

*You can have*

*Dual* **GAUMONT-KALEE**

**PROJECTORS, LENSES  
AND/OR ARC LAMPS ON**

**14 days  
free test**

**IN YOUR OWN PROJECTION BOX**



## *Will you accept this unusual offer, Mr. Exhibitor?*

Two post-war model Gaumont-Kalee Projectors with "bloomed" lenses, and/or Arc Lamps, installed in your own cinema by our engineers and operated by your own staff for TWO WEEKS, free of all cost or obligation to purchase.

We make this unique offer because we are confident of the superiority of all Gaumont-Kalee equipment, and know that once you have had a personal experience you will share our enthusiasm.

Two weeks approval — not just a demonstration of a few hours duration by a trained technician. It is the greatest test that can be made with any equipment, and the most convincing.

Your audiences will be delighted with the greatly improved picture presentation given by Gaumont-Kalee, and projectionists will appreciate the many special features and refinements which make operation and maintenance a simple and carefree job.

After a complete demonstration, should you decide to purchase, we will make a generous allowance for your present equipment. You can also take advantage of our hire-purchase terms, spread over 3 years if desired. An example showing the small weekly cost for Projectors (without lenses) is given below and on page 5 are details of other Gaumont-Kalee models. **In addition, by purchasing new equipment now, you can enjoy increased income-tax allowances under the new finance act.**

**2 GAUMONT-KALEE "19" Projector mechanisms with  
two round type top spool boxes and all necessary adaptation  
gearing for use with W.E. Universal Base Sound System**

£460 0 0

**20% Initial Deposit**

92 0 0

---

368 0 0

Plus financing charges at only  $5\frac{1}{2}\%$  per annum for 3 years = 156 weekly payments of £2 15 0

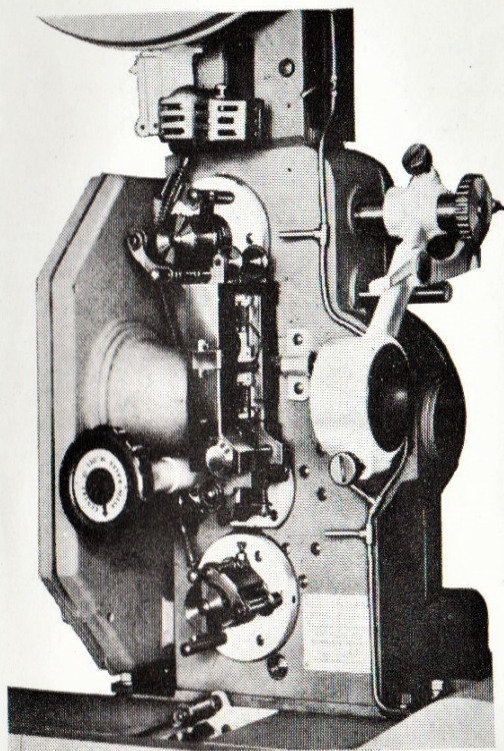
Remember, there is a Gaumont-Kalee Projector to operate with every type of sound system, and a range of Gaumont-Kalee Arc Lamps at varying prices from which to choose.



