



New Facts on
Amateur Motion Picture
Photography

DeVry
Standard - Automatic
MOVIE CAMERA



Starting in the basement of Mr. DeVry's home 12 years ago the DeVry Corporation has become a world known institution for the best in portable motion picture projectors. Today the demand for DeVry Projectors and Movie Cameras necessitates the immense factory shown on this page. From all the world come motion picture men to see the wonderful manufacturing and production methods used in the DeVry factory.

DeVry
INCORPORATED - CHICAGO, ILL.
MOVIE CAMERA

Chicago, Illinois

World Famous Experts Built This Professional Camera for the Easy Use of Amateurs

THROUGHOUT the world the name DeVry is known. And in every land where motion pictures are shown, will be found DeVry equipment. Through years of steady progress, DeVry experts have kept pace with the ever-growing motion picture industry. Time and again, DeVry has anticipated needs of this great industry—has looked into the future and seen, often afar off, demands for new and better equipment to work new wonders in film-land.

And now DeVry again has scored an amazing triumph. For several years the makers of motion picture equipment have known that sometime would come a demand for motion picture cameras that amateurs could use. In common with other master workmen, DeVry's skilled experts have labored upon this problem. But modestly we say that their goal was beyond that set by others. DeVry looked forward. DeVry saw the amateur demand refusing to be satisfied with merely a top—refusing to accept anything short of a motion picture camera of professional capacity. And so this our experts labored. They strove to give you a professional camera—but a professional camera so simple of operation, so easy to handle and so light, that an amateur can use it with the ease of a still camera.



A Motion Picture Camera That is More Than a Toy

THE new DeVry just recently announced, has created a sensation everywhere. Here is a camera that you can carry with you anywhere you go. And yet it gives you real professional pictures. It permits you to preserve for generations to come, the story of life and action as you see it today. It permits you to keep a picture record of your loved ones—favored scenes—business enter-

prises—makes possible at last, entire reproduction of all the countless, cherished things that until now you have imprinted only upon the plates of memory.

There are so many ways this new camera can serve you. And in this little booklet we have sought to tell you simply and plainly why we believe the DeVry professional camera—a camera sold at an amazing low price—is the motion camera that you would desire for practical and efficient use. Modern picture photography for amateurs now is just in its infancy. It is easy for the amateur to make the mistake that all motion picture cameras for amateurs are the same—that all give you pictures like those you see in motion picture theatres. So we ask you to read this little booklet thoroughly. It should give you new knowledge—a new understanding of amateur motion picture photography.



How Important to You Is Standard Size Film?

THE big and most important difference between the professional motion picture camera and those made for amateurs is not merely size of the camera. The real difference is the size of the film you can use. And that difference is an all-important, a vital one. To bring sharply home to you just what this difference is and what it means to you in the pictures you may take—which are pictures you hope to preserve for future showing, days, weeks, years, perhaps generations later—the following dialogue between a customer for a motion picture camera and a dealer, is given for you to read.

In this dialogue is contained the questions which the careful amateur purchaser asks of the dealer concerning the narrow film used in other amateur motion picture cameras and the wide standard size film used in the DeVry camera for amateurs, as well as

all professional cameras. It tells you quickly and plainly the facts you should know before you purchase a camera from which you are certain to expect so many unusual and important services.

A camera is an important investment. As a camera should last you a lifetime you wish to be sure that your first purchase is best and wisest. As the years roll by your motion pictures increase in value. In buying today you are of necessity looking forward to tomorrow.

WHAT HAPPENED IN A CAMERA SHOP

Customer: "Please show me some motion picture cameras for amateur use."

Salesman: "Certainly. We handle three makes. Here is one for \$109.00, another for \$190.00 and the newest, the DeVry, for \$200.00. The first two use 16 mm. film."

C.—"Frankly, I do not know what you mean by 16 mm. film. Is not all film the same size?"

S.—"No. The DeVry is the only professional type motion picture camera for amateurs, made in America, that uses standard film and 16 mm. film is less than half the size of standard film. Standard film is used throughout the motion picture industry. It is 35 mm."

C.—"Then why do not all amateur motion picture cameras use standard size film?"

