

EVERYTHING *for the* **CINEMA** *and* **THEATRE**

GB-KALEE



ARC LAMPS
SCREENS
PROJECTORS
RECTIFIERS
SEATING
FLOOR COVERINGS
ASHTRAYS
DECORATIONS
SOUND EQUIPMENT
CARBONS
LENSES
TORCHES
MIRRORS
STAGE DRAPERIES
LIGHTING
SUNDRIES

March
1955
MB/19

GAUMONT-KALEE VARAMORPH

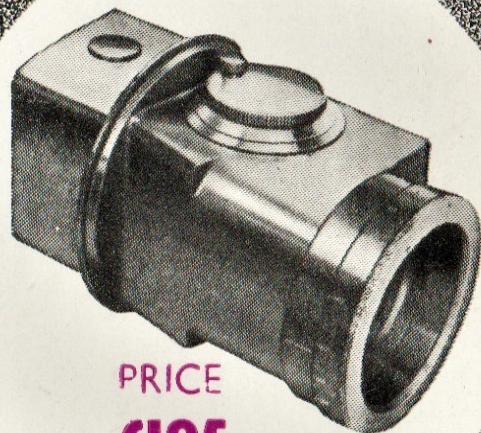
VARIABLE

for all Anamorphic expansion ratios

VARIABLE

for length of throw

Special Anamorphic fitting
ensures **NO LOSS** of definition or
light with normal projection



PRICE
£195
each



G.B. Kalee Ltd., Mortimer House, 37-41 Mortimer Street, London, W.1. MUSeum 5432
BRANCHES: Belfast Birmingham Cardiff Glasgow Leeds Liverpool London Manchester Newcastle
A Member of the British Optical & Precision Engineers' Group



Everything for the **GB-KALEE** *Cinema and Theatre*

Whenever people foregather sooner or later their conversation gets around to the new films, wide screen and the wonder of stereophonic sound.

The National Press, sustain their reader's interest by giving full publicity to every development of this new form of Film Presentation. This issue of our pocket catalogue is therefore all the more topical and interesting.

The specialist companies grouped in British Optical & Precision Engineers, Ltd., bring to the design, development and manufacture of optical lenses, sound recording and reproducing equipment, an aggregation of knowledge and experience which is unequalled.

An example of this occurs in the Gaumont-Kalee Anamorphic Lens. Our Technicians, anticipating that ratios different to the original 2.55 : 1 would be demanded employed a system of prisms which could be developed to provide several expansion ratios. Their calculations resulted in the Gaumont-Kalee 'Varamorph' which gives perfect edge-to-edge definition at all known ratios with perfect clarity of picture and absence of colour fringing.

We have also made Stereophonic Sound available for the smaller cinema. Examples of the low cost are given on pages 5—7.

Now we are manufacturing the Gaumont-Kalee Integrator which will give exhibitors a still greater choice of film entertainment.

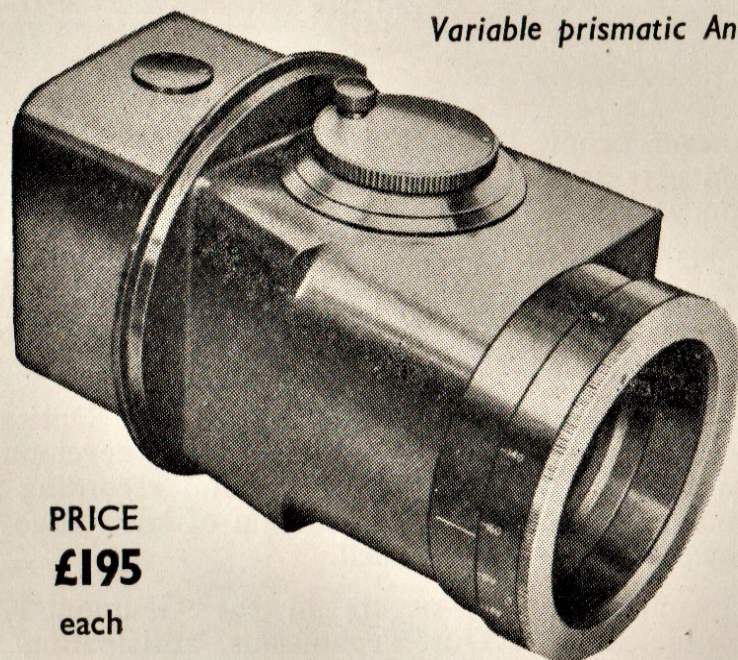
G.B.-KALEE LTD.



A member of the British Optical & Precision Engineers' Group

The GAUMONT-KALEE Varamorph

Variable prismatic Anamorph



PRICE
£195
each

Perfect edge - to - edge Definition

Variable for all known expansion ratios ; instantly adjustable during projection. Sharp focus is retained in the horizontal and vertical directions at all expansion ratios. Completely enclosed ; optical unit protected from dust. Special focus control by graduated ring to ensure perfect definition at any throw — an exclusive feature. All glass surfaces hard coated for maximum light transmission. Equal light transmission over the whole screen. Designed for mounting in the Gaumont-Kalee anamorphic fitting shown on opposite page.

Designed by Taylor, Taylor & Hobson a name which stands for the finest motion picture camera lenses in every important Studio in the world.

Everyone sees a brilliant Picture

The GAUMONT-KALEE

Anamorphic Lens Fitting

The only efficient and assured method for instantaneous changeover from one type of film system to another.

