

The  
MODERN KODAK  
— *how to make  
the most of it*

# The Modern Kodak

*—how to make the  
most of it*



THE AUTOGRAPHIC KODAK



EASTMAN KODAK COMPANY

ROCHESTER, NEW YORK



#### LET IT RAIN

Enlarged from negative made with No. 3 Pocket Kodak *Special*, 1/25  
second, stop *f.5.6*, dull, grey day.

*The modern Kodaks, with fast Kodak Anastigmat lenses *f.6.3*,  
*f.5.6*, *f.4.5*, are truly all-weather cameras. They produce fully timed,  
clear cut pictures on cloudy or even rainy days.*

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# THE MODERN KODAK

## *—how to make the most of it*

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### *The Modern Kodak*

TODAY there is a new fascination to photography. Pictures that but a few years ago were considered impossible subjects for the amateur are now easily made. The usefulness of the small camera has been doubled, yes, trebled.

No need now to wait for sunny days or to miss the picture opportunities on your day off or "over the week end" because of dull skies. Then, too, striking and unusual pictures can now be made even by the novice. Modern Kodaks will work for you indoors or out, day or night, summer or winter; regardless of the hour, they can be made to produce exceptionally good pictures.

Examine those reproduced in this booklet—they show a wide range of picture possibilities, in daytime—from early morning to sunset—and also when lamps are lighted. With but a little of the "knowing how" anyone can secure similar results.

#### THE REASONS WHY

By gradual improvement, refinement and simplification in camera equipment, and the steady rise in quality



3  
No. 1—No sun,  $1/25$  second,  $f.6.3$ . No. 2—Rain,  $1/25$  second,  $f.5.6$ .  
No. 3— $1/25$  second,  $f.6.3$ . No. 4—Rainy day,  $1/25$  second,  $f.5.6$ .

#### ANY HOUR, ANY DAY, ANY SEASON

*Modern Kodaks contribute much to the success of pictures that were once thought impossible. True it is that today photography for the amateur is easier, simpler and surer than ever before.*

*No necessity now to leave your camera home on "dull" days. If it's raining . . . don't let that change your plans.*

*If your subject is indoors . . . hard-to-take, according to your past ideas . . . forget these hazards entirely. For the present day Kodak is an all-day, all-weather, all-season camera. Ready to use in rain or shine, indoors or out. Daylight to dusk and into the night.*

*Not so difficult as it may seem. Just point the Kodak towards the place where lightning flashes are occurring, open the shutter for "time" exposure, and after flash appears, close it.*

of a film that was always dependable (fast, of great latitude and uniform), Kodak photography today is surer and simpler than ever. All this has come about, not in a day or week, but through years of constant endeavor on the part of scientists and practical workers of the company which first made photography *possible* for the amateur. Eastman Research Laboratories, which co-operate with all departments of manufacture, have rightfully become world famous.

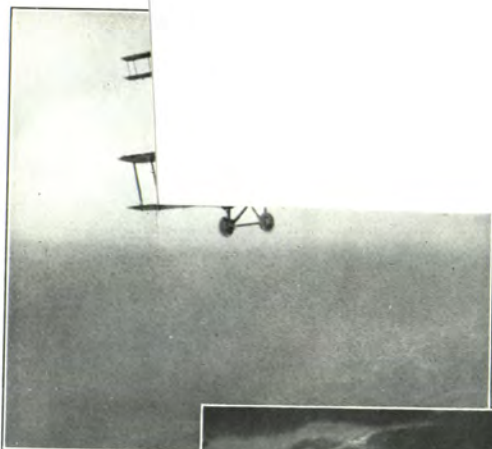
Regardless of whether you purchase a Brownie or a Kodak *Special*, you are assured of getting the best camera, in its class, that the money can buy. It is possible, however, that many amateurs do not realize the capabilities of the modern Kodak.