S.—"Well, the main reason is that with narrow film, more pictures can be taken per 100 feet of film. 100 feet of 16 mm. film will carry as many pictures as 250 feet of standard film. Also through a special process, the sprocket of the narrow film camera is turned into a positive when developed. Consequently you have no negative. But the standard film negative remains a negative when developed. A positive print is then made and it is the positive print that is run through the projector. With standard film every print can be made from the negative, which is never used for showing the pictures on the screen. Therefore, the cost of extra prints is saved with the use of 16 mm. film.

"There is the disadvantage that, although you can make duplicates of the 16 mm. film, they cannot be as clear in definition as the original. And if you do not make a duplicate of your 16 mm. film and instead, run it through the projector for a while and then try to make a duplicate, your film shows wear and every scratch on the film is dupli-

The film shown on this page and page 7 were made with DeVry camera and a roll (part) of 16 mm. standard film for 16 mm. sprocket of the same size as some amateur cameras. The bottom sprocket film is standard size.

Film shown on this page and page 7 were made with a DeVry camera and a roll (part) of 16 mm. film. The sprocket, only by size, sprocket of the same size as some amateur cameras. The bottom sprocket film is standard size.

used on the print. Not only that, but the face or figure on a narrow film is so small that it takes only a very small scratch to completely ruin the detail. The result is an unrecognizable picture. The importance of this is great because even film used in the theaters with the finest projectors last a limited time only—then a new print must be used. That is why producers always carefully file away the original negative and use it only for making prints."

C.—"And the DeVry uses standard 35 mm. professional film?"

S.—"Yes. Also it is the only automatic motion picture camera using professional film that costs less than \$300.00."

C.—"Well, which camera do you recommend for me? I know nothing about motion picture photography—have never used a motion picture camera. But I want the best. I want a camera that will not only take the finest pictures but also that will preserve those pictures."

S.—"Of course it is difficult for me to advise you. I have told you, however, that the 16 mm. or all-standard film gives you more pictures per roll, so that is an economy feature. Yet the standard film has some very unusual advantages."

C.—"What is the difference in cost between the 16 mm. film and the standard 35 mm. film for the DeVry camera?"

S.—"The 16 mm. film costs you \$8.00 a roll. This includes the cost of developing.

"A 100-foot roll of standard film costs you \$6.00. A positive print for projecting costs you \$5.50. This makes a total of \$12.50 (or \$7.50 for non-inflammable film—a total of \$11.50.)"

C.—"Yes, but if I buy a 16 mm. film camera it is almost imperative that I have a duplicate made too, isn't it? And that would cost me \$6.00. That would

mean \$12.00 for the original film and duplicate—the cost is about the same in either case."

S.—"That's true in a certain sense—but remember that if you figure in footage you will have to take 250 feet of standard film to equal 100 feet of off-standard. So if you figure the film cost on foot basis, standard, non-inflammable film costs you just two and one-half times as much as off-standard."

C.—"Hmmm, that's something to think about."

S.—"Yes it is. No doubt a great many more amateurs would be using standard size, daylight loading automatic film cameras before this except that the first standard automatic camera of which thousands were sold only took 35 feet of film and never before has 100-foot capacity automatic camera sold for less than \$125.00, and also because of the film cost which formerly was much higher."

Is It Worth Its Cost?

C.—"Well, is the standard film worth that extra cost?"

S.—"If you intend to take pictures of everything you see, promiscuously as you would with an ordinary camera, standard film cost is too great. But if you intend to take pictures to preserve—perfect pictures—pictures of your family, of trips abroad and things you probably never can re-take, the standard film is certainly worth the small additional cost. You can get perfect pictures only with standard film.

"Here is a piece of 16 mm. off-standard film. Note the pictures are exactly 1/3 the area of standard film. They lack the sharpness of clearly defined detail as well as contrast. This is not the fault of camera or film. Both are excellently made. But the film area is not large enough. The emulsion surface of motion picture film is filed with fine grains of silver. The picture is re-produced on the silver in much the

same way as half-tones are re-produced in magazines and newspapers.

