

All About
The

Simplex
Projector

Sales Agency
23 East Fourteenth Street
New York City

C56 1967

SPECIAL NOTICE

This preliminary circular will be followed later by a complete Catalog detailing all interchangeable parts, list of our Sales Agents, and other interesting Simplex information.

W.D.
L^o
139
BR

Simplex

THE PEER OF ALL

MOVING PICTURE PROJECTORS

Licensed by the MOTION PICTURE PATENTS COMPANY
and protected by United States
Patents

Manufactured by the
PRECISION MACHINE COMPANY
Builders of Accurate Machinery for the Manufacture
of Motion Pictures
NEW YORK

SALES AGENCY : 23 East Fourteenth Street
NEW YORK



THE building of the Simplex is the evolution of various projecting machines made from time to time by expert mechanical inventors, who have been practical operators since the birth of the Motion Picture Art. With a practical knowledge of what is required by the public when a picture is thrown on the screen, thoroughly conversant with the demands of the different city departments, we offer to the operator the easiest to thread, most simple machine to operate, and at the same time guarantee absolute immunity from all fire risk by reason of the enclosure of operating mechanism and film, and the consequent freedom from dust and dirt settling on gears, etc.

The table for lamphouse is provided with a substantial swing movement which instantaneously brings the lamp into optical centre either with the M. P. Projection or Stereopticon lenses, and the Tilting arrangement, giving ample latitude, is governed by the moving of the support through the arc provided at the back of the stand.

The base, at its centre, rests on a device by which the machine can be swung to right or left, and the centre of gravity of this stand, together with its table support, and in conjunction with the Head and lamphouse, owing to careful calculation provides a machine of *perfect* rigidity and freedom from all vibration.

With the Simplex Projector it is possible to get the very best conditions with the condensers, as the back mount is adjustable; when the right selection is made the convex sides should be as close together as possible in order to have a perfect foci. If the condensers are properly selected (taking advantage of our adjustable mount) the result will be a perfect white light all over the picture entirely eliminating the objectionable Blue Spot which causes so much criticism of the operator.

While the shutter is sent out approximately adjusted, it is not necessary for us to pay particular attention to this very important detail; there is a small knurled knob on the lamphouse side of the mechanism just below the automatic shutter. As soon as the picture is on the screen, if there is any perceptible Ghost, it is only necessary to turn this knob to the right or left (with left hand) to bring the shutter into perfect alignment while the machine is in motion. This is a real boon to the inexperienced operator, also to the experienced and old timers, for they can remember how often their show

has been spoiled by not being able to control this delicate adjustment while the machine is in motion.

Another advantage to users of the Simplex is the film trap door. It often happens while running fresh films through a projecting machine, the emulsion sticks to the trap door springs in long streaks; every operator knows how difficult it is to remove the emulsion after it has caked hard. With the Simplex it only is necessary to push the knob that opens the film trap door, grip the door and lift it up to the stop, then pull forward away from the machine; there is now plenty of room to clean the trap. The door can be cleaned while being held in hand.

In introducing our machine to the trade, we desire to bring to the special attention of practical and experienced operators and high class mechanics the fact that we absolutely guarantee all our statements contained herein, regarding the materials and workmanship employed in its manufacture.

Although we have to-day in the Simplex Moving Picture Machine a model of the highest practicability and replete with examples of exclusive inventive genius, we realized that to obtain the unanimous endorsement of our claim that the Simplex is the Peer of All Motion Picture machines, it was imperative that we construct it of the finest materials, with the aid of the highest grade machinery and employment of the best mechanical skill, regardless of cost.