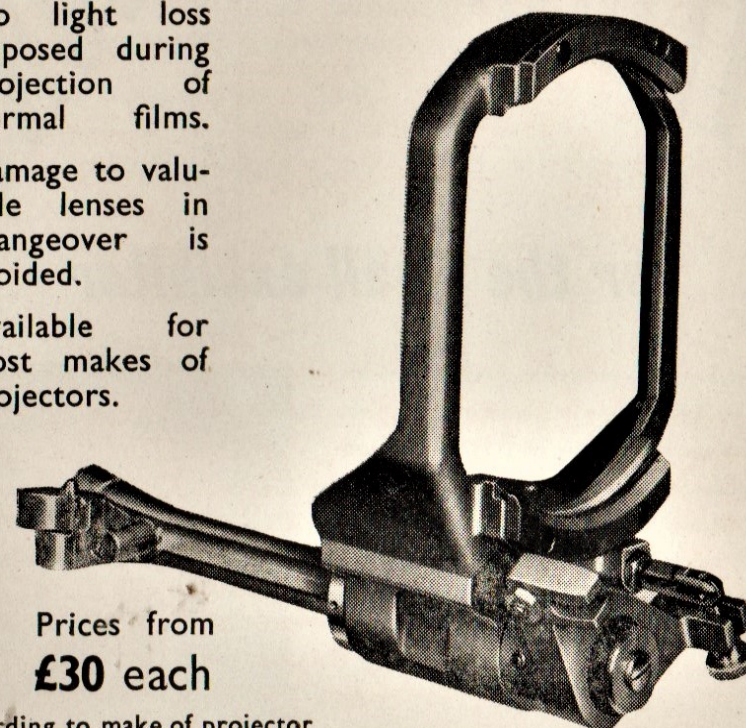
No resetting or adjustment during the performance.

The pre-focussed Varamorph can be instantly swung into position for immediate projection of anamorphic films.

No light loss imposed during projection of normal films.

Damage to valuable lenses in changeover is avoided.

Available for most makes of projectors.



Prices from
£30 each

according to make of projector

Consult G.B-Kalee Planning and Design Division on Everything for Wide Screen Presentation.

NOW... Gaumont-Kalee

STEREOPHONIC

SOUND

for the small exhibitor

6'
7'
9'
10'
11'
13'
16'
19'
21'
23'
26'



G.B-Kalee now opens up a prosperous future for owners of small cinemas. Presentation of the great new films with all the beauty and full dramatic effect of stereophonic sound is now within range of the most limited budget. The GAUMONT-KALEE Stereophonic Sound Equipment is designed for optical and magnetic recordings. A "composite" equipment enabling the efficient replacement of old and worn out reproducer systems at extremely low cost. Don't delay getting your share of the extra publicity and box-office rewards with films produced in the new systems. Favourable deferred payment terms are available.



EVERYTHING FOR THE CINEMA AND THEATRE

A member of the
British Optical and Precision Engineers' Group.



SEE HOW LITTLE IT COSTS PER WEEK

In these pages are given the costs for different types of installation in halls of 850, 1,000 and 1,200 seating capacity. We will be pleased to give you more detailed information, or quote for your own particular requirements if they differ from the specimen suggestions.

Combined equipment for Stereophonic and Optical Reproduction including complete Projection Equipment comprising :

Gaumont-Kalee Three-channel "COMPOSITE" Photographic/Magnetic Sound Reproducer Equipment with Magnetic and Optical Soundheads.

TWO Gaumont-Kalee "19" Projector Mechanisms, "President" Arc Lamps complete with 14" diameter mirrors, top and bottom spool boxes, stands and adaptor gearing.

"Varamorph" variable prismatic Anamorphs, Anamorphic fittings, Gaumont-Kalee Series "S" High Definition Lenses.

TYPE 72060X For maximum seating capacity of 850	LIST PRICE £3892 . 10 . 0	INITIAL PAYMENT £778 . 10 . 0	156 WEEKLY PAYMENTS £23 . 17 . 4
TYPE 72061X For maximum seating capacity of 1000	£4298 . 10 . 0	£859 . 14 . 0	£26 . 7 . 2
TYPE 72062X For maximum seating capacity of 1200	£4334 . 10 . 0	£866 . 18 . 0	£26 . 11 . 7

The above prices are subject to slight variations depending on the number of picture ratios desired.

Distributed by

G.B-KALEE LTD.

Mortimer House, 37-41 Mortimer Street, London, W.1.
Telephone. MUSeum 5432

GAUMONT-KALEE

STEREOPHONIC SOUND

Combined Equipment for Stereophonic and Optical Reproduction for use with existing Projection Equipment comprising :

Gaumont-Kalee Three-channel "COMPOSITE" Photographic/Magnetic Sound Reproducer Equipment with Magnetic and Optical Soundheads.

"Varamorph" variable prismatic Anamorphs, Anamorphic fittings, Gaumont-Kalee Series "S" High Definition Lenses.

TYPE 72060X For maximum seating capacity of 850	LIST PRICE £2797 . 0 . 0	INITIAL PAYMENT £559 . 8 . 0	156 WEEKLY PAYMENTS £17 . 3 . 0
TYPE 72061X For maximum seating capacity of 1000	£3203 . 0 . 0	£640 . 12 . 0	£19 . 12 . 10
TYPE 72062X For maximum seating capacity of 1200	£3239 . 0 . 0	£647 . 16 . 0	£19 . 17 . 3

The above prices will be subject to slight variations depending on the type of projection equipment installed, the adaption necessary and the number of picture ratios desired.

for the small Exhibitor

For use with existing single channel Gaumont-Kalee "18", "20" or earlier Equipments, if approved, and where suitable "Duosonic" speaker is already installed.

Gaumont-Kalee Two-channel "Standard" Magnetic Sound Reproducer Equipment type 12520. "Varamorph" variable prismatic Anamorphs, Anamorphic fittings, Gaumont-Kalee Series "S" High Definition Lenses.

LIST PRICE £1,953. 0s. 0d.

INITIAL PAYMENT £390. 12s. 0d.