# GAUMONT-KALEE

*post-war* PROJECTORS  
*can be used with any Sound System*

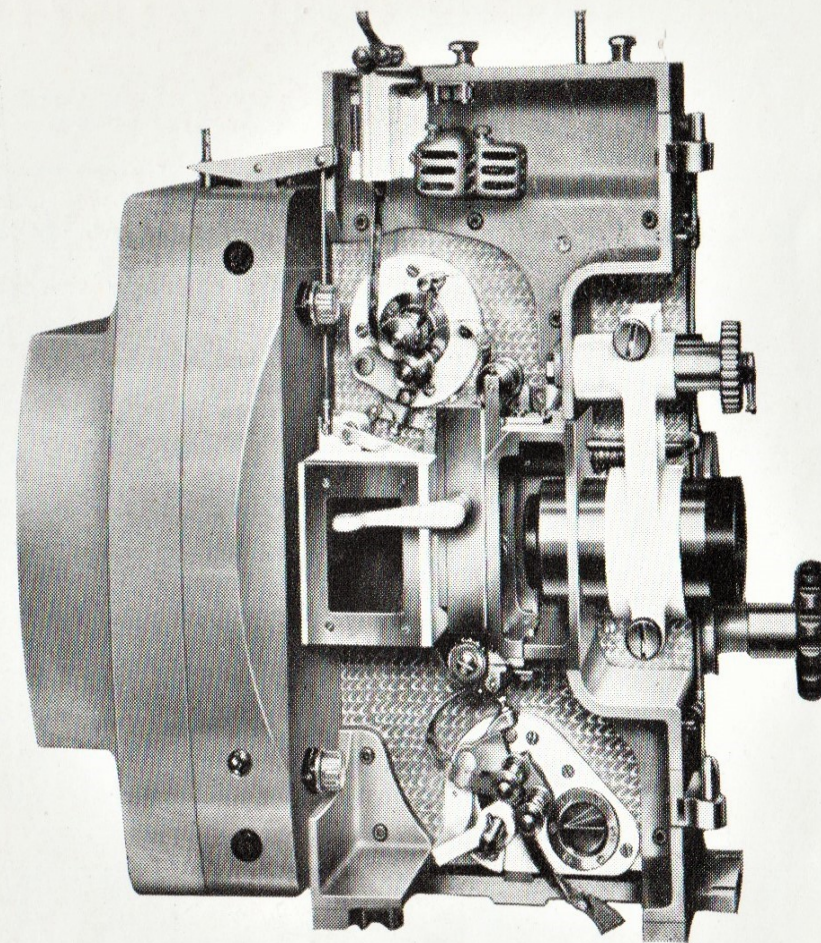
Gaumont-Kalee projection equipment has established a world-wide reputation for itself based upon simplicity and reliability of design, and extreme efficiency in action. It has brought to the screens of literally hundreds of cinemas, a picture presentation that is unsurpassed in brightness and definition, and has raised a standard by which all other equipment is judged.



The Gaumont-Kalee '21' model (*illustrated at right with cover removed*) is a totally-enclosed mechanism incorporating force feed lubrication, double aperture mask plate with twin threading lamps, single blade shutter running at twice normal speed, giving approximately 20% increase in light efficiency with less flicker and improved definition, electrically operated change-over device and many other refinements.

The Gaumont-Kalee '18' model (*illustrated at left*) employs a grouped oiling system for all spindles and bearings; the cross and cam of the intermittent unit run in an oil bath and are housed in an oil tight box casting.

All equipment is finished in the standard Gaumont-Kalee colours of mid-stone, white and maroon.



*The Gaumont-Kalee '19' and '20' Projectors, similar to above illustration, are equipped with the normal two-blade shutter. Model '19' does not embody an electrically-operated change-over device.*

The interchangeability of all **Gaumont-Kalee** equipment makes it possible to modernise your Projection Room section by section and improve picture presentation at every step, an improvement which will be reflected in the box office.



Prices for ONE **GAUMONT-KALEE** projector complete with circular type top spool-box and all the necessary adaptor gearing for use with the following Sound Systems

				Gaumont-Kalee '18'			Gaumont-Kalee '19'			Gaumont-Kalee '20'			Gaumont-Kalee '21'		
				£	s.	d.	£	s.	d.	£	s.	d.	£	s.	d.
<b>WESTERN ELECTRIC</b>															
W.E. Universal Base	...			179	10	0	230	0	0	246	0	0	256	0	0
W.E. 3A and 4A	...			172	9	6	222	19	6	238	19	6	248	19	6
Westrex R2002	...	...		180	0	0	230	10	0	246	10	0	256	10	0
Westrex R2003	...	...		167	0	0	217	10	0	233	10	0	243	10	0
<b>R. C. A.</b>															
1041, 1051, 9001	...			164	0	0	214	10	0	230	10	0	240	10	0
9031	...	...		171	0	0	221	10	0	237	10	0	247	10	0
PS 20 ("H" type)	...			169	0	0	219	10	0	235	10	0	245	10	0
PS 22 ("J" type)	...			167	0	0	217	10	0	233	10	0	243	10	0
PS 24	...	...		168	0	0	218	10	0	234	10	0	244	10	0
<b>B.T.H.</b>															
Type M	...	...		179	0	0	229	10	0	245	10	0	255	10	0
Type R.M.	...	...		175	0	0	225	10	0	241	10	0	251	10	0
<b>B.A.</b>															
Type G 2 and G 3	...			181	15	0	232	5	0	248	5	0	258	5	0
<b>B.T.P.</b>															
Belt Drive...	...	...		192	0	0	242	10	0	258	10	0	268	10	0

Angular type TOP SPOOL BOX can be supplied with the GAUMONT-KALEE "21" Projector at £15 0 0 extra.