#### UNUSUAL PICTURE SUBJECTS

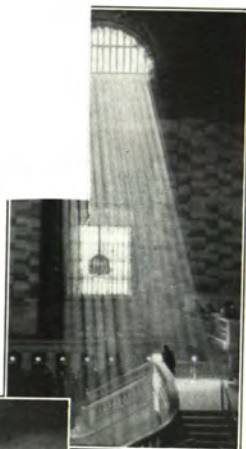
Let us see, now, just what is possible today in amateur photography. We'll avoid lengthy discussion of the ordi-

nary type  
Let us co  
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lens. Chil  
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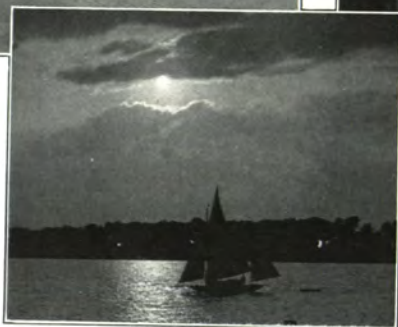
any camera.  
ow are pos  
anastigmat  
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silhouettes,



6—1/150 second, f.16



7—1 second, f.16



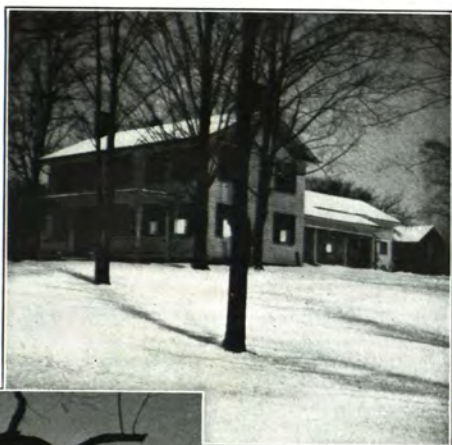
8—1/100 second, f.8, before sunset

#### THE UNUSUAL—THE STRIKING

*Pictures you'll show with pardonable pride and which your friends will give more than a polite glimpse. What was the "difficult" subject is now easy for anyone with a modern Kodak and a little of the "knowing how," which is readily acquired.*



9—1/25, f.6.3



10—Real moonlight, 15 minutes, f.8



11—Real moonlight, 45 minutes, f.16

YOU, TOO, CAN MAKE PICTURES LIKE THESE

*Detailed information of just how to proceed to secure certain types of pictures will be furnished on request—all of the pictures used as illustrations were made by amateurs like yourself.*

moonlight effects by sunlight, pictures by *actual* moonlight, pictures at night of illuminated buildings, Niagara Falls illuminated, fireworks displays, speed subjects—the arresting of rapid action—all these are possible with present-day Kodaks.

Then, too, portraits or close-ups can be made by using the Kodak Portrait Attachment, which is also employed

to get large images of any small object. Good portrait studies can be made outdoors in the shade, indoors by a window, with flashlight or by electric light.



12—With Kodak Diffusion  
Portrait Attachment



13—With Kodak Portrait  
Attachment



14—With Kodak Portrait Attachment

#### CLOSE-UPS

*Large images that fill the picture area are possible with any Kodak. Just slip a Kodak Portrait Attachment over the camera lens and work at short range for head and shoulder portraits, or "close-ups" of flowers, art treasures, antiques or any small object. No change in exposure time from that ordinarily required.*

Kodak Portrait Attachment, 50c and 75c, according to size. Kodak Diffusion Portrait Attachment for pictures that are in focus but pleasingly softened and quite in vogue, \$1.25 and \$1.50.



15—Kodak Self Timer tripped the shutter



16—Another Self Timer picture

#### YOU, TOO, MAY BE IN THE PICTURE

*The Kodak Self Timer, a little device that's "almost human" clips to the cable release of your Kodak and automatically trips the shutter—allowing time for you to get into the picture. Couple and group pictures are thus complete and self portraits are easy.*

Kodak Self Timer.....\$1.25

#### YOU CAN MAKE SUCH PICTURES

"But," you say, "it takes an expert to make good pictures of most of these subjects." Not at all; anyone who has an understanding of his camera can produce such pictures with but little experimenting. All of the photographs used as illustrations were made by amateurs. If space permitted, we could print many others of more than ordinary merit.

An understanding of the exposure needed for a particular subject and for various light conditions should be acquired at the start. This is the basis of picture making; master it, and the rest will come easy. The manual furnished with every camera gives just the information you want in concise and readily grasped language.

Certain models of cameras naturally have limitations to their capabilities. They do the kind of work for which they are intended and do it well. To make pictures under the conditions mentioned and of some of the subjects shown, however, requires high speed anastigmat lenses, with large apertures, to let in much more light in a given time—and accurate shutters with a range of speeds from the slow to the decidedly rapid actions.



