

# CLAIRAL

PATENT 2528 / 1924. LTD

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THE MOST MARVELLOUS INVENTION—AND ONE OF THE GREATEST SCIENTIFIC DISCOVERIES OF THE AGE RELATIVE TO THE TREATMENT OF WORN-OUT OR OLD KINEMATOGRAPH FILMS.

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RENDERS OLD RAINY JUNK EQUAL TO NEW FILM WHILST IT PASSES THROUGH THE PROJECTOR.

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Sole Agent :—

**WILL DAY,**  
KINUTILITIES,  
19, LISLE STREET, W.C.2.

Phone: 4577 REGENT.

Grams: TITLES WESTRAND.

# CLAIRAL

REG.  
PATENT 2326 / 1914. LTD

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TO the thousands of users of KINEMATOGRAPH FILMS it must be apparent that any process, which positively eliminates all Rain marks, Scratches, and other detrimental factors on a Film, no matter how old it is, will meet a want, that ever since the inception of the use of Celluloid Film has been not only existant but that has been an absolute necessity, and it is no idle boast to say that no Institution using Kinematograph Films for any purpose whatsoever, whether it be the Theatre or Music Hall for entertainment purposes, the Science College, or class room for educational purposes, the Industrial Institutions for demonstration purposes, or any other branches using Kinematograph Films. In the first place it might happen that many an old subject could well be shown



again and would be welcomed, but the condition of the copies renders this an impossibility, but by the application of "CLAIRAL" these old films become as good as new for the time they are being shown.

"CLAIRAL" is a Scientific Discovery and consists of a liquid which has many components. It is positively fireproof and renders your Film so for the time that it passes through the projector. It is a perfectly clear fluid absolutely volatile in the atmosphere, and by the time the film reaches the bottom spool box all traces of its application have disappeared, and far from being the least injurious to old films it gives them a new lease of life, as when the celluloid base has become brittle it renders it supple once more; thus it has everything in its favour to recommend it and the application to the oldest and worst rain marked film must be seen to be believed.

It is positively marvellous and behoves everyone to witness a demonstration, and the best test is to bring the oldest and worst scratched film you can find, and let us prove to you the wonderful efficacy of this truly remarkable scientific achievement.

Arrangements have been made for demonstrations to be given at the private Theatre of Messrs. J. T. R. Syndicate at Reynold's House; it can also be seen at our showrooms—

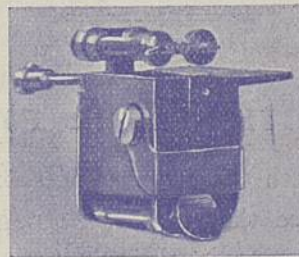
WILL DAY,

KINUTILITIES,

19, Lisle Street, W.C. 2,

situate in the centre of the film industry and almost opposite the stage door entrance to the Empire Theatre, Leicester Square.

The attachment for the use of "CLAIRAL" is a patented instrument which can be applied to almost any existing type of projector and is simplicity itself,



TRAP CLOSED.

W.D.

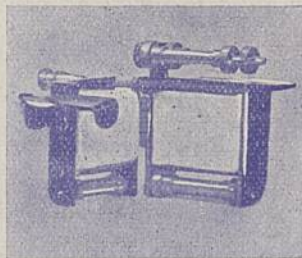
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consisting of practically an ordinary Film Fire trap as fitted to almost all spool boxes, but having the



TRAP OPEN SHOWING PADS.

introduction of two soft felt pads fitted on springs through which the wonderful "CLAIRAL" Fluid is applied to the film just before it engages with the top sprocket.

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### INSTRUCTIONS FOR FITTING.

No. 1.—Attach trap to spool-box in place of existing one. See that film has straight run to top bobbin and trap conveniently set for threading between top rollers when trap is open.

