

***MODERN
PROJECTION
LIGHTING
DESIGN***

THE
Strong
FUTURA
***Projection Arc
Lamps***

THE STRONG ELECTRIC CORPORATION

87 CITY PARK AVENUE • TOLEDO, OHIO 43601

A S U B S I D I A R Y O F T H E S I N G E R C O M P A N Y

Beauty and the Booth

Strong believes that a projection lamp should look as good as it performs and a look at the outside of the exciting new Futura lamphouse tells you that its beauty is not just skin-deep. No lamp has ever been so crisply sleek outside and had so many advantages enclosed—the most amazing collection of projection lighting virtues ever assembled within one lamphouse. Even the hinges have been recessed in the lamphouse.

THE MOST FLEXIBLE OF ANY LAMP

In the Futura, Strong takes a giant step forward with a new concept in projection lighting equipment. Tailored to fit the requirements of all indoor theatres and drive-ins.

The Futura Comes in Four Ratings:

- **FUTURA I** For economy of operation with 11mm carbon trim burning at 75 to 125 amperes.
- **FUTURA I** Economical operation with 13.6mm carbon trim burning at 120 to 160 amperes.
- **FUTURA II** with automatic crater positioner for 13.6mm carbon trim burning at 120 to 160 amperes.
- **FUTURA II** with automatic crater positioner for 11mm carbon trim burning at 100 to 125 amperes.

These powerful direct current angle trim high intensity arcs provide top light output.

The Optical System Matches the Requirements of all Projectors,

35mm or 70mm

A single knob moves the entire arc burning assembly in relation to the reflector focal point to make the change from 35 to 70mm or 70 to 35mm projection. A calibrated scale with reference pointer permits precise reset of burner focus once the 35 and 70mm positions are established. This simplicity is exclusive with Strong.

For arc currents below 130-135 amperes a choice is offered of water or air cooled heavy duty silver positive carbon contacts. The 13.6mm trim Futura II for currents above 135 amperes uses water cooled contacts only. The 13.6mm trim Futura I above 130 amperes uses water cooled contacts only.

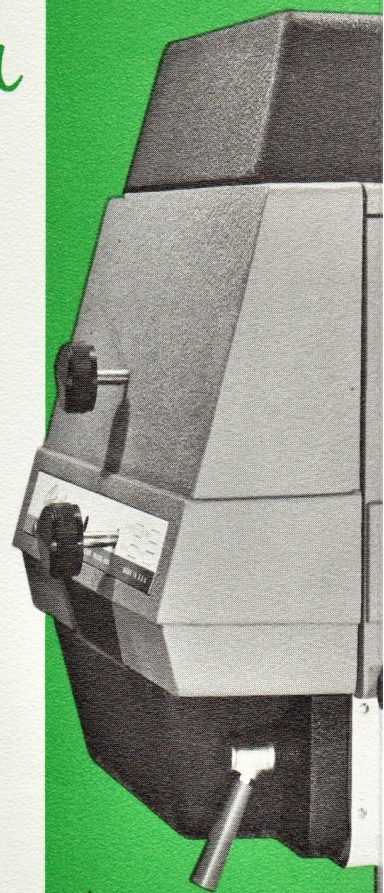
PERFECT PROJECTION

A self-contained centrifugal blower ventilating system cools the carbon feed mechanism and lamp base.

BIG 18-INCH FIRST SURFACE TUF-COLD REFLECTOR

developed by Strong and bearing a two-year sliding guarantee, is provided for use with those lamps burning at 95 amperes and above. Low aperture temperature assures perfect projection without film damage and buckling which results in in-and-out of focus. Silvered reflectors are provided with those lamps burning less than 95 amperes. A constant curtain of forced cool air flows over both surfaces of the reflector, greatly reducing thermal stresses which might result in reflector breakage. This air current also keeps the products of combustion off the reflector surface. The mirror is integral with the rear lamphouse door and swings completely out of the way to facilitate retrimming, cleaning of the lamphouse and maintenance of the reflector.

