REVOLUTIONARY TYPE AMATEUR CAMERA SOON TO APPEAR

Producing Company Claims New Camera and Projector Will Reduce Cost 75%.

THROUGH an invention which enables motion pictures to be taken laterally as well as horizontally upon the same film, the cost of motion pictures for the home has been reduced seventy-five per cent, it is claimed, bringing home motion pictures within the reach of the great mass of people. A family in almost any circumstances, it is claimed, may take motion pictures of the daily events that revolve around the family group and preserve an active, animated record of life at a cost that is far less than the ordinary "still" pictures. The announcement of this forward step in home entertainment, to take its place along with radio and the automobile, was made by Clarence E. Ogden, President of the Kodel Electric & Manufacturing Company, pioneer radio manufacturer of Cincinnati. It is the result of the realization that radio, which became the fastest selling piece of merchandise in history early in its inception, even in the days of crystal sets, has pointed the way to home entertainment. Today, according to Ogden, home entertainment is changing the aspect of American home life, bringing entertainment, music, drama, religion, political viewpoint, etc., into the home. Realizing that the public welcomed any form of home entertainment and appreciating the fact that motion pictures, together with "talkie" devices would enable any home to keep a permanent, everlasting record of the history of the family, to pass down from generation to generation, provided the cost of operating a home motion picture camera could be reduced, Ogden, with outstanding motion picture engineers, started work more than three years ago to develop a new motion picture principle of operation.



