

"TWENTY YEARS OF RESEARCH WORK."—*Liverpool Courier.*

WILL DAY'S

Wireless

Section

ASK US ANY QUESTION
YOU WANT ANSWERED.
WE INVITE YOU TO
CONSULT US. OUR
KNOWLEDGE IS AT
YOUR DISPOSAL
F R E E !



WILL DAY, LTD.

Wireless Specialists
19 LISLE STREET
LEICESTER SQUARE
— LONDON, W.C.1 —

Telephone . . . Regent 4577

W.D.
16°
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W.D.
C.143/1180
A circular logo containing the letters "CF" in a bold, sans-serif font.

You May be in Doubt

ALL manner of questions assail the minds of those about to instal Wireless Sets into their homes.

You may wonder whether Valve Sets are better than crystal Sets — *Come in, and we will explain the difference.*

You may wonder if loud speakers can be used in conjunction with Crystal Sets. They can — *Come in, and we will explain.*

You may wonder if long aerials are superior to frame aerials or indoor aerials. — It depends on circumstances. — *Come in, and ask us about it.*

You may fear the price of Sets and the bother of erection. — *Come in, and we will tell you the best way, in your particular instance, to go about it.*

You may not wish to buy any specially-advertised make. — We can, and do, supply *all* makes. — *So come in, and ask questions with no obligation to purchase, but just to acquire information.* We want to help enquirers — we want to give of our knowledge because we want your confidence.

You may ask for some proof of our ability to advise, and you may want reasons for placing confidence in us. —

Therefore--**READ** the Next Page

Reasons Why you can rely on **WILL DAY, LTD.**

- 1 Our Managing Director, MR. WILL DAY, is a pioneer-inventor. In one year alone he equipped 2,000 picture-theatres with their electrical installations.
- 2 He is an Inventor and is on the Council of the Institute of Patentees.
- 3 He invented the finest Crystal used in Wireless, namely, DAYZITE, which is the only crystal with a sensitive surface in every part, giving immediate contact without any kind of manipulation.
- 4 MR. WILL DAY is at present in touch with the latest wireless invention which includes a wireless moving picture of the concert platform and theatre stage, or other physical surroundings, as well as the wireless broadcasting of the sounds. In other words, this invention will, in time, afford wireless users the opportunity of seeing the show as well as hearing. This is the link between kinematography and wireless.
- 5 MR. HORACE DAY is a Director and has charge of the Wireless Department. He has been a student of wireless since its earliest days and is the inventor of the complete wireless installation carried in a top-hat: this installation includes aerial, complete Valve receiving set, head-phones, etc., all out of sight, enabling the wearer to listen-in whilst paraading the streets.—(Illustrated in "Daily Mail" and "Daily News," May 13th, 1922.)
- 6 MR. WILL DAY is one of the oldest members of the kinematograph industry and has in the South Kensington Museum at the present time an exhibit of which fuller details are given on page 4.
- 7 He is also the inventor of the DAY REFLECTOGRAPH Viewer, which affords children the opportunity of viewing standard sized kinematograph films in daylight without any other illuminant. He has also invented and patented a clever device whereby every important working part of a Kinematograph Projector can be instantly detached from the main casting.
- 8 He invented the electrically-driven camera which allowed our airmen during the War to take pictures from between the gun-sights. One of these cameras is in the War Museum. He also made the first small sets of developing outfits for the development of Films on Board our Battleships.
- 9 He has studied Modern Hygiene and Sanitation including Modern Building Construction and holds Elementary, Advanced and Honours Certificates from South Kensington.

An Interesting Exhibit

A COMPLETE record of the history of the Kinematograph by means of models and the actual inventions themselves, from the first conception of the moving picture (5,000 B.C.) down to the latest invention, all annotated in chronological sequence, so that a mere boy can study and be interested in this — one of the world's greatest marvels — is on view

at

. The Annexe .

of the

National Science Museum

South Kensington

This Exhibit which includes wax figures actually used by the Chinese 1,000 B.C. is to be seen at the usual hours of opening, including Sundays,

F R E E

MR. WILL DAY, Managing Director of MESSRS. WILL DAY, LTD., has devoted the greater part of his life to the collection of the numerous items of this wonderful exhibit. AND ALSO OWNS PERHAPS THE FINEST LIBRARY IN THE WORLD ON THE SCIENCE OF OPTICS AND OF APPLIED OPTICS GENERALLY.

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WIRELESS & KINEMATOGRAPH EXPERTS

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