156 WEEKLY PAYMENTS OF £11. 19s. 6d.

The above is quoted as an example of the low cost of converting existing Gaumont-Kalee projection and sound equipment to full stereophonic. Prices are dependent upon size and type of hall, existing equipment, and the number of picture ratios desired.

The prices quoted throughout do not make provision for, or include effects speakers or electronic control amplifier, for which prices our hire purchase terms will be gladly supplied on request.

The **AMBASSADOR** Chair

Outstanding in Design Construction and Application

The "Ambassador" is a complete departure from the old conception of seat design and construction. The illustration opposite shows the clean cut modern design, but the luxurious comfort provided by the special balanced density "Dunlopillo" upholstery units has to be experienced to be appreciated. We will be pleased to show you the many other unique features of the "Ambassador" chair, or send a fully illustrated catalogue, in colour, on request.

PRICES

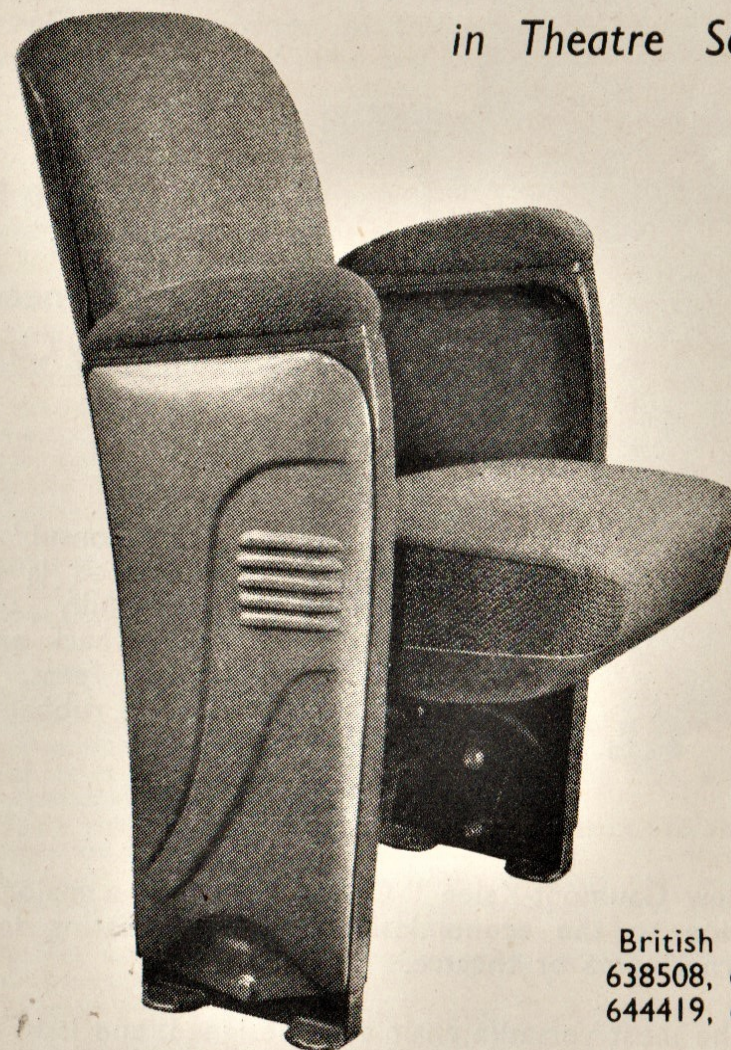
"Ambassador" chair with highly polished selected hardwood armpad, interior counterweight, and "Dunlopillo" balanced density seat and back units covered with:—

Plain or imprinted duck (any required colour)	per chair nett	£6 18 6
Heavy quality small or large spot design material Blue/White	per chair nett	£7 0 9
Heavy grade Tinkertex cloth vermilion shade or Woollen Tapestry rubberised back rust shade	per chair nett	£7 3 3
Plain Moquette Velvet any required colour, plain or Latex back, or Jaspe Moquette Velvet red or orange shade.	per chair nett	£7 12 9
Vynide Quality V.F.A.	per chair nett	£7 8 0
Vynide Quality V.22.	per chair nett	£7 10 8
Everflex Leathercloth, Medium Quality	per chair nett	£7 6 9
Everflex Leathercloth, Standard Quality	per chair nett	£7 8 6

All prices include up to 10% extra armpads and standards (11 with each 10 chairs) and up to 20% extra aisle panels (2 with each 10 chairs) for commencing and finishing of rows. Carriage paid England, Wales, Scotland 100 chairs or over, Northern Ireland 1/6d. per chair extra. Upholstered "Dunlopillo" armpads small extra cost.

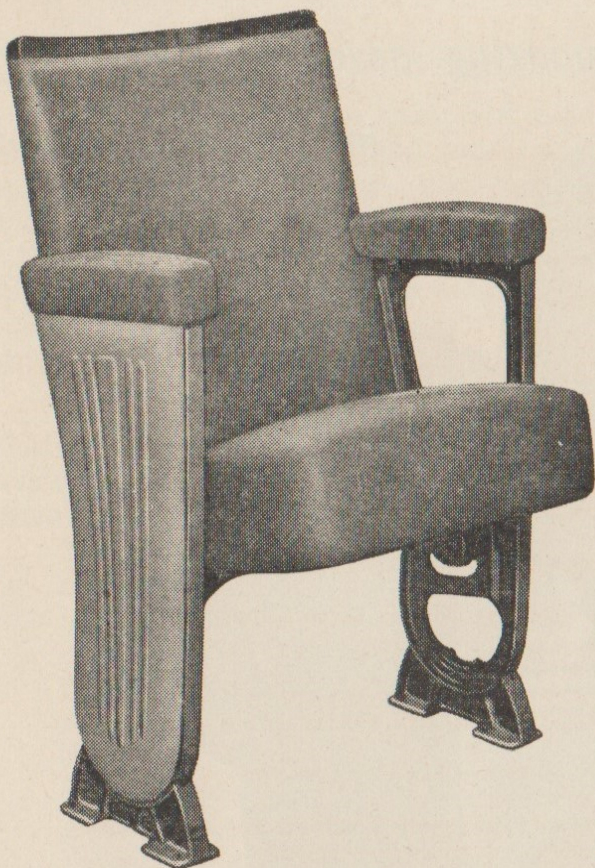
The **AMBASSADOR** — the most amazing advance

in Theatre Seating



British Patents
638508, 644366,
644419, 645925.

