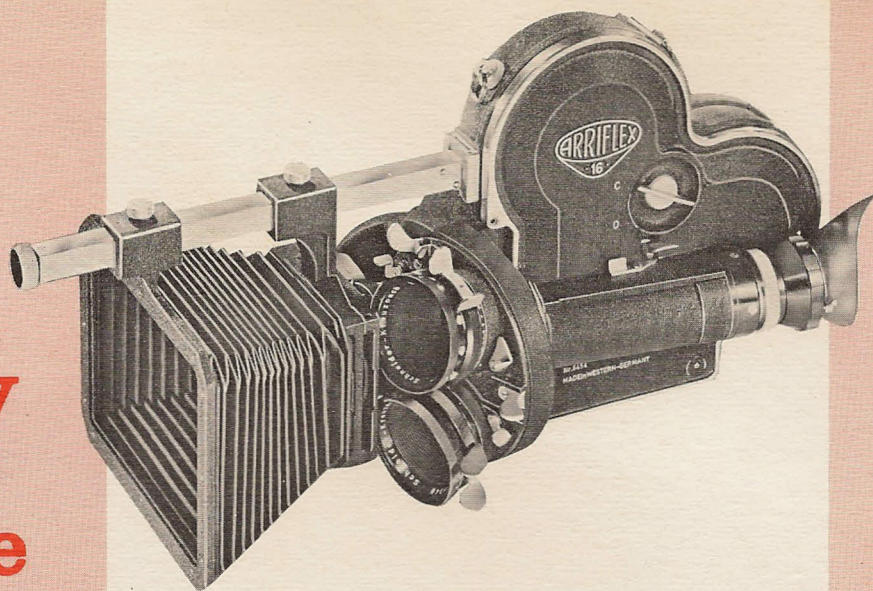


“ The Arriflex 16, because of
its versatility, ruggedness and
reliability has become the most
popular portable professional
motion picture camera
in America today ”

(Quoted from a four-page editorial in "The American Cinematographer")

why
the



ARRIFLEX 16

is the
most
desirable
professional
16mm
camera

Because of its features

TRUE MIRROR REFLEX SHUTTER

— not a beam splitting device — passes 100% of the light to film and viewing system intermittently.

FINDER SHOWS BRIGHT IMAGE THROUGH TAKING LENS

— even in poor light. 10X magnification; no parallax; no misframing; accurate, easy follow-focus.

REGISTRATION PIN IN PRECISION FILM GATE

— with balanced rear pressure pad, side pressure rail, cross stages around aperture. This means rock-steady pictures, no film "breathing," 35mm-like film quality.

THREE LENS DIVERGENT TURRET

— lets you use wide angle lens to 300mm telephoto without physical or optical interference.

INSTANT-CHANGE LENS MOUNT

— with large-flange surface insures positive seating and precise flange focus and alignment.

LARGEST CHOICE OF LENSES

— by famous makers. From 5.7mm extreme wide angle to longest telephoto.

VARIABLE SPEED MOTOR

— electrically driven by light, compact, rechargeable batteries. Motor instantly interchangeable for other types — Governor Controlled, Synchronous and Animation.

TACHOMETER, FOOTAGE AND FRAME COUNTERS

HAND-HELD FILMING

— all these features in a camera so light (only 6½ lbs), so formfitting, with its ingenious Contour Hand Grip, that steady, hand-held filming is easy.

The many hundreds of new purchases of the Arriflex 16 by industry, government, military services, and educational institutions are proof of the convincing superiority of this outstanding camera as factually stated in this insert. And the partial list of satisfied users is our most convincing recommendation...

**Because of its
versatility**

It is a hand camera for newsreel and fast action filming

It is a studio camera when you add the 400' Magazine and the Synchronous Motor.

It is a sound camera when you put it in the Arriflex Blimp.

It is also an animation camera, a scientific laboratory camera, a medical camera, a cine-micrographic camera.

You can start with the hand camera, and as your requirements demand, add the special purpose accessories, and yet be able to convert it back to a hand camera in a few seconds — and without the use of even a screwdriver.

**Because it is
rugged and reliable**

Here is a precision camera that will operate dependably under the most adverse conditions.

Walt Disney Productions, Inc., whose assignments lead their crews to the farthest corners of the globe, own more than 30 Arriflex 16's as of this date.

In the rough tropics, during the filming of "The African Lion," ace Disney wild-life photographer Al Milotte shot over 90,000 feet of color with one Arri 16.