**STANDS :** In most cases, the existing stand and bottom spool box can be utilised, but where it is desired to renew these, prices will be given on application. See back cover for prices of Lenses.



**TWO GAUMONT-KALEE** projectors for use with your present Sound System cost only a small weekly sum . . .

	Model " 18 "			Model " 19 "			Model " 20 "			Model " 21 "		
	Deposit	156 Weekly Payments		Deposit	156 Weekly Payments		Deposit	156 Weekly Payments		Deposit	156 Weekly Payments	
	£ s. d.	£ s. d.		£ s. d.	£ s. d.		£ s. d.	£ s. d.		£ s. d.	£ s. d.	
<b>WESTERN ELECTRIC</b>												
W.E. Universal Base	71 16 0	2 2 10		92 0 0	2 15 0		98 8 0	2 18 8		102 8 0	3 1 0	
W.E. 3A and 4A ...	68 19 10	2 1 2		89 3 10	2 13 4		95 11 10	2 17 2		99 11 10	2 19 6	
Westrex R2002 ...	72 0 0	2 3 0		92 4 0	2 15 0		98 12 0	2 18 10		102 12 0	3 1 2	
Westrex R2003 ...	66 16 0	1 19 10		87 0 0	2 12 0		93 8 0	2 15 10		97 8 0	2 18 2	
<b>R.C.A.</b>												
1041, 1051, 9001 ...	65 12 0	1 19 2		85 16 0	2 11 4		92 4 0	2 15 0		96 4 0	2 17 6	
9031 ...	68 8 0	2 0 10		88 12 0	2 13 0		95 0 0	2 16 8		99 0 0	2 19 0	
PS 20 (" H " type)	67 12 0	2 0 4		87 16 0	2 12 6		94 4 0	2 16 4		98 4 0	2 18 8	
PS 22 (" J " type)	66 16 0	1 19 10		87 0 0	2 12 0		93 8 0	2 15 10		97 8 0	2 18 2	
PS 24 ...	67 4 0	2 0 2		87 8 0	2 12 2		93 16 0	2 16 0		97 16 0	2 18 4	
<b>B.T.H.</b>												
Type M ...	71 12 0	2 2 10		91 16 0	2 14 10		98 4 0	2 18 8		102 4 0	3 1 0	
Type R.M. ...	70 0 0	2 1 10		90 4 0	2 13 10		96 12 0	2 17 8		100 12 0	3 0 0	
<b>B.A.</b>												
Type G 2 and G 3	72 14 0	2 3 6		92 18 0	2 15 6		99 6 0	2 19 4		103 6 0	3 1 8	
<b>B.T.P.</b>												
Belt Drive... ..	76 16 0	2 5 10		97 0 0	2 18 0		103 8 0	3 1 8		107 8 0	3 4 0	

. . . and you can save money by buying new equipment now  
 (See G.B-KALEE publication "The Cinema Exhibitor and the Finance Act.")