Outstanding in Design
Construction and Application



The 'CONSUL'

British Patents
687918, 688680
699626

Adjustable to
meet the
precise needs
of every Cinema

The 'Consul' chair
illustrated is fitted
with fully uphol-
stered back and 16
spring seat, and
sponge rubber arm-
pads.

The new Gaumont-Kalee "Consul" chair is a major contribution to the economical planning of seating in the modern cinema or theatre.

It is the most versatile chair ever designed, and is in effect not one chair but a complete range of chairs. It offers such easy adjustability and such a wide variety of combinations of upholstery that it can be quickly adapted on site to fit the precise needs of any particular theatre.

THE MOST PRACTICAL & ECONOMICAL CHAIR EVER DESIGNED

ADAPTABLE to every rake and type of floor, and distance between rows, by means of the adjustable base section. Variations in lengths of rows are provided for by elongated slots in the seat and back brackets. Seat height can be varied to suit individual requirements, and type of upholstery chosen. **ATTRACTIVE**—A separate aisle panel of modern design is fitted to the seat castings at ends of rows. Panels and standards are enamelled beige, maroon or grey.

PRACTICAL—Upholstery can be chosen in relation to admission prices and if desired can later be changed utilising the existing castings and fittings. Maintenance costs are reduced to a minimum.

A few examples of the various combinations of upholstery that can be used for the seats, backs and arm pads are quoted below. Gradation of comfort or luxury can now be adjusted to admission prices and changes made at a later date if desired.

Dunlopillo "Balanced Density" Latex Foam Rubber upholstery fitted to both back and seat, and upholstered sponge rubber or polished hardwood arm pads.

Sprung back with Dunlopillo "Balanced Density" Latex Foam Rubber seat and upholstered sponge rubber or polished hardwood arm pads.

Sprung seat and sprung back with upholstered sponge rubber or polished hardwood arm pads.

Sprung seat with standard type upholstered back and upholstered sponge rubber or polished hardwood arm pads.

Sprung seat and pre-formed laminated hardwood back with upholstered or hardwood arm pads.

Lightly upholstered seat and standard type upholstered back and hardwood arm pads.

Adzed or scroll type highly-polished hardwood seat with standard type upholstered back and hardwood arm pads.

Adzed or scroll type highly-polished hardwood seat and framed-up back faced with flush plywood on front, forming recessed panel outside.

ATTRACTIVE COLOUR SCHEMES — There is choice of a wide range of attractive covering materials available in all colours to harmonise, or provide a pleasing contrast with the coloured end panels and standards.

WRITE FOR FULLY ILLUSTRATED CATALOGUE

The "SHIRWOOD"

SEAT Up to 20" centre, 18" deep back to front, 16 springs with mattress mesh top, fully upholstered coir fibre affixed to hessian with Lintafelt overlay.

BACK Up to 20" deep fully upholstered.

ARMPADS Up to 10" long highly polished hardwood. Scroll type, straight dome top or tapered shape.

STANDARDS Latest fine cast '800' pattern, Solid ends open panel centres.

DUNLOPILLO seat and back squabs, and armpad can be supplied as an alternative to above at extra cost.

Plain or Imprinted Duck any required colour
per chair nett £3 11 0

Mohair Cloth brown shade large herringbone pattern or heavy quality blue/white spot design material.
per chair nett £3 13 9

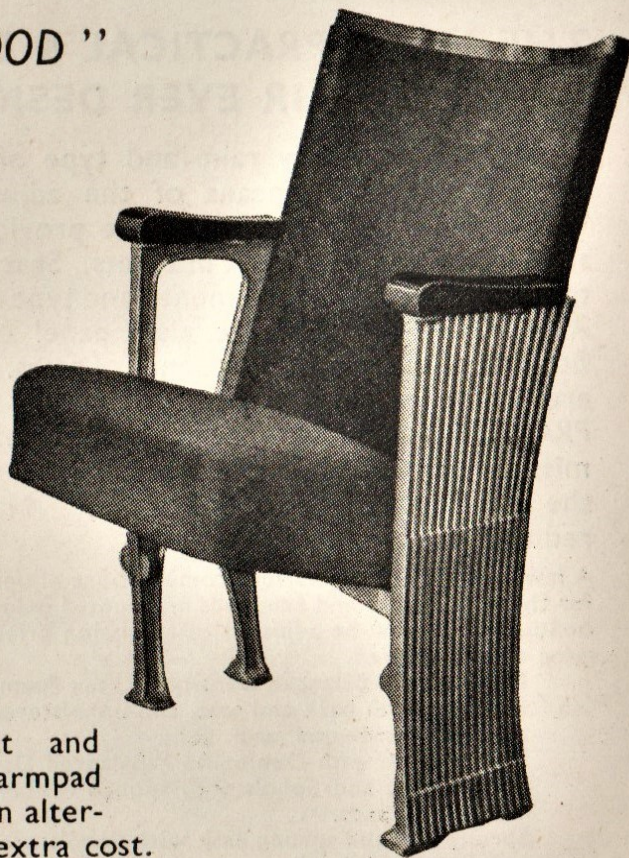
Woollen Tapestry rubberised back rust shade or heavy grade Tinkertex cloth vermilion shade or Lasting Cloth red/rust shade
per chair nett £3 16 6

Moquette Velvet plain or Latex backed any required colour, or Jaspe Moquette Velvet red or orange shade
per chair nett £4 7 9

Vynide quality U.F.A.
per chair nett £4 5 6

Vynide quality V22.
per chair nett £4 10 6

Interior counterweights to tip seat automatically 2/6 extra.



