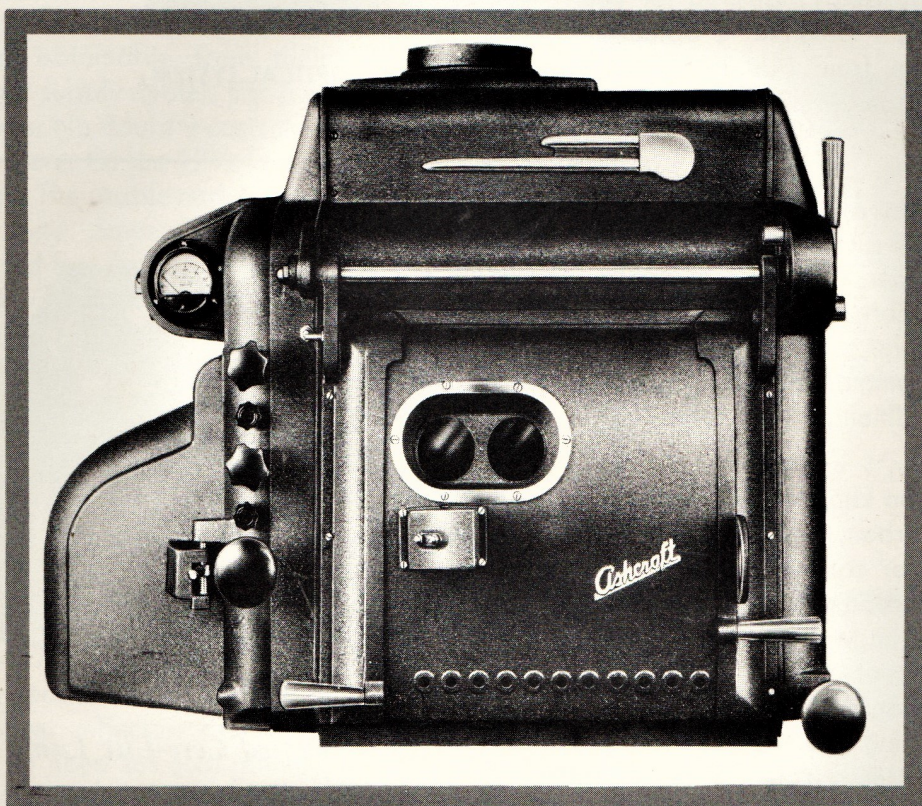


NEW

Ashcraft

CORE-LITE

MOTION PICTURE PROJECTION LAMP



*The MOST
AMAZING
Projection Lamp
Ever Designed*

Perfect Picture Reproduction on Theatre Screens

- **MORE SCREEN LIGHT**
- **MAXIMUM DISTRIBUTION** with Whiter Light
- **IMPROVED FOCUS—Definition—Resolution**
- **LESS CARBON COST**
- **LESS POWER COST**
- **LESS HEAT ON FILM**

CORE-LITE the answer

WHAT CORE-LITE IS

Core-Lite is a 35 mm projection lamp into which is incorporated an entirely new optical system which is integrated with the projection lenses you are now using. A single continuous cone of light from your mirror through the film and into your lens projects all the light from the carbon arc onto your screen with an absolute minimum of loss.

YOUR PICTURE

Because the particular shape of the Core-Lite conical light beam eliminates the losses in your lenses due to vignetting, the light on the sides of the screen is increased to any degree desired for your particular theatre. It is now possible to obtain an evenly illuminated picture from side to side and corner to corner especially on the shorter focal length lenses.

SHARPER FOCUS

Because the light from the Core-Lite enters your lens at a very low angle, the picture focus on all parts of the screen will be sharper. Because the reflected light and heat from the core of the carbon arc is more evenly distributed over the film surface there will be no film buckle, warping or embossing to cause an in and out of focus condition on the screen.

