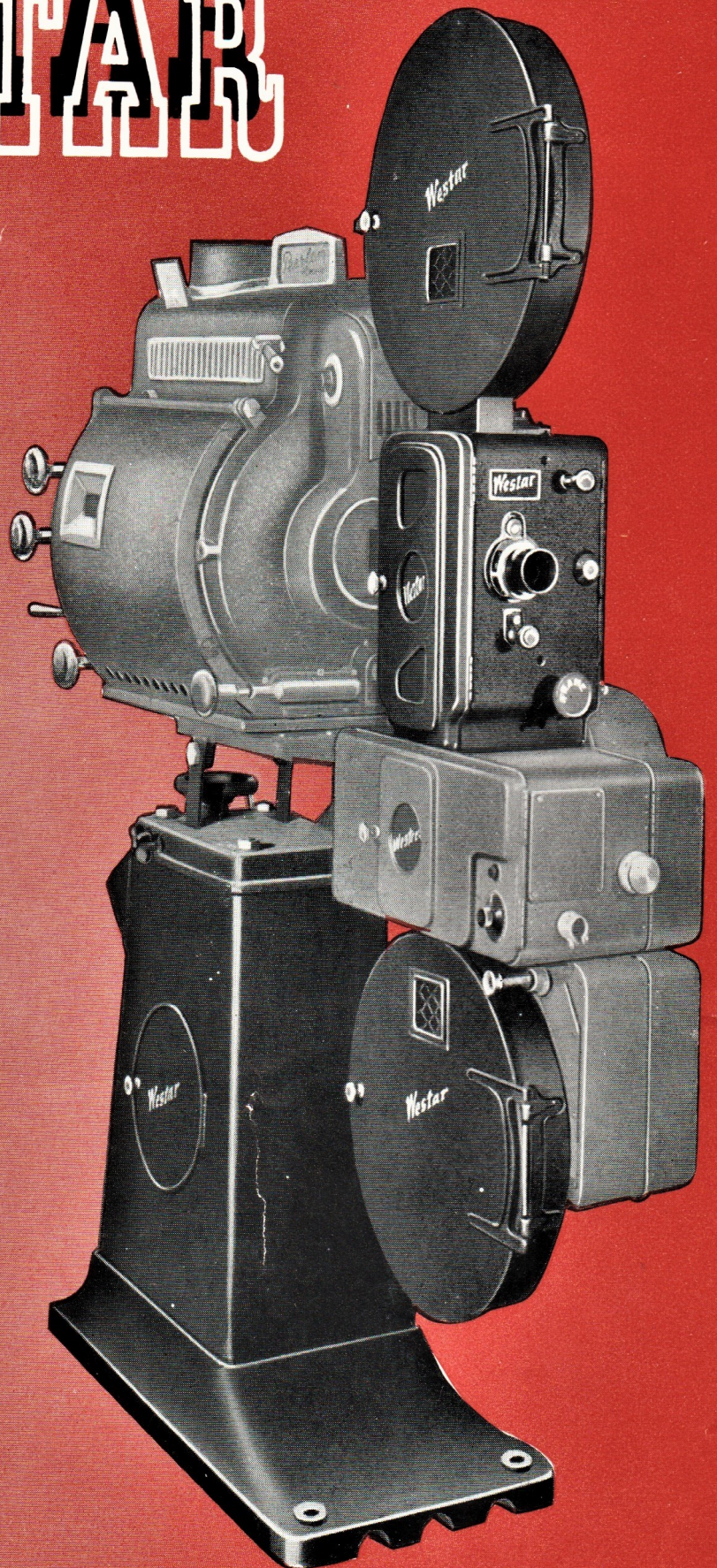




Westar

A NEW PROJECTOR

WESTAR



Western Electric with twenty years' reputation of Leadership in the World of Sound Film Recording and Reproducing Equipment now introduces its British-made Picture Projector Westar in the full confidence that it will quickly prove its merit.

WESTAR

represents . .

Western Electric's conception of what a really modern projector is, a series of miniature still photographs (at the rate of over 86, the highest possible quality and steadiness.

Western Electric's idea eventually to interest itself in ago when Exhibitors began in increasing numbers to say, them with the Sound Equipment ? " That time has now come.

In an intensive experience in servicing sound reproducers worked at close quarters with almost every known type of has been afforded a unique opportunity to observe and was the general performance and durability of design characteristics.

