

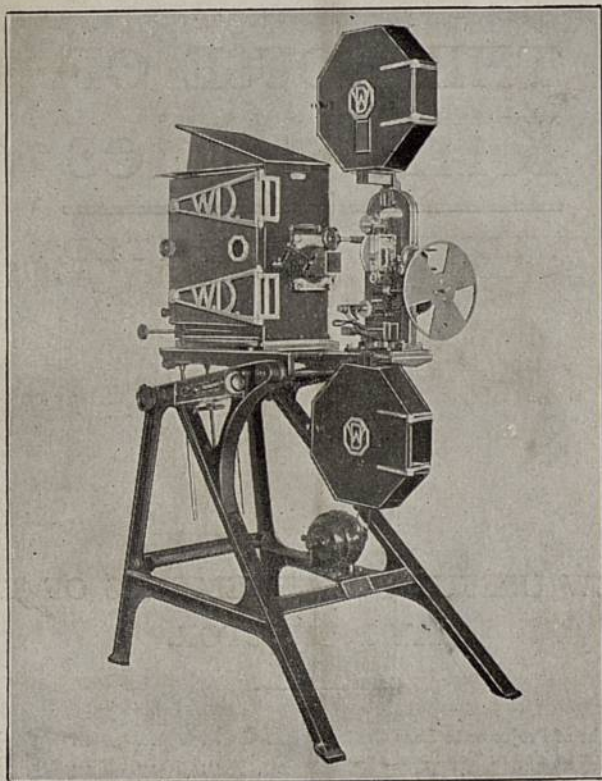
JUNE, 1920.

*W. Day*

# "THE DAY" PROJECTOR.

A triumph of British skill  
A mechanical masterpiece  
*Vide, Press.*

BRITISH! EVERY BIT OF IT.



Designed and Patented by Mr. WILL DAY.

Standardised Throughout.

The Premier British Model.

Built for Efficiency,

Long Wear & Safety.

THE EXHIBITORS FRIEND.

## WILL DAY, LIMITED,

KINUTILITIES,

19 LISLE STREET,

LEICESTER SQUARE,

LONDON, W.C.2.

Complete.  
Motor &  
Starter  
extra.

£99

Works :  
SHEPHERD'S BUSH.

Wires : "Titles, Westrand, London."  
Phone : Regent 4577.

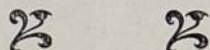
This list cancels all previous issues.



For every Requisite for THEATRE or STUDIO  
use you cannot better

## THE HOUSE OF Kinutilities

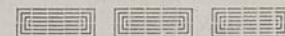
WILL DAY . LIMITED



### A FEW USEFUL MEASUREMENTS OF THE DAY PROJECTOR.

Height of Projector to Lens Centre	...	...	...	3' 9 $\frac{1}{2}$ "
Height to Top of Top Spool Box	...	...	...	5' 11 $\frac{1}{2}$ "
Distance from Back of Lamp House to Front of Shutters Spindle,	...	...	...	4' 0"
Height to Top of Bed Plate of Stand	...	...	...	3' 1"
Distance from Back to Front of Stand Legs	...	...	...	3' 5"
Distance from Side to Side of Stand Legs	...	...	...	2' 5"
Approximate Total Weight of complete Machine and Cases, packed for transit by rail, 5 cwt.				

## "THE DAY" PROJECTOR



### Introduction.

EVERY manufacturer, in marketing a new machine, has some specific claim to make in respect of its advantages. This applies to kinematograph projectors just as much as any other instrument, and there are many models which may be obtained at various prices, some good, some indifferent, and some which are scarcely worth classifying. In some instances, the so-called "distinctive feature" is a freak attachment, which, more often than not, is an amplification rather than simplification, causing untold worry and bitter disappointment to the unfortunate exhibitor. "THE DAY" Projector possesses no such "alleged improvements," but is built on scientific lines, with real advantages calculated to faithfully meet the strain and wear which the present day circumstances demand.

The experience and practical knowledge of the designer cannot be doubted, when it is remembered that he has made a life-long study of Kinetics, and he is too well versed in its basic principle to attempt any experiments which are opposed to natural science, and which must ultimately bring trouble and disaster. Consequently, we are able to offer you a projector in "THE DAY" which cannot fail to perform its task to the utmost satisfaction of the exhibitor, and to the credit of the maker, and, in considering the features set out hereunder, we would ask you never to lose sight of the fact that the projector is the very heart of your equipment, and should be capable of performing its task as well in the hands of the novice as in the hands of the most experienced operator.

