

FOREWORD

THE Directors of the Strand Electric in presenting their latest catalogue are confident that a more complete range of theatrical lighting apparatus cannot be found in the world.

In 1914 the Strand Electric was founded by two theatre engineers, Mr. Arthur T. Earnshaw and Mr. Phillip Sheridan, to fill the need, long evident in this country, for a firm to supply the lighting apparatus and electrical gear peculiar to the theatre. That the need was real is shown by the astounding growth of the firm ever since. In 1918, Mr. M. Mansell, one of the original makers of arc resistances, brought to the firm his experience in the manufacture of electrical apparatus.

British stage lighting apparatus has always been at a disadvantage, principally as the lack of State aid has forced producers to keep production costs down to a minimum. In spite of this, the apparatus manufactured by Strand Electric has steadily improved in quality and design until it can compete with the best American and German gear. It is not the intention of the Directors, who now include Mr. Stanley E. Earnshaw, Mr. John D. Sheridan, and Mr. Hugh M. Cotterill, to rest here. This year they introduced the first product of their newly formed Research Department—the "Light Console." This revolutionary piece of apparatus, praised by American and German experts alike, is but another bid made by Strand Electric to win for Britain, stage lighting supremacy.

This catalogue will be found to differ widely from its predecessor which, with alterations, has been used ever since the foundation of the firm.

The apparatus falls very readily into sections. These are as follows :—

- A. Footlights and Battens. *Pages 12-18*
- B. Stage Floods. *Pages 19-27*
- C. Focus Lanterns, Spotlights, and Accessories. *Pages 28-39*
- D. Arc Spotlights and Resistances. *Pages 40-44, 48*
- E. Cyclorama Lighting. *Pages 49-53*
- F. "Effects" Optical and Sound. *Pages 54-64*
- G. Plugs and Sockets (Dip Boxes, etc.). *Pages 65-67*
- H. Dimmers and Control. *Pages 68-86*
- I. Auditorium Lighting and Automatic Dimmers. *Pages 87-89*
- J. Outdoor Flood Lighting. *Pages 90-95*
- K. Shop Window and Photographic Lighting. *Pages 96-97*
- L. Accessories (Stands, Colour Mediums, Lenses, etc.). *Pages 98-102*
- M. Lamps and Carbons. *Pages 103-106*
- N. Signs. *Pages 107-109*
- O. Hire Charges. *Pages 110-117*

Every endeavour has been made in compiling this catalogue to include all information likely to be of use, while introductory articles to each section give briefly advice as to how the apparatus in that section may best be used.