

## CARE and MAINTENANCE of CINEMA SCREENS

The erection of screens should be undertaken by experienced men and in no circumstances should an unqualified person be allowed to interfere with the lacings or make adjustments.

Screens must not be washed or cleaned with any fluid: this will damage the surface and leave dark patches when resprayed.

Every week the Beaded or Matt White Screen should be brushed very gently to remove dust.\*

Matt White Screens should be resprayed every six to nine months. This is done with a spray painting plant using a special paint and is the work of experts.

Constant respraying will eventually clog the holes of a screen, thus seriously affecting the reproduction of high frequencies. All Sound Equipment manufacturers strongly recommend the installation of a new Matt White Screen after every fourth respraying.

Beaded Screens cannot be resprayed but should be dusted very carefully with a screen brush.\* Nicotine fumes will eventually stain a beaded screen, so that a new one should be installed every three to four years.

Careful observation of these rules will ensure constant sparkling pictures and faithful sound reproduction, with a saving in electricity consumption on both arc lamps and sound equipment.

\* We can supply a brush specially made for this work at a cost of 35/-, complete with extension handle.



LIMITED

National House,

60-66, Wardour Street — LONDON, W.1.

Telephone: GERRARD 9531 (10 lines)

Branches:

BELFAST	43 Donegall Street
BIRMINGHAM	57 John Bright Street
CARDIFF	9 Park Lane
DUBLIN	30 Lower Abbey Street
GLASGOW	211 Hope Street
LEEDS	17 Wellington Street
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AGENCIES THROUGHOUT THE WORLD



*The  
Brightest Stars  
of the Cinema*

PERFORATED BEADED  
AND  
MATT WHITE SCREENS



# The "Westone"



## BEADED SCREEN

*wins  
on all points*

- ★ 1 Normal brilliancy factor of 267%—highest yet obtained with a Cinema Screen.
- ★ 2 Perfect definition—crisp, sparkling pictures with correct reproduction of half-tones.
- ★ 3 Absence of glare in all parts of the auditorium.
- ★ 4 Great depth of picture—the nearest approach to a stereoscopic effect.
- ★ 5 Up to 40% saving in electricity and carbon costs.
- ★ 6 Acoustically perfect—clean-cut perforations permit equal transmission of all frequencies.

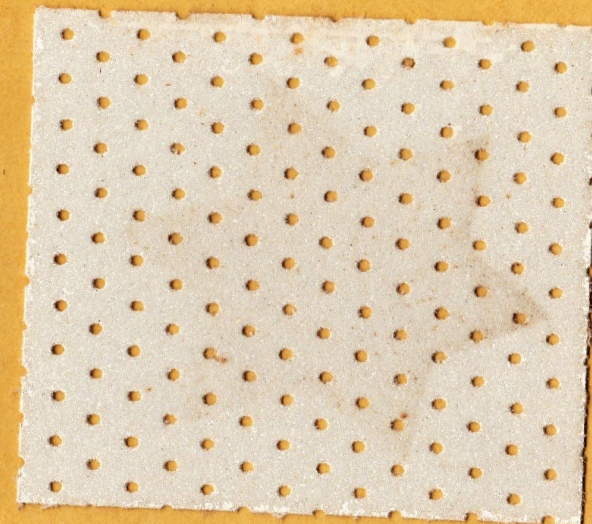
Every inch of the fine fabric base is coated with small glass beads to give great depth and brilliance to the picture.

Perfect definition and astounding results are obtained in cinemas where the angle of throw is not greater than 25°, and the angle of observation is less than 40°.

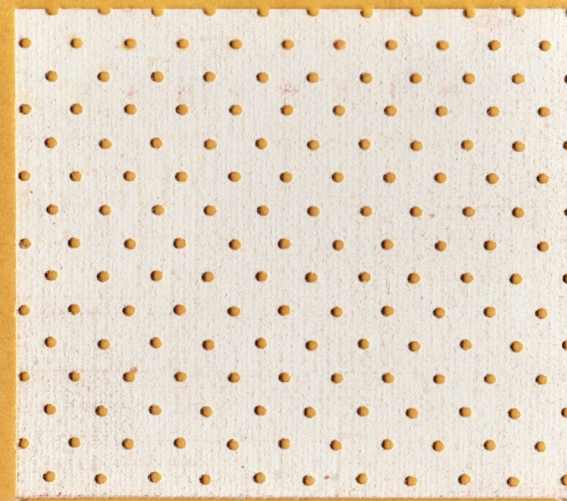
For cinemas exceeding these measurements the Matt White Screen is recommended.

Fixing charge for both types of Screens 4d. per square foot plus one man's return fare from London. Carriage extra. Packing cases chargeable but credited on return.

**3/6<sub>D</sub>**  
PER SQUARE FOOT



Our knowledge of cinematograph projection and conditions ruling in different types of cinemas throughout the British Isles and the world is unique. It has been gained through actual contact with the theatres and the manufacturing of all kinds of equipment including the famous range of Kalee and Gamount-Kalee Projectors, Sound Equipment, Arcs, Lenses, etc. We have in the past investigated the merits of practically every type of Cinema Screen and are convinced that the "Westone" Beaded and the Matt White Screens are the finest that can be procured today.



**2/4<sub>D</sub>**  
PER SQUARE FOOT

## MATT WHITE

The finest quality matt white perforated screen. Its smooth, intense white surface ensures the maximum reflection of light. It has a normal brilliancy factor of 94.6%, twenty-per-cent higher than any other diffusive screen.

It gives improved definition in all types of Cinemas, with decreased angular distortion.

Every perforation is clean cut, thus permitting faithful sound transmission.