This accumulation of experience has borne directly on its development has not been restricted by the economic In consequence the Westar design is entirely " free " and principles are accepted as the best yet devised.

The simplest means to the desired end is a fundamental forward design Westar excels. It is the cleanest mechanical.

From a practical point of view this move to greater steadiness is the greatest single contribution to the avoidance of.

The value of a projector lies in its standard of performance, durability, accessibility and ease of operation.

Westar possesses these values to an outstanding degree the application of that design by the use of the highest grade true precision standards.

jector should be, a fine precision tool for transforming a
00 per hour) into a continuous large screen living image of

the manufacture of projectors was born some twelve years
' Why does Western not go in for projectors and service
me.

roducing equipment Western Electric has for many years
picture projector, obsolete, obsolescent, and modern. So
ch all kinds of projectors over long periods, and to judge
istics under a variety of working conditions.

n the design of the Westar projector and, because it is new,
arge merely to modify or improve on an existing pattern.
ivorced from the past except insofar as certain basic prin-

al requirement of good engineering, and in simple straight-
m ever built.

simplicity is important in that it makes for steadiness, and
ce of eye strain.

rmance, its ability to maintain that standard, its reliability,

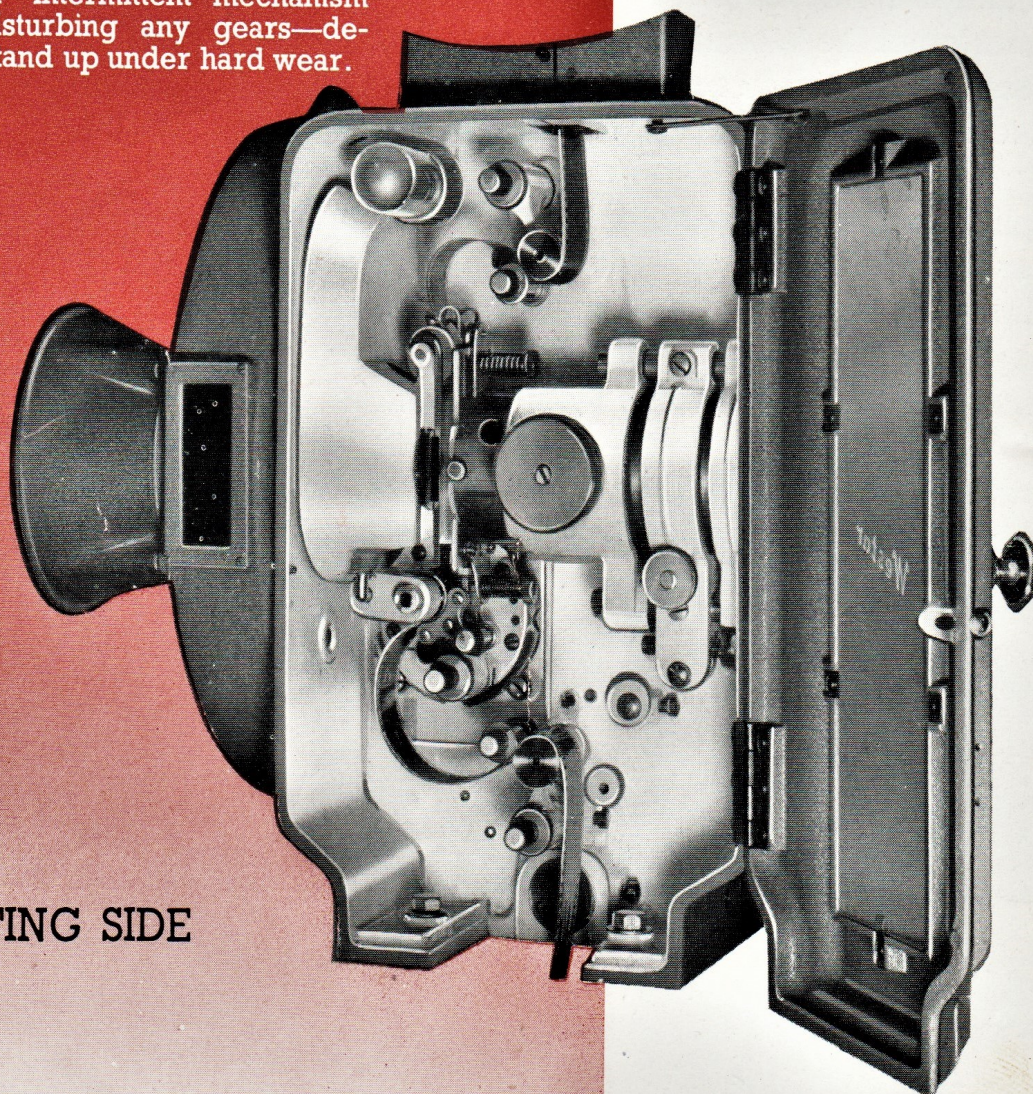
ee and derives them firstly from its design, and then through
de materials, and a manufacturing specification demanding