17—Made with No. 3 Pocket Kodak *Special*, 15 seconds, stop *f.4.5*

BY ELECTRIC LIGHT

*Light from a 60-watt bulb in bridge lamp.*



18

10 A. M. (UPPER PANEL)

1/25 second,  $f.22$ 

10 P. M. (LOWER PANEL)

20 seconds,  $f. 11$ 

*Then, too, it is always interesting to make comparative pictures of the same subject—one in daytime—one at night.*

#### SPEEDY ANASTIGMATS FOR ALL

But a few years ago fast anastigmat lenses were imported and consequently the price of amateur cameras so equipped was more than the average enthusiast cared to expend. Today, however, speedy anastigmats—made at the Kodak factories—are offered on many Kodaks, and of most interest is the fact that the cost has dropped *tremendously*. A striking example is the 1A Pocket Kodak, with Kodak Anastigmat  $f.6.3$ , now selling at but \$18. Two years ago the only 1A Kodak with  $f.6.3$  lens sold for \$50. The 1927 model at \$18 has the *same* lens.

Then, too, an even speedier lens, *f.5.6*, over twenty-five per cent faster than *f.6.3*, has recently been produced and is furnished on Vest Pocket Kodak *Special*, Nos. 1, 1A and 3 Pocket Kodaks *Special*. The *f.5.6* sells at *no increase* in price over *f.6.3* equipment formerly supplied.

Eastman lens experts have for years designed lenses to meet a variety of photographic needs, and the making of fine lenses is no longer a mysterious art locked in the minds of Old World craftsmen. With modern engineering methods in a strictly up-to-date plant, a personnel of skilled American workmen and production on a large scale, the finest high speed anastigmat lenses are now manufactured at low cost.



19—1/150 second, *f.11*

WINTER'S SPORTS  
AWAIT THE MODERN KODAK



20—A flashlight



21—A flashlight



22—A flashlight

#### BY FLASHLIGHT—INDOORS

*Flashlight photography opens the way to a number of picture opportunities otherwise out of the question. Results are easy enough to get—and pleasing. Used to supplement daylight, flashlight makes long time exposures unnecessary. Instantaneous “flashes” of subjects that simply won't remain still for long—children and pets, for example—are entirely practical.*

*Then, of course, the evening group around the card table and the costume party require flashlight.*

*Flashlight makes you independent of daylight. Both amount and direction of light are easily controlled. Instructions are given with Eastman flashlight materials obtainable from the Kodak dealer.*

## LENS SPEED AND SHUTTER SPEED

A fast lens—Kodak Anastigmat  $f.6.3$ , for example—even with the ordinary type of shutter, gives a marked advantage over the ordinary lens. For cloudy day pictures, for rainy day pictures, for pictures soon after sunrise and just before sunset, for pictures on the porch and even indoors, for all conditions when the light is poor, it gives the advantage of passing a great amount of light through the lens to the film, and thus gives fully timed pictures under conditions where, with the ordinary lens, under-timing or a total failure would result. Where the light is bright, the same stop should be used with the anastigmat lens as with a slower lens.

To take advantage of the qualities of the anastigmat lens in doing speed work, a fast shutter is as necessary as the fast lens. The *Special* Kodaks have fast lenses in combination with fast shutters. A fast shutter, when set up to its full speed, admits light only for a very small fraction of time—so small, that with a slow lens there

23— $1/25$  second,  $f.11$ 24—1 second,  $f.8$ 

SUBJECTS BACK LIGHTED OUTDOORS AND INDOORS



25



26



27

25—The Porch,  $\frac{1}{2}$  second, *f.6.3.* 26—The Sun Parlor,  $\frac{1}{5}$  second, *f.4.5.* 27—Porch,  $\frac{1}{2}$  second, *f.6.3.*

#### THE PORCH AS "LOCATION"

*With the modern Kodak and its fast lens quick exposures are possible on shaded porches or in sun parlors. What homey settings too, for those natural, intimate little pictures of various members of the family.*