The modified "SHIRWOOD"

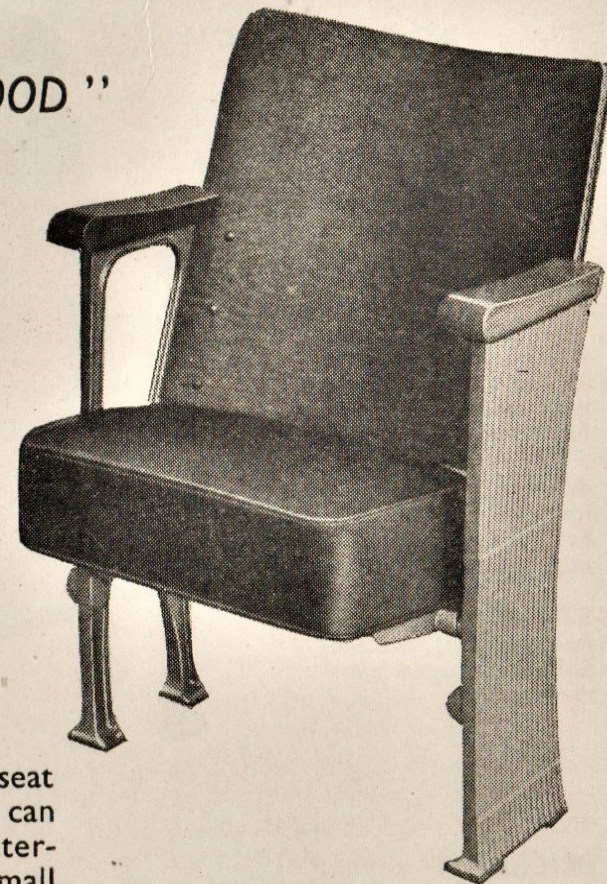
SEAT Up to 20" centre 18" deep back to front, 16 springs with mattress mesh top, fully upholstered coir fibre with Lintafelt overlay, finished on underpart Millboard.

BACK Up to 20" wide 18" deep pre-formed laminated hardwood highly polished.

ARMPADS Up to 9" long highly polished hardwood flat type all edges bevelled.

STANDARDS Latest fine cast '800' pattern. Solid ends open panel centres.

DUNLOPILLO seat squab and armpad can be supplied as an alternative to above at small extra cost.



PRICES :

Covered Corduroy Quality F162 per chair nett £3 8 0
F156 " " " £3 9 8

" EVERFLEX " Quality X622 or

" VYNIDE " Quality V6 per chair nett £3 11 11

" VYNIDE " Quality V31 " " " £3 12 11

" FLORESTIN " Quality UFB " " " £3 11 4

MOQUETTE Plain or Latex backed " " " £3 14 10

UNCUT MOQUETTE " " " £3 13 3

Covering materials can be dyed to practically any colour.
Interior counterweights to tip seat automatically 2/6 extra.

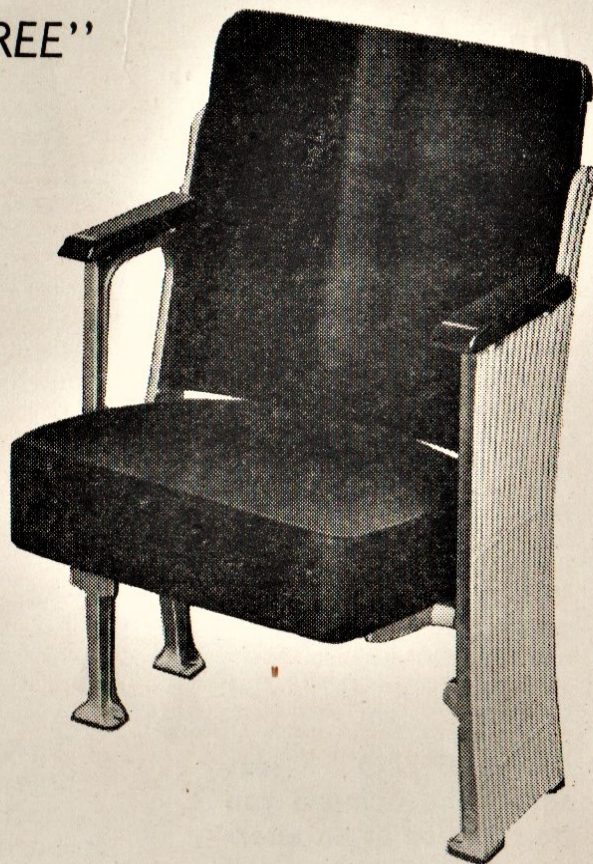
The "BECONTREE"

SEAT Up to 20" centre 17" deep back to front, 12 springs with mattress mesh top, fully upholstered coir fibre with Lintafelt overlay, finished on underpart Millboard.

BACK Up to 20" wide 18" deep pre-formed laminated hardwood highly polished.

ARMPADS Up to 9" long highly polished hardwood flat type all edges bevelled.

STANDARDS Latest fine cast '800' pattern. Solid ends open panel centres.



PRICES :

Covered Corduroy Quality F162	per chair nett	£3 5 10
" " " F156	" " "	£3 7 5
" EVERFLEX " Quality X622 or		
" VYNIDE " Quality V6	per chair nett	£3 11 2
" VYNIDE " Quality V31	" " "	£3 12 1
" FLORESTIN " Quality UFB	" " "	£3 10 7
MOQUETTE Plain or Latex		
backed	" " "	£3 12 7
UNCUT MOQUETTE	" " "	£3 11 0

Covering materials can be dyed to practically any colour. Interior counterweights to tip seat automatically 2/6 extra.