CARBONS

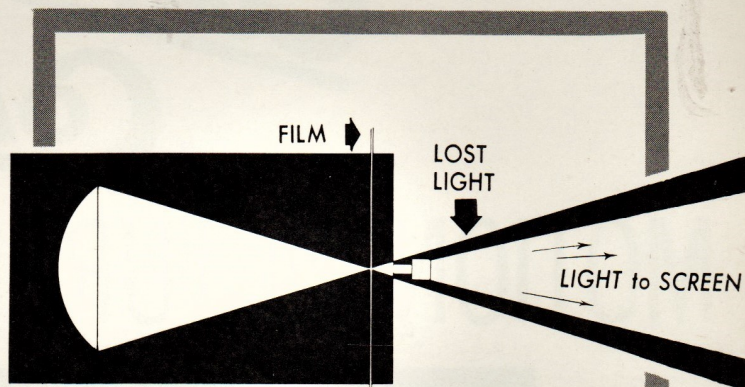
The Core-Lite projection lamp is designed to use only one size positive carbon, the 11 mm x 17½ inch high intensity projector carbon, combined with the 5/16"x9" negative carbon and operating within our recommended current range of 72 to 95 amperes—it replaces 8 and 9 mm suprex lamps operating at 65 to 80 amperes and 9 and 10 mm high intensity reflector type lamps operating at 85 to 105 amperes.

LOW CARBON CONSUMPTION

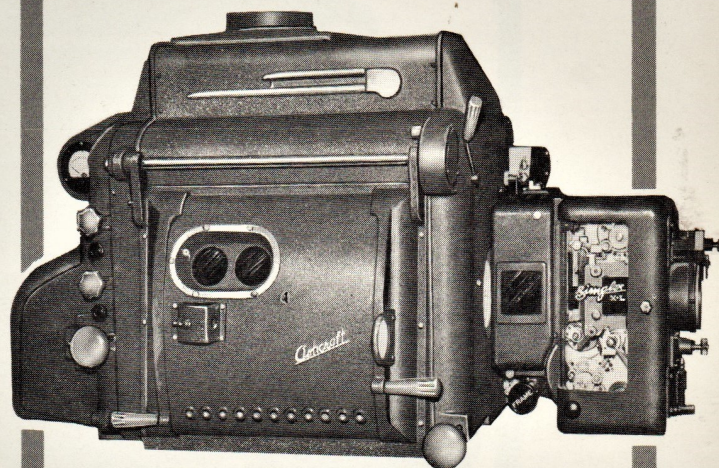
In the Core-Lite the 11 mm carbon burns very slowly, 6" to 10" per hour depending upon the picture size, not 13" to 20" as in other projection lamps. Because we have eliminated losses in the projection system you will benefit by this low carbon and current consumption. With the Core-Lite lamp you can get brighter and whiter screen light—less film heat with improved picture focus and normally obtain 4 to 6 reels per positive carbon—compared to only 1½ to 2 reels per carbon on present equipment.

NO NEED FOR HIGH SPEED LENSES

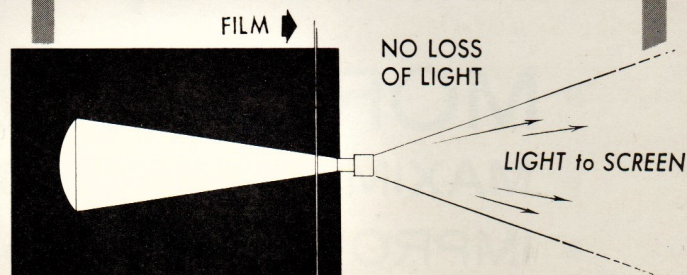
Because we have accomplished what has been considered optically impossible your present F/1.7, F/1.8 and F/1.9 or even F/2.0 lenses will perform equally well. The continuous converging light cone automatically converts the F value of your present lenses to F/2.5-F/3. and as every projectionist knows the lower the optical speed the sharper the picture on every part of the screen.



PRESENT OPTICAL SYSTEM



Close coupled Core-Lite Lamp and XL Projector produce the optically integrated system



NEW CORE-LITE OPTICAL SYSTEM

er to your projection problems!

LAMP MECHANICAL CONSTRUCTION

Practically every theatre owner and projectionist in the United States and abroad is aware of the engineering perfection of the Ashcraft Super Cinex and Cinex Special lamps. The new Core-Lite lamp is the result of 40 years of continuous designing and manufacturing of precision arc lamps. In fact many parts are interchangeable and your dealer carries them in stock or can obtain them within 24 hours if necessary.

CARBONS FOR CORE-LITE LAMP

The special 11 mm high intensity carbon L-1007 made by the National Carbon Company for Core-Lite lamps and obtainable from their branch stock, through your supply dealer, has a list price of 36¢ in 250 case lots. No doubt it costs the theatre less than this, never more. Of the 17½" carbon there is only a stub of 2½". The usable carbon cost per inch is therefore only 2.4¢. Since Core-Lite carbons are consumed at the low rate of 6" to 10" per hour, the hourly cost will only be 14.4¢ for small theatres and 24¢ per hour for medium and larger theatres. (See your National Carbon representative regarding these special carbons).