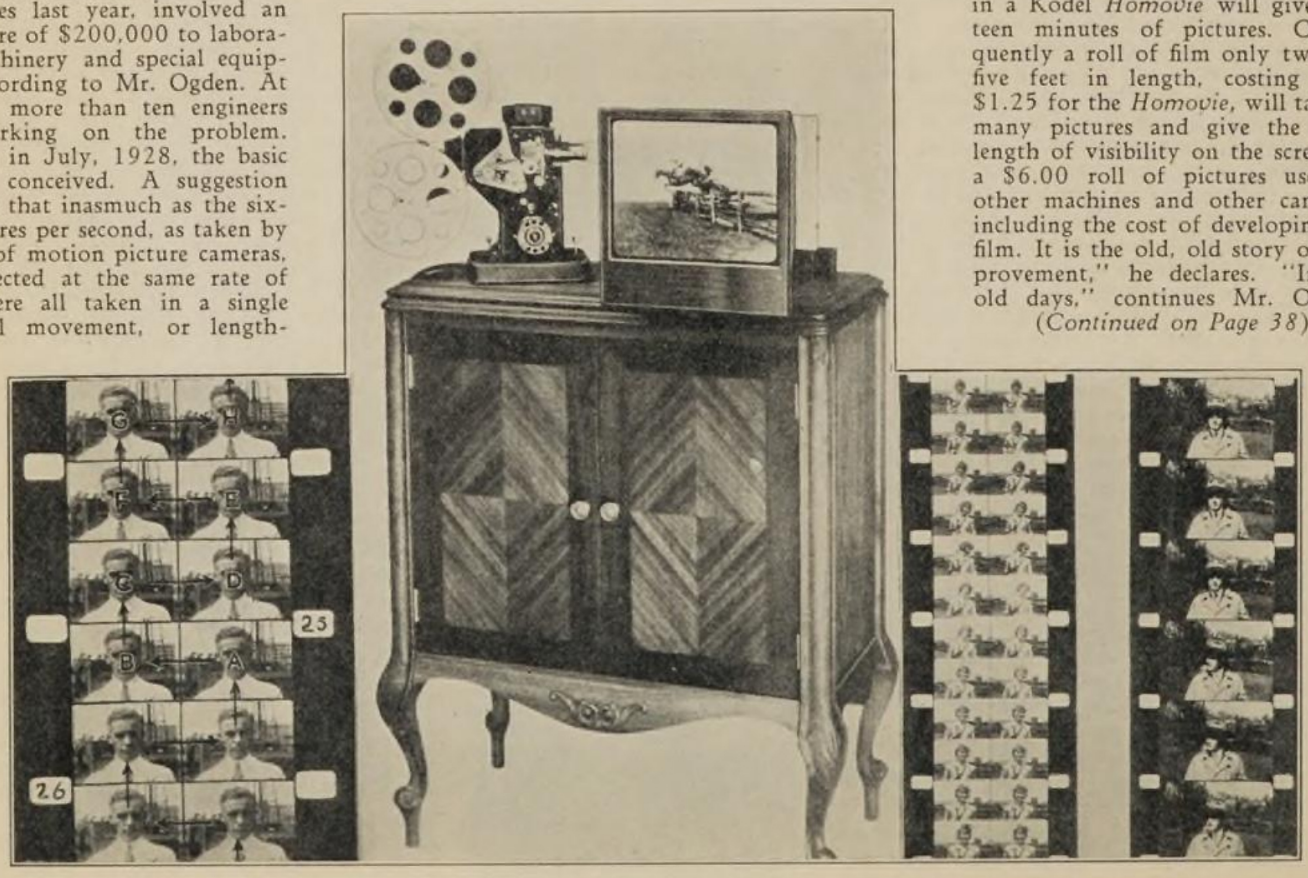
A shot made with the new camera

This principle, perfected in Kodel laboratories last year, involved an expenditure of $200,000 to laboratory, machinery and special equipment, according to Mr. Ogden. At one time more than ten engineers were working on the problem. However, in July, 1928, the basic idea was conceived. A suggestion was made that inasmuch as the sixteen pictures per second, as taken by all types of motion picture cameras, and projected at the same rate of speed, were all taken in a single horizontal movement, or lengthwise of the camera, this automatically handicapped the reduction in cost of operation because the cost of the film is determined by length, having a fixed width of 16 millimeters. Therefore, it was decided, if pictures could be taken crosswise as well, it would enable the operator to take four pictures where formerly only one picture was taken, in the same amount of space, or four vision impressions where only one impression had been taken before.

The new camera is known as the *Homovie* and a projector which can project pictures taken by the *Homovie* Camera as well as pictures taken by any other type of 16 millimeter camera, is known by the same name. Registration of this trade-mark has already been allowed by the U. S. Patent Office, according to Ogden, as well as each of the 48 individual states. The necessary mechanism for accomplishing this increased efficiency of the camera and reducing the cost of operation seventy-five per cent is exceedingly simple. The two movements, moving the film across the front of the camera as well as horizontal, alternate with each other, so that the composite movement of the film and shutter mechanism produces a series of individual pictures arranged upon the film.

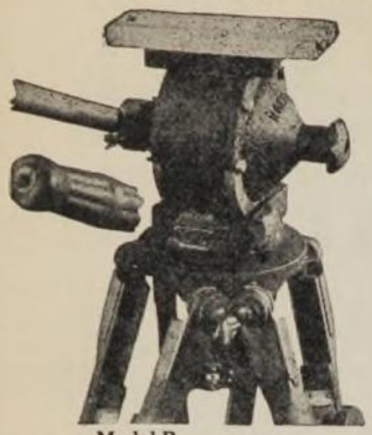
"The advantages of the *Homovie* Camera over all other motion picture cameras, in addition to decreasing the cost of operation, include the elimination of frequent reloading, at the end of short periods of time," says Mr. Ogden. "A roll of 16 millimeter film, such as is used in other motion picture cameras for home use, costs $6.00 and is 100 ft. in length, with a projection or motion picture visibility on the screen of only four minutes. The identical reel of film in a Kodel *Homovie* will give sixteen minutes of pictures. Consequently a roll of film only twenty-five feet in length, costing only $1.25 for the *Homovie*, will take as many pictures and give the same length of visibility on the screen as a $6.00 roll of pictures used in other machines and other cameras, including the cost of developing the film. It is the old, old story of improvement," he declares. "In the old days," continues Mr. Ogden,

(*Continued on Page 38*)



Left is principle of the new camera. Right shows difference between new method and old. Center is the new projector in operation

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Model A

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New Type Camera

(Continued from Page 28)

"the automobile tire was considered good if it ran five thousand miles, although it cost more than the automobile tire of today that gives from thirty to fifty thousand miles of service."

This new development, according to Mr. Ogden, also heralds the showing of motion pictures in broad daylight. By the creation of what is known as a Day-Lite Recreator, the picture is



Here is the new camera

projected against a mirror at an angle of forty-five degrees, which in turn is shielded from light and reflects the picture through a translucent glass screen, reproducing the picture in all the fine detail in daylight, without necessitating the darkening of the room. "This," says Mr. Ogden, "is a revolutionary achievement which may have a far-reaching effect upon the showing of motion pictures in theatres. One may be able to enter a theatre where windows permit light to enter, and still enjoy the picture as much as though the theatre were darkened.