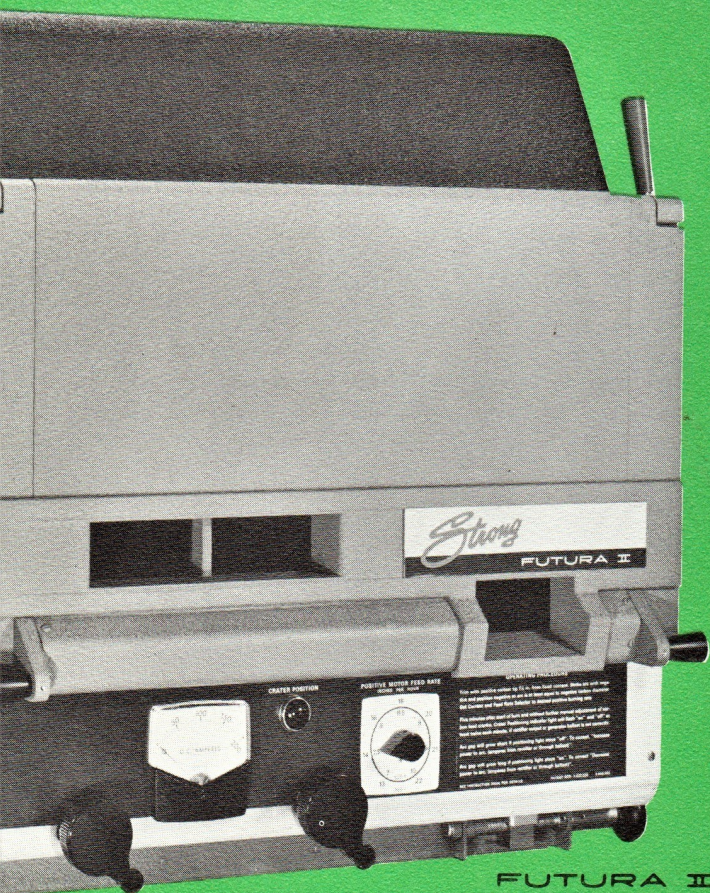
Highly efficient utilization of the standard economical 20-inch length carbon insures the most possible light per carbon dollar, and permits projection of an extra reel of 35 or 70mm film per length of carbon.



	FUTURA 11 mm
Amperage	75-
Optical System Matches	All-35 Projectors
Carbon Contacts	Choice cooled cooled.
18" Reflectors	Strong for op 95 am above. Silvered eration amperes
Automatic Arc Crater Positioner	

A READY

The Futura has a new
relocated for the full co
There is a streamlined a
light and an inside do
various components for
The Futura has a silhou
permitting ready install
Contemporary in conce
first lamp to feature eve
Strong has historically
all the advantages of t



FUTURA II

RA I Trim	FUTURA I 13.6 mm Trim	FUTURA II 11 mm Trim	FUTURA II 13.6 mm Trim
25	120-160	100-125	120-160
70 mm	All 35 or 70 mm Projectors	All 35 or 70 mm Projectors	All 35 or 70 mm Projectors
f water or air	Water cooled for operation at 130 or more amperes. Water cooled or air cooled for under 130 amperes.	Choice of water cooled or air cooled.	Water cooled for operation at 135 or more amperes. Water cooled or air cooled for under 135 amperes.
uf-Cold at ion at es or or	Strong Tuf-Cold	Strong Tuf-Cold	Strong Tuf-Cold
for op- under 95			
lo	No	Yes	Yes

FAVORITE WITH PROJECTIONISTS

pe arc imager system, redesigned to eliminate parallax and convenience of the projectionist.

meter for reading the current at the arc, an automatic trimming user system. Unit construction permits instant removal of the cleaning and inspection.

ette which is 25% lower than other lamps of the same class, ion in low-ceilinged projection rooms.

t—engineered for surpassing performance—the Futura is the thing desired by management and projectionist alike. Although acked up all promises with performance, you can't appreciate e Futura until you experience them for yourself.

