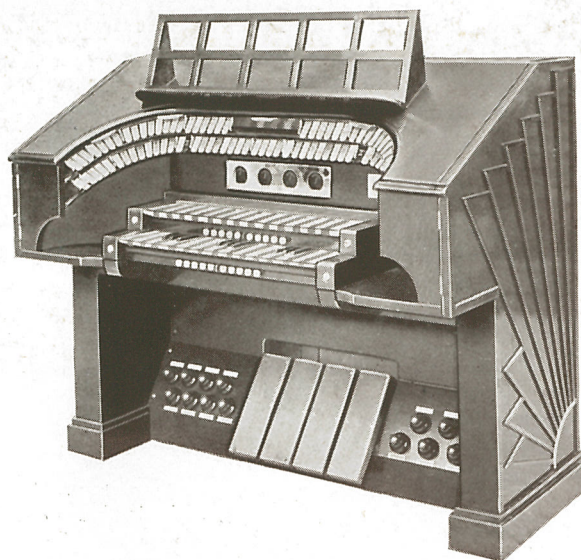


STRAND LIGHT CONSOLE



70-way Light Console

On June 13th, 1935, Strand Electric introduced for the first time the "Light Console," the perfect stage switchboard on which their resources have been concentrated.

Three years previously the Directors had decided that Strand Electric must be in a position to supply a lighting control that would fulfil literally every theatre and cinema requirement.

To this end a close study was made of existing controls in this country, on the Continent and in America. A schedule was made of all their outstanding features ; to this schedule was added every humanly conceivable requirement of the future, including those of the new art of colour music.

It was found that a control to carry out the items on the schedule would have to make an absolute break away from present practice, and it was from the one-man orchestra, the "Cinema Organ," that inspiration was derived.

The Strand Electric claims perfection of control beyond the wildest dreams of the producer's brain, and asks you not just to believe their own claims, but to come and test them for yourself at the Console, in the seclusion of their private theatre.

Right from the start perfection has been sought regardless of expense, with the result that the Light Console joins the Cinema Organ in this respect. However, if the cinema or theatre installation is complete enough, it will be found that the publicity, artistic and showmanship value, quite apart from the labour and time saved at rehearsals, will amply repay the initial high cost of installation of this, the Rolls-Royce of switchboards.

Telephone :
Temple Bar 7464 (6 lines).

STRAND ELECTRIC
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