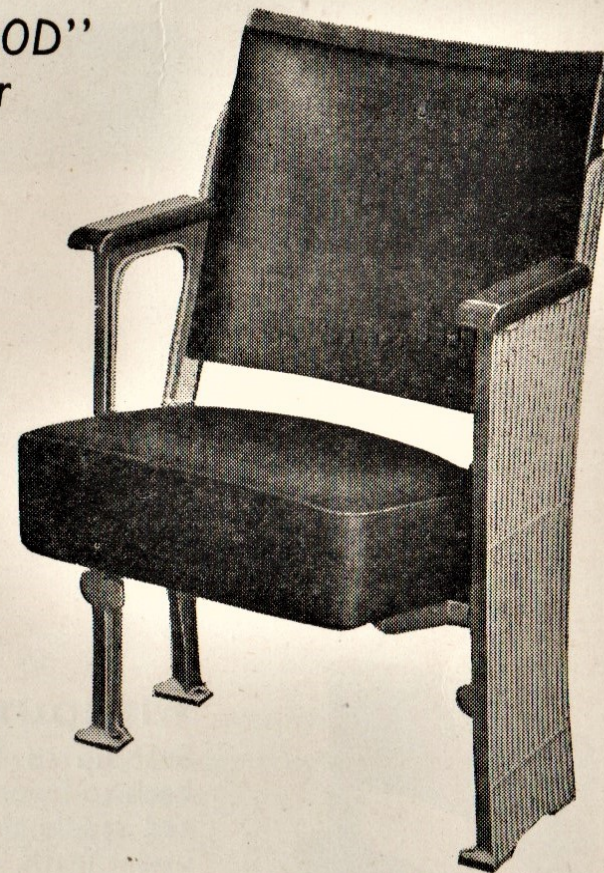
The "BECWOOD" Junior

SEAT Up to 20" centre 17" deep back to front, 12 springs with mattress mesh top, fully upholstered coir fibre with Lintafelt overlay, finished Millboard on underpart.

BACK Up to 20" wide 16" deep, fully upholstered flock, covered material to match seat, finished recessed Millboard on outside.

ARMPADS Up to 9" long highly polished hardwood flat type all edges bevelled.

STANDARDS Latest fine cast '800' pattern. Solid ends open panel centres.



PRICES :

Covered Corduroy Quality F162	per chair nett	£3 6 7
" " " F156	" " "	£3 9 2
" EVERFLEX " Quality X622 or		
" VYNIDE " Quality V6	per chair nett	£3 12 0
" VYNIDE " Quality V31	" " "	£3 13 5
" FLORESTIN " Quality UFB	" " "	£3 11 2
MOQUETTE Plain or Latex		
backed	" " "	£3 16 6
UNCUT MOQUETTE	" " "	£3 14 3

Covering materials can be dyed to practically any colour. Interior counterweights to tip seat automatically 2/6 extra.

The
**STADIUM
CHAIR**

Type 217

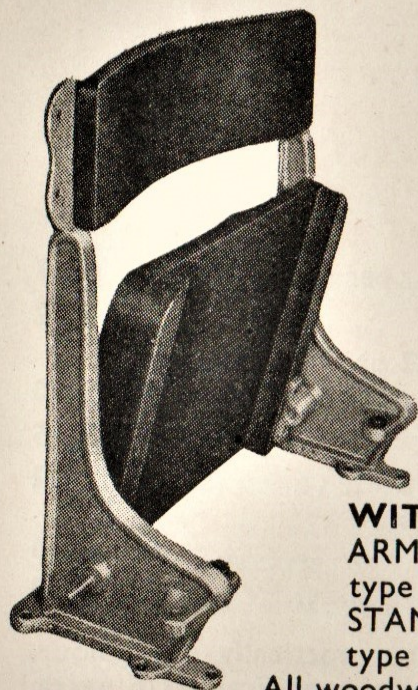


WITHOUT ARMS

Seat up to 17 $\frac{1}{4}$ " wide, 12" deep back to front, solid hardwood adzed saddle shape heavily battened underneath.

BACK 5" deep solid hardwood Ogee curve.

STANDARDS Type 217 sturdy armless pattern throughout complete with saddle brackets and two rubber silencing buffers. 30/- each



WITH ARMS and ARMPADS

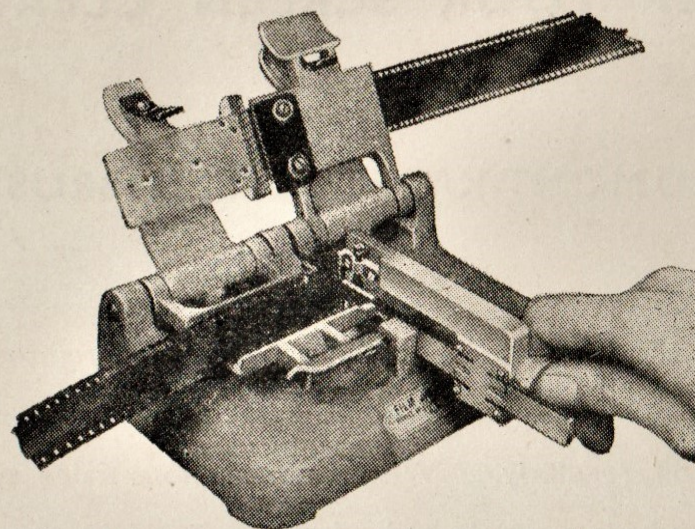
ARMPADS up to 9" long flat type with bevelled edges.

STANDARDS Type 217 arm type throughout. 33/6 each

All woodwork stained and finished linseed oil.

PREMIER AUTOMATIC FILM SCRAPER

for 35 mm De Luxe Joiner.