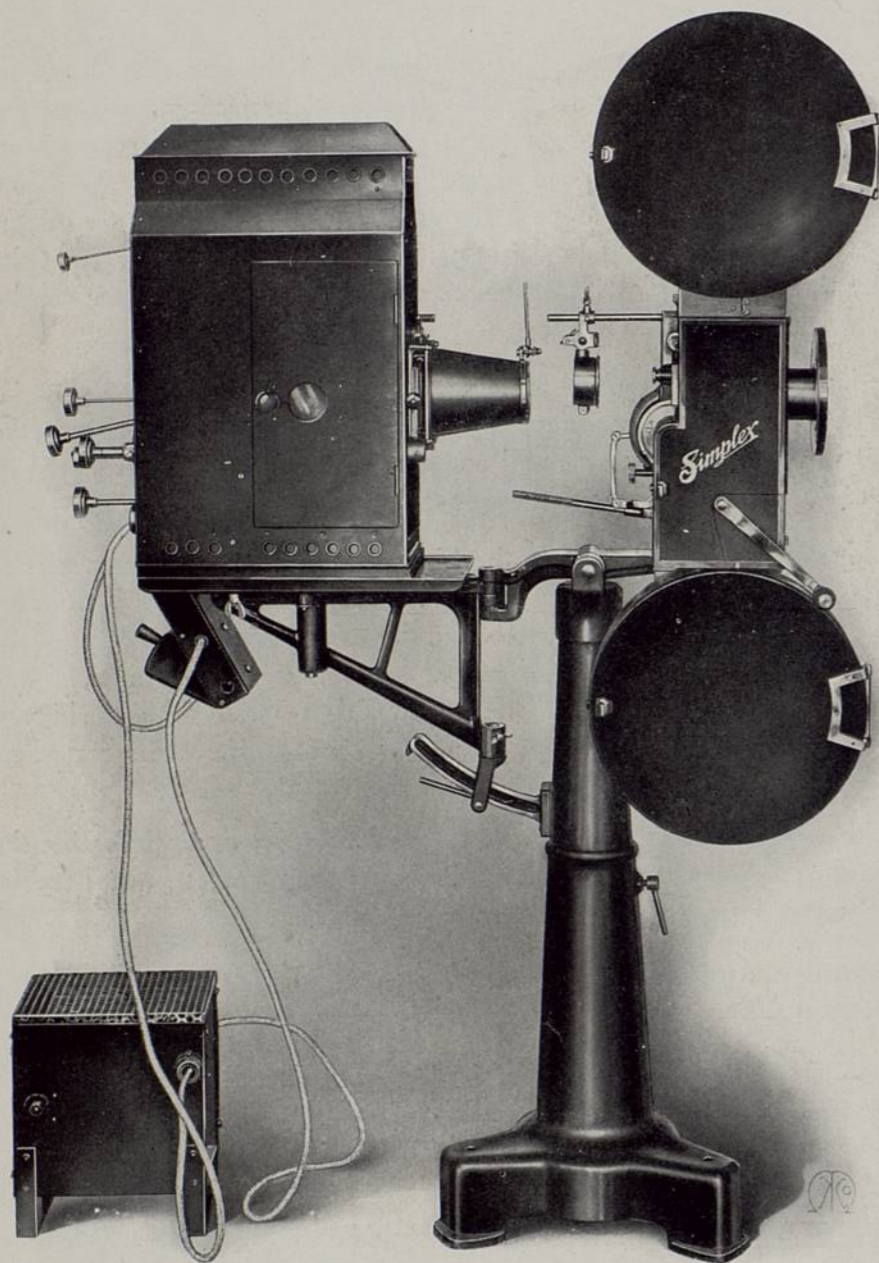
This policy we have carried out in our Projector, thus eliminating the annoyance and costly expenses due to breakages and constant general repairs which so many owners of machines have experienced hitherto.

Built like a watch, with an expenditure of \$100,000 in tools, all parts are interchangeable.

To purchasers of the Simplex we give a guarantee of one year, furnishing free any part that may be needed. We also agree to refund purchase money if machine is not satisfactory at end of ten days' trial, deducting the deposit of 25 per cent to cover charges.

The Simplex was offered to the trade middle of July, since which time, 60 days, machines have been purchased and are now operating in principal theaters and amusement halls in New York City, Boston, Providence, Kansas City, Cincinnati, Chicago, Los Angeles, Montreal and Toronto.

