

PRICE ONE SHILLING.

CATALOGUE  
OF  
**YORK'S GOLD MEDAL LANTERN SLIDES**

18 Gold, Silver & Bronze Medals Awarded.

**YORK & SON**  
(Late of LANCASTER ROAD, NOTTING HILL.)

New Address: **YORK HOUSE, 3 EMPEROR'S GATE, SOUTH KENSINGTON, LONDON, S.W.**  
NEW TELEPHONE No. WESTERN 4080.

Wholesale Manufacturers of Lantern Slides to the Trade.  
All one Uniform Size, 2 1/2 ins. square, outside measure of Glass.  
Other sizes made to order.

Prices	REVISED PRICES.
1/-	PLAIN SLIDES - - 2/-
	COLOURED SLIDES - 4/-

SEE MAP ON BACK OF COVER.

Note New Address: YORK HOUSE, 3 EMPEROR'S GATE, SOUTH KENSINGTON, S.W.

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They closed the premises in Bridgwater and Lancaster Road and established new premises: York House, at 3 Emperor's Gate, South Kensington, just off the Cromwell Road. At the time of its closure the staff of the Bridgwater factory had been reduced to 10 – from the 26 noted earlier. They published a large 352 page consolidated catalogue, of which this is the cover (21), listing all the York slides issued from the beginning of the firm and began issuing new sets of slides of their own – first offering these in their Supplementary List for the season 1913-1914 (22). The first two pages of this List set out details of their Reconstruction of York & Son and their plans for offering an improved service (23).

They continued to issue slides. These on the First World War, issued in 1917, being an example (24) and continued to supply the 'back-list' of Yorks' original slides as required. One notes the new overprinting of prices here which, at 4/- and 2/- each, doubles the previous prices which had been maintained for about 30 years. The firm continued to trade until the late 1940s, when Newtons were taken over – largely for their Radiography Division –

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**Reconstruction of  
"YORK & SON."**

After a short existence as a Limited Company, this old-established business has been reconstituted as a Private Firm under its original name of "York & Son," and under energetic new management is rapidly recovering its former position as the premier firm of Trade-Slide Manufacturers.

**Removal of Works to London.** Already drastic changes have been made, the Works have been moved from Bridgwater to London, so that the delays which sometimes took place in the execution of orders will, it is hoped, be largely avoided. Indeed, as soon as the inconvenience of moving is over, we hope to be able to execute all orders (even if the Slides required are not in stock) within twenty-four hours of receiving them, and urgent orders within five or six hours.

**New Premises in more central position.** The headquarters of the business will, after June 1st, 1913, be established at York House, No. 3 Emperor's Gate, South Kensington, S.W., a place much more easily reached than the old address at Lancaster Road, Notting Hill, and there we shall hope to see our Customers more frequently. The Map on the last page will show how easily Emperor's Gate is reached by three lines of Rail.

**Convenience for Trade Customers.** As soon as we are settled down in the new premises we propose to send constant messengers round to the Trade houses two or three times a day, so that London Firms can 'phone for any Slides they require and have them sent down by hand at once; and when they are not in stock, if urgently needed, they can be made in a few hours as the Studios are in the same building.

**140,000 Slides in Stock.** At these new premises we propose to keep in stock, ready for instant delivery, 140,000 Slides of our own manufacture.

**Slides made from Customer's own Negs.** Trade Firms requiring Slide-negs. from their Customers' own negatives, have only to telephone us and we will send a messenger at once for the negatives, and will return them with the Slides by hand in a few hours. It is hoped that this rapidity and certainty will result in a larger number of orders being received.

**Slides of "Topical" Subjects.** Owing to a special arrangement with the Publishers of "The Graphic" and "Daily Graphic," we are enabled to reproduce as slides most of the copyright pictures appearing in these papers. Thus, we hope, may be of service to our customers, as the illustrations include all the important events that take place in every part of the world.