No. 2.—Fasten tank support on top of spool-box, care being taken to see that half-moon supply pipes on tank are as near as possible hanging directly over trap pipes, but at same time the tank should be so placed that the supply regulator at the top is conveniently reached by the operator.

No. 3.—Screw up pipes on trap, cut off to required length for joining tank ; have loose cones sweated on.

No. 4.—Set tank perfectly straight so that liquid flows equally down both pipes.

No. 5.—Sufficient pressure to fasten up nuts on cone can be obtained by thumb and finger. Be sure not to twist small feed pipes in trap.

The small delivery pipes to pads can easily be cleaned, when necessary, by removing nuts from cones. Occasionally the small pin-holes require attention. This should be done by a fine piece of wire, so as not to enlarge the holes, otherwise unnecessary waste of liquid will take place.

Damp pads in liquid before using, and keep them clean by occasional rinsing in "CLAIRAL" Fluid.

Regulate the supply to pads by thumbscrew on top of tank.

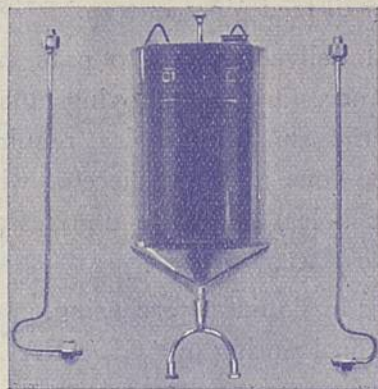


Keep tank fairly full to ensure good flow to feeds.

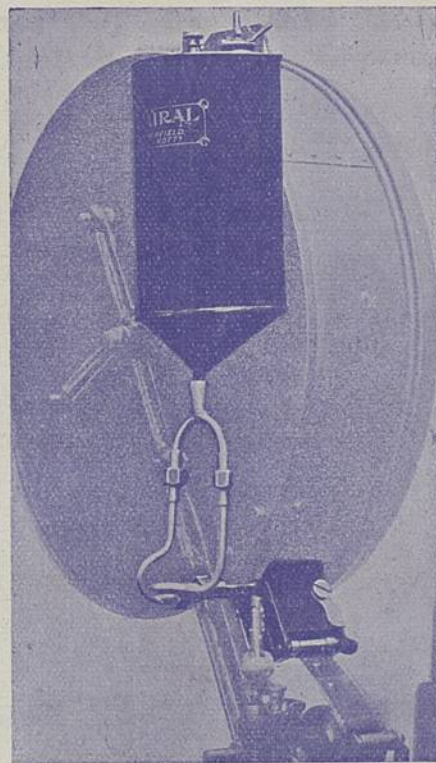
The supply should just keep pad moist ; a wavy appearance on screen indicates too much liquid.

Adjust the tension of pads by thumbscrew at back of trap. They should have a fairly tight grip of film in travelling through, but only sufficient for efficiently damping both sides of the film.

**CLAIRAL IS ABSOLUTELY FIREPROOF.**



TANK AND PIPES READY TO FIX.



TANK AND PIPES FIXED TO TOP SPOOL BOX.

Prices for Renting complete installation of "CLAIRAL" including all apparatus and rights to use same—

**£10 10 0 per annum.**

**CLAIRAL FLUID £1 2 6 per Tin**  
**(containing nearly 1 gallon).**

It can be reckoned, after exhaustive trials, that one tin of "CLAIRAL" will last for constant application on 160,000 feet of film, so that it can be seen at a glance the price has been made to bring it within the reach of all and will repay the cost of the installation within a few weeks by enabling the Showman to use older films with every confidence at a far cheaper rate than would otherwise be possible, and having the added factor of rendering the films Fire proof whilst passing through the machine.

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**WILL DAY,**  
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**W.C. 2.**

**TO WHOM ALL APPLICATIONS MUST BE MADE.**

**CLEAN TO  
WORK.**

**NON-  
INFLAMMABLE.**

**NO MORE  
RAINY  
FILMS.**





C36/824