

LEADERSHIP IN PROFESSIONAL PROJECTION



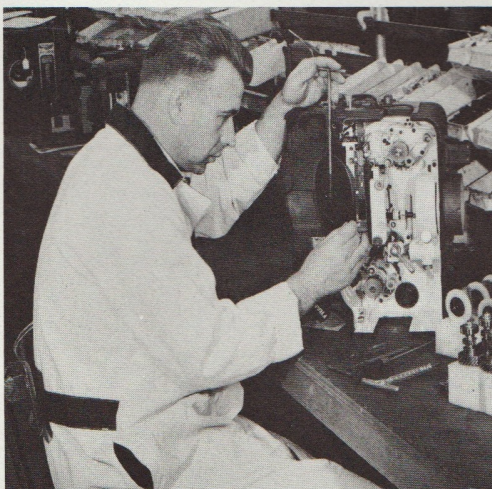
Pleasantville Instrument Corporation, manufacturing home of the Simplex XL Projector. Located in Pleasantville, New York, this modern plant turns out precision products for commercial and military use. Utilizing the finest machine tools in the world, P.I.C. has every facility for manufacturing the finest precision projector in the world — the Simplex XL. Like National Theatre Supply Company, P.I.C. is a subsidiary of General Precision Equipment Corporation.

SINCE THE BEGINNING of the motion picture industry, Simplex has been the overwhelming choice of exhibitors and projectionists. The Simplex XL Projector, latest of this proud line, is recognized as the finest equipment for professional use being built today. Every new engineering advance and a host of exclusive features are incorporated in the XL's brilliant design.

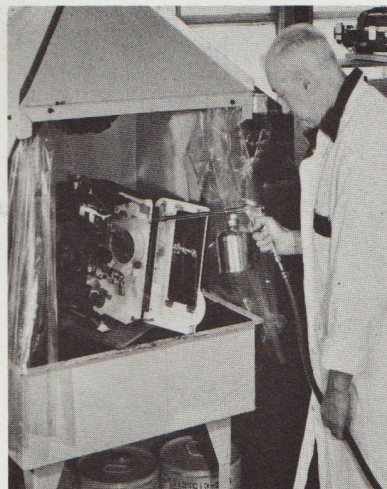
Photographed, is a small portion of the assembly and test facilities at the Pleasantville Instrument Corporation where over a million dollars worth of Simplex XL Projectors are shown in various stages of production.



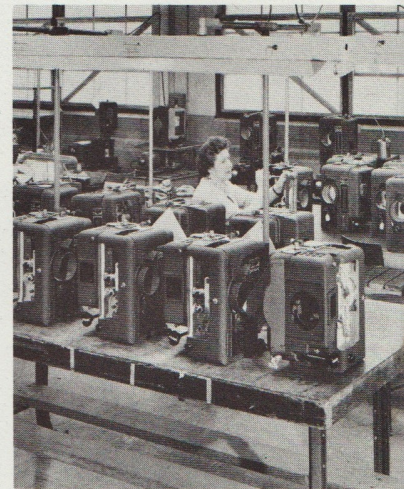
This \$45,000 Burgmaster machine is controlled by magnetic tape. It automatically drills, taps and does other operations on the castings.



In the final stage of assembly, the shutter is installed prior to putting the outside covers and doors in place.



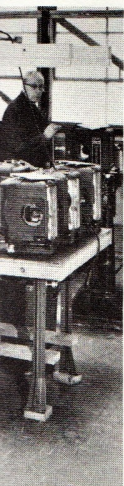
Mechanisms are thoroughly cleaned by means of a spray bath with special chemicals.



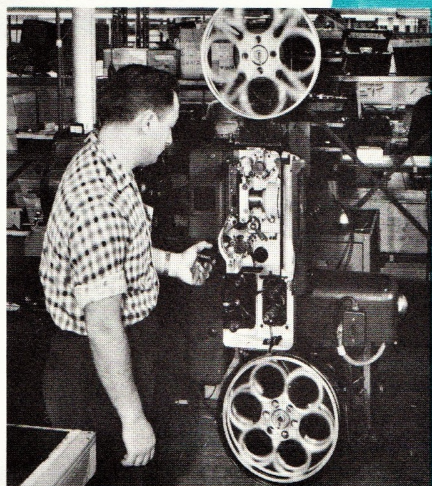
Ready for the steadiness test. The projectors are part of over a million dollars worth of Simplex projectors in various stages of assembly.