Attractive allowances are also made for your present equipment



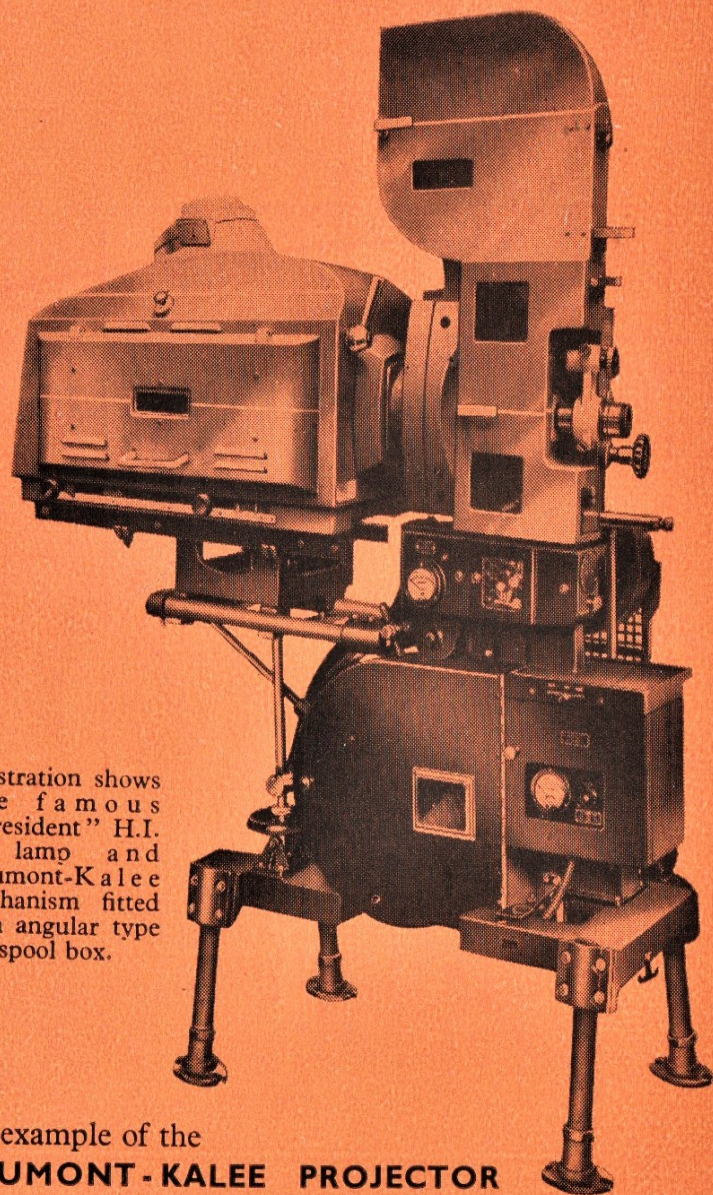


Illustration shows the famous "President" H.I. arc lamp and Gaumont-Kalee mechanism fitted with angular type top spool box.

An example of the  
**GAUMONT-KALEE PROJECTOR**  
*adapted to the*  
**W. E. Universal Base Sound System**

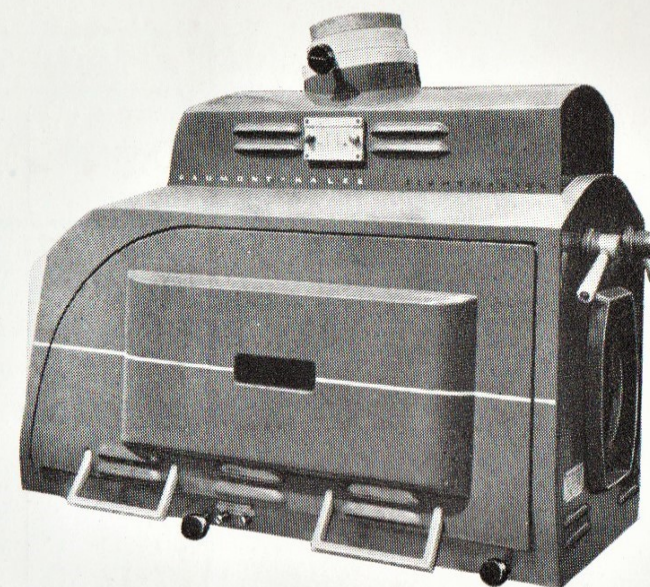
#### Optional Equipment

Pyrene automatic fire extinguisher can be supplied at £42. 10. 0 per Projector.

The new Gaumont-Kalee Reel-end Alarm for Models '19', '20' and '21' at £7. 18. 0 per mechanism.

A fully illustrated catalogue giving details of all projectors, arc lamps and lenses is available on request.

*Any model of the **GAUMONT-KALEE** range of Arc Lamp will be supplied on test for 14 days*



#### **"LIGHTMASTER"**

High Intensity, automatic feed with 16" diameter metal backed mirror, shaded potentiometer control, push button arc striker, interior illumination, totally enclosed streamlined lamphouse finished light stone, maroon and white, with control panel at rear.

