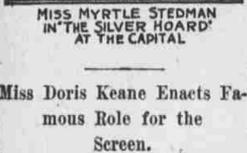


"Romance," "The Sea Wolf," "Shore Acres" and "A Lady in Love" in the Films



MISS DORIS KEANE IN "ROMANCE" STRAND



MISS MYRTLE STEDMAN IN "THE SILVER HOARD" AT THE CAPITAL

Miss Doris Keane Enacts Famous Role for the Screen.

A new version of Jack London's "The Sea Wolf" will be the feature film attraction at the Rivoli this week.



MISS ALICE LAKE IN "SHORE ACRES" CAPITOL THEATRE

Miss Ethel Clayton in "A Lady in Love" at the Rialto.

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James A. Herne's drama, "Shore Acres," which held a conspicuous position in the legitimate theatre.

will probably upset some existing conventions and make for the visual comfort of motion picture patrons.

The glare spot produced by lighted music sheets is likewise condemned on the ground of visual discomfort.

The attractions scheduled for Loew's New York will include "Sinners" with Alice Brady, Sunday and Monday.

Two innovations will mark the music programme at the Rivoli this week.

Miss Ethel Clayton in "A Lady in Love" with Harrison Ford playing opposite her.

visual shock that accompanies sudden change. The laboratory does not dignify its lighting achievement as a "discovery."

The laboratory does not dignify its lighting achievement as a "discovery," but its experts would not concede the importance of its work from the "movie" world.

Miss Ellen Van Volkenberg, who is producing the "Madamame" stage production with puppets at the Little Theatre.

Staged by J. C. HUFFMAN TO-NIGHT SUNDAY ALWAYS THE BEST SUNDAY CONCERT ENTERTAINMENT IN TOWN

Century Theatre FLORODORA COMPANY OF 175-ALL STAR CAST - WORLD'S BEAUTY SEXTET

to New York the first "art" puppet. In 1913 Miss Van Volkenberg and her husband, Maurice Brown, went to Munich to study the art of the puppet.

Miss Rachel Crother's comedy, "39 East," will be the attraction at the Shubert-Riviera Theatre.

AMUSEMENTS. AMUSEMENTS. AMUSEMENTS. AMUSEMENTS. AMUSEMENTS.

WINTER GARDEN PASSING SHOW OF 1919 GIRLS AND GOWNS AN ARBOR OF REALIS

Century Theatre FLORODORA COMPANY OF 175-ALL STAR CAST - WORLD'S BEAUTY SEXTET

met at the Standard Theatre this week. Many theatregoers were unable to obtain seats during its engagement at this theatre last March.

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Century Theatre FLORODORA COMPANY OF 175-ALL STAR CAST - WORLD'S BEAUTY SEXTET

New Movie Theatre Lighting Plan

Soon Able to See Pictures in Well Lighted Auditoriums.

When George Eastman, a few months ago, announced plans for the endowment of a motion picture theatre in Rochester, in connection with his gift of \$2,500,000 to found a school of music there, he promised a model picture house in every respect.

Architecturally, the building was to combine with the beauty of design the last word in comfort, convenience, lighting and acoustics.

The chief physicist of the laboratory is Lloyd A. Jones, who, before this country entered the war, had completed valuable research work in low visibility methods of painting ships for the Submarine Defence Association.

When, therefore, the problem of lighting the model theatre in Rochester was turned over to the laboratory with simple instructions to "find out the maximum of permissible lighting," the problem was not only turned over to experts but, probably for the first time, approached scientifically.

advantage of a great industrial laboratory behind them, and the data heretofore available, which was sufficient for drawing certain general conclusions, was not sufficiently complete for anything like an accurate computation of the desired values.

The theoretical problem was approached through a consideration of the fundamental characteristics of the eye—the sensation, for instance, when light falls upon the retina, depending on several factors, such as the intensity of the light, the length of time during which stimulation continues, the wave length of the radiation, the size and shape of the retinal area stimulated and the physiological condition of the retina, due to the previous action of light upon it.

Observer in Film Theatre. In the case of an observer in a motion picture theatre, the picture itself occupies but a relatively small portion of the visual field, and as the surrounding areas are very bright, his adaptation level will be somewhat lower than indicated by the average picture brightness.

And this is precisely the way in which the practical problem was approached. An experimental lighting system was installed in the projection room of the laboratory and an actual determination made under ordinary working conditions.

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fixture giving the best distribution was approximately 5 feet from the ceiling and 11 feet from the rear wall, with the fixture inclined forward to give an even distribution of light on the ceiling.

Observation of the Screen. An observation of the screen was then made with eyes so shielded that nothing but the picture could be seen, and the lights alternately turned off and on.

Having completed these observations a series of brightness measurements was then made for a permanent record. The instrument used was an illuminometer, properly calibrated, and measurements were made at various points in the deeper shadow areas of the ceiling.

At no point was the brightness sufficient to cause a sensation of glare. Neither did an observer, after looking at the area of highest brightness for some time, have any impression of lowered picture brightness upon turning to the screen.

Obviously, specific instructions for theatre lighting can not be laid down because every theatre is more or less a problem in itself.

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