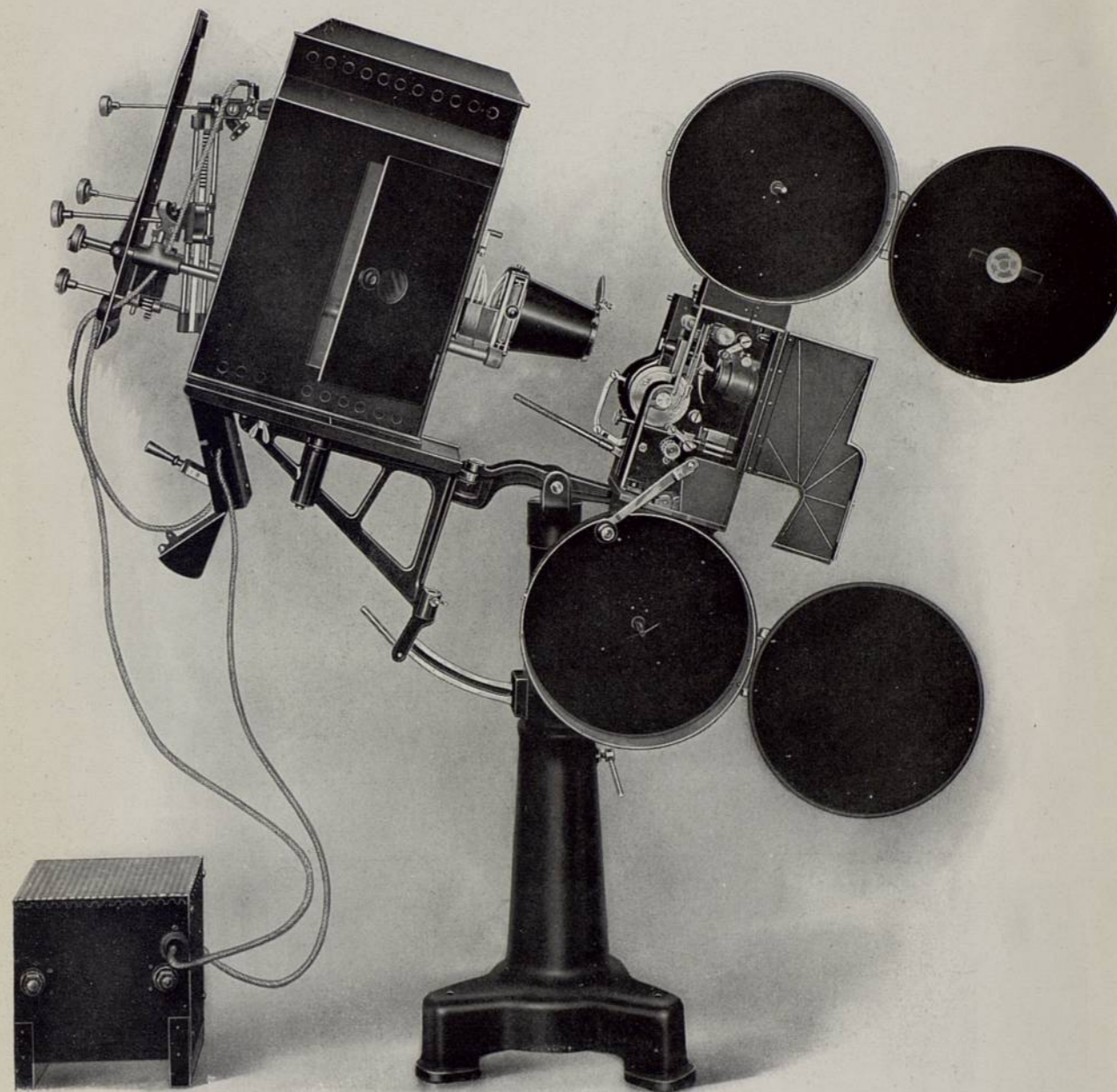
THE *Simplex* PROJECTOR



Showing Complete Outfit

Price, as shown with one tube, Moving Picture lens and one stereopticon lens as selected, \$275.