**Price each £199. 0. 0.**

**HIRE PURCHASE OVER 3 YEARS**  
Two Arc Lamps as above specification

Deposit	£79 12 0
156 Weekly payments of	£ 2 7 8



## "UNIVERSAL"

**AUTOMATIC FEED** High or Low Intensity A.C./D.C., complete with motor, 12" metal backed mirror and modern lamphouse, etc.

**Price each** £114. 0. 0.

**HIRE PURCHASE OVER 3 YEARS**  
Two Arc Lamps as above specification

Deposit £45 12 0

156 Weekly payments of £1 7 2

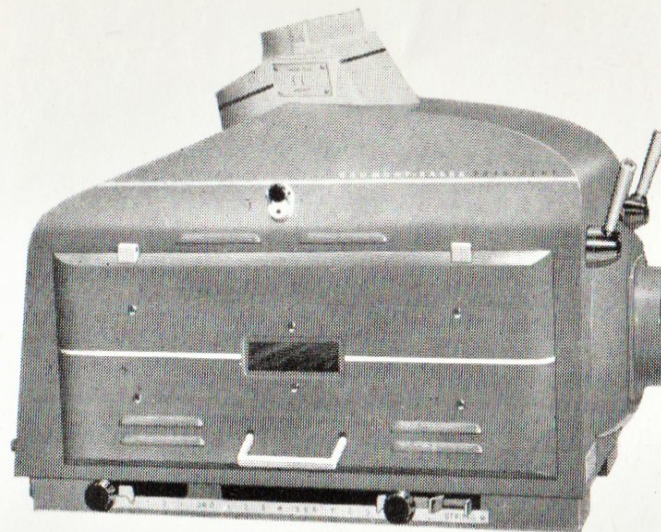
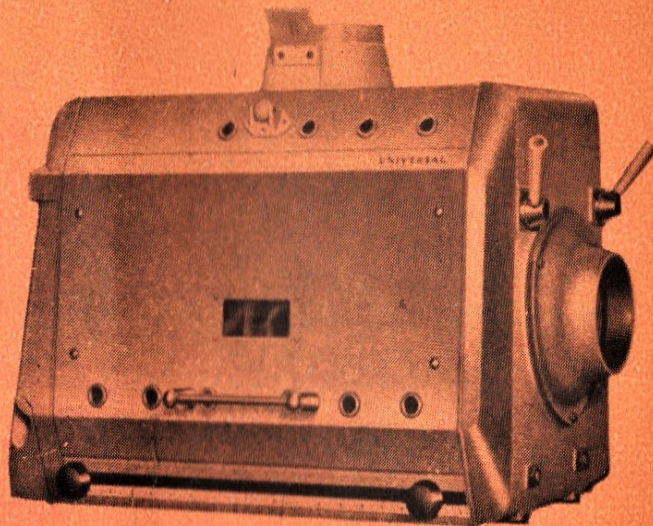
**HAND FEED** Low Intensity, complete with 12" metal backed mirror and modern lamphouse, etc.

**Price each** £95. 0. 0.

**HIRE PURCHASE OVER 3 YEARS**  
Two Arc Lamps as above specification

Deposit £38 0 0

156 Weekly payments of £1 2 8



## "PRESIDENT"

Fitted with the unique **TWIN MOTOR FEEDS** for High Intensity carbons, 14" diameter metal backed mirror, scissor type arc striker, interior illumination. Totally-enclosed streamlined lamphouse finished light stone, maroon and white, and with control panel at rear.

**Price each** £150. 0. 0.

**HIRE PURCHASE OVER 3 YEARS**  
Two Arc Lamps as above specification

Deposit £60 0 0

156 Weekly payments of £1 15 10

## "COMMANDER"

**AUTOMATIC FEED** High or Low Intensity A.C./D.C., complete with motor, 12" metal backed mirror and modern lamphouse, etc.

