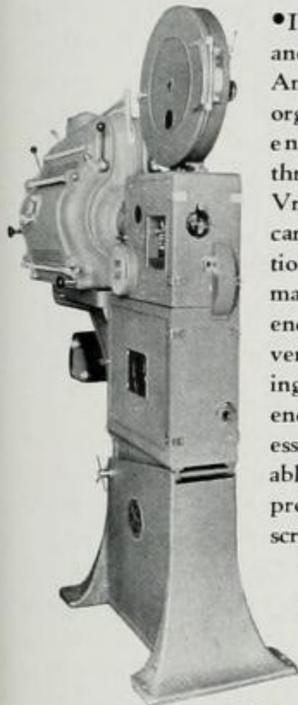


The Finest in 35^m Theatre Projection



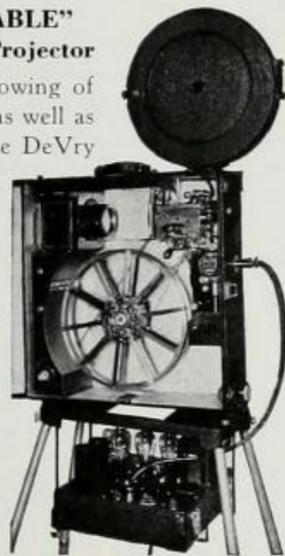
• In the modern auditoriums and conference rooms of America's foremost business organizations as in deluxe entertainment theatres throughout the world, DeVry theatre projectors are carrying on a great tradition of superb film showmanship. Before large audiences everywhere, at conventions, open-air gatherings, etc., where convenience and portability are essential, the DeVry portable and semi-portable 35mm projectors afford the same screen brilliance and perfect sound reproduction as the distinguished DeVry "Super" models.

**The DeVRY "SUPER"
35mm Theatre Type Arc Projector**

The "Super" model, a permanent theatre installation, carries on the DeVry tradition of superb workmanship and high technical perfection as the finest equipment in the DeVry line. Its handsome streamlined case houses a perfected projection movement, finest "Brillante" Lens and "Super" arc equipment especially suitable for the largest auditoriums.

The DeVRY "PORTABLE" 35mm Motion Picture Projector

Ideally suited for road-showing of business and educational as well as entertainment pictures, the DeVry "Portable" is a light-weight, highest quality 35mm sound projector offering either 2,000 or 1,000 foot magazine capacity. Combines ease of transport, screen brilliance and excellent sound reproduction.



A FEW PROMINENT USERS OF DeVRY EQUIPMENT:

Ford Motor Company
Caterpillar Tractor Co.
Allis-Chalmers Company
Goodyear Tire & Rubber
Company
Minneapolis Moline Imp.
Company
American Steel & Wire Co.
H. J. Heinz Company

Int. Harvester Company
Standard Oil Co. of Ind.
Firestone Tire & Rubber
Company
Armstrong Cork Company
Bell Telephone Company
Cunard Lines
Dollar Lines
B. F. Goodrich Co.

ESSO REPORTS FILM SUCCESS IN 1939

♦ Again reporting widespread and successful application of films in its promotional activities, the Standard Oil Company of New Jersey, familiarly known as the Esso Marketers to the thousands of motorists served by its dealers in the East, brings the figures up to date in a recent issue of its lively company journal. *The Esso Dealer* reports:

♦ The number of consumer showings of Esso Marketers motion pictures in the first six months of 1939 was double that of any previous 12-month period.

From January 1 to June 30, *News in the Air*, *Design for Power*, *Safari on Wheels*, *The Bigger They Come*, *Fair Days Ahead*, *Esso Baytown-Cavalier*, and *The Magic of Oil*, were shown 6,058 times to an audience of 1,245,266 persons. This total is 400 per cent ahead of what it was in the best previous comparable period.

The increase in the number of consumer showings is evidence that more and more Esso Dealers are becoming aware of the advantages of using motion pictures to promote their stations. Sound films, for instance, make both an auditory and a visual appeal to the members of an audience, an advantage offered by no other advertising medium. Then, too, movies hold the attention longer than any other type of advertisement.

By staging a consumer showing, an Esso Dealer opens up two other channels for promoting his station. He can arrange product displays in the place where the film is shown, and he can make a short speech at the opening or closing of the program to convey any additional sales message that he wishes to get across. Film showings are particularly valuable for dealers who just have opened new stations or switched to the Esso Sign.

Despite the increase in the number of showings sponsored by dealers, the possibilities of this form of promotion have not been explored fully. In addition to miscellaneous consumer groups, all civic, social, and business organizations are potential audiences for Esso Marketers films. So, too, are schools.

The Esso Marketers have arranged various channels for the distribution of their films—their own division organizations have projection equipment and operators available, in some localities they have engaged an outside picture agency to stage film showings, and they have arranged with the Y.M.C.A. Motion Picture Bureau to lend their films to groups equipped with projection equipment.