"Here is a fine half-tone screen for magazine printing and a coarse half-tone for newspapers. Note how much clearer the detail is on the fine screen half-tone. This is because the image to be printed has



so many more little fine dots that make up the screen of the half-tone. The picture on the film is re-produced in much the same way. On the small off-standard film the picture must be reduced so small that very few of these dots are used. But on large standard film the picture has six times as many dots and is therefore six times as clear. This is why the 16 mm. film cannot be shown in theatres. This narrow, off-standard film should never be projected to a larger picture than $3\frac{1}{2}$ by 5 feet and is best shown under three feet. That is relatively a top projection.

Shows Standard Pictures Everywhere

"Pictures taken with the DeVry may be shown in any picture theatre, school, or church, anywhere, as well as in the home, indoors and outdoors, and will be exactly the same as those shown by professional cinematographers and prints may be made at any time in the future."

C.—"Well, I want perfect pictures. I want pictures that can be preserved."

S.—"Then frankly, you don't want the off-standard film camera—but don't forget the upkeep. The standard film is almost three times the upkeep of the off-standard."

C.—"That's all right. What if it is cheaper? I haven't the real thing. But can I use the DeVry as easily as the others?"

Weights Only 9 Pounds—Light Enough for Easy Use

S.—"You can. The DeVry weighs only 9 lbs., yet is durable and strong and should last you a lifetime. Also it has another very wonderful feature, a special action lock that permits you to get into the picture while you are operating the machine. Merely set the lock and the camera continues to run. As the mechanism is operated by a powerful spring motor, no tripod is needed. In size it is only 8½x 6½x 10½. It can also be handcranked for trick work, double exposures, titles and special effects."

C.—"I certainly thank you for your kindness and illuminating explanation. Now tell me frankly if you were to buy a camera for your own use—what would you buy?"

S.—"All right, I'll be frank. Now that there is a motion picture camera of this quality using a standard film and costing only \$1500, I would buy it. I believe, as you do, that you cannot place a too high value on perfect motion pictures. I want less footage and perfect photography. Also, I want the advantage of enlarging many of my pictures to big, satisfactory sizes and at the same time be able to project as fine a picture in my home as those shown in any theatre. Not only that, do my own shooting with some inexpensive equipment or have it done reasonably anywhere I go.

"Also, with this camera I can control my exposures because in standard film you can improve a poor negative by proper control of the developing and printing process, something you cannot do in developing off-standard film."

Q.—"Don't you think that sometime virtually all motion cameras will be standard film, automatic, day-light exposure cameras?"

A.—"Yes I do. This DeVry really is to amateur motion picture photography what the finest motor car of today is to the clattering, feeble automobile of 25 years ago. It does everything that the professional motion picture camera can do and is certainly revolutionizing amateur motion picture photography. Just lately I have heard of many explorers and scientists discarding narrow film cameras in favor of this new standard film camera—they have been taking off-size cameras as well as big motion picture outfits with them. But now they have this small handy camera that they can use without a tripod and get just as good pictures as with the bigger equipment. And as amateurs everywhere progress in photography they will, of course, turn to the standard size film. That is inevitable."

Comparative Cost of Standard vs. Off-Standard.

| | |
|---|---------|
| One 100-ft. speed 10 min., off-standard film..... | \$ 5.00 |
| One 200-ft. "Super" 20 min., off-standard film..... | 5.00 |
| | \$10.00 |
| One 100-ft. speed 10 min., standard film negative..... | \$ 5.00 |
| One 100-ft. speed 10 min., standard film positive, including printing and developing..... | 5.00 |
| | \$10.00 |

Reduction prices can be made on any of the numerous off-standard film films, 16 mm., 17 1/2 mm., 24 mm., 28 mm., etc.



This portrait of the Crown Prince of Sweden, taken from a *Motion Weekly*, is a new enlarged made from standard 16 mm. film.

Mr. Abel of "Abel's Photographic Weekly" says:

"The future portrait photographer will discard the Still Camera for the *Motion Picture Camera*, enlarging the selected pose."

—Statement made in 1924 given by Mr. Charles Abel, editor of "Abel's Photographic Weekly," at the Photographic Convention, Chicago, August, 1924.

