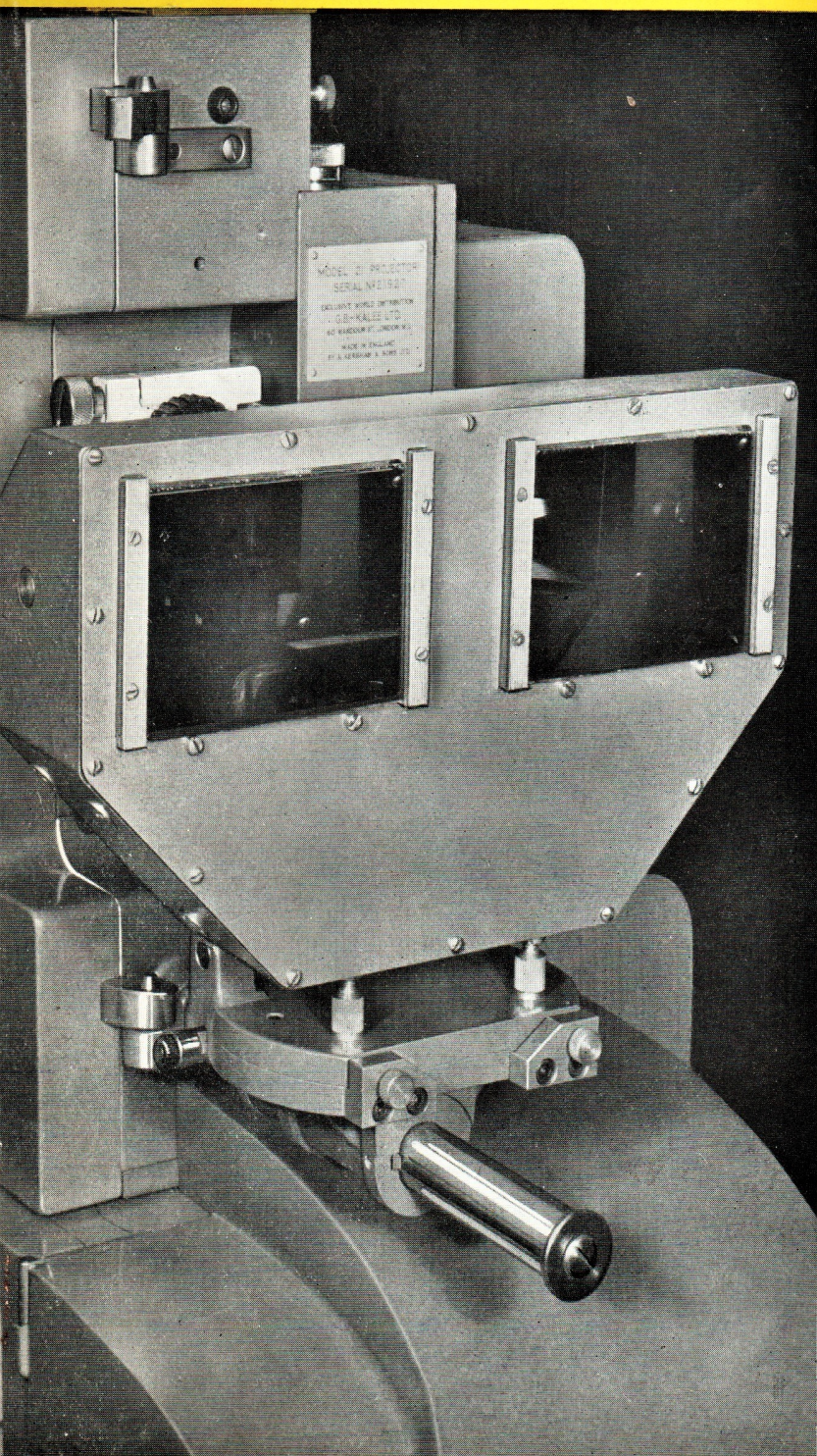




now introduce the new

*Pola-lite* system for

## THREE-DIMENSIONAL PRESENTATION



Front view of Pola-Lite attachment for single film twin-picture three-dimensional presentation