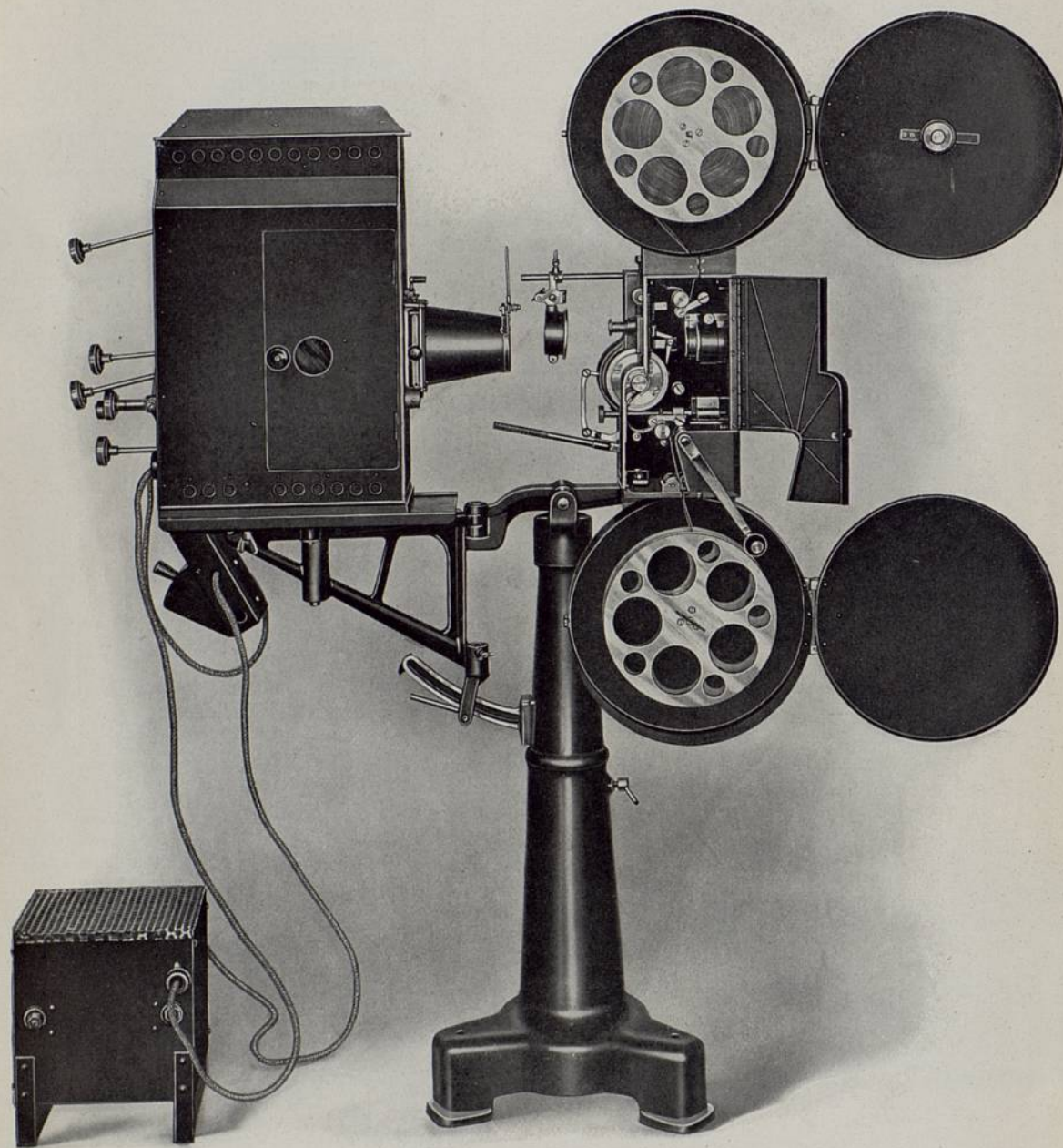
THE *Simplex* PROJECTOR



Showing the Limit of Tilt

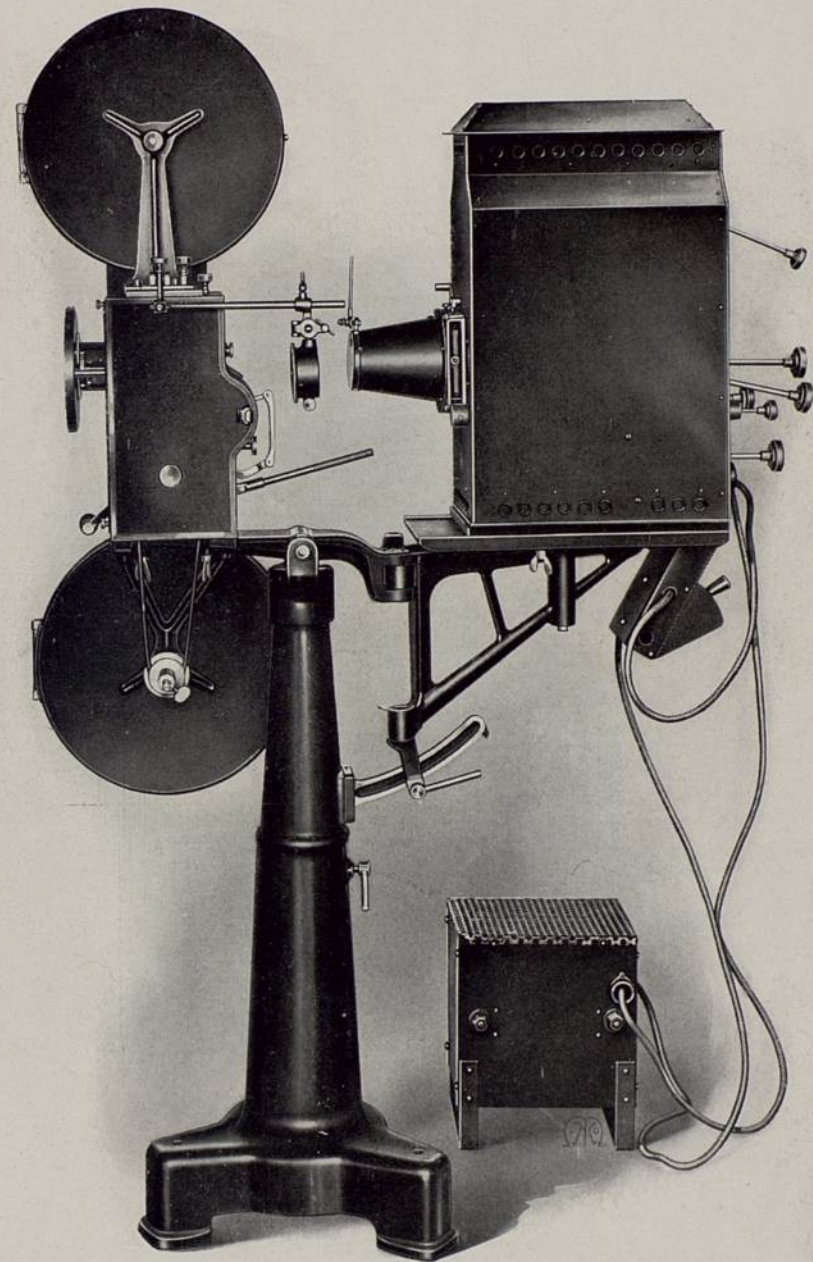
Note the long adjustment of burner which will accommodate a 12" carbon in the top holder and a 6" in the bottom, lateral adjustment of top carbon controlled from outside of lamp house.