Other carbon manufacturers are now perfecting positive carbons suitable for Core-Lite operation which will be submitted for our approval and recommendation.

CORE-LITE MIRRORS

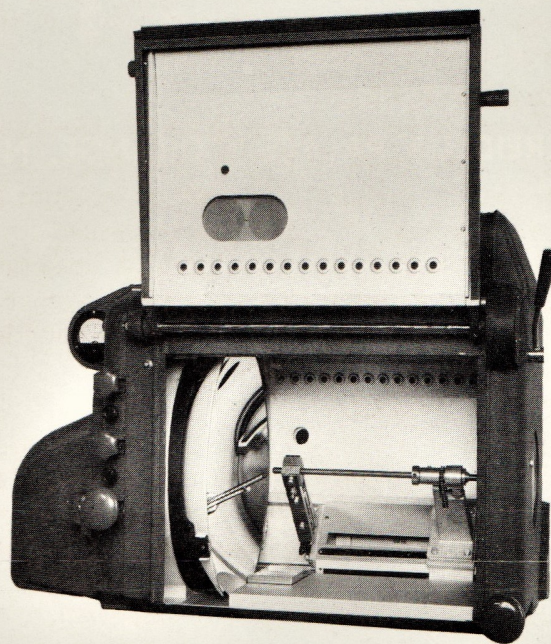
Every mirror is factory tested for quality before the trade-mark Core-Lite is stamped on the rear. Within our recommended current range of 72 to 95 amperes silver reflectors are recommended—there should be no need for cold reflectors and front surface coated reflectors are not recommended.

Core-Lite is a trade mark of the C. S. Ashcraft Mfg. Co. Inc., accept no substitute.

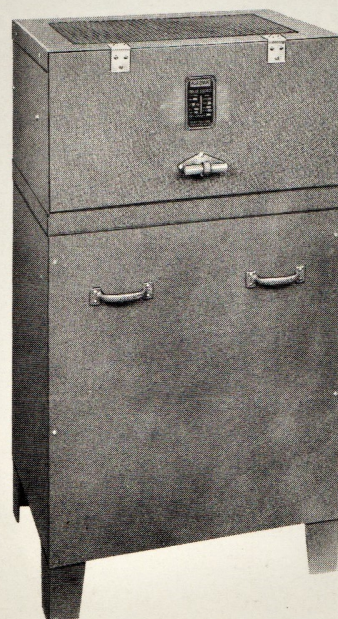
THE SPECIAL CORE-LITE 12 PHASE HIGH REACTANCE RECTIFIER

Designed for the requirements of the Core-Lite lamp, this rectifier will give the best results. Low reactance 6 phase rectifiers should not be used. Certain motor generators, but not all, are acceptable. The special Core-Lite S/1212 rectifier will give you long excellent service with an absolute minimum of expense. Their cost is no more than inferior rectifiers.

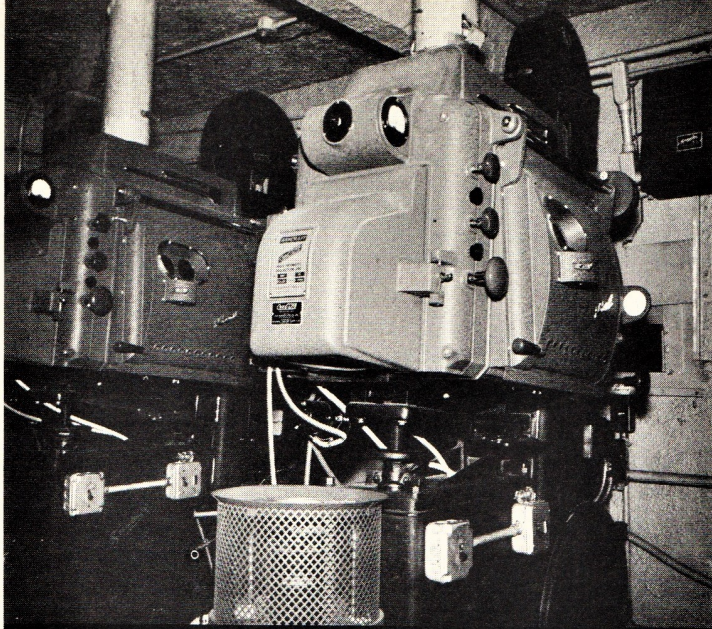
We have now made available to the majority of medium and small size theatres the Core-Lite, a much needed lamp to give them perfect photographic reproduction at a more nominal first cost and subsequent lower operating expense. This previously has been available only to the large showcases using the super cinex lamp.