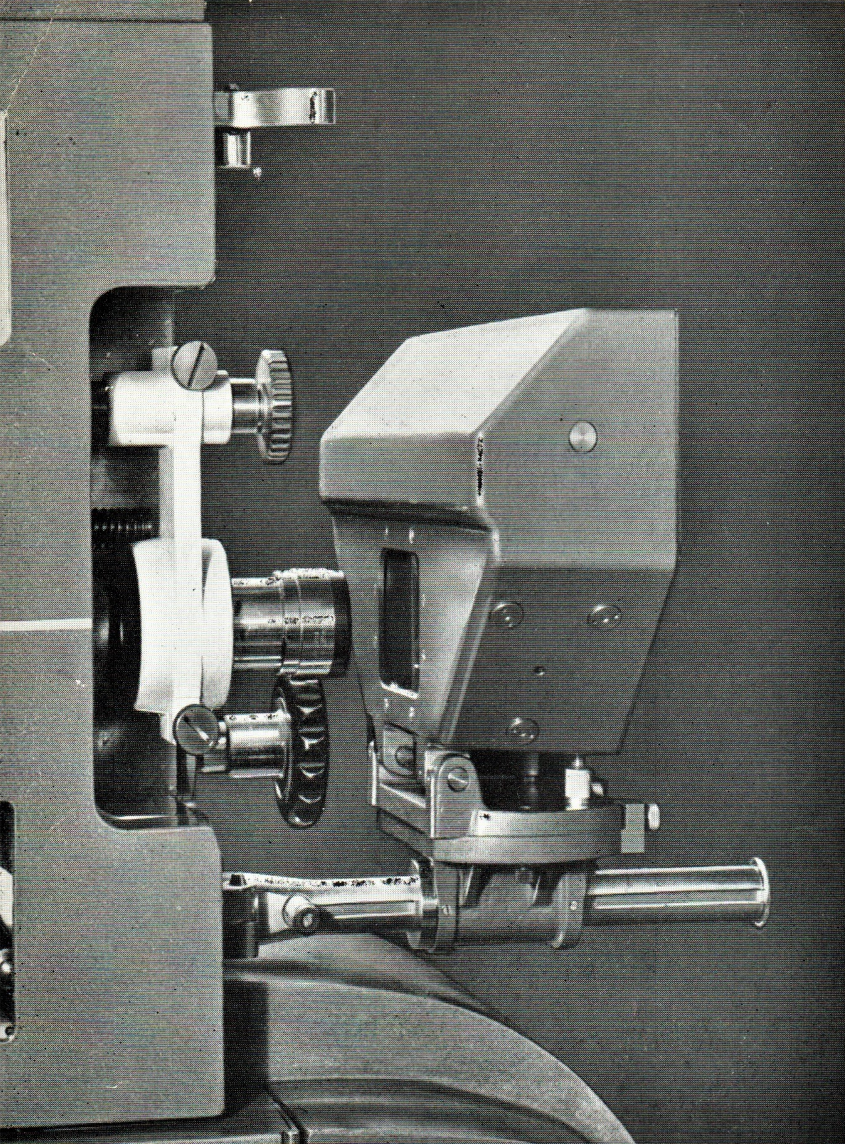
Three-dimensional films can now be shown as simply and easily as a normal flat picture —on one projector only.

With the new Pola-lite system the two pictures, necessary for obtaining the three-dimensional effect, are printed on a single strip of standard 35 mm. film.

In projection the new method ensures perfect synchronisation of the two images. There is no difference in brilliance or density of the right and left picture, caused either in the printing of the film or through any difference of light from two arc lamps. The two images must always be in focus as they are on one film and are projected through the one lens. They cannot be affected by difference of wear of sprockets on the projector, or sprocket holes in the film.

