



Something new
in

SOUND

by
**Western
Electric**

Introducing

THE *Westrex* SOUND SYSTEM

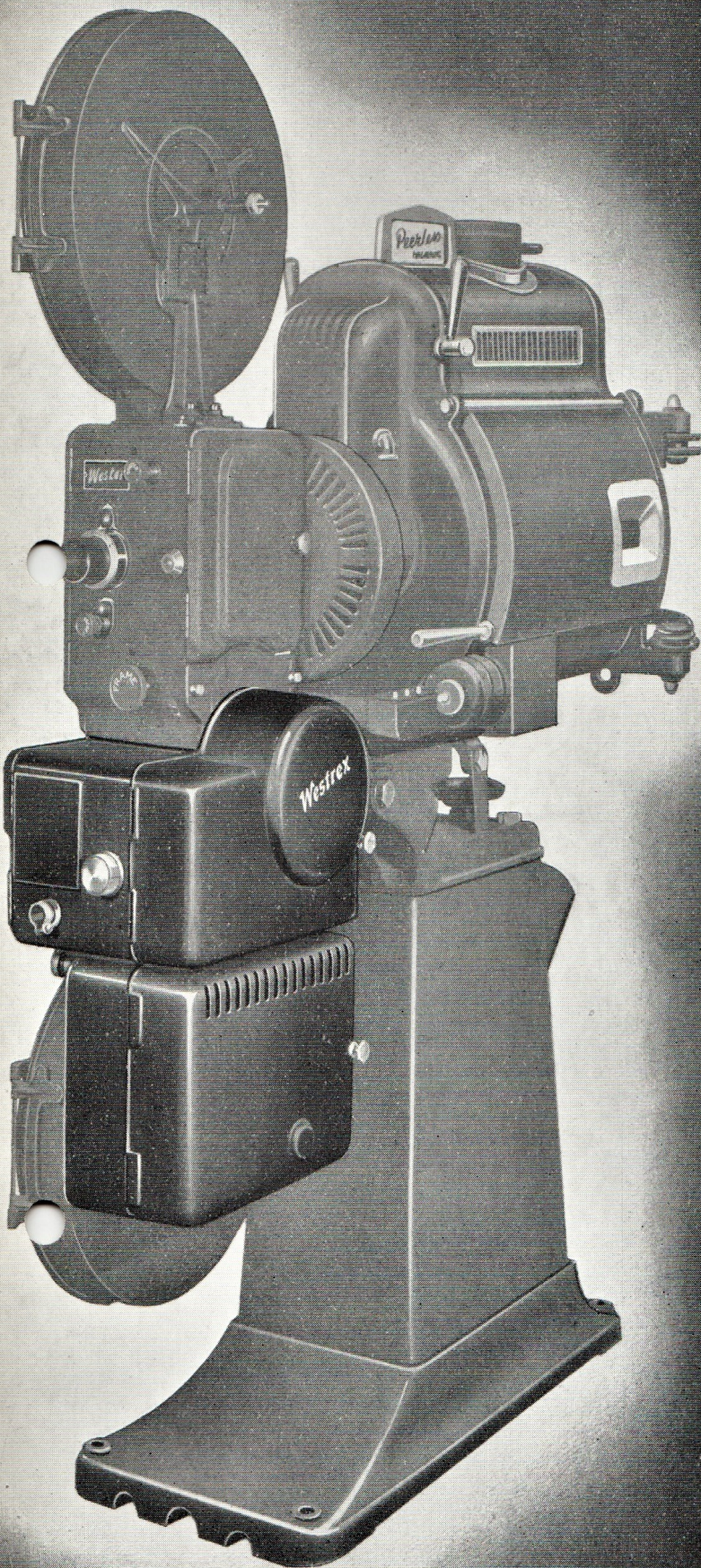
No industry can stand still. It must either progress or decline.

None reacts more positively to the standard of its offerings than does the Cinema Industry.

