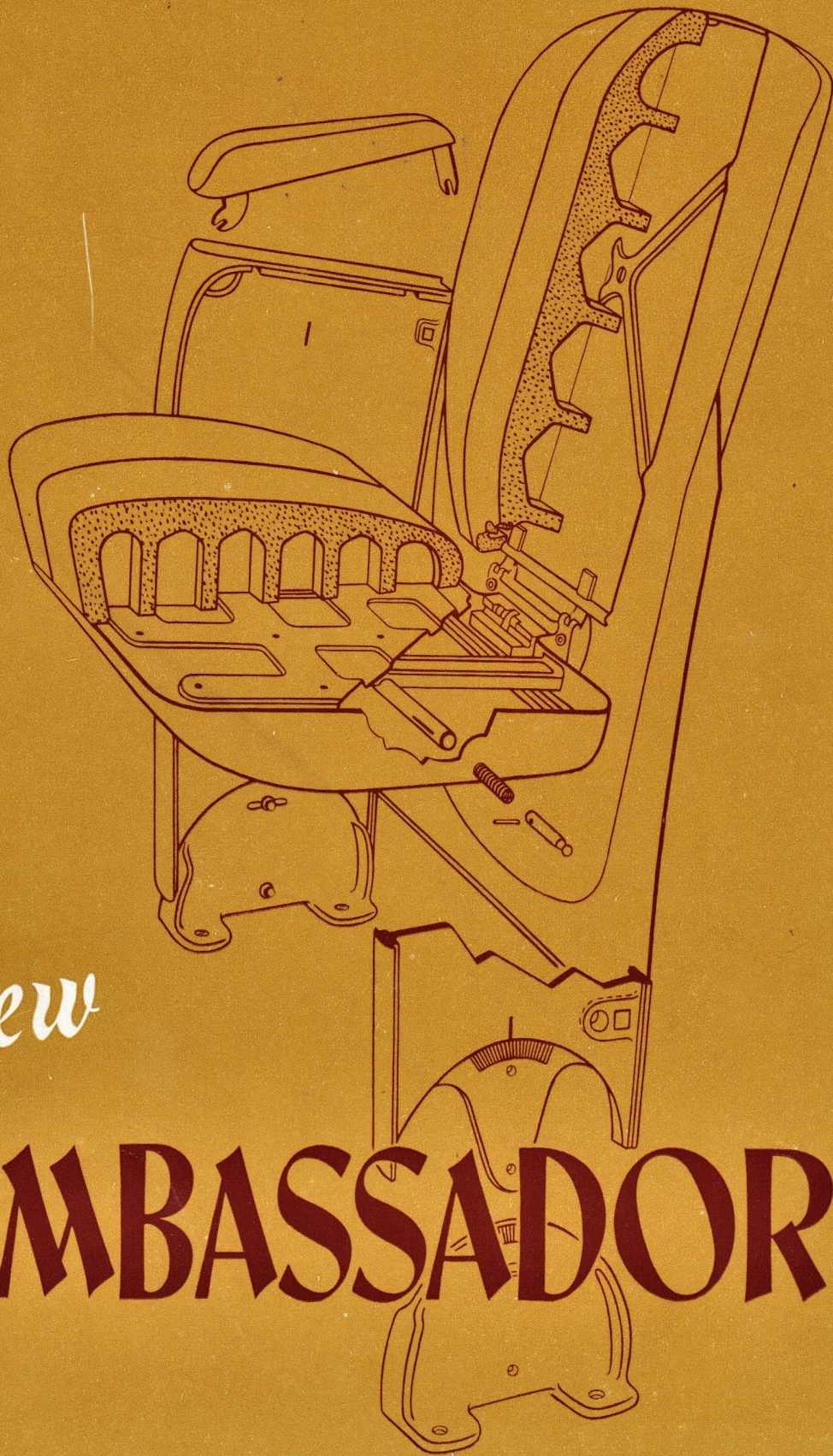


G B - Kalee presents



*The
new*

"AMBASSADOR"



A most Outstanding Advance in Design and Construction



IN PRESENTING the new Gaumont-Kalee "AMBASSADOR" Chair to the cinema and theatre world, we would emphasise that the research engineers of G.B-Kalee Ltd. have created an entirely new conception in design and have found the complete answer to the very urgent seating need in the industry.

Two years of the closest study and experimentation in seating problems have provided a chair which, whilst being advanced in style, provides the utmost in sustained comfort and requires the lowest possible maintenance.

The special features of detachable upholstery, and the employment of balanced density "Dunlopillo" units, reduces upholstery maintenance problems and costs to a negligible figure.

Adjustable standards allow the theatre owner to decide at any time the comfort required in his theatre.

The Gaumont-Kalee "AMBASSADOR" Chair has been scientifically designed to provide the maximum comfort to the patron. The restlessness and fatigue which is so common with many types of ordinary standard chairs at present in use is entirely eliminated.

We believe we have produced a chair which has no counterpart in the world; one which marks yet another outstanding event in the many achievements of the G.B-Kalee organisation in the interests of the motion picture and allied industries.