REVISED PRICES. 1ST

PLAIN SLIDES - - 2/-  
COLOURED SLIDES - 4/-

**NEW SETS  
For Season 1913-14.**

**Wholesale Manufacturers of  
Lantern Slides to the Trade.**

PRICES:  
Plain, 12s. doz. Coloured, 24s. doz.  
SLIDES ARE NOT LET OUT ON HIRE.  
CAN BE OBTAINED THROUGH ANY LOCAL TRADE FIRM.  
Colleges, Schools, and Private Customers who have any difficulty in obtaining "YORK'S SLIDES" locally, can be supplied on applying to

**YORK & SON**  
(Late of Lancaster Road, Notting Hill.)

**New Address: -YORK HOUSE,**  
3 Emperor's Gate, South Kensington, LONDON, S.W.  
Telephone - WESTERN 4080.

Also SOLE WHOLESALE AGENTS for the Lantern Slides of the Registered "G.W.W." Trade Mark.

For Map and directions for reaching York House, see last page of this List.

Note New Address: YORK HOUSE, 3 EMPEROR'S GATE, SOUTH KENSINGTON, S.W.

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by A.E.I. (Associated Electrical Industries – later, in turn, absorbed by GEC) at which time York & Son ceased to exist. Their slides – of no interest to A.E.I. – were, I have been told, dumped in the Thames.

William York appeared to have nothing to do with the firm after its sale to Newtons'. He died in 1931 at the age of 77 – he had been living at the time at 44 Leamington Villas, which is just round the corner from the old premises in Lancaster Road.

David Henry

I should again like to thank David Brooke, Dennis Crompton, David Francis, Mervyn Heard, Hermann Hecht, Barbara Henry and Joe Milburn for their help in the preparation of this article, and would like to make the following corrections to the text of Part 1: Frederick York was the gentleman on the left of illustration 31 – not the right. Illustration 36 had two people lettered 'D' – the leftmost of these should have been labelled 'B'. Finally, though it is painful to have to point this out, the small private joke referred to in illustration 20 was the fact that the building shown was labelled *York House*; unfortunately this was not legible in our reproduction

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REVISED PRICES. DES.

PLAIN SLIDES - - 2/-  
COLOURED SLIDES - 4/-

LIST OF  
SLIDES AND LECTURES  
ON  
**THE GREAT WAR**

Published by  
**YORK & SON,**  
Established 1863.  
Lantern Slide Publishers to the Trade,  
— YORK HOUSE,  
3 Emperor's Gate, South Kensington,  
LONDON  
S.W.7.

Also Sole Agents for the Lantern Slides of the well-known "G.W.W." Trade Mark.

Provision H. C. Newton

General Slide Catalogue 370 pages, 1s. post free.

# The Iron Horse

PIERRE LEVIE

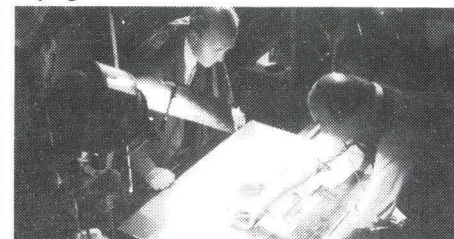
Pierre Levie writes...

Work continues on my series of films on the pioneers of the movies. The Traumatrope film, that I asked the help of our Society for, is finished – and I hope that it will be possible to present it to Members at a future meeting.

My film on Eadweard Muybridge, *The Iron Horse* made in collaboration with Gerald Frydman, is also finished and was shown at this year's Cannes Festival – where, I am happy to say, it was well received – winning the Palme d'Or award for short films.

It is an animated film lasting seven minutes which narrates the well-known story of Muybridge, who, in 1872, was asked by Leland Stanford – a former Governor of California – to solve the problem: how many feet touch the ground at a time when a horse gallops and when it trots.

The poster, which I show below, intended as a parody of those for Westerns in the 1930s, features Muybridge's carriage – his so-called 'Flying Studio'.



The animation table



La Palme d'Or: Pierre Levie (left) and Gerald Frydman

Eadweard J. MUYBRIDGE  
Leland STANFORD  
Droit

**LE CHEVAL DE FER**

SELECTION CANNES 84  
PALME D'OR

avec le cheval "OCCIDENT"

DE L'ACTION DE LANCASTER DE LA BARRIÈRE AVEC LES PREMIERS DU CINEMA

un film de Gerald FRYDMAN et Pierre LEVIE