The mechanics of staging a consumer showing of Esso Marketers films are extremely simple. All a dealer has to do is tell his Esso representative that he wants to sponsor a show and discuss with him the films he wants to present.

Esso films and the services of a skilled operator are furnished free to dealers who are able to stage showings for suitable groups. The dealer need incur no expense unless it is neces-

(Please turn to Page 34)

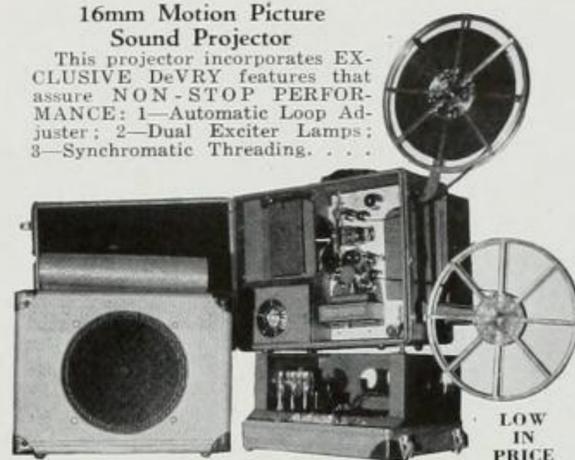
The Latest in 16^m Portable Projection

• Constant improvement in DeVry's complete line of 16mm sound and silent projectors is based on the exacting requirements of business and educational users and the unceasing efforts of the DeVry engineering laboratory. From these have come the new DeVry "Interpreter" and many other outstanding models. A complete line, ranging from the DeVry 16mm "Arc" for large audience screenings to the precision-built DeVry silent models, has been designed to meet business and educational needs.

The DeVRY Almost Human "INTERPRETER"

16mm Motion Picture Sound Projector

This projector incorporates EXCLUSIVE DeVRY features that assure NON-STOP PERFORMANCE: 1—Automatic Loop Adjuster; 2—Dual Exciter Lamps; 3—Synchronic Threading. . . .



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ALL DeVRY PROJECTORS HAVE BUILT-IN PROVISIONS FOR:

(1) Microphone; (2) Phonograph; (3) Additional Speakers; (4) Centralized room speaker system; (5) Sound or Silent films.

DeVRY POLICY OF SERVICE

1. ECONOMY COUNSEL . . . Your film problems analyzed by men who know.
2. DISTRIBUTION HELPS . . . Efficient facilities so that your films reach the right audiences.
3. LABORATORY AND SCENARIO SERVICE . . . Availability of producers best suited for your picture. Ideas, stories, conceived and written.
4. PROJECTOR SERVICE . . . DeVry Projector instruction and service facilities in key cities throughout the U. S.

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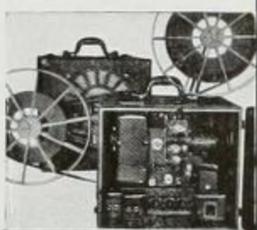
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EACH WITH BATH**

From **\$2.**



DETROIT

ESSO FILM REPORT...

(Continued from Page 25)

sary to hire some place to hold the showing. However, since all films are in constant use, it is essential that tentative dates be confirmed with your Esso salesman.

Whenever Esso Dealers have sponsored showings of Esso Marketers films they invariably have won good will. —The Esso Dealer

New York Fair Films

◆ Never before in the history of motion pictures were so many film productions exhibited in connection with one project, as were shown at the New York World's Fair 1939, reports CLAUDE R. COLLINS, Director of Newsreels and Films at the Fair the past year.

The Department which officially reviewed and censored all films exhibited reports a total of 612 motion pictures exhibited, including every known type of production. Of these films, 404 were standard 35mm and 191 were 16mm. The majority were projected with sound.

Pictures were shown in 34 different auditoriums, the largest of which was the motion picture theatre in the General Motors Building, seating 612. A theatre in the Russian Pavilion was third, with a seating capacity of 350. The Little Theatre in the Science and Education Building, under the jurisdiction of the World's Fair management, seated 253. Other auditoria included the many small theatres of commercial exhibitors, restaurants, outdoor gardens, individual projection rooms and various other unique locations.

Based on the best estimates available, attendance at film showings totaled well in excess of twenty million persons during the Fair year.

A general survey indicates the cost of these productions runs close to a billion dollars. This is best illustrated by the fact that the official motion picture titled, *Land of Liberty*, produced by the combined efforts of the motion-picture industry for showing in the United States Government Building, included material taken from 125 different motion-picture productions and shorts estimated to have cost more than \$25,000,000.

The various motion pictures exhibited in the New York World's Fair 1939 were a liberal education in themselves. The exhibition of these films for a period of six months marked the first concentrated display of informative films of every type and kind.



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