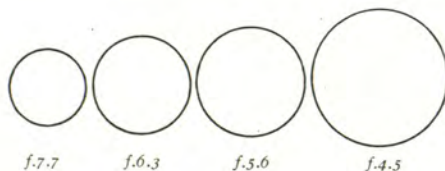
*Exposures on most porches and in sun parlors will range from  $\frac{1}{25}$  second to one second, depending on existing light conditions.*

would be no picture; but the anastigmat lens has such a large opening, admits light so fast, that it offsets the speed of the shutter and gives a fully timed picture in bright sunlight with even a fast shutter speed. For example, an  $f.4.5$  lens is about three times as fast as an  $f.8$  lens. Being three times as fast, it will admit as much light in  $1/150$  of a second as the  $f.8$  lens will admit in  $1/50$  of a second. For taking athletic events, rapidly moving objects of any kind, the high speed,  $1/150$  of a second, is desirable; but in order to be able to use a shutter that works at that speed, one must have also a lens that will admit light rapidly enough to utilize the speed.

Even with an ordinary shutter for the usual snapshot, the anastigmat is well worth while because it lengthens



28—5 minutes,  $f.16$



*Areas of these circles represent the relative speeds of the Kodak Anastigmats. The  $f.4.5$ , fully open, lets in about three times as much light as the  $f.7.7$ ;  $f.5.6$  is 88% faster than  $f.7.7$ , and the  $f.6.3$  lets in about 50% more light than the  $f.7.7$ .*



29



31



30



32



33



34

29—10 minutes, *f.16*. 30—20 minutes, *f.22*. 31—10 minutes, *f.7-7*. 32—20 seconds, *f.16*.  
33—5 seconds, *f.11*. 34—3 minutes, *f.7-7*.

#### NIGHT PICTURES—OUTDOORS

*Here, indeed, is fascinating photography—night pictures of illuminated buildings—downtown thoroughfares, midways, fireworks, etc. And they are all surprisingly easy to make. Anyone can obtain a series of these strikingly "different" pictures for the album.*



35—1/5



36—1/2 second, f.6.3



37—1/25 second, f.5.6



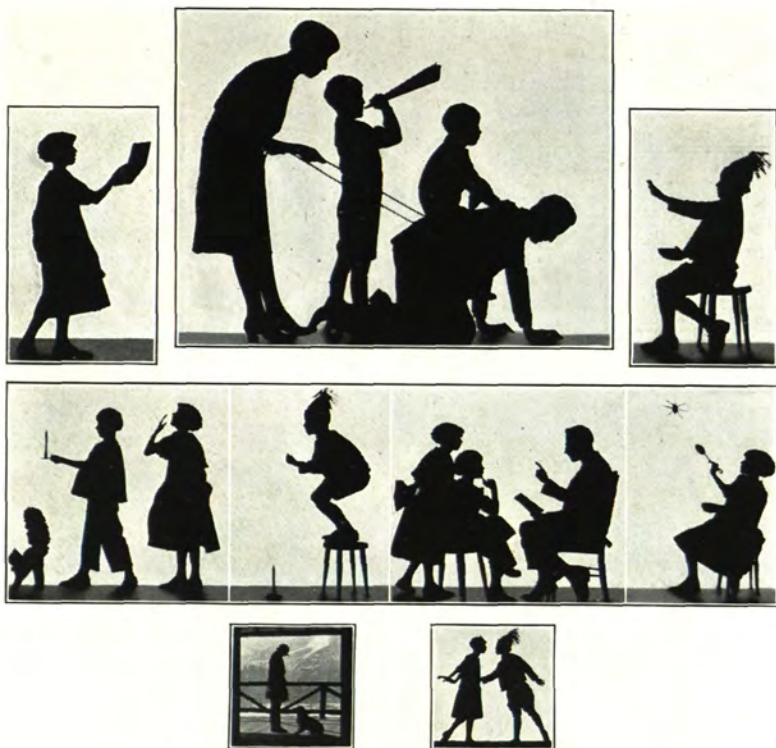
38—1/25 second, f.5.6

f.7.7

#### THE HOME STORY

*Precious now, priceless later, such pictures of the baby and the growing children. Pictures made with the home surroundings always have added value. The most cherished book in the house is the album containing the home story of you and yours in Kodak pictures.*

the photographic day. For speed work, it is necessary because the fast shutter chops off the light so quickly that a slow lens does not have time to function. What are called "fast shutters" have, of course, a full range from slow to very fast.