Almost twenty years ago Western Electric brought Sound to the Screen. Thus began a period of leadership which by intervening improvements in recording and reproducing has never been in question.

In 1937 Mirrophonic came.

And now, nine years later, to create a new standard in Sound Film Entertainment, comes Westrex.



WESTREX

has been developed alongside the latest recording technique and equipment to be employed in the premier motion picture studios of Hollywood and Great Britain.

Essentially a high quality system, Westrex possesses every advanced feature and refinement that can be embodied in reproducing equipment where superlative performance and reliability are the foremost objectives.

We believe that almost every cinema in the country can instal Westrex profitably. ITS PRICE IS ECONOMICALLY CONSISTENT WITH ITS PRACTICAL VALUE AT THE BOX OFFICE.

Westrex is available in a range of types suitable for all sizes of theatres. Each type is engineered to give top performance measured by Motion Picture Academy and every other exacting presentation standard.

THE SOUND HEAD is particularly interesting and employs a important departure from past practice.

The Hydro Flutter Suppressor so completely controls the film movement as to reduce mechanical flutter to a degree less than has prescribed by the Academy of Motion Picture Arts and Sciences the standard necessary for good reproduction.

The great value of the Hydro Flutter Suppressor is its fitness for purpose, i.e. stability and constancy of performance in eliminating flutter to a level imperceptible to the human ear. This device therefore plays an essential part in the clean, high quality reproduction which the new Westrex system is capable, for there is no greater enemy of good sound than flutter.

An Electro Tension Governor provides electro magnetic control of film speed to compensate for fluctuations in motor and sprockets.

A Film Alignment Control ensures that the sound track and light gate are in perfect alignment.

The Pre-Amplifier as an entire replaceable unit is built into the sound head, and as additional precaution against noise pick-up, both pickup cell and pre-amplifier are shock mounted and separated from the reproducer housing.

A Hand Brake is provided for bringing the motor, projector and reproducer mechanisms to a quick, smooth emergency stop.

Attention is drawn to the improved and simplified sound changeover, volume control, vertical drive motor, flexible coupling, straight drive, and hand wheel for easy threading.

