



*A scene from "Let's Go Native," a Paramount Production with Jack Oakie, Jeanette MacDonald and James Hall*

## putting her best foot forward

HERE SHE IS! You've seen her a thousand times on the screen. Her demure little smile is warm and friendly. The pert smoothness of her nose . . . the depth and luster of her sparkling eyes, are bewitching. Light from National Photographic Carbons emphasizes her piquant charm. National Panchromatic Carbons (soft-arc) mold her face in close-ups. The soft orange light struck from these carbons is rich in red, orange and yellow-green rays. It brings out the youthful colors, the smoothness of the forehead and neck. And for longer shots, National White Flame

Photographic Carbons (hard-arc) have the actinic carrying power necessary for successful photography. Every graceful gesture is registered, is made an exciting pattern of light and shadow. Give your stars every chance to "get over." National Photographic Carbons, White Flame and Panchromatic, help them put their best foot over.

NATIONAL CARBON COMPANY, INC.  
Carbon Sales Division, Cleveland, Ohio

Unit of Union Carbide  and Carbon Corporation

Branch Sales Offices: New York, N. Y. Pittsburgh, Pa.  
Chicago, Ill. Birmingham, Ala. San Francisco, Calif.

# National Photographic Carbons

*White Flame and Panchromatic*