Consider, and then judge accordingly.

W.D.  
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BR



## THE MECHANISM.

The mechanism is of exceptionally heavy construction and great care has been taken in this all-important unit to avoid unnecessary complications in every way. The most correct application of metals has been put into use, and the natural result is a welcome absence of friction in all working parts. The Main Gears are cut on a helix, which provides a far greater wearing surface than if they were cut on the ordinary square system. This also ensures a smoothness and quietude in running. The Maltese Cross is of the large type, and is ground on special machinery, giving a remarkable degree of accuracy. The Cam Face is produced in special hardened steel, ground true after hardening, which absolutely ensures accuracy. One of the principal features is described below under the heading of "PRINCIPAL SHAFTS AND BEARINGS," and this presents a remarkable advantage, which will be greatly appreciated when it becomes necessary to fit spare parts, and is one which we can confidently say is not employed in any other model, as five complete units practically re-make a mechanism.

## THE OPTICAL SYSTEM for CINE PROJECTION.

This point has received the great consideration so necessary to secure the best results on the screen. A first-class Cine lens of 42.5 m/m diameter is fitted in a solid Rack Mount, and the mount itself is reversible so as to allow of a lens of as short a focus as 1½ in. being used. This Rack Mount is carried on a Bracket mounted on two Rods, and is readily adjustable to any desired position.

## PRINCIPAL SHAFTS AND BEARINGS.

It is a perfectly easy matter for a maker of any machine to claim that spare parts can be obtained when they are needed, but few, if any, have made provision for the satisfactory fitting of these spares, and oftentimes it is necessary for the machine to be returned to the factory before this can be satisfactorily done. Not so in "THE DAY" projector, for the designer had this matter well in mind when he was providing for the construction of this model. Each movable unit is mounted in the casting with its bearing, and is instantly detachable from the main bearing by loosening a grub screw and pushing the unit out complete. This method has already been patented, and it must be instantly apparent to the most casual observer that when it becomes necessary to fit a new unit, this can be done by the veriest novice, and the method employed eliminates the necessity of re-bushing, which hitherto proved a matter of considerable trouble to the harassed exhibitor. The units are so fixed that it is impossible for them to wear loose, or get out of position in running, and as will be seen, the ease with which all parts are renewable is so simple and yet so perfect, that the question of renewal is reduced to practically nothing.

## CONSTANT OPTICAL AXIS.

The Projector, which is fitted with anything but a Constant Optical Axis, must necessarily be considered entirely out of date. It has already been applied to many models, whereas there are still some offered where it becomes necessary to re-adjust the Arc Lamp whenever a picture has to be masked. At the same time the majority of machines which have embraced this particular point, have provided that the Gate only shall be moved, whereas, in "THE DAY" the whole mechanism moves, while the Gate Mask, which determines the picture, is fixed to the main casting, consequently, once the necessary loops on the top and bottom sprockets have been duly obtained, they remain in the same proportion the whole time the film is running through the machine. Therefore, the Arc Lamp, Condenser, Mask and Lens are always in one plane, and the correct mask can be obtained by a simple movement of the grip handle, which is provided for that purpose, thus reducing the strain on the film and greatly minimising the liability of breakages.

## THE GATE.

The Gate of "THE DAY" Projector is well worth a little consideration on the part of discriminating purchasers, for this is the part of any projector which is most likely to ruin a film, as has so often happened in the past. The Gate fitted to "THE DAY" Projector is positively the best in use, and embraces those very essential points so requisite to perfection namely: Resiliency when in contact with the film, with an instantly detachable Back Plate, thereby permitting the operator to readily remove any coagulation of emulsion adhering to the skates which has hitherto been impossible. Such coagulation is the cause of damage to the film, and fire, through the film adhering to the runners. The Gate is separated from the light by means of a solid casting, thereby ensuring a continually cool channel through which the film has to pass. Two Gate Back Plates are given with each Projector, one in brass with velvet skates, and one in steel with burnished steel skates.