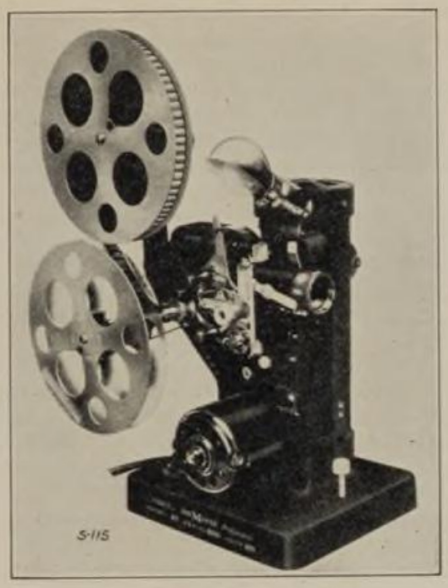
"Motion picture and camera enthusiasts who have witnessed private showings of the Kodel *Homovie*, as long as six months ago, expressed amazement at the saving this new device brings to the public," says Mr. Ogden. "The popularity of motion pictures in the home, admittedly one of the most popular forms of home entertainment, has been somewhat curtailed and made an exclusive pleasure for the man of means until the perfection of the Kodel *Homovie*. Where a man or woman desired to vacation, tour or take a general view of something of interest, it was necessary to buy from three to twelve rolls of film, costing $6.00 per roll. Today one roll of the *Homovie* takes as many pictures as four rolls of the former type of film. Manufacturers of film throughout the country have taken a keen interest in the development of this new camera and prophesy that the *Homovie* will do for motion pictures in the home what the Ford automobile did for people of moderate means. The films used in the Kodel *Homovie* are standard in every way, may be bought from any photographic dealer throughout the world, and are manufactured by several different companies.

"This new motion picture camera for the home" adds Mr. Ogden, "enjoys all the advantages of other types of motion pictures, color photography, reversible, negative or Panchromatic films, and can be loaded by a child in broad daylight. The camera is convenient to carry and is 8½ inches long, 3½ inches wide and 5 inches high. The operation is simple, with a view finder through which the operator looks at the scene he wishes to register, presses a button that releases a spring and automatically the horizontal and lateral motion begins, in perfect synchronization, taking sixteen pictures per second, operated by a spring motor constructed from Swedish clock spring steel."

The projector, made to project films taken by this new camera as well as the longer, more expensive type films taken by other types of cameras, contains a 250-watt projection bulb and concentrated filament, an accurately, specially ground 1⅛-inch silvered spherical mirror, carefully focused which reflects this intense light through a triple lens aspheric condenser, producing a powerful beam which, in turn, is reflected by means of a mirror through the film, objective lens and upon the screen. One of the remarkable features of this projector is that the operator may

stop the projector at any time, leaving a huge still picture standing on the screen. A special heat absorbing glass shutter prevents film from breaking or blistering. The entire device, as well as the film, is fireproof.

"Motion pictures will form the backbone of our future records



Here is the new projector

of events of family and home life," Ogden stated. "Our news reels and other types of pictures preserve the events of general world-wide appeal, but in the home there has been no opportunity to photograph family "news" because of the almost prohibitive price involved until the development of the *Homovie*. When the suggestion for a motion picture camera for the home, within reach of every purse, was made we deliberately planned to improve upon other types of motion picture cameras and projectors for the home until we could arrive at a product that was economical to operate. It has not been the initial cost of motion picture cameras and projectors that has kept home motion picture entertainment away from the public, but the upkeep in the expense of films," Ogden stated. "Now that we have reduced this cost seventy-five per cent, bringing it almost in the same range as films for still cameras, motion pictures will soon be as popular in the home as radio."

Make-up Problems

(Continued from Page 37)

blended into the chin than you use on the other parts of your face. In that manner your chin will appear more prominent by being of a lighter shade than your general complexion.

Dear Mr. Factor:—I have read about the wonderful evening Make-up worn by the various screen stars and social celebrities at the Previews. Will you tell me how to accomplish the same effect. I am a natural blonde—my parents are from Norway—with blue eyes and very white skin.

THELMA G.,
Fresno, Calif.

Answer:—A perfect blonde with your complexion should wear a flesh powder, Bright lip stick, Blondeen dry rouge, blue eye-shadow, and touch up the eyebrowns with a brown pencil and brown masque for coloring the lashes.

Dear Mr. Factor:—As a result of scalding water falling on my face when I was a baby, I have a livid scar on the left side of my face about the size of a half dollar. Isn't there some way that I can cover this so it won't be so noticeable? My make-up does help, but the scar is still evident.

HELEN S.,
Topeka, Kansas.

Answar:—If you will write to my Studio personally, I will be pleased to send you a sample of a speal preparation that is applied before make-up which will conceal your scar completely. Please state your complexion and whether your skin is dry or oily.

German studios worked 213,766 hours in January and 161,153 hours in February, 1929, as compared with 168,-839 hours during the same period last year.

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No camera can be better than its lens. All Carl Zeiss Tessars ensure perfect definition and brilliancy, even at full aperture, and results will not be impaired by flare. These are only a few reasons why Carl Zeiss Tessar Lenses have universal endorsement

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Remote Control Used In Canada By Phonofilm

Installations being made in Montreal by the De Forest Phonofilm Canada, Ltd., are using the remote control volume system, whereby the sound in the houses is regulated from the auditorium. While the control system has no mechanical parts or motors used in its operation, it is claimed, it can be regulated to correct the tonal quality of each scene in a picture.