SIMPLE TO OPERATE:

Plenty of finger room for threading and servicing—notice the big opening of the film gate.
Automatic loop setting—no more short loops.
Spot sight aperture in the shutter guard—full view of the spot.
White interior illuminated by framing lamp—plenty of light to see what you are doing.
Quick and accurate focussing.
Framing, focussing, and shutter timing knobs all in the front of the mechanism.

ACCESSIBLE AND EASY TO MAINTAIN:

Main drive shaft, vertical shaft, and shutter shaft are all removable as complete units.
All shaft assemblies are interchangeable with minimum loss of time.
Gate easily removable for cleaning and inspection.
Film trap shoes interchangeable and reversible.
Intermittent oil cup and gauge are on operating side of mechanism.
Full width doors leave plenty of working space round all units.
Only three points to lubricate—grease-sealed ball bearings never require attention—practically all parts can be replaced quickly and easily in the operating box—intermittent mechanism removable without disturbing any gears—designed throughout to stand up under hard wear.

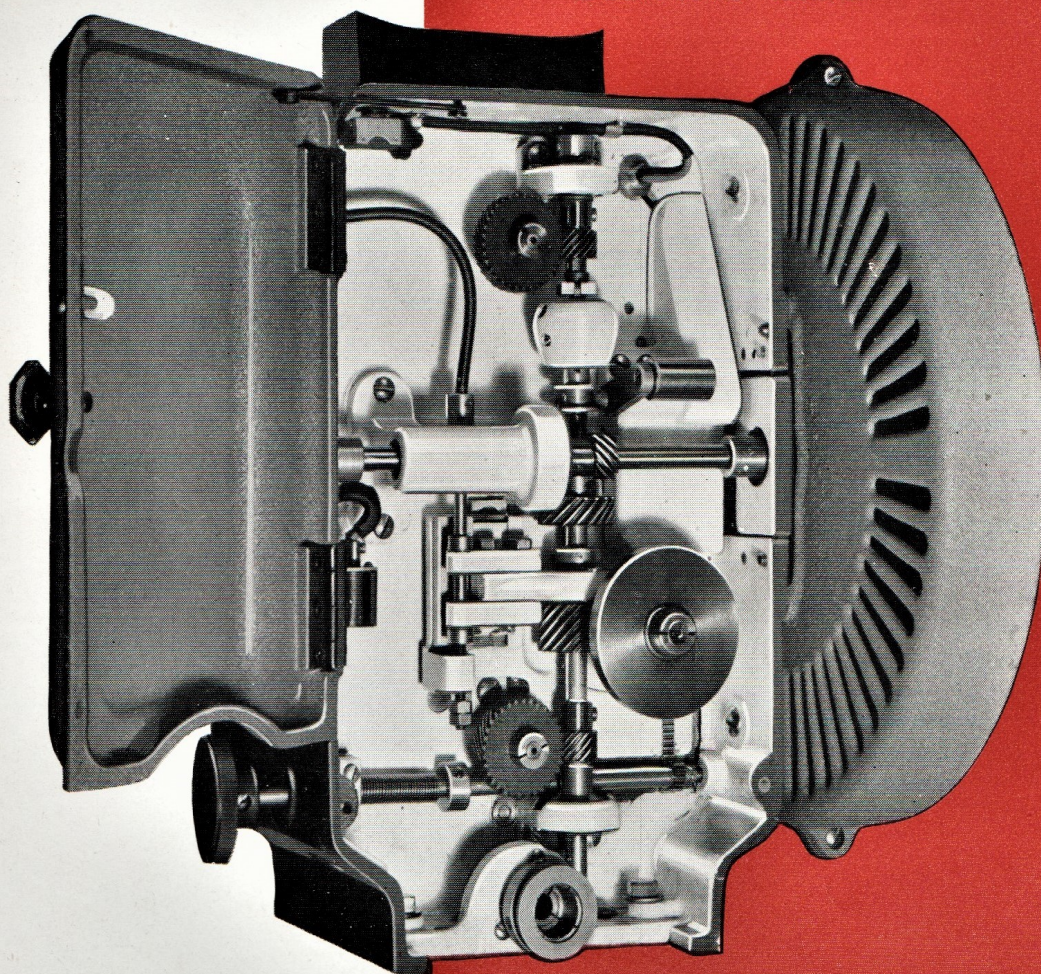


OPERATING SIDE

NOTE GENERAL NEATNESS OF LAYOUT.

A REMARKABLY

DRIVING SIDE



Gear layout simple and straightforward.
Fewer gears than in any other projector.
All driving shafts run in grease-sealed ball bearings.
Gears of ample strength correctly designed for smooth and quiet running.

STURDY CONSTRUCTION:

Case and main frame one-piece ferrous casting.
Doors of heavy cast aluminium.
Direct drive to four bearing intermittent movement.
Main drive shaft, vertical shaft, and sprocket shafts very robust.

WESTAR

MECHANISM

CLEAN MECHANISM.

ADAPTABLE TO ANY MODERN SOUND HEAD

Westar

Illustration shows projector mounted in association with the Westrex Sound System and Peerless Magnarc.

Behind Westar stands Western Electric Service with replacement parts maintained at more than FORTY Emergency Service Depots throughout the British Isles.

BRANCH OFFICE ADDRESSES

GLASGOW - 141 Bath Street

NEWCASTLE-ON-TYNE

1 Charlotte Square

LEEDS Wellington Chambers

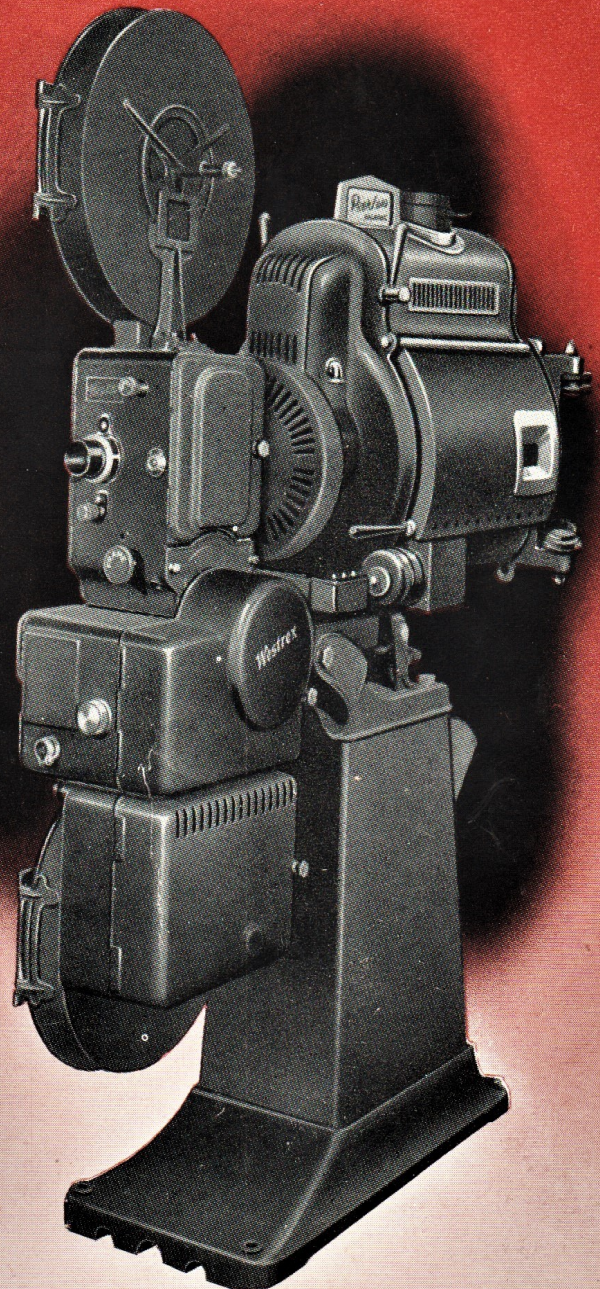
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