## SAFETY DEVICES.

The Front Cone of Lamphouse is fitted with a solid Brass Curtain Cut Off instantly operated by a very small movement lever. The Automatic Safety Shutter is positive in its action, and being quite unattached from the Mechanical Friction device, cannot fail to act, as it naturally falls into the Cut Off position by gravity. The special Fire Traps fitted to the Spool Boxes demands the attention of every exhibitor, as they are fitted with steel rollers of ½ in. diameter, and having a cavity between the first and second sets of rolls, the film has a tendency to mechanically extinguish itself by the dense gas generated from same. The Gate is also a safe one as, upon deliberate firing, only the small portion of film in the gate opening becomes ignited, the flame cannot pass through either top or bottom of gate.



## THE SPOOL BOXES.

The Spool Boxes are of registered design and are made in cast aluminium. The object of their octagonal shape is to permit of sufficient finger play when adjusting a film after a possible break, or when first threading up. Both Top and Bottom Boxes are fitted with 4 steel rollers of massive proportion, which are recessed in the centre to prevent any chance of marking the film. The Top Box is fitted with a mica covered window through which the revolving spool can be readily seen, thereby rendering it unnecessary for the operator to open his Top Box for the purpose of seeing what film is left to run off, and thereby exposing the film to the risk of fire.

## THE LAMPHOUSE.

"THE DAY" Lamphouse, like every other unit in the Outfit, is a distinct improvement on the old type, which was always too small and consequently a source of danger and discomfort. It is manufactured of sheet steel and built on steel framing, and the door gives access to the full size of the body, thereby allowing plenty of room for the purpose of carboning the Arc Lamp, and for making any adjustment that may be needed to same. It is fitted with two heavy steel grooved runners which accommodate either the Arc Lamp or Mechanical Tray, and is furthermore fitted with a double lining of sheet asbestos backed with steel, with ample air space between. This prevents the asbestos sheet from damage, and keeps the outer door continually cool. The Condenser mount is mounted outside the Lantern Body which makes it readily detachable and reduces to a minimum the chance of breaking the Condenser Lenses, being of special construction and of ample proportions.

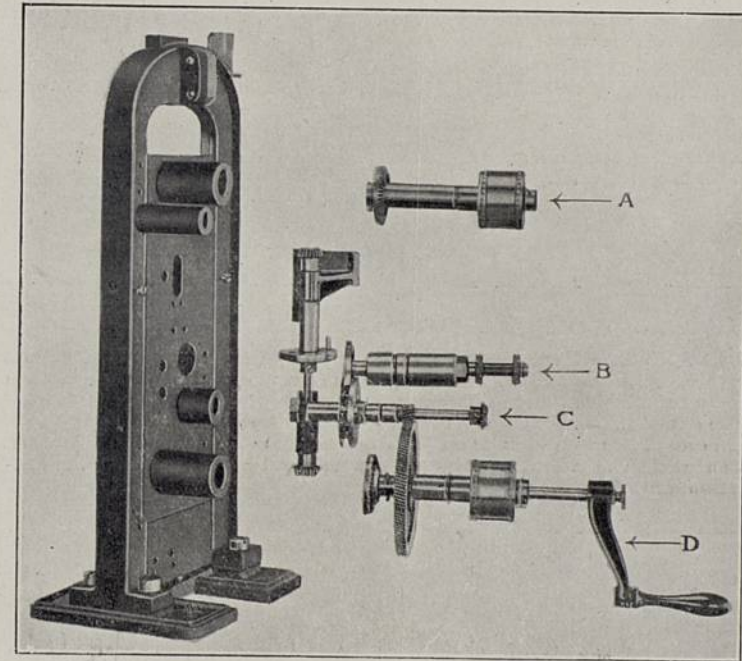
## THE STAND.

This unit is novel, and of registered design, and as will be seen, it possesses distinct advantages, which again make for efficiency, while reducing to a minimum the question of adjustment. The build is massive, and it is designed to take strain in the best possible way. The means of raising and lowering is the most simple yet evolved, as only one screw is brought into use. In addition to the screwed elevating rod, there are two solid steel Guide Rods, which engage with eyebolts to ensure rigidity.