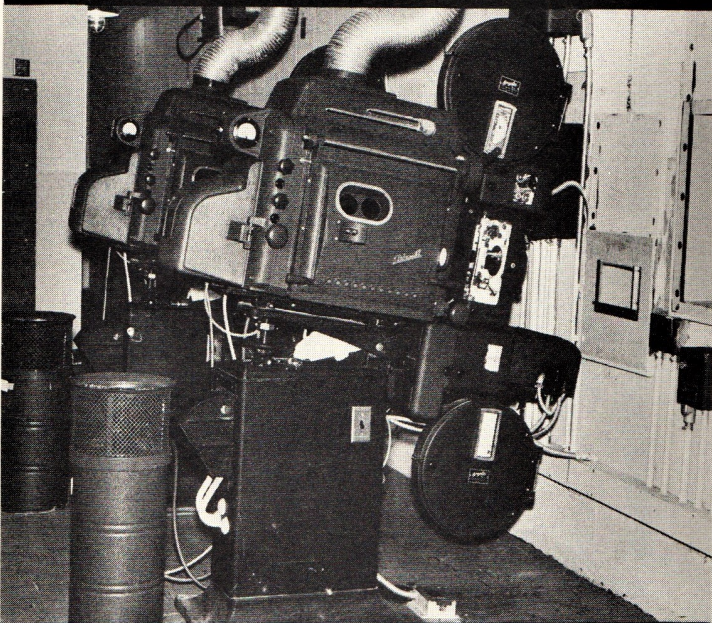
Interior View of Core-Lite



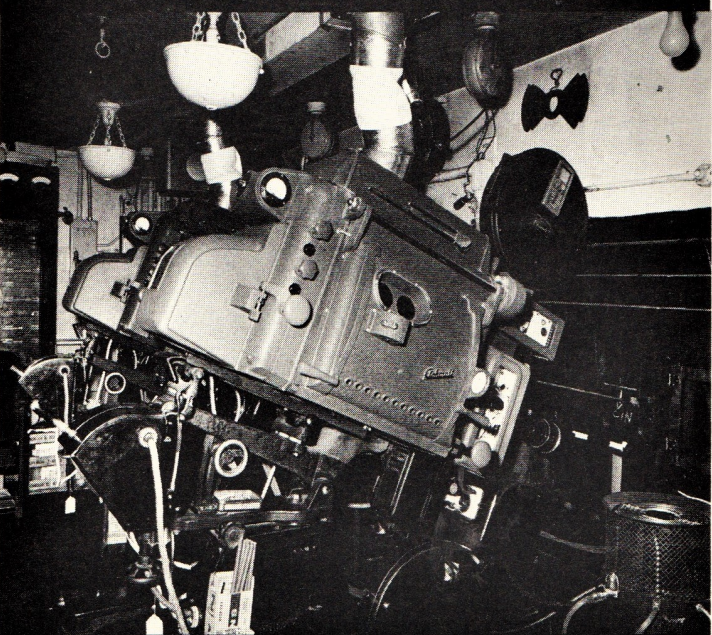
*The New Core-Lite
High Reactance 12 Phase Rectifier*



KREIDEL'S PALACE • ORANGE, N. J.



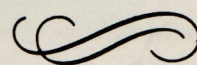
CINEMA I • NEW YORK CITY



B & K's ROOSEVELT • CHICAGO, ILL.

CORE-LITE

**THE ANSWER
TO YOUR
PROJECTION
PROBLEMS**



National Theatre Circuits including Cinerama, Stanley-Warner, R.K.O., Paramount and Loew's have now standardized on Ashcraft projection equipment. 90% plus of all Broadway (New York City) first run showcases including the New Cinerama (formerly the Capitol), Warner, Rivoli, DeMille, Palace, Loew's State, Astor and Criterion are Ashcraft equipped.

The same is true in Hollywood. Ashcraft is the standard in the majority of all theatres.

C. S. ASHCRAFT MANUFACTURING CO., INC.

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