Disney cameramen found the Arriflex 16 most reliable during the Navy North Pole Expedition.

And for the recent South Pole Expedition—1957-1958—where Disney Productions filmed "The Seven Cities of Antarctica," Arri 16's again were selected for major filming.

**Because of factory
service in the U.S.**

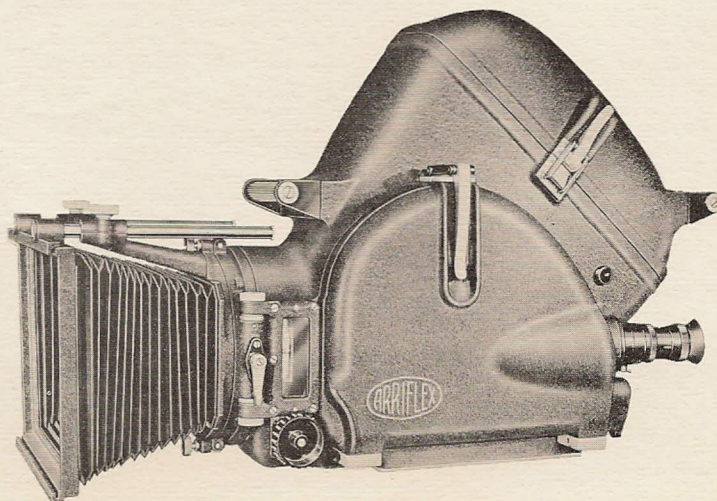
A modern, fully equipped service center is maintained in New York City, manned by factory trained technicians. A complete stock of Arriflex parts is always on hand. Because Arriflex owners derive their income through the use of their cameras, service is handled on the promptest possible basis—in most instances within 24 hours.

**Because of its
reasonable price**

You cannot buy another registration-pin 16mm camera unless you pay more than twice as much. If you "doctor up" an ordinary 16mm camera with accessories needed for professional use, it will cost you more than the Arriflex and you still won't have a professional camera, not to talk about the many exclusive Arriflex features.

Arriflex equipment is
available on convenient
long-term leasing plan with
purchase option.

ARRIFLEX
CORPORATION OF AMERICA
257 PARK AVENUE SOUTH, NEW YORK 10, N. Y.



Hundreds of satisfied Arriflex customers throughout the nation are our best recommendation. Many companies are members of our "more than 6 Arriflexes" Club. Here is only a partial list of Arriflex users.

ACF Industries, Inc.
Aerojet General Corporation
Aerophysics Dev. Corp.
African Leprosy Society
Agricultural Extension Service
Allstate Insurance Company
American Foundn. for the Study of Man
Ames Aero Laboratory
Argonne National Laboratory
Mark Armistead
Aro, Inc.
Astronaut, Inc.
Atomics International
Audubon Society
AVCO Corporation
Baltimore City Hospital
Baptist Foreign Mission Board
Barber-Greene Company
Bell Telephone Laboratories
Bendix Aviation-Eclipse Pioneer Div.
Boeing Airplane Company
Brookhaven National Labs.
Business Films
CAA (Photographic Sec.)
California Institute of Technology
California State Polytechnic College
Cal-Nat Productions, Inc.
Calvin Company
Dr. Ramon Castroviejo
Cate and McGlone
Cavalcade Productions, Inc.
Chase Manhattan Bank
Chrysler Corporation
Cinefonics, Inc.
Cleveland Clinic
Coleman Productions
Colonial Williamsburg, Inc.
Colorado Dept. of Highways
Commonwealth of Pennsylvania
Continental Productions, Inc.
Convair Astronautics
Cook Electrical Research
Cornell University
Craven Film Corp.
Curtis Publishing Co.
Daytona Beach Chmbr. of Commerce
Diamond Ordnance Freeze Lab.
Walt Disney Productions
Doak Aircraft
Doane Productions
Dow Corning Corporation
Dumont Television Network
E. I. DuPont de Nemours
Eastman Kodak Company
Educator Films
Encyclopedia Britannica Films
Eyerly Aircraft Co.
Farrell and Gage Films Inc.
Filtron Company, Inc.
Florida Cypress Gardens
Florida State University
F-M Film Editing Service
Henry Ford Hospital
Ford Motor Company
Gallu Productions
General Electric Co.—AGT Div.
General Electric Co.—FP Div.
General Motors—Research Lab.
Grumman Aircraft Engr. Corporation
Hamilton Wright Organization
Harvard Medical School
Harvard Productions Inc.
Harvard University—Peabody Museum