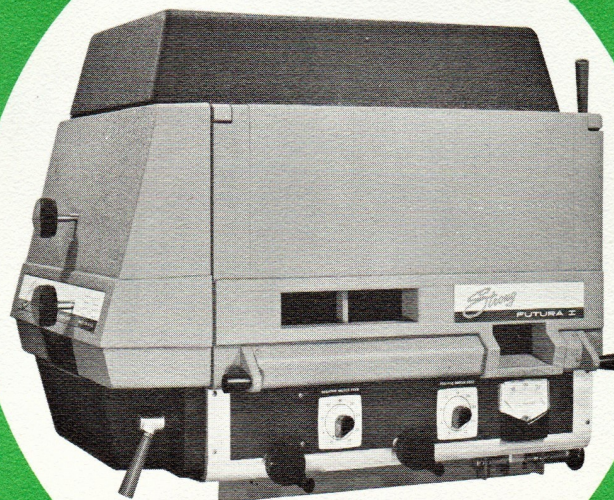
The
FUTURA I
is without question the most economical projection arc lamp for providing powerful screen illumination with utmost reliability. The standard 11mm carbon is burned efficiently at 75-125 amperes for both 35 and 70mm projection to result in the greatest amount of light ever delivered per carbon dollar. Also available for a 13.6mm carbon from 120-160 amperes.

The FUTURA II

is equipped with an automatic crater positioner which operates over the complete range of the lamp. Once the burner has been focused to the reflector a constant white screen light of stable intensity and color, evenly distributed over the entire screen area, is automatically maintained. Spot focusing never disturbs the equilibrium of the arc since the electrode spacing is not disturbed.

The correct position of the positive crater is automatically controlled by a sensing element which governs the speeds of the separate positive and negative Bodine geared head motors, advancing the carbons as consumed to maintain a uniform gap length.

A single manual adjustment controls both carbon feeds and readily allows the burning rate to be tailored to the length of the reels permitting most efficient use of carbons. The positive can be burned from 7 to 20 inches per hour as desired.



