in the Morganite laboratories for the control of Studio carbons. Link HIP positives and Link HLP positives (generally available for export only) also incorporate this improvement. Shortly to be announced are new grades of special Morganite

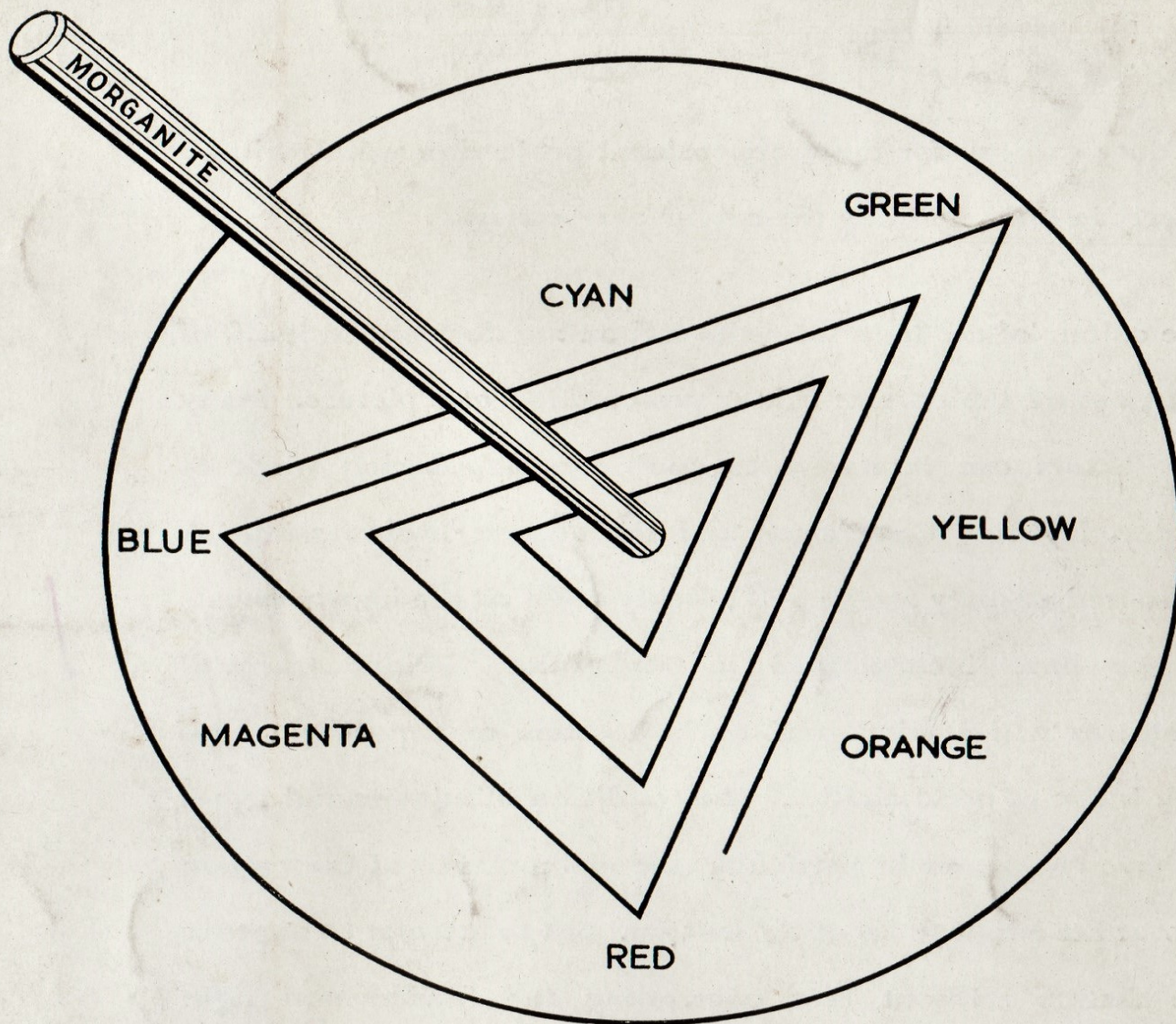


high duty carbons for three dimensional projection which will be precisely in line regarding the colour characteristic.

The colour of the light from the carbon arc does not in itself, of course, ensure the correct colour presentation of a picture. Many other factors can intervene to spoil the painstaking work of Director, Lighting Cameraman and the Process Laboratories. A discoloured or dirty screen will quickly undo all the improvements that we have incorporated in Morganite "Colour Correct" carbons, as will a misaligned optical system or a porthole glass which is not of good quality. The condition of mirrors and lenses will have effect and in particular the maintenance of the carbon crater at the minor focus of the lantern. But to attempt to improve these factors without first controlling the fundamental light source so that it is completely consistent from carbon to carbon and from packet to packet is rather like putting the cart before the horse. From now on the colour of the fundamental light source is controlled for users of Morganite High Intensity Carbons for cinematograph projection.

More and more good pictures are being produced in colour. Morganite "Colour Correct" carbons will help you to get the best out of them: more light, the same low burning rate, AND CONSTANCY TO A RIGID COLOUR STANDARD.





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