Hopkins Marine Station
Hospital for Special Surgery
Hughes Tool Co.
Hunter Douglas Corporation
Illinois Bell Telephone Co.
International Business Machines
International Harvester Company
Jamieson Machine Co.
Jet Propulsion Laboratory
Kansas State Teachers College
Kansas University Medical Center
Kelly-Zahrndt-Kelly Inc.
Kent Films
Kimberly Clark Corporation
KPLC-TV Lake Charles, La.
Kraft Foods Co.
Lear, Inc.
Lockheed Aircraft Corp.—Calif. Div.
Lockheed Missile Systems
Los Angeles State College Fndtn.
Lythe Engr. and Mfg. Co.
Mackinac Bridge Authority, Mich.
Manufacturing Experiments Div.
Marathon TV Newsreel
Marquette Univ. School of Medicine
Glenn L. Martin Co.
McCullough Motors
McDonnell Aircraft
Merit Prod. of California
Methodist Hospital, Houston
Michigan State Highway Dept.
Michigan State University
Midwest Film Studios
Missouri Conservation Commission
Mode Art Pictures Inc.
Moody Institute of Science
Motion Picture Production
MPO Productions
Museum of Science
National Aeronautics and
Space Administration
National Bureau of Standards
National Inst. of Health
(Photographic Sec.)
Nationwide Insurance
Natural History Museum, N.Y.C.
Nature Close-Ups
National Broadcasting Company
New Holland Machinery Company
N. Y. Bellevue Medical Center
N. Y. Eye & Ear Infirmary
N. Y. State Department of Commerce
N. Y. State Power Authority
New York University
Newington Home for Crippled Children
North American Aviation
No. Ca. Wildlife Resource Comm.
North Dakota Agricultural College
Northern Indiana Public Service
Ogilvy, Benson and Mather
Ohio Department of Highways
Oregon University, Medical School
Pan American Airways
Pennsylvania Dept. of Public Instruction
Pennsylvania Game Commission
Phillips Petroleum Co.
Pillsbury Mills Inc.
Pilot Productions Inc.
Plastic Contact Lens Co.
Platt Productions
Producers' Film Studios
Purdue University

RAD, Avco Manufacturing Corp.
Raytheon Missile Division
Radio Corporation of America
Remington Rand
Reorganized Church of Jesus Christ
Republic Aviation
R. J. Reynolds Tobacco Co.
Richfield Oil Corporation
Rochester University, Biology Dept.
Rockefeller Institute, N. Y.
Rocketdyne, Inc.
Rolab Photo Science Lab.
The Rosicrucian Order
Roswell Park Memorial Inst. (Buffalo)
Rutgers University
St. Luke's-Texas C and M Hospital
Santa Fe Railroad
Peter J. Schweitzer Inc.
Charles Sciurba
Screencraft Enterprises
Shell Development Corp.
Signal Films
Sleeping Giant Films
South Dakota State College
Southeastern Films
Southwest Film Industries
Standard Oil Company of Indiana
Wayne Steffner Productions
System Development Corporation
Telecine Film Studios Inc.
Temple Hospital, Philadelphia
Texas Department of Health
Thiokol Chemical Corporation
Time, Inc.
Trans World Airlines
Trinity Films Inc
Union Pacific Railroad Company
U. S. Air Force Academy
U. S. Army-Redstone Arsenal-Alabama
U. S. Borax and Chemical Corp.
U. S. Civil Aeronautics Administration
U. S. Department of Agriculture
U. S. Department of the Interior
U. S. Naval Ordnance Laboratories
U. S. Navy Electronics Laboratories
U. S. Public Health Service
U. S. Senate Recording Studio
U. S. Steel Corporation
U. S. Veterans Administration
University of California
University of Chicago
University of Indiana
University of Miami
University of Michigan
University of Minnesota
University of Texas
University of Wisconsin
Upjohn Company
Venard Organization
Medical College of Virginia
Virginia Dept. of Education
Virginia Polytechnic Institute
Vision, Inc.
WBNS-TV, Columbus, Ohio
WCCO-TV, Minneapolis, Minn.
Western Electric Company
Westinghouse Electric Corporation
Weston Woods Studios
WGBH-TV, Boston, Mass.
WHDH, Inc., Boston, Mass.
WINO Radio Station, Dayton, Ohio
Wisconsin Conservation Dept.
WSAZ-TV, Huntington, W. Va.



ARRIFLEX

CORPORATION OF AMERICA
257 PARK AVENUE SOUTH, NEW YORK 10, N. Y.