## The Complete Outfit.

In mentioning the complete outfit, we embrace every unit essential for the immediate installation of the machine and running of a picture, and consequently, the price at which the outfit is offered includes a Cinema Lens of any normal focus, an improved type heavy pattern "DAY" Arc Lamp as described at the back hereof, which is mounted on a mechanical tray, an Auxiliary Curtain Light Cut off, which is fixed to the cone of the Lamphouse, an Asbestos Light Curtain which is fixed to the back of the

Lamphouse. In addition, an Automatic Jockey Pulley is supplied, which ensures an even drive. A platform to accommodate a motor is provided and fixed on to front of stand, but the price named does not include a motor and starter, which are extra.



## OPTICAL ATTACHMENT for LANTERN SLIDES.

If an optical attachment is needed, same can be supplied at the extra cost of £9. This includes: a Metal Slide Carrier, Large Diameter Lens Rack Mount, Bracket Arm, Optical Lens of any desired stock focus, Slide-over Tray on Rails with handle and fitting for Lamphouse.

It is always the best practice to instal a separate Optical Lantern if there is accommodation for same in the Operating Chamber, as by so doing less light is used, the breakage of slides is lessened, and better results on the screen are obtained, beside the great advantage of always having a Lantern ready to throw an announcement on the screen at a moment's notice.

CHRISTOPHER LIPSCOMB, PRINTER, FOREST GATE,



## PRICES of SPARE UNITS for DAY PROJECTOR.

UNIT A.	UNIT B.	UNIT C.	UNIT D.	UNIT E.
complete	complete	complete	complete	complete
£3 10s.	£7	£5 10s.	£7 10s.	£5

with hardened steel  
intermittent sprocket.

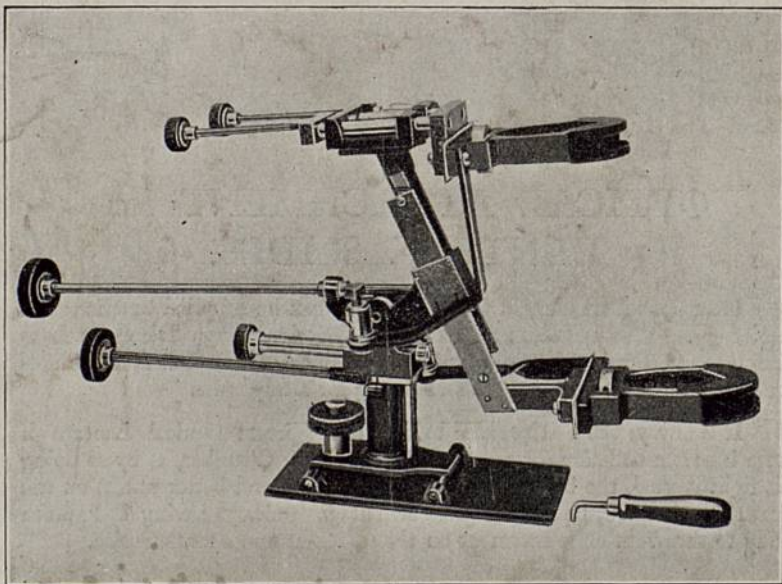
Steel Back Gate Skates, 4/6 each.  
Brass & Velvet " 5/- each.  
Front Shutter Bevels, 10/- pair.  
Aluminium Shutter Boss, 12/6 each.  
Sight Glasses for Lamp House,  
Red or Green, 1/- each.

Balance Wheels with Belt Groove, 30/- each.  
Hardened Steel Intermittent Sprockets, 45/- each.  
Front Revolving Shutters, fibre, 12/6 each.  
Day Condenser Mounts, all brass, 4 1/2 ins.  
mounted Meniscus and Bi-Convex, 35/- each.  
Day's Kinoil, the correct lubricant for all  
Projectors, 1/6 tin.

## THE "DAY" ARC LAMP.

A Triumph of Electrical and Mechanical Skill.

THIS ARC LAMP has been designed to meet all the essential requirements so necessary in an instrument of this description. The Jaws or Carbon Holders are of massive construction, and are entirely insulated from the main portion of Lamp, thereby reducing danger from short circuiting to a minimum. The top and bottom jaws are interchangeable. There are six movements. The lateral centering is of a new and novel type, and the construction and finish the very best.



PRICE £10 10s. IF PURCHASED APART FROM THE  
DAY PROJECTOR OUTFIT.