PERFECT MOTION PICTURES *are* PRICELESS

Your Babies—All Your Loved Ones—Scenes That Are Dear—Think What It Will Mean to Screen Them Years From Now When Time Has Wrought Its Changes



WHAT joy you have TODAY, watching on the screen the natural, so familiar movements of tiny hands, the gabbled words, the toss of the head, lustrous eyes lighted with mirth. What pleasure in seeing faithful, clear-cut reproduction of other loved ones—some perhaps soon to pass on to another home. And how much more dear

will these pictures be years from now, when time has had its way. Looking into these to-morrows you want to take pleasure today that will be preserved for all time. Only with Standard Film can you really preserve these pictures for all time and yet show them now for your own joy and the pleasure of friends and relatives.



In Business the Standard Film Camera and Projector Builds Profits

MORE and more the motion picture is becoming the servant of business—more and more are manufacturers, jobbers, retailers using the film to demonstrate their products, and to present graphic sales arguments to salesmen, customers, etc. Industry has found the motion picture a great saver of money—thus a builder of better and bigger profits. The biggest concerns in the country—Ford, Sun-Maid Raisins, International Harvester, Colgate, U. S. Gypsum, American Radiator, International Correspondence School and hundreds of others use DeVry equipment. And now even the smaller concerns, small businesses, can use DeVry also—can build their industry, solve their advertising and sales problems, sell more goods with the use of this wonderful new standard film camera. It already has done amazing things for many small businesses, as well as large.



You Can Load the DeVry in Daylight— —and It's Amazingly Easy to Thread

NO INTRICATE, difficult loading with the DeVry. No puzzling mystery. No need to resort to hairpins, button hooks, etc. Instead this new DeVry is simple and easy to operate—every part easily accessible and every part plain to the layman. And you can load the DeVry in daylight.

You merely open the camera and simply slip the spool of film onto the shaft and in front of the operator. Then it's ready for action. The DeVry, remember, is automatic—and the film self-registering. When you slip it onto the spool and through the gate your task is done—it's in position to operate. And another important thing—the film is automatically registered and cannot "buckle" as in so many motion picture cameras.



The DeVry Has 3 View Finders
(Hinged Finder at Top)

HERE you see how you use the brilliant hinged finder at the top of the camera. This is the quickest and most reliable of all types of finders as it enables the eye to see the whole horizon while it is sighting a particular part of the view. This finder is particularly fine for baby and all fast action pictures.

There is no peering through a small peep hole in a spy glass and groping around the horizon in a small field of vision to "frame" the object or scene to be photographed.



Right Angle Finder

HERE you see the use of the right angle view finder in right upper corner for "shots" taken from the hip or at levels below the eye.

There is also a view finder direct-on-the-film for accurate focusing, close-ups, titles, etc. An invaluable aid to good motion picture photography—a feature not found on other automatic movie cameras.

The DeVry can be "put in to action" faster than any other movie camera.

DeVry Camera and Projector Gives Real Professional Type Equipment at the Amazing Low Price of Only \$345.



NOW you too can film and direct your own motion pictures—put on real stories with friends, private theatrical companies, etc., at your costs. Think of the thrill! Think of the fun! Now you too can reproduce feature films in your own home! Now you too can take

professional motion pictures easily and simply! The DeVry Professional Type Camera for amateurs gives you these wonderful joys. The DeVry Projector completes your professional equipment. With this combination you have equipment in every way as good, in every way as effective, as the most exacting professional could demand. You can take and screen real motion pictures, and you can have the films of the world to choose from—not just a few reduced from standard films to fit an all-standard projector.

DeVry Movie Camera Only \$150.

Purchased without Projector the new DeVry movie camera costs you only \$150.00. Yet the next cheapest standard film automatic movie camera without projector will cost you \$335.00. From \$100.00 to \$3,000.00—that's the price range of standard film

movie camera, with only this wonderful new DeVry selling for the amazing low price of \$200.00.

In other words the DeVry camera is \$200.00 less in price than its nearest standard film camera competitor! Yet it has all the features of other cameras regardless of price and features the others do not possess!

It is superior to any standard film automatic movie camera made by power of spring action, ease of threading and winding, ease of view finding and can be cranked by hand for tripod and interior work.

And DeVry standards! The same high class workmanship, the same excellent materials in this camera, every single part of it, as in all DeVry products. No better camera can be built. Only tremendous production makes this price possible.