THE SOUND HEAD

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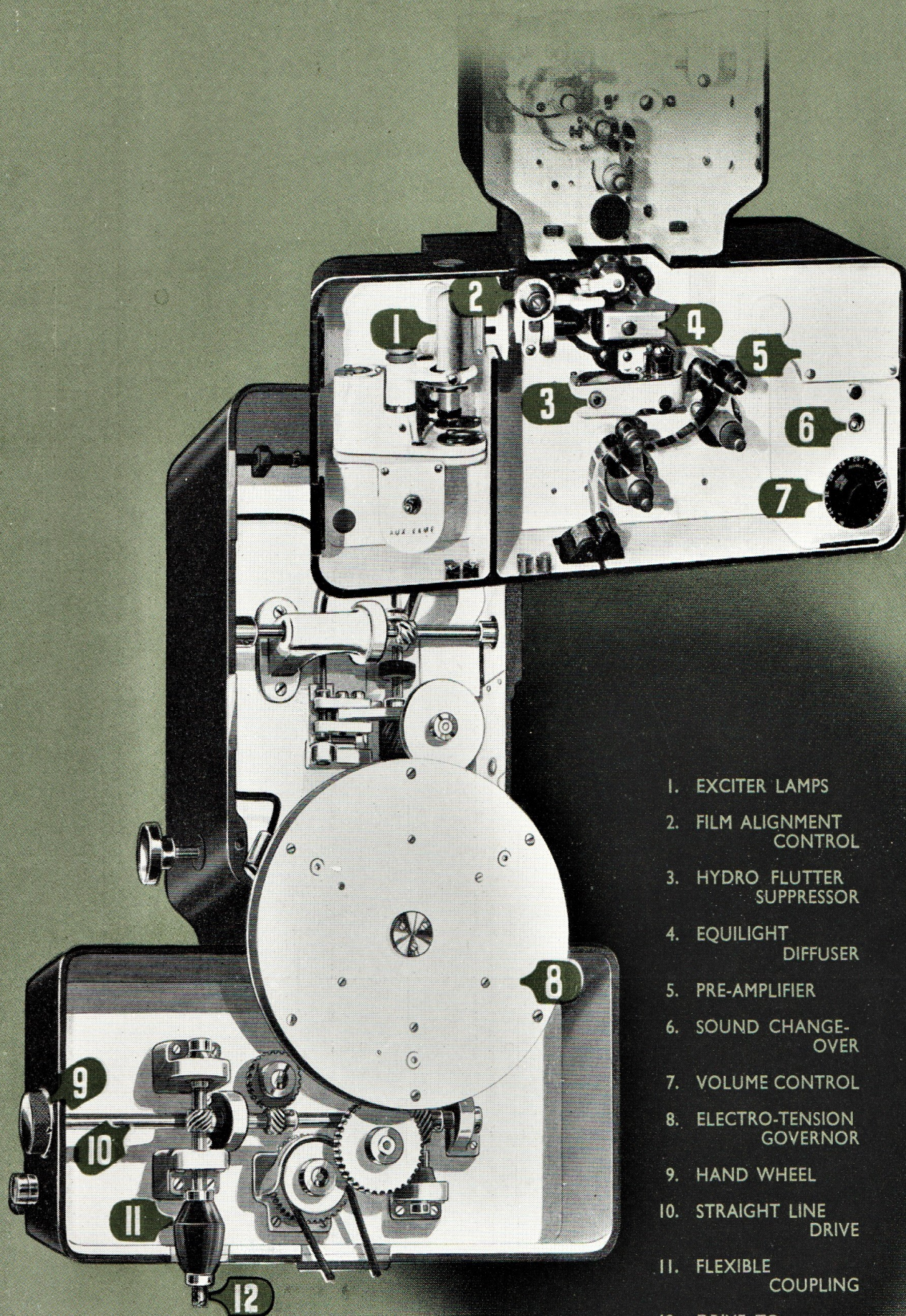
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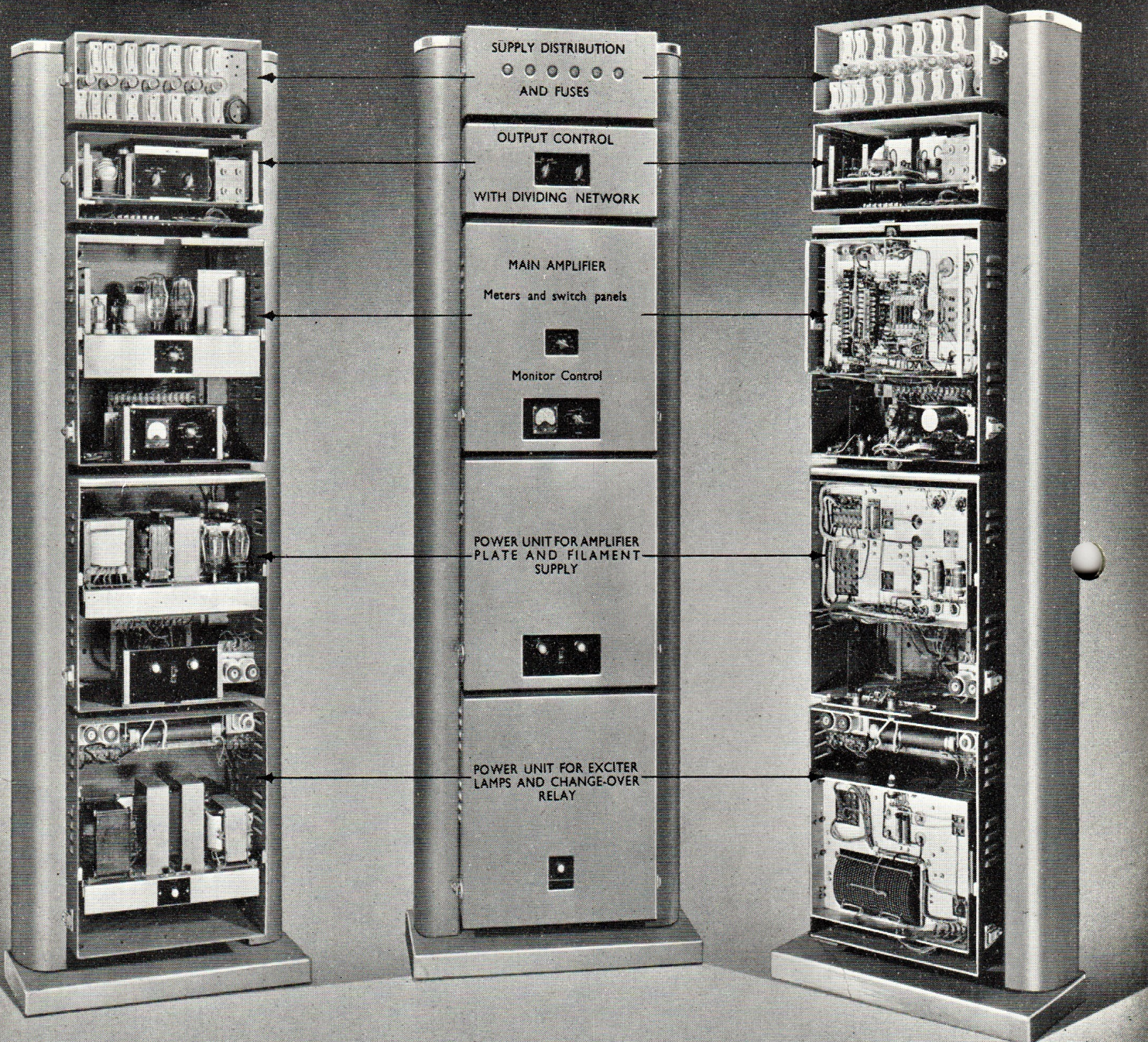
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1. EXCITER LAMPS
2. FILM ALIGNMENT CONTROL
3. HYDRO FLUTTER SUPPRESSOR
4. EQUILIGHT DIFFUSER
5. PRE-AMPLIFIER
6. SOUND CHANGE-OVER
7. VOLUME CONTROL
8. ELECTRO-TENSION GOVERNOR
9. HAND WHEEL
10. STRAIGHT LINE DRIVE
11. FLEXIBLE COUPLING
12. DRIVE TO VERTICAL MOTOR