THE *Simpler* PROJECTOR



Showing the Machine Threaded and FIRE PROOF Door and
Magazines Open

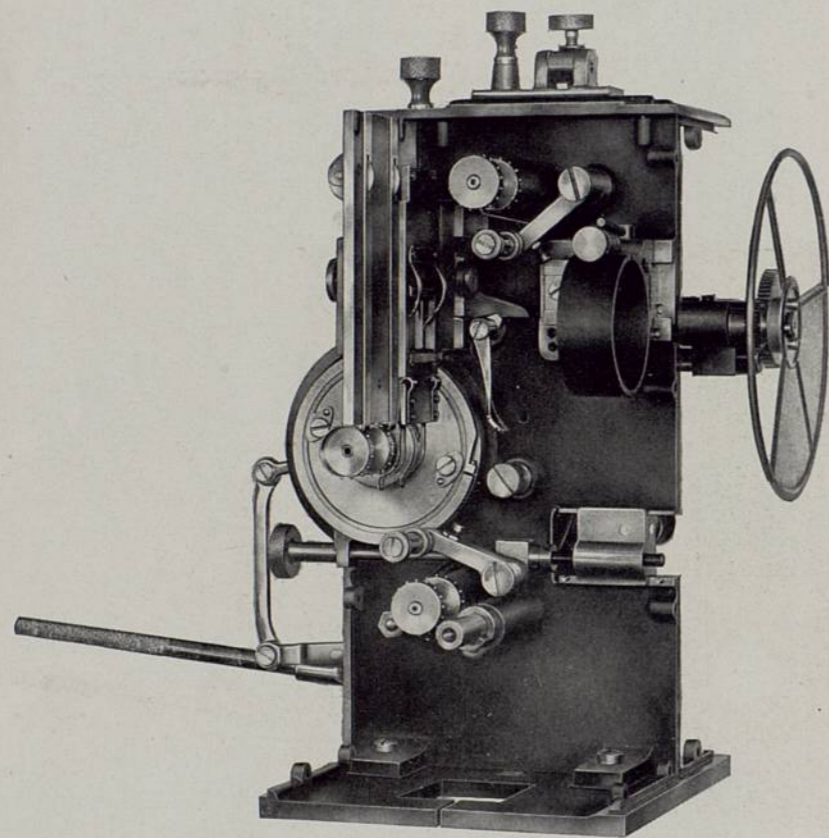
THE *Simpler* PROJECTOR



Rear View of Outfit

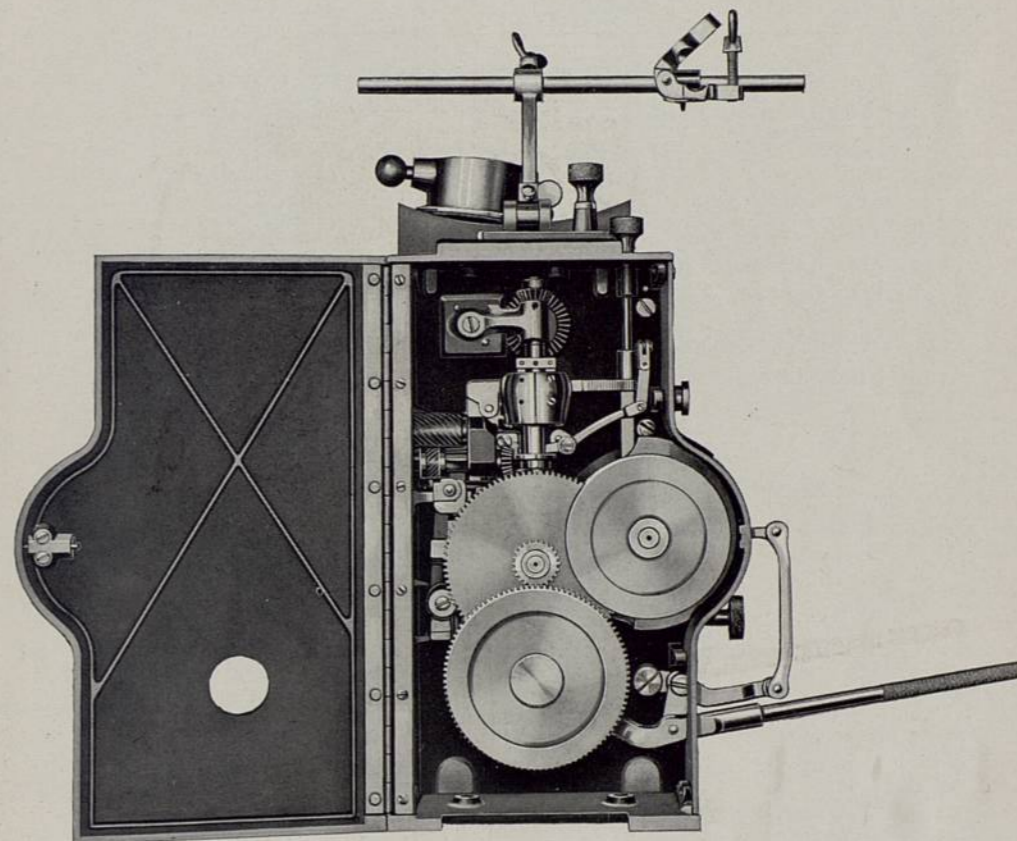
Note universal joint on stereopticon lens holder, no jacket being required.
This is the only outfit where it is possible to focus the single glass stereo lens.