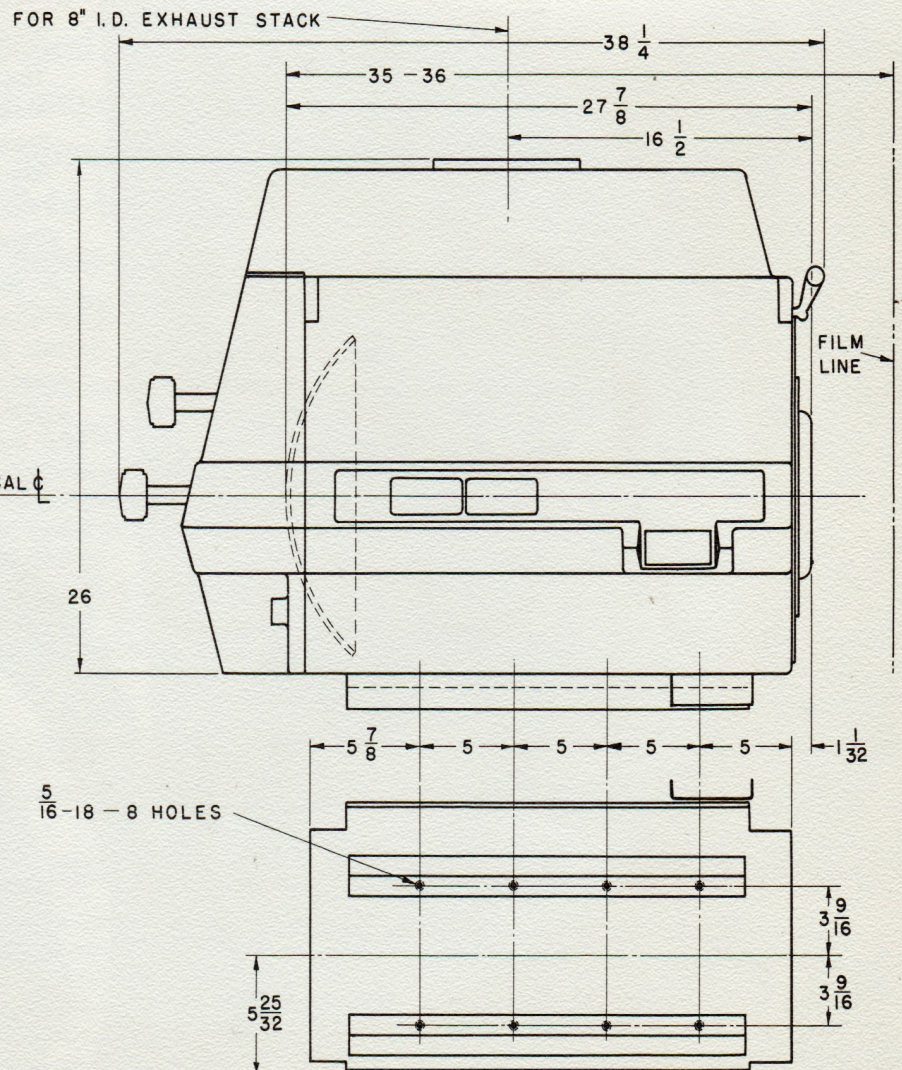
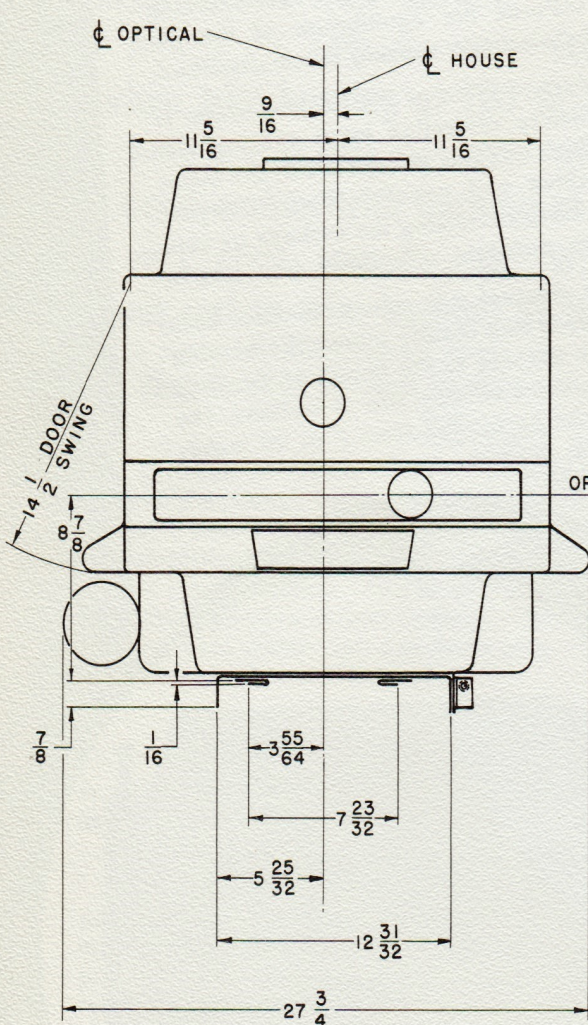
FUTURA I

The Futura is a truly remarkable lamp even for a manufacturer who has produced over 65,000 carbon arc lamps over a period of 40 years. The great ideas in projection lighting have all originated at Strong where engineering and craftsmanship have now produced the greatest lamp ever to bear the name.

Value, too, has been engineered into the Futura, as you will quickly discover upon getting the price. You need no longer buy an ordinary lamp when you can enjoy all the savings and added advantages available in the economical Futura.

A single Bi-Powr silicon stack transformer-rectifier is recommended as the ideal power supply for two Futura lamps.

FUTURA QUALITY COSTS NO MORE



DISTRIBUTED BY:

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STRONG ELECTRIC

87 City Park Ave.
P.O. Box 1003
Toledo, Ohio 43601
(419) 248-3741