All these faults, inherent in the old system, were a frequent cause of the complaints of headaches and eyestrain.





Pola-Lite attachment with bracket fitted to Gaumont-Kalee '21' projector

## The Pola-lite system eliminates:—

Use of two projectors with mechanical or electrical interlock.

Extra large spools and spool-boxes.

Intermissions for replacing film.

Carbon and current consumption on two arc lamps and two projectors.

Special rewind-room equipment for oversize spools.

Additional staff.

The Pola-lite attachment is a compact unit, can be easily and simply fitted to any make of projector. It can be quickly removed or replaced to enable complete flexibility in running a mixed programme.

Patrons are required to wear polarising spectacles—Pola-lite all-plastic because the coated lenses ensure that polarisation, with reasonable care, is not affected by handling. They are attractive, comfortable to wear and low in cost, now only 8d. per pair.

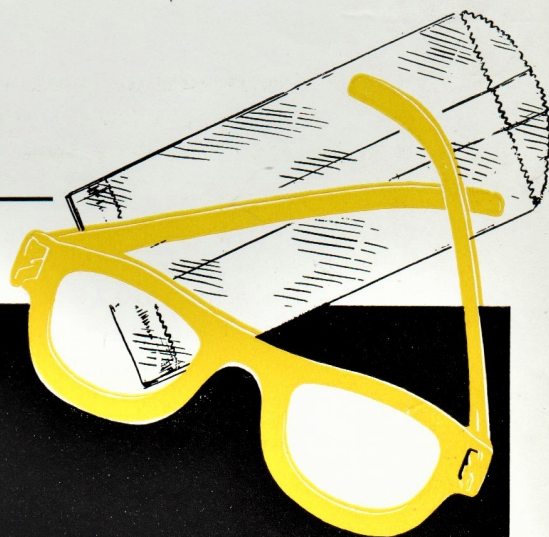
*Illustrations must not be taken as binding; alterations may be made as occasion arises.*

**Pola-lite**  
**POLARISING**  
**VIEWERS**

**Now...**

new, improved Pola-litespectacles with *folding* earpieces.  
For added protection and ease of distribution, the  
spectacles are supplied in a semi-transparent glaccine bag.

**and the price**  
**has been reduced to 8d a pair**



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Three-Dimensional Film Presentation Gives Your Patrons Better Spectacles

# **POLA-LITE VIEWERS GIVE YOUR PATRONS THE BEST SPECTACLES OF ALL**

**P**

resenting the latest development in Three-Dimensional viewing, improved Pola-Lite polarising spectacles with folding earpieces.

**O**

ptically, they have the maximum possible light transmission for each eye-piece, compatible with efficient left and right image-cancellation.

**L**

enses afford an ample field of view through the general area of the medium in each eye-piece; these are coated to prevent damage to the polarising medium in handling.

**A**

ttractively designed plastic frames in a gay yellow colour give them greater audience appeal.

**L**

ight construction means comfort in wearing, with folding ear-pieces that keep them in place. They are easy to use with ordinary spectacles, when worn.

**I**

nexpensive, too. Pola-Lite spectacles now cost only 8d. a pair in a semi-transparent glacine bag, which considering their quality, is outstanding value for money.

**T**

hree-Dimensional Films are creating a big demand for these spectacles.

**E**

very Exhibitor can give his patrons the best three-dimensional spectacle by ordering Pola-Lite spectacles—now !

**With the first order for each Theatre for 5,000 pairs and over, a set of Porthole Polarising Filters is included Free of Cost:**

**Pola-Lite spectacles are not intended for re-issue—thus there are no sterilisation problems.**



A large, stylized yellow eye graphic that frames the central text. The eye is composed of several concentric, irregular yellow shapes. The pupil area is a dark brown oval containing the word 'Pola-lite' in white script.

**Pola-lite**

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AND SPECTACLES**

**are obtainable from**

**all branches of**



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