THE *Simplex* PROJECTOR



The Simplex Showing Head of Machine with FIRE PROOF
Covers Removed

THE *Simplex* PROJECTOR



The Simplex Showing Rear View of Mechanism with Dust Proof
Door Open

Operators' Instructions

It is needless to say that the machine should be unpacked carefully and cleaned before assembling.

FIRST

Secure the pedestal stand in its approximate position by three 6 inch x $\frac{3}{8}$ inch lag screws or long stage screws.

SECOND

Mount the lower magazine (with arm and take-up attached) to the pedestal stand with the two $\frac{3}{8}$ inch screws provided for the purpose. Be careful to have them tight.

THIRD

Slip the head over the bottom roller holder and fasten by the two $\frac{3}{8}$ inch Wing screws.

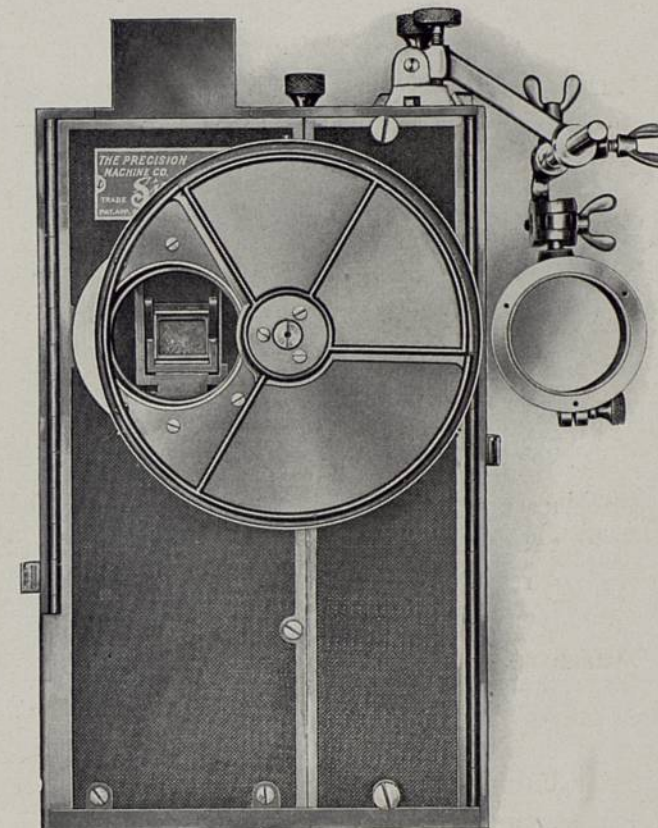
FOURTH

Attach upper magazine.

FIFTH

Hook up the burner in the ordinary way. Select the lens required after inserting the condensers which is accomplished by pushing over the knob on front of lamp house and pulling out the condenser mount from underneath; push back and lock in place; trim the burner and get a light on the machine; now loosen the bottom screw on the pedestal stand, swing machine around to center of screen and lock, then if necessary loosen the screw on quadrant and tip to desired angle.

THE *Simpler* PROJECTOR



THE SIMPLEX

Front view of head with shutter case cover removed.

Our Conditions of Sale

THE SIMPLEX will be shipped on receipt of cash or will be sent C. O. D., providing 25 per cent of the cost is sent with the order.

On sending order state whether goods are to be shipped by freight or express, and give name of the carrying companies you prefer shipment by.

All orders will be filled as promptly as possible, but we are not responsible for any delay in receipt caused by negligence of the carrying companies.