**Price each** £97. 10. 0

**HIRE PURCHASE OVER 3 YEARS**  
Two Arc Lamps as above specification

Deposit £39 0 0

156 Weekly payments of £1 3 4

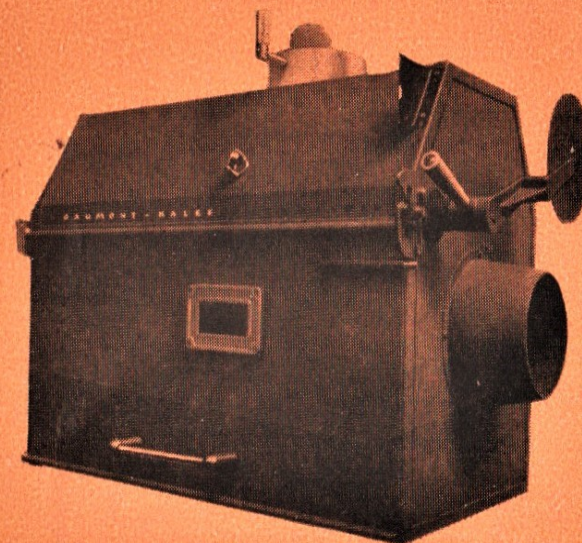
**HAND FEED** Low Intensity, complete with 12" metal backed mirror and modern lamphouse, etc.

**Price each** £75. 10. 0.

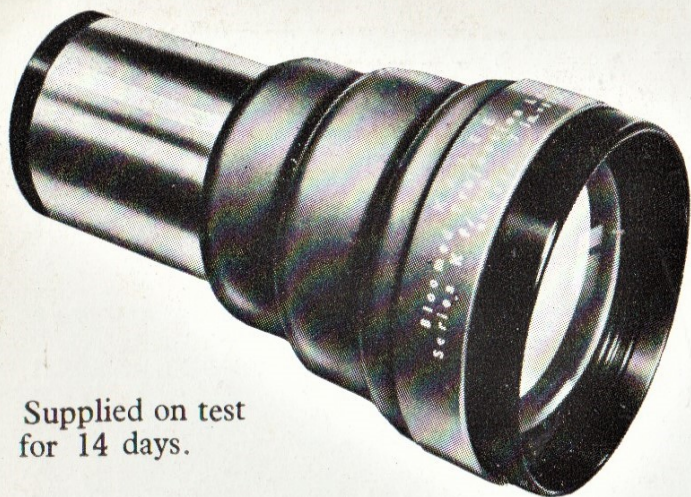
**HIRE PURCHASE OVER 3 YEARS**  
Two Arc Lamps as above specification

Deposit £30 4 0

156 Weekly payments of 18 0







Supplied on test  
for 14 days.

## GAUMONT-KALEE

*bloomed and colour corrected* **LENSES**

Constant  $f$  value over entire range.

**SERIES "H"  $f$  2.2**

**SERIES "K"  $f$  1.9**

Focal length 3" advancing by  $\frac{1}{4}$ " to 7"    Focal length 4" advancing by  $\frac{1}{4}$ " to 7"

**Price £23 each**

**HIRE PURCHASE  
OVER 3 YEARS**

Two Gaumont-Kalee colour corrected 'Bloomed' Lenses  
Initial payment £9 4 0. 156 Weekly payments of 5/6d.

*Everything for the*



*Cinema and Theatre*

Head Office :

**Mortimer House, 37-41 Mortimer Street, London, W.1.**  
Telephone : MUSEum 5432

London Branch and Showrooms :

**National House, 60-66 Wardour Street, London, W.1.**  
Telephone : GERard 9531

Branches at :

**DUBLIN**

30 Lower Abbey Street.  
Telephone : 75059

**LIVERPOOL**

11 Commutation Row.  
Telephone : North 1896-7

**BELFAST**

43 Donegall Street.  
Telephone : 27065

**BIRMINGHAM**

57 John Bright Street.  
Telephone : Midland 2351

**GLASGOW**

211 Hope Street.  
Telephone : Douglas 0601

**MANCHESTER**

5 The Parsonage.  
Telephone : Blackfriars 1428

**CARDIFF**

9 Park Lane.  
Telephone : 7676

**LEEDS**

17 Wellington Street.  
Telephone : 20597

**NEWCASTLE**

2 Cross Street.  
Telephone : 23038