## KODAK SILHOUETTES

*Silhouettes by photography are in vogue today. Years ago—before the Kodak—they were made by a few specialists by cutting with shears or by blocking in the image. Today anyone can make silhouettes with the camera and the likenesses will be true, for the camera lens is infallible.*

*Silhouettes indoors and outdoors by flashlight, electric light or daylight are simply made. The basis of this phase of photography is merely to get an abundance of light on the side of the subject away from the camera so that the side facing the camera will be devoid of detail in the resulting negative. This intensely interesting and novel form of photographic fun is described in another special booklet, also free.*

*"Silhouette Making the Kodak Way"—a copy may be obtained through any Kodak dealer or direct by request.*



39



40



41

39—8 seconds, *f.6.3*. All lamps in room lighted. One 200-watt bulb inserted in bridge lamp and directed at subject from right. 40—1 second, *f.4.5*. One 200-watt lamp at left, one 100-watt lamp at right. Sheet of tin behind each lamp. All lights in room on, including ceiling light. 41—10 minutes, stop *f.16*. Ordinary room lights furnished sufficient illumination—six 40-watt lamps in all, four of which were in ceiling lights, out of range of camera lens.

#### WHEN LAMPS ARE LIGHTED—INDOORS

*Picture making need not be halted at sundown. Many chances await when lamps are lighted. With but a bit of experimenting you'll get results that will surprise and delight. Interior settings and even portraits are possible with electric incandescent lights for illumination.*

*Then there's the fun of making flashlights the Kodak way—see pages 13 and 23. Of course, daytime interiors are easy—the manual with the Kodak tells how.*



42—A picture opportunity



43—1/5 second, f.6.3



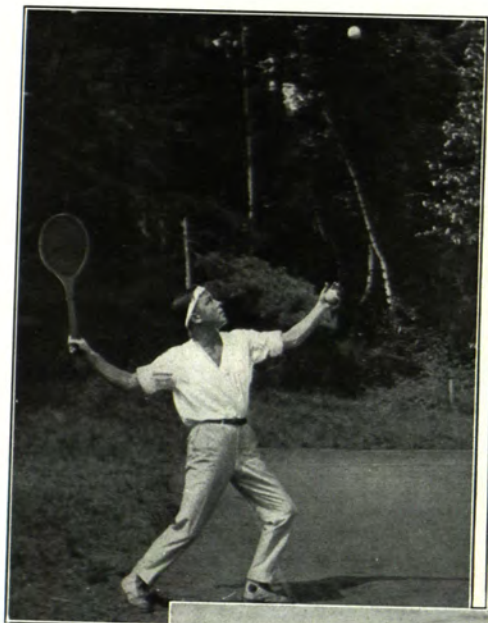
44—1 second, f.6.3

#### PICTURES LIKE THESE

*Pictures in the home are now easy for anyone armed with a modern Kodak. It is for such subjects that the reserve speed of a fast anastigmat lens may be called upon—and the answer will be good results. Indoors—natural expressions and even moderate motion arrested because a quick exposure may be made. The f.4.5, f.5.6 and f.6.3 Kodak Anastigmats make such pictures possible for you. A free booklet, "At Home With The Kodak," gives explicit directions. A postcard will bring a copy—address Service Department, Eastman Kodak Company, Rochester, New York.*

#### WHAT "ANASTIGMAT" MEANS

In few words, "Anastigmat" means "without astigmatism," which in turn means that the image formed by



45—1/150, f.5.6



46—1/150, f.6.3



47—1/150 second, f.6.3

#### ACTION

*The Kodak Specials, with their extra fast lenses and correspondingly rapid action shutters, get the sport pictures of winter or summer.*

*Here again the reserve lens speed may be employed—"the speed you need when you need it."*



48



49



50

48—A flashlight of the camp. 49—Spotted from the canoe by a pocket light and "flashed."  
50—Looking into a window—"flashed" from outside.

#### BY FLASHLIGHT—OUTDOORS

*Night—around the camp, the beach party, Hallowe'en frolics, etc.,  
can be preserved in Kodak pictures—by flashlight.*

the lens is microscopically sharp, not only at the central part of the scene but from margin to margin. Sharp negatives produce sharp prints and big, clear-cut enlargements. This advantage is obtained with any Kodak Anastigmat, starting with the *f.7.7*.