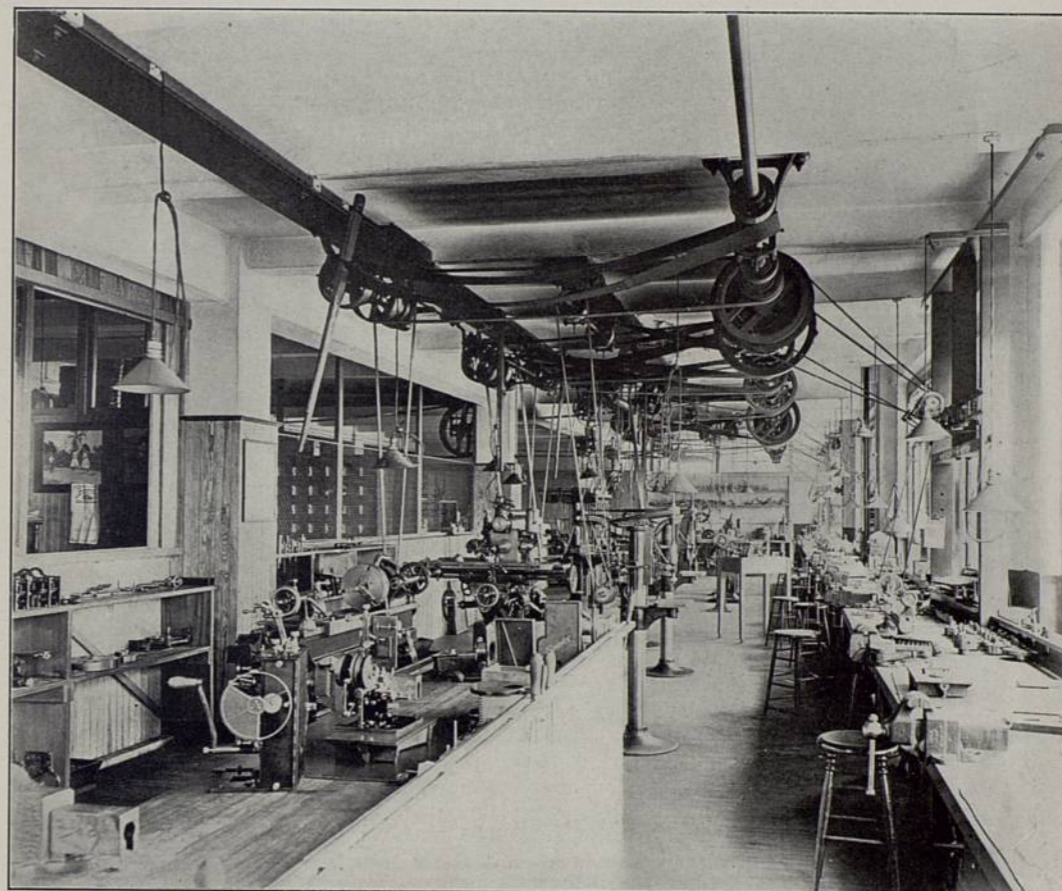
Machines are carefully inspected and tested before being packed and dispatched in perfect condition. We are not responsible for any damage or breakage after goods leave our factory.

All sales are F. O. B. New York City.

We give a guarantee of one year, furnishing any part of machine needed during that time free.

Purchase money will be refunded if machine is not satisfactory after ten days trial, less the deposit of 25 per cent to cover charges.

THE *Simplex* PROJECTOR



Where the Simplex is Made
This is a view of the South Side of our Work-Shop.

LETTERS OF ENDORSEMENT

"Simplex Office,"

23 East 14th Street.

Gentlemen:

Since we first exploited the moving picture as an amusement attraction, sixteen years ago, at the Eden Musee, we have used many projecting machines. Money has been no object to procure the best results and, as a consequence, we have the reputation of showing the clearest, steadiest, and most satisfactory pictures in the country. The new "Simplex Projector," the first one of which was operated here and has been steadily used for the last three months, is undoubtedly the best machine we have ever operated.

EDEN MUSEE AMERICAN CO.

E. J. CRANE, Manager.

SIMPLEX SALES AGENCY,

23 East 14th Street.

Gentlemen:—We have just installed one of your "Simplex" Projecting machines, choosing it after an exhaustive examination of all other makes. For absolute perfection and precision, coupled with extreme simplicity, it is everything that can be desired—a fact when TESTING films to determine the accuracy of perforation and printing machines of the UTMOST importance.

Yours truly,

THE "REX" MOTION PICTURE MFG. CO.,

573 Eleventh Avenue, New York.

"Just the Machine our Department has been looking for."

—CITY OFFICIAL INSPECTOR.