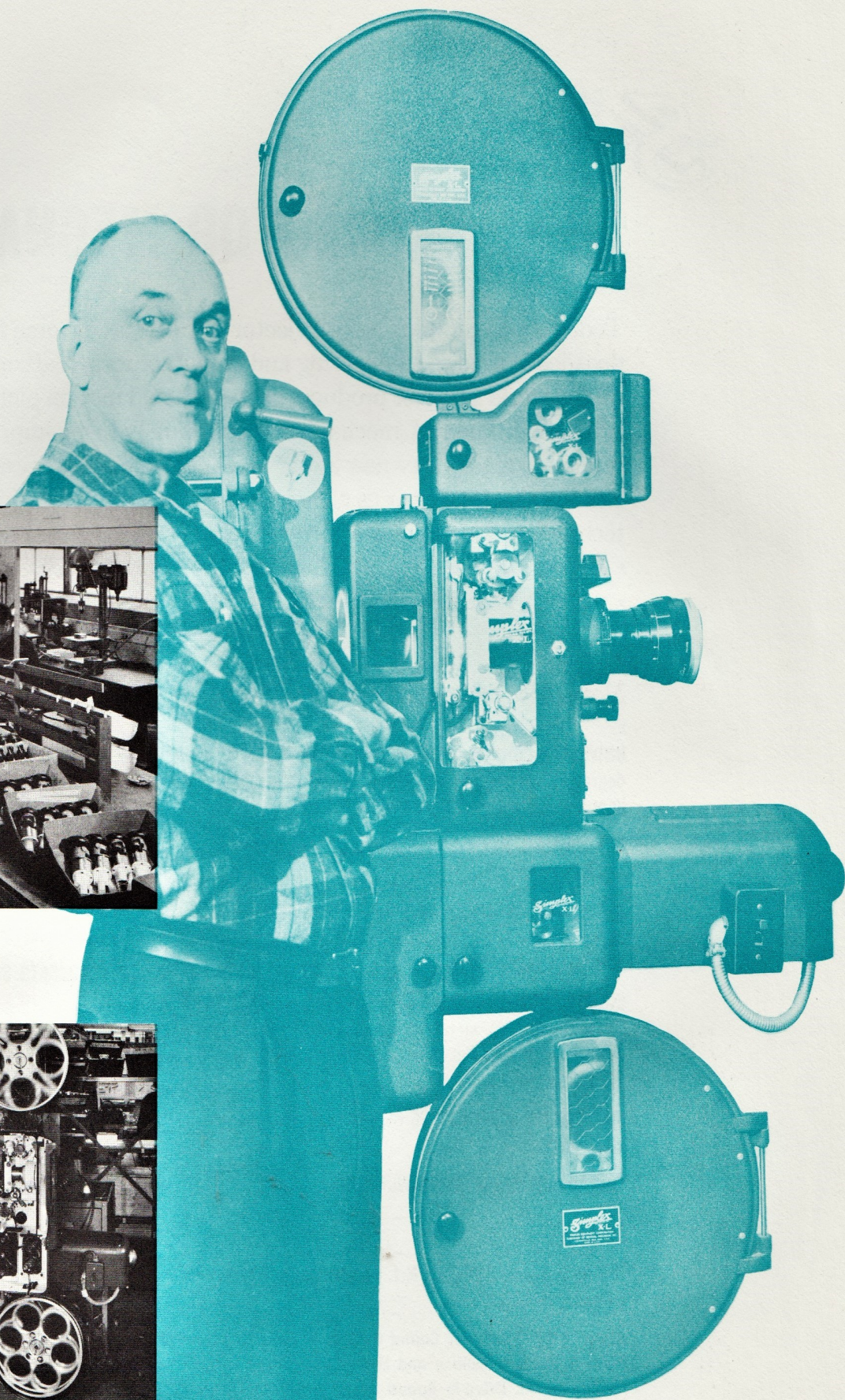
Simplex XL production line where parts and sub-assemblies are added to the main frame.



here
L's



Every mechanism is exactly tested for steadiness. Experts use special test films to check for picture jump and side weave.



"BETTER PROJECTION PAYS" says John Conway, a professional projectionist since 1923. He operates a pair of Simplex XL's in the Rugoff Theatres' Cinema II theatre in New York City. After having worked with all types of equipment during his career, Conway feels strongly that for dependability and brilliant screen presentation "there's nothing like the XL's".



X-L PROJECTOR MECHANISM

Today's new Simplex X-L projector is the result of some four decades of precise engineering and manufacturing craftsmanship by the world's largest producer of professional motion picture projectors. The X-L mechanism is continually being improved and refined to meet every new advance in motion picture presentation. For the theatre owner as a businessman, and the projectionist as a technician, the Simplex X-L provides:

- THRILLING BRILLIANCY
- HAIRLINE DEFINITION • UNFAILING STEADINESS
- ABSOLUTE DEPENDABILITY • LOWER OPERATING COSTS

Note these outstanding Simplex features:

UNIVERSAL CONICAL SHUTTER Adjustable from 47 degrees to 92 degrees permitting exact setting for improved screen image. Indoor or Drive-In.

CURVED GATE Reduces film buckling — improves stability of focus.

AIR/WATER COOLING Convertible mechanism for air or water cooled operation, in minutes, without additional cost for kits.

INDOOR/DRIVE-IN Convertible mechanism suitable for a positive (down-tilt) projection angle of 33 degrees to a negative (up-tilt) projection angle of 15 degrees.

MICROMATIC SCREENSCOPE Guarantees swift, precise focusing.

FULL-VISION OBSERVATION WINDOW

FUTURA LENS MOUNT Takes Lenses up to 4 inch diameter.

BUILT-IN FILM CHANGEOVER

EASY-VUE SIGHT BOX No stooping — no squinting

LARGE OIL GAUGE Indicates oil level at glance

ROOMY FILM COMPARTMENT More "finger room"

24-TOOTH SPROCKETS Slower speed — smoother film control

FRAME LOCK INDICATOR Eliminates framing guess-work

AUTOMATIC FIRE SHUTTER Can be re-set while projector operates

SIMPLEX HI-SPEED MOVEMENT Winner of special Academy Award. (optional)

Other leading Simplex X-L products for the motion picture industry:

Simplex XL Transistor Sound System • Simplex XL Magnetic Soundhead • Simplex XL Optical Soundhead • Simplex Deluxe and Heavy Duty Projector Pedestals • Simplex XL and Standard Magazines • Simplex XL Drive-in Sound Systems • Simplex In-A-Car Speakers • Simplex Ramp Control Panels • Simplex XL Power Amplifiers

Branches from Coast-to-Coast • ATLANTA • BALTIMORE • BOSTON • BUFFALO
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Subsidiary of General Precision Equipment Corporation 