- Gives a precision scrape of even depth.
- Removes emulsion and binder from film stock leaving celluloid for perfect joins.
- Easy and efficient operation.
- Can be fitted to existing Premier de Luxe Joiner.

The scraper is moved back and forth across the film. Cutting blade is set to remove the emulsion and binder only, further movement will not scrape away the celluloid.

The attachment is precision machined and ground. The scraping blade is made of high speed tungsten steel and the cutting knives are of hardened steel.

Price £6 16 0 scraper attachment only.

Complete with De Luxe Film Joiner for standard films as illustrated

£16 16 0

For CinemaScope Magnetic Film

Complete with De Luxe Film Joiner

£18 16 0

Don't let DUST spoil the picture

KEEP YOUR SCREEN CLEAN

with a

GAUMONT-KALEE SCREEN BRUSH

Dust on the surface of a screen reduces the brightness of the picture : it can also ruin the metallic surface if not cleaned off regularly. With the Gaumont-Kalee screen brush you have a simple and effective means of prevention. Use it every day, when the auditorium has been cleaned, to remove dust particles. In this way you will keep the metallic surface at its maximum reflective brightness and efficiency.

Design of brush head ensures that the wood stock does not come into contact with the screen surface.

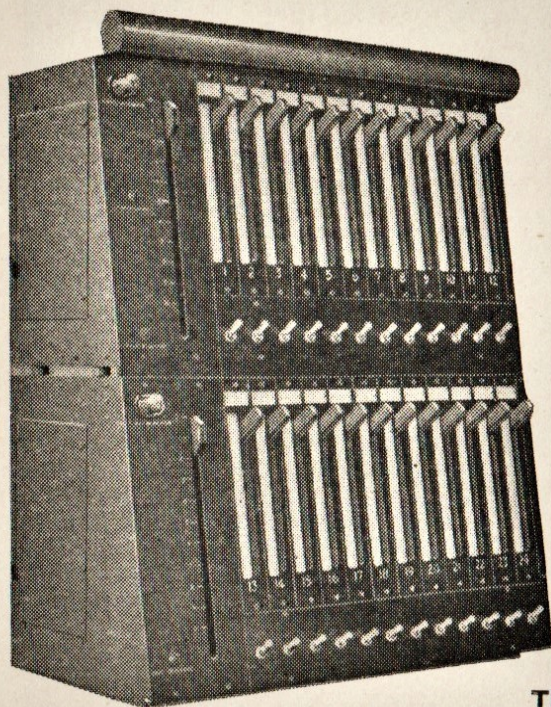
One brush, three handles and two extension pieces are sufficient for the majority of screens.



PRICES

BRUSH HEAD	each 33/-
6 ft Wooden handle	each 4/6
Extension joining pieces	each 2/-

GAUMONT-KALEE *Choke Type* STAGE DIMMER BOARD



- Remote Control
- Small Dimensions
- Greater Flexibility
- Saves Current
- Minimum Maintenance

The 24 circuit board illustrated measures 27" across, 31" high and 15" deep at base.

**Suitable for all sizes of stage.
Invaluable where space is limited.**

Only the control panel, about the size of a cash register, is fitted on the stage; connected by a small multi-core cable to a main choke rack, which can be installed under the stage or in any adjacent location.

PRINCIPLES OF CHOKE CONTROL

Each A.C. lighting circuit passes through a saturable choke, the impedance of which can be varied to alter the degree of illumination. The variation is controlled by a very small D.C. current applied to a separate winding which causes magnetic

saturation of the core. Control is so sensitive that the ratio of D.C. to A.C. is in the region of 1 to 100.

As the D.C. control currents are very small they can be varied at a distance by miniature resistances. This makes possible a control panel of greatly reduced dimensions in comparison with the normal stage dimmer board.

The D.C. control current is automatically supplied by a metal rectifier fitted in the choke rack.

ECONOMICAL

As the Choke only passes sufficient current to bring the lamp to the desired brilliance there is a considerable saving of electricity. Unwanted current is not dissipated in heat as with normal resistance type dimmers.

LONG LIFE—MINIMUM MAINTENANCE

Chokes and rectifiers are virtually indestructible, switches and dimmer levers on the control panel are the only moving parts, thus ensuring minimum maintenance.

FLEXIBILITY

Variations of load which would cause overheating and burning out of resistances are comfortably accepted by chokes without any alteration of performance. A feature which makes possible a much greater flexibility in the arranging of lamps in the various circuits, to suit different performances. Circuits can be arranged to operate loads up to 3000 watts and auditorium lighting can be included on the board.

The control panel is illuminated and fitted with a pilot lamp. Circuits are numbered, and white washable strips are mounted at the side of each control handle for cue marking.

Gaumont-Kalee Choke Dimmer Boards are made for all sizes and types of stage, prices are very moderate.

Quotations gladly submitted for equipment to suit your individual requirements.

Note :- Choke Type Dimmer Boards can only be used on A.C. supply.

CARBON TRAYS

To hold the days requirements of carbons. Wall fixing. Three sections one for carbons up to 24", two up to 12".
each

18/6

FILM WASTE BIN

Designed to meet the Council Regulations that a receptacle for celluloid film scraps must be provided in the Rewind Room. Size 11" x 11" x 12" deep, lid fitted with spring controlled flap. each

£1 12 6

RECORD CABINET

Broken and spoilt discs through unsafe storing avoided. Partitioned into three compartments, accommodates approx., 50 records up to 15" diam. All steel construction. Dimensions of top 16" x 14", height 30".
each

£6 0 0
Plus P.T.

TOOLS AND SPARES CABINET

Strongly constructed of steel, all joints and seams welded. Fitted with strong lock, two keys supplied. Overall size 24" high, 16" wide, 12" deep
each

£5 15 0
Plus P.T.