51—1/25.  
f.11



52—1/25 second, f.6.3



53—1/50 second, f.8

### BACKLIGHTING

*A device much employed in the movies—backlighting a subject. In other words, placing the subject in such a position that the strongest light is on the opposite side to that which is nearest the camera. Charming and artistic studies are secured with this method. There are just two things for the novice to bear in mind. Never let the sun shine into your lens; and give ample exposure—enough to record shadow detail. Here again the fast lens is an advantage at times for giving sufficient exposure for the shadows when the nature of the subject may demand a reasonably quick shutter speed.*

The faster Kodak Anastigmats offer a further contribution toward picture quality. "Faster" here means that the lens lets in light more quickly because of its large size. Sufficiency of light will properly record shadow detail and thus prevent the "darkish" effect that under-exposure causes.

With Kodak Anastigmat *f.6.3*, the amateur can get successful snapshots in less illumination than the average camera requires; the *f.5.6* and *f.4.5* lenses offer even greater possibilities. For general purposes the *f.6.3* or *f.5.6* equipment will meet all requirements.

#### PICTURE MAKING THE VOGUE

Picture-taking is becoming more than ever the vogue now that the capabilities of today's Kodak are realized. Too, many old timers will be adding one of these all-weather, all-season Kodaks to their present equipment so that they may not lose any picture chances because of adverse light conditions. With *f.4.5*, *f.5.6* and *f.6.3* lenses, the amateur will be more independent of light conditions, and will have a new confidence to tackle picture subjects that heretofore might not have been attempted.

Truly, a new era is opening up in amateur photography. The photographic day is automatically lengthened and the amateur's field widened.



## Here It Is!

No. 1A Pocket Kodak,  
with Kodak Anastigmat Lens *f.6.3*  
and Kodex Shutter

**\$18**

Pictures  $2\frac{1}{2} \times 4\frac{1}{4}$  inches

A HIGH grade Kodak equipped with the famous Kodak Anastigmat *f.6.3* lens. A lens 60 per cent faster than those below the anastigmat class, and with the other advantages of the Anastigmat, as well.

The first time in photographic history that such equipment has been obtainable at so low a price.

Now, it's better results, and no lost picture opportunities, for all.

### DETAILS

Pictures  $2\frac{1}{2} \times 4\frac{1}{4}$  inches, horizontal or vertical. Loads 6 or 12 exposure Kodak Films. Worm screw focusing device. Kodex Shutter—reliable and accurate. Speeds:  $1/25$  and  $1/50$ , also *time* and *bulb* actions, cable and finger releases. *f.6.3* Kodak Anastigmat Lens of  $5\frac{1}{8}$ -inch focus. Brilliant, reversible, clear vision finder. Two tripod sockets for "time" exposure work. Body all metal, covered with durable imitation leather; metal parts richly finished in nickel and black enamel. Black bellows. Autographic feature.

No. 1A Pocket Kodak, *f.6.3* Kodak Anastigmat Lens, illustrated and described above, \$18.

Same model in No. 1 size ( $2\frac{1}{4} \times 3\frac{1}{4}$ ), \$17.

See these and many other models in various sizes at your Kodak dealer's—as low as \$5. Brownies, as low as \$2.



*Extra lens speed—at no  
extra cost—on the modern*

Nos. 1, 1A and 3  
**Pocket Kodaks  
Special**

THESE smart, up-to-the-minute *Specials*, formerly equipped with the fast Kodak Anastigmat lens *f.6.3*, can now be had with the faster *f.5.6*.

The speed of the new lens is 21% greater than that of the old—yet prices are no higher than before.

Here is broader versatility—bigger ability to make unusual pictures in almost any weather—and no added expense. It's an example of what the Eastman organization, through the modern Kodak, is doing to increase the amateur photographer's fun without penalizing him in the matter of price.

As before, the Pocket Kodaks *Special* are available also with the ultra-rapid Kodak Anastigmat *f.4.5*, which goes a step farther into the realm of unusual photography. The Kodamatic shutters on all three models match the high grade lenses, with seven snapshot speeds besides *bulb* and *time*. Genuine sealskin lends a distinguished appearance and long life.