Covers removed. Units in normal operating position.

Amplifier System with covers.

Covers removed. Units tilted for servicing.

AMPLIFIER SYSTEM

(Assembly illustrated is for size 30 system)

represents the culmination of Western Electric's long and unique experience in the development of high quality amplification in the whole sphere of sound transmission. The output of an amplifier is significant only in so far as it is capable of yielding its rating without distortion, for quality depends on this. In this most important characteristic the Westrex amplifier excels.

The whole design of the amplifier together with its associated units represents an example of efficiency, reliability, accessibility and ease of operation never previously achieved.

SPEAKER EQUIPMENT

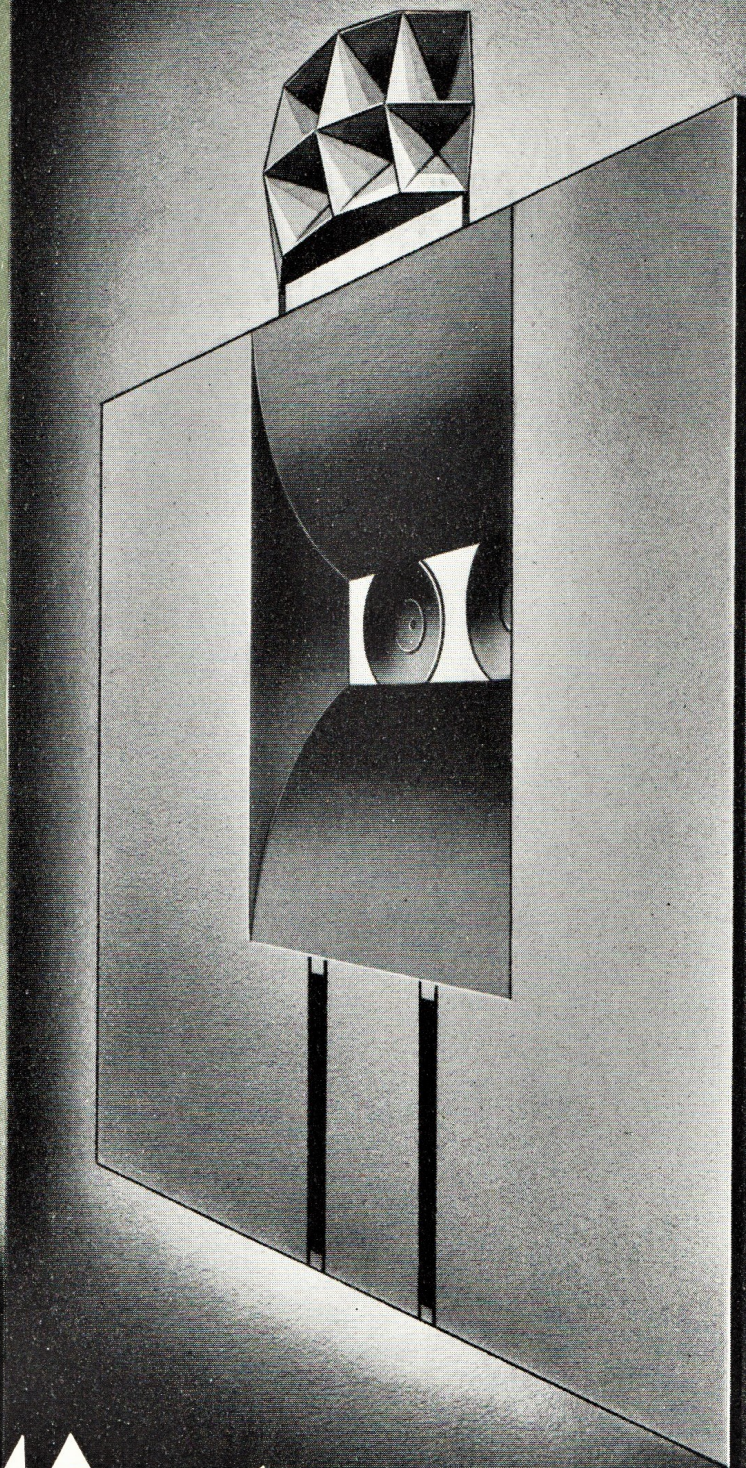
(Assembly illustrated is for medium sized theatre)

A sound system can perform no better than its speakers will allow, for they provide the final step in the process of sound film reproduction.

The loudspeaker combination used with the new Westrex System represents the most efficient assembly ever employed.

This assembly is of the "two-way" type and while somewhat similar in general appearance to those used hitherto, there are important differences in both high and low frequency units. The high frequency receivers which are manufactured under a new process employ for the diaphragm a recently developed alloy of special characteristics, and much of the improved response of the low frequency speakers lies in the design of the baffle.

This loudspeaker combination gives much better illusion, screen presence and quality. Its greater efficiency provides a pronounced increase in acoustic energy making Westrex a system of exceptional flexibility.



Westrex

WESTERN ELECTRIC COMPANY LIMITED

In the

BRITISH ISLES

ALONE

OVER 2,200

**CINEMAS / HAVE
SOUND & SERVICE**

by
Western Electric