NON-SYNC TABLE and COMBINED RECORD and SPARES CABINET

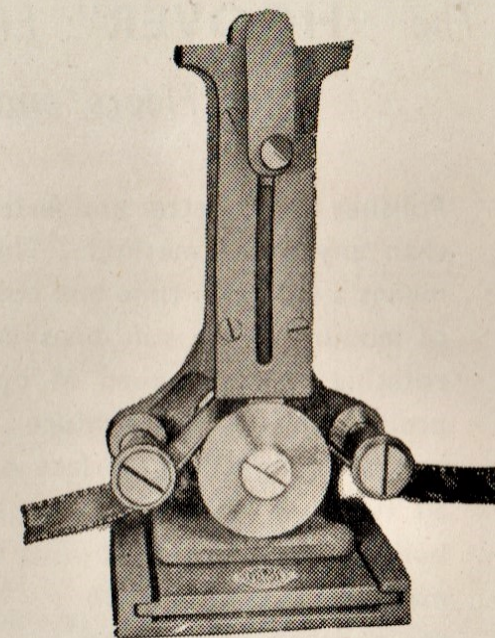
Strongly constructed table to accommodate a twin Non-Sync apparatus with partitioned cabinet below to hold approx. 50 records on one side and shelves for tools etc., on the other. Fitted with two panelled doors. Dimensions of top 34" x 18", height from floor 22".
each

£10 0 0
Plus P.T.

PREMIER FILM WAXERS

Models for Standard 35mm.
& CinemaScope Magnetic
Film

Perfect edge waxing.
Essential for first run
film.
Prevents emulsion
sticking and mutila-
tion of film.



Specially designed to apply a thin coating of wax to the edges of film to prevent emulsion sticking with all the resultant mutilation hazards during projection.

Film can be quickly inserted and withdrawn during the processing, thus facilitating the splicing of joins.

The waxer is supplied with a channelled fixing plate to enable it to slide into position or to be quickly removed when not in use.

Price for standard 35 mm. film £6 6 0.

Waxer for CinemaScope Magnetic Film

Fitted with special non-magnetic duralumin rollers to eliminate stray magnetism. Strongly constructed and accurately machined, finished grey crinkle enamel. Price

£7 7 0

Boxes of wax 5/-

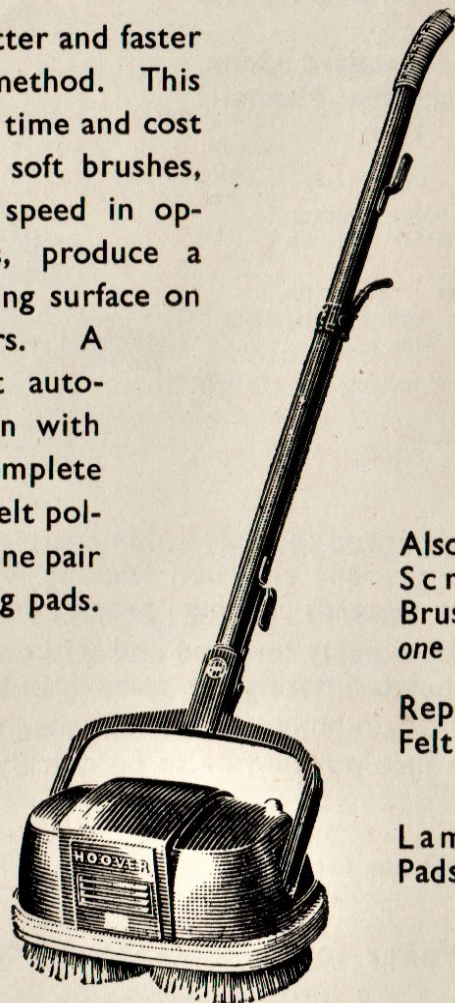
The "HOOVER" Electric POLISHER for Floors and Furniture

Polishes floors better and faster than any other method. This means a saving in time and cost of labour. Twin soft brushes, rotating at high speed in opposite directions, produce a brilliant long-lasting surface on all types of floors. A built-in headlight automatically turns on with the polisher. Complete with one pair of felt polishing pads and one pair lambs-wool buffing pads.

PRICE

19 gns.

Plus £7 9 8
Purchase Tax



Also available
Scrubbing
Brushes :
one pair 24/-.

Replacement
Felt Pads
pair 5/6

Lambswool
Pads pair 9/6

We can also supply all important makes of vacuum cleaners : Hoover, Sturtevant, B.V.C., New Welbeck and everything required in the cleaning and maintenance of your cinema.



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Introducing

3 new
low-priced

GAUMONT-KALEE SEATS

Designed to withstand the **ROUGHEST** *treatment*



THE BECONTREE



THE MODIFIED SHIRWOOD



THE BECWOOD JUNIOR

- ★ Choice of pre-formed laminated plywood back (as supplied by G.B.Kalee for the Forces Cinemas) or fully upholstered 16" deep back.
- ★ Choice of new design seat bottom with 12 stout gauge springs or standard seat bottom with 16 springs.
- ★ Range of hard-wearing covering materials.
- ★ Latest design '800' pattern line cast standards.
- ★ Hire Purchase terms available.

Please write for illustrated leaflet
G.B.-KALEE LTD, Mortimer House,
37-41 Mortimer St, London, W.1. MUSeum 5432
A Member of the British Optical
and Precision Engineers' Group

Now, Gaumont-Kalee introduce three strongly constructed chairs at amazingly low prices. The Modified Shirwood, the Becwood Junior and the Becontree have been specially designed to meet the demand for inexpensive seating in cinemas where the chairs are liable to receive rough treatment. Attractively finished to harmonise with every style of decor, they are available in a choice of seat bottoms and backs to match the degree of comfort required in relation to admission prices.



EVERYTHING FOR THE CINEMA AND THEATRE