Is it any wonder that everywhere it is said that DeVry has revolutionized the motion picture field for amateurs? Any wonder that hundreds have discarded off-standard film cameras and now use DeVry exclusively? Here is the amateur motion picture camera of the future. It can be yours now. At this amazing low price everybody can afford to take professional motion pictures in a professional way. That was one object our experts had in mind constantly in fashioning this masterpiece of their art.



These Special Occasions You Cherish! The DeVry Keeps Them Alive a Lifetime!



Sports

Lovers of athletics can find no better way to record great events of sports, exciting seventh inning rallies, the dash that was won by a split second, the race that is won by a nose. The DeVry is the camera for sports men.

News Events

Many users of this professional DeVry for amateurs earn extra money selling pictures of local news happenings for news files, and to theatres. They cannot do this with off-size film cameras, because theatres use only standard size film.



Conventions

Carry home with you a real story of that convention you are sent to as a delegate. Give your lodge, or church, or organization a real report. Keep for all time the meetings with new friends and old, the events which you were a part of.

Travel

And travel—comes you drink deeply of and perhaps never will see actually again. But record them with the DeVry. Bring them back with you and re-live them all the days of your life. And show them to folks back home—your friends, the Women's Club, and the Rotary Club.



Fishing

No better companion could any fisherman want than his faithful DeVry, always ready to serve for PERFECT PICTURES. That spotted beauty that fought so gamely, that giant bass that eluded you so long—what a thrill in showing them back home how you finally landed them.



Hunting

What treasured memories of great hunting days! And now the sportsman can easily carry this light DeVry and get real pictures of his quarry, and his prowess. And with Standard Six Film he can furnish reprints to friends and relatives, to his hunting club and others.



8 Important Reasons Why You Should Buy a DeVry

1. Because it is the only standard size automatic film camera—doing all the straight work the professional camera does—in the market.
2. Because with the DeVry you can preserve your pictures, and have prints made to give your relatives and your friends. You always can have as many PERFECT extra prints made as you want.
3. You want a motion picture camera that will last you a lifetime. And it is certain that standard size film professional cameras eventually will be the only cameras used by amateurs. The DeVry will last a lifetime.
4. You can show your pictures from the DeVry in any motion picture theater, church, school, lodge, etc., where regular professional pictures are shown. You can't do this with off-standard film.
5. You can make good and satisfactory "mail" arrangements.
6. You can get your standard size film developed easily and quickly, because the standard size film is in so general use by industry and the motion picture world that laboratories are numerous.
7. With the DeVry you have a real movie camera, a regular professional camera, and not a toy. You can take pictures exactly as professionals do—stage plays among your friends and show them in your own home or in theatres, schools, etc.
8. The DeVry offers a wonderful opportunity for making big extra savings through the sale of news happenings, etc., in theatres and news films. You cannot sell off-standard film because it cannot be used.

SPECIFICATIONS

The DeVry Standard Automatic Movie Camera with F 3.5—enlarges 35 mm. lens \$150.00
Hindroome, all metal, ground-leather finish case.

Weight: 3 pounds. Other professional movie cameras weigh 20 or more pounds, and the tripod as much more.

Size: 4 1/2" x 3 1/2"

Automatic Automatic Focus Meter.

Three Film-Finders—

1. Shows on the film—by accurate focusing, clear-up, etc.
2. Shows on the screen—by auto-focusing (negative type of camera.)
3. Shows each frame—meter of light (open) closed, for check before from the top or at other convenient angles.

F 3.5—F 5.6 smallest lens on micrometer mount—any standard lens can be fitted to the camera, including telephoto.

10x Magnifying. Focusing Range—1 ft. to infinity. Ground leather shoulder carrying strap.

Universal M. P. Screw Socket permits attachment to any standard tripod where special effects are required.

Powerful Multiple Spring Motor operating like a 2 cylinder opposed motor, eliminates vibration—a pressure of a button causes immediate release of the spring, giving strong positive uniform motion of the mechanism for 10 ft. run of the film. No other camera spring equals this record. The whole 100 feet of film requires but two windings—including the leader and trailer—easy winding—a child can do it.

Action Lock—on exclusive DeVry frame—enables operation to release finger pressure, and other get into the same frame or direct the action, while the camera runs merrily on.