PRICES

	No. 1 2¼x3¾	No. 1A 2½x4¼	No. 3 3¼x4¼
Pocket Kodak <i>Special</i> , with Anastigmat lens <i>f.5.6</i> and Kodamatic shutter. . . .	\$45.00	\$50.00	\$52.50
With Kodak Anastigmat lens <i>f.4.5</i> . . . . .	55.00	60.00	62.50

**EASTMAN KODAK COMPANY**

At your dealers'

ROCHESTER, N. Y., *The Kodak City*



*Interested  
in Home  
Movies?*

*Then See—*

## Ciné-Kodak, Model B

**F**ORTY years ago, photography was a complicated process. Then came the Kodak and Eastman Film. Straightway, picture-making was simplified.

And, just as the Kodak evolved the making of photographs into the mere pressing of a button, so has the Ciné-Kodak brought Kodak simplicity into the home movie, and placed it within the reach and ken of everyone. Movie taking, too, has been simplified.

Into every Ciné-Kodak are built the experience and knowl-

edge gained through forty years of successful service to the amateur picture-maker; and Ciné-Kodak bears witness to the wisdom and ideals of its makers. Every demand of the amateur movie-maker is fulfilled; all that he can hope for in a home movie camera is expressed in the Ciné-Kodak.

Simplicity, durability, efficiency, dependability—these are the essentials of the practical home movie camera. Ciné-Kodak combines them all, at an added economy of operation that is surprising.

**EASTMAN KODAK COMPANY**

ROCHESTER, N. Y., *The Kodak City*

*Unique Among  
Photographic  
Hand Books*



## “How to Make Good Pictures”

THIS 182-page book, with its profuse illustrations and simple, untechnical language, carries in most accessible form the information needed by the enthusiastic beginner in photography.

But it also appeals to the advanced worker. It explains the *unusual* in photography—snapshots with back-lighting, pictures indoors by sunlight or ordinary electric light, architectural photography, the use of color filters with orthochromatic and panchromatic film, etc.

Fourteen printings of “How To Make Good Pictures” have been exhausted. The fifteenth, running into the third million, is now off the press. The price is still 50 cents. Any Kodak dealer can supply it. Get your copy today.

EASTMAN KODAK COMPANY  
ROCHESTER, N. Y., *The Kodak City*



**SPEED**

*is the  
making of  
many a fine  
picture*



**SPEED**

*marks  
every roll  
of yellow-box  
film*

**F**AST lens, fast shutter, fast film—you need them all for swiftly moving subjects and for *any* subject in poor light. And not the least important is the film. You need speed you can count on—the always dependable speed you get in the famous yellow-box film.

**EASTMAN KODAK COMPANY**

*All Dealers'*

ROCHESTER, N. Y., *The Kodak City*

# What You Get When You Purchase a Kodak

## THE SUMMARY

A COMPACT, staunchly built, richly finished camera that may be carried in the pocket, slipped in the handbag or swung lightly from the shoulder.

Extremely fast lens equipment, *at low cost*; insuring good pictures under adverse light conditions and permitting rapid shutter action for arresting motion in sports subjects.

Simplified construction and design resulting in fewer things to remember or to get out of order.

A complete illustrated manual of instruction, written in concise, understandable language.

Autographic Attachment—an *exclusive* Eastman feature—permits the writing of records on the film *at the time the picture is made*. Invaluable for traveler or parent and for keeping records of exposure data for future reference.

Automatic Timing Scale—on shutters of certain models. A look at the scale tells just what exposure to give under existing light conditions.

*Kodakery*—a free subscription to an interesting, instructive, generously illustrated 32-page monthly photographic magazine.

Service Department—Expert instruction, if desired, through correspondence at *no cost*. In this manner a constant interest is maintained in the purchaser of a Kodak. You are shown how to get the most out of your camera.

# Detailed Information Given by Service Department

## EASTMAN SERVICE

**W**HILE we have indicated in this booklet how certain pictures of more than common interest can be made, you may wish further and detailed information on some certain phase of photography.

The experts (practical picture makers) of the Service Department of the Eastman Kodak Company, Rochester, N. Y., are ready at all times to give your inquiries prompt attention and to offer constructive criticism of work when desired. There is no charge—no obligation.

*Service Department*

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

*For Your Protection*

Bear in mind that—*Only Eastman makes the Kodak.*

