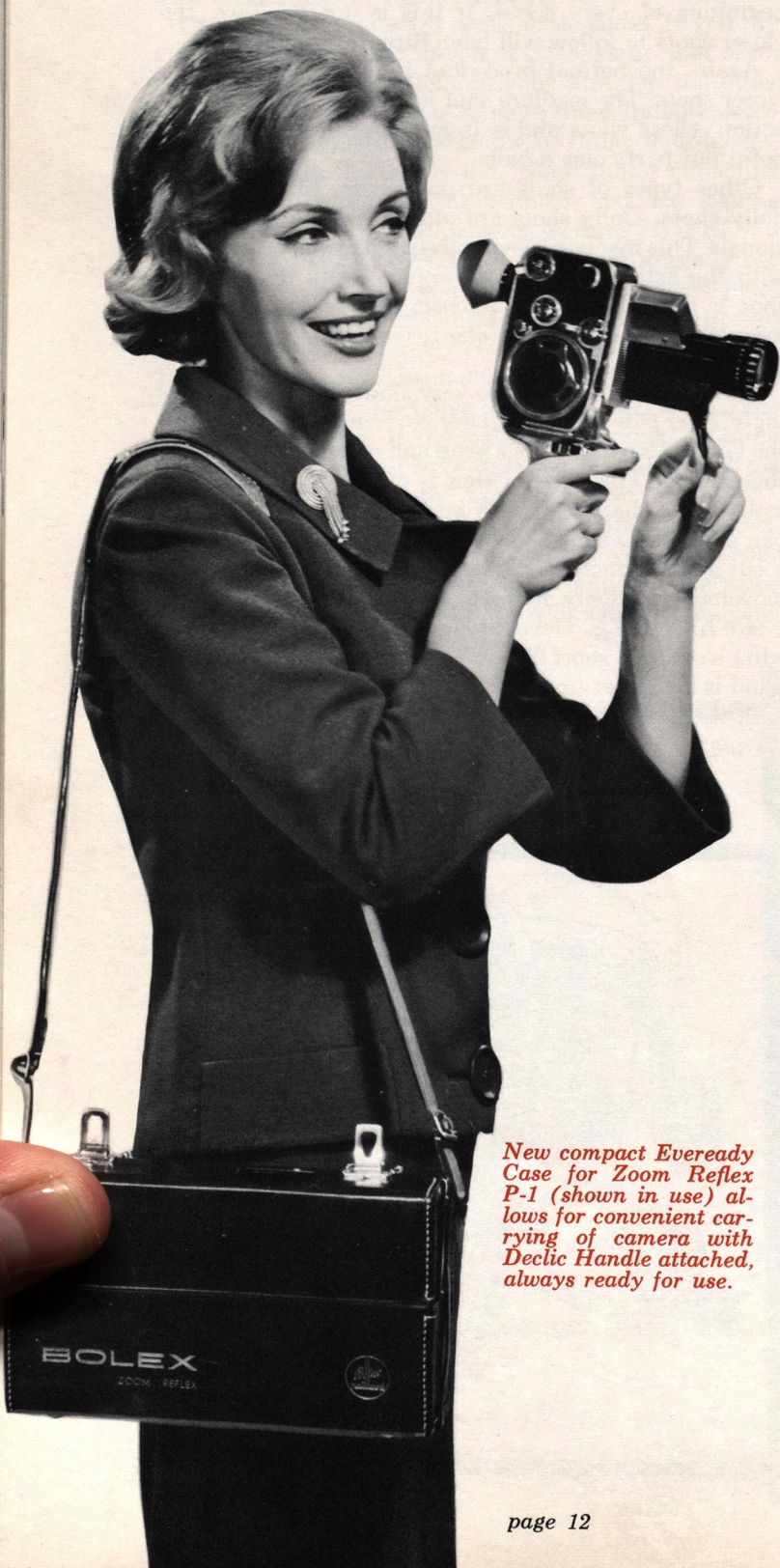


NEW: BOLEX ZOOM REFLEX P-1



New compact Eveready Case for Zoom Reflex P-1 (shown in use) allows for convenient carrying of camera with Declic Handle attached, always ready for use.

NEW—Integrated 8-40 mm zoom lens

NEW—Internal reflex viewing and... Split-Image rangefinder

NEW—Cadmium sulphide Compumatic cell
Full range of professional Hollywood effects with built-in:

Variable shutter—Fade effects

Film rewind—Lap dissolves

Variable speeds—Slow-Fast motion

The Pan Cinor zoom lens made by Som-Berthiot has a full 5:1 zooming ratio from 8mm (32° angle of view) to 40mm (6½° angle of view). Manual zooming permits the filmmaker to zoom at any speed, slow or fast, or to change the speed while zooming, thereby giving exactly the desired effect. The lens has a maximum opening of F:1.9 with the diaphragm stopping down to F:16 and focuses from 3½ feet to infinity. The main feature of the Bolex Zoom Reflex is its superb optical performance which until now has never been possible with zoom optics.

The Bolex P-1's reflex viewfinder assures accurate, parallax free framing at any distance and focal length setting of the zoom lens. The brightness of the viewing image is independent of the diaphragm opening; a clear, bright image is obtained even if the lens is completely stopped down. Convenient left or right eye viewing with rubber eyepiece completely shielding extraneous light. Eyepiece correction is plus or minus 3 diopters.

A split image rangefinder which extends over the entire viewing field is included within the reflex viewfinder; it permits focusing upon any subject within the viewing area. The split image is convenient and extremely accurate; since the view-finder image remains bright, focusing is possible in dim light or when the lens is completely stopped down.

The new ultra-sensitive Compumatic electric eye will permit light readings under any "available light" situations with fastest films available (up to ASA 400). This new camera does not use a conventional selenium photocell but a cadmium sulphide photo resistor together with a miniature battery which makes the Zoom Reflex P-1 the most sensitive electric eye camera made. The Compumatic system measures the light through the zoom lens and therefore the exposure is always based on the exact area seen through the camera's reflex viewfinder. How does this new system work? When light falls upon the photo-resistive cell, its resistance to the battery's current decreases causing the meter's needle to move. The stronger the light, the lower the resistance and the greater the movement of the needle which is visible through the reflex viewfinder. When no light is present, such as when the camera is inside a carrying case or the lens is covered with a lenscap, the resistance of the photo resistive cell is so high that virtually no battery current is consumed, thereby contributing to the longevity of the battery (which is about 2 years).

The BOLEX Reflex P-1 camera has a full range of features—A variable shutter produces fades in the camera and a built in film rewind permits making lap dissolves of professional quality. Other features for advanced filming include: a full range of absolutely constant speeds from 12 to 64 fps, a single frame device and an automatic footage counter.