Interchangeable Mechanism (slow movement)—fixed, hand-cranked in set, with bronze bearings. *Shift*—of hand crank, operating in bronze bearings. *Easy*—cushion set steel. *Drive*—all loading. *Film*—all bearing. *Special* gauge—attached. *Easy* threading—wide open in both hands. *Hand* crank for winding—set for special speeds in operating. *50* ft. speed, provided with opaque leader and trailer, also on shaft all ready for action. *Load* in *4* seconds. *Film* is automatic, self-registering in position in loading. Guaranteed for 3 years.

Camera Carrying Case, genuine hand leaved leather, silver lined with space for three extra speeds of film in addition to one in camera. \$15.00

FILMS

Export-Perko, Superpan 24 mm. negative on 135
11 daylight loading speeds \$4.00
Eastman, Superpan, 24 mm. negative on 100 ft. day-
light loading speeds 7.00

Developing and printing, including print on in-
terchangeable film, \$4.50 per 100 feet; slow burn-
ing film, \$7.00 per 100 feet.

OPTIONAL LENS EQUIPMENT

DeVry Camera with F 1.9 (F/stop) 50 mm. lens \$187.00
DeVry Camera with Zeiss Tessar F 2.7 50 mm. lens 201.00
DeVry Camera with Zeiss Tessar F 1.5 30 mm. lens 190.00
DeVry Camera with Zeiss Tessar F 2.3 4 inch lens 201.00

"LENSES ONLY"

F 1.9 Ultrastigmat 50 mm. lens \$ 57.00
Zeiss Tessar F 2.7 50 mm. lens 75.00
Zeiss Tessar F 1.5 30 mm. lens 65.00
Zeiss Tessar F 2.3 4 inch lens 64.00

"DARLMEYER TELEPHOTO LENSES"

| No. | Actual Focal Length (inches) | Range from Closest to Farthest (in- ches) | Aperture | Price |
|-----|---------------------------------------|--|----------|---------|
| 0 | 8 | 1 | F 4.5 | \$21.00 |
| 10 | 8 | 4 1/2 | F 5.6 | 35.00 |
| 11 | 12 | 4 | F 5.6 | 31.50 |
| 12 | 27 | 8 1/2 | F 5.6 | 33.50 |

*All of the above is focusing mounts on interchangeable
bayonet base.

PROJECTOR

The DeVry Portable Motion Picture Projector type J, 100
watt lamp completely equipped for attachment to any light
socket, size 11" x 11" x 7", weighing but 23 pounds. \$241.00

The DeVry projector is not contained in asbestos lined,
leatherette covered case, complete with lamp and motor—
MOTOR drive rewind—all controls on outside of case and
will throw any size picture up to 17" x 9" at any distance up
to eighty feet. Guaranteed to project motion pictures per-
fectly in every respect. Special Home Model.

There are more DeVry Portable Projectors in use through-
out the United States than all other standard portable
models combined.

DeVry Cameras and Projectors can be purchased on three
payment basis from any photographic dealer, 25% down, bal-
ance in reasonable payments.

Read What Ty Cobb Says About His DeVry



The DeVry Camera
is Ty Cobb's
Camera, Home.

Confession:

I had just about given up the idea of
photographing myself in the recent
American experiment. I experimented
with various motion picture camera
models on the market and I found I
wasn't getting the kind of pictures I
wanted. It happened that while I was
making preparations to attend to
some other quality matters to be used in
connection with the motion picture industry,
and right at that time, somebody told
me about the DeVry. You know
perhaps what it is. I had absolutely
no doubts, and in a minute for me
to write.

Now you tell the world, be sure they
know that a DeVry can't only be
used in a "film" making process in
color.

Sincerely yours,

DeVry Camera Pays for Itself.

CAROL FINEYBERT
27 St. Paul St.
Baltimore, Md., U.S.A.

Aug. 26, 1928.

DeVry Corp.,
Chicago, Ill.

Confession:

I wish to advise you that I am very much pleased with my
DeVry camera.

I understand that most motion picture cameras made with the
loading of the film but my DeVry gives the perfect solution.

Just now I received the DeVry. Right after getting it the
National Motion Picture International Show. They showed me
how they had that the people were that in the DeVry easily
and the best with the best job.

Yours truly,

CAROL FINEYBERT.



A Professional
Movie Camera at an
Amateur Price

DeVry
Standard - Automatic
MOVIE CAMERA