Illustrated is one of the attractive colour combinations available, showing maroon standards; beige seat, back and aisle panel; and upholstery in red mohair cloth.

A GAUMONT-KALEE PRODUCT

It's REVOLUTIONARY *in design*



THE GAUMONT-KALEE "AMBASSADOR" Chair is an entirely new departure in theatre and cinema seating. The omission of such items as upholstery springs, webbing, tacks and padding, is a revolutionary step in the right direction.

The introduction of a common standard for all positions is another welcome feature in the design, and is one which provides for fixing to any type or rake of floor, from level to one in five negative, or one in five positive, as desired.

The seat and back are quickly and easily detachable without interfering in any way with the fixing of the standard ; a feature never before provided in any theatre seating. A further interesting and patented feature is the provision made for expanding the chair in order to allow for varying lengths of rows. This is achieved without in any way impairing comfort and is, in itself, a further advanced feature.

The Gaumont-Kalee "AMBASSADOR" not only meets the most exacting requirements of the patron, but also the needs of the theatre owner on the score of extremely low maintenance costs.

The introduction of "Dunlopillo" for the upholstery of both seat and back is again a feature not generally provided in the world of theatre seating.

Illustrated opposite is the 'Ambassador' with maroon standards, seat and back panels ; beige aisle panel ; and upholstery in a rich gold moquette. Hardwood arm pads are light oak, but alternatives of dark or medium oak, walnut or mahogany shades are available to choice.

A GAUMONT-KALEE PRODUCT



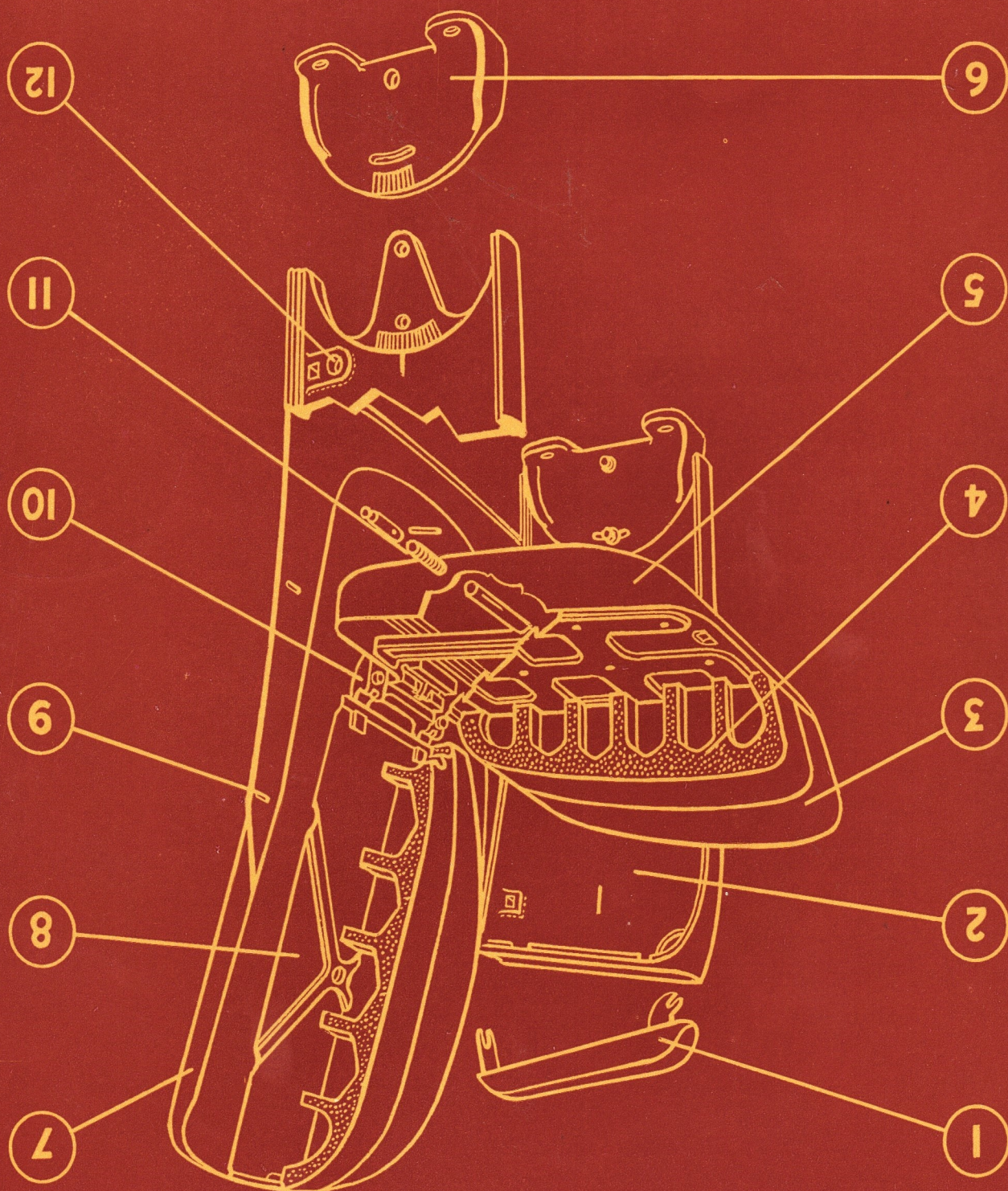
It's PRACTICAL *in application*

The Gaumont-Kalee "AMBASSADOR" Chair is essentially practical in application. A study of these important features will emphasise its outstanding design and will show how far in advance it is of any other seat available.

- ① The detachable armpad with steel base forms part of the main assembly. It cannot be removed except by a special tool provided. Upholstered or in hardwood as required.
- ② A common standard is used throughout to which is easily attached the aisle panel illustrated on other pages. The aisle panel provides for illumination which fully complies with electrical regulations and insurance.
- ③ The quickly detachable seat and back units make it a simple and easy matter to change the upholstery whenever desired. This can be carried out by the theatre staff. A choice of materials is available.
- ④ Exclusively designed "Dunlopillo" BALANCED DENSITY units throughout, comfortably accommodating to every movement of the body.
- ⑤ Heavy-gauge pressed steel seatpan readily detachable for maintenance, and giving easy access to the floor fixings in a manner not before available with any theatre chair.
- ⑥ The patented and unique feature of the variable foot provides for any rake or design of floor and for any angle of comfort according to the width between rows. A chair can be moved from any part of the theatre and used in another when desired.
- ⑦ Heavy-gauge pressed steel back with graceful, flowing lines and which gives complete protection to the seat when in the tip-up position. See illustration on back cover.
- ⑧ Pressed steel upholstery support. The introduction of standard trays for the mounting of the "Dunlopillo" upholstery ensures rigid fixing; a feature of the greatest importance.
- ⑨ Elongated slots provide facilities for varying the width of the chair. Variation in length of rows can, therefore, be spread evenly over entire rows thus avoiding the introduction of seats and backs of different widths.
- ⑩ Reversible stop for varying seat height; a feature that is equally as important as the variable width.
- ⑪ Automatic self-centering seat support, spring loaded to allow for expansion or contraction of the Chair as referred to in paragraph 9.
- ⑫ Provision for earthing conduit to standard for illuminated aisle panel.

*Designed and manufactured by engineers,
the "AMBASSADOR" is the only Chair which is self-
adjustable to any position in the theatre.*

A GAUMONT-KALEE PRODUCT



It's OUTSTANDING *in appearance and comfort*

IN THE Gaumont-Kalee "AMBASSADOR" Chair, every endeavour has been made by our industrial designers to create a chair of aesthetic design with easy flowing lines and, at the same time, one which will readily accommodate itself into the general scheme of decorations.

"Dunlopillo" BALANCED DENSITY upholstery units provide for the maximum comfort with ease of access and egress. It will be seen that the utmost seating space is obtained from the width available, and the method of seat support ensures that the feature of automatic silent tip-up is maintained with the minimum of counter weight.

In the general construction of the "AMBASSADOR" only steel and aluminium are used, and as each separate component is standardised, replacements or additional parts are always available from stock.

The "AMBASSADOR" is a Gaumont-Kalee product which we are proud to offer and which you will, without doubt, be pleased to accept.

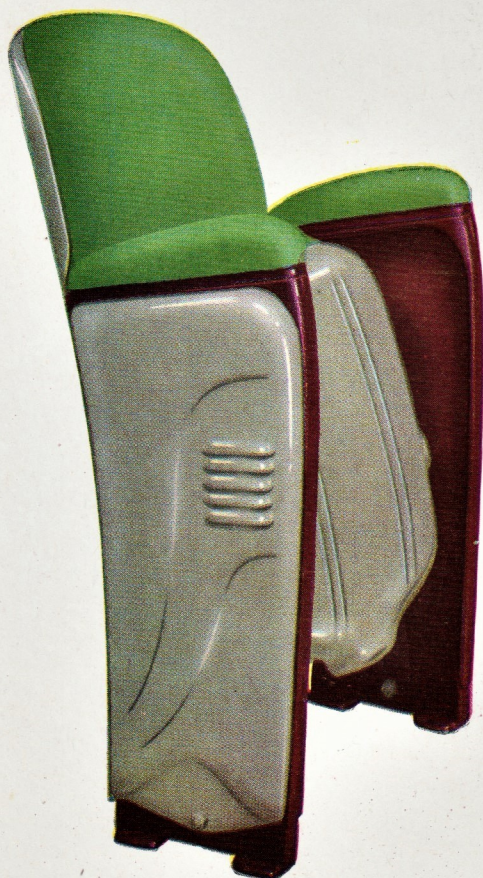


Illustration at left shows another alternative colour combination of maroon standards, grey seat back and aisle panel, with green mohair velvet upholstery.

Illustration opposite shows the 'Ambassador' with special grey standards, seat and back panel; beige aisle panel; and upholstery in green mohair velvet. See following page for the full range of colour combinations and covering materials available.

A GAUMONT-KALEE PRODUCT





The
"AMBASSADOR"

A GAUMONT-KALEE PRODUCT