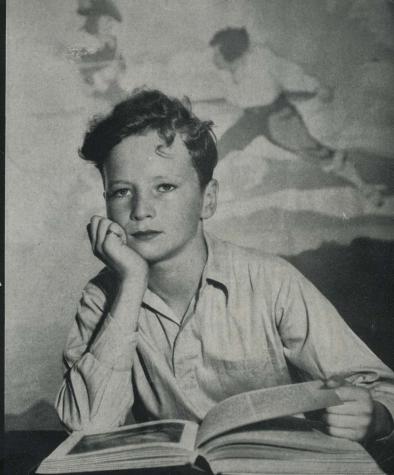
# KODAK



### The Digitized Kodak Catalog Project (1886 - 1941): A Very Brief History

Most camera collectors at some point in their collecting careers pass through a Kodak phase - some never come out of it. And if there ever was one name that came to be associated with both cameras and collecting, it was Kodak.

George Eastman received his first patent (for coating dry plates) and bought his first manufacturing facility in 1880, and in 1881 he started the Eastman Dry Plate Company. In 1886 he received a patent for the near-mythical Eastman Detective Camera, but it wasn't until 1888 that the first camera bearing the name "Kodak" was introduced.

One of the nice things about collecting Kodak is that the product line is pretty well known, and because the company produced annual catalogs for many years, collectors can be reasonably sure of what they're looking at, when it was made, the variations and so on - presuming that they have access to either the appropriate catalog, or a number of the many books which document Kodak, each to some greater or lesser extent.

But what would be really nice would be to have a complete set of Kodak catalogs in an easily accessible form and readily available. And since the advent of portable computing devices (PC, Macintosh, etc.) that's been possible - except for the difficulty of assembling a complete set of Kodak catalogs in one spot and then scanning them and making the results available.

The idea of digitizing a complete set of Kodak catalogs has kicked around the collecting community for many years. It's been proposed on a number of online forums, during meetings of various photohistory groups, and for years there have been many incomplete "Kodak CDs" on eBay but at best, they only contained a few catalogs - whatever the owner had available. But assembling a complete set of catalogs, then scanning and processing perhaps 3,000 to 4,000 pages, was a daunting task - if not completely overwhelming - and nothing ever came of it.

### Until now.

In early 2010, the idea came up again, but this time we - "we" as in "the collecting community" - were lucky. A number of collectors were willing to loan their catalogs to this project and a couple of insane - wait, let's call them "dedicated" - dedicated enthusiasts - neither of whom collected Kodak, but both of whom enjoyed the challenge of such a project - were willing to put in the time and effort to scan and pull together the entire set of catalogs into a full-blown Kodak Catalog Digital Library.

Our initial objective was to include just the annual amateur catalogs, but it turns out that many cameras only appear in certain professional and specialty catalogs. We included as many of those as we could obtain so that almost every Kodak camera made in the US, Canada and Europe, would be documented - at least up to about 1941. After that, it becomes much more difficult as Kodak stopped producing annual catalogs as their product line became increasingly more diversified.

However, even with the additional "non-amateur" catalogs, we weren't completely successful in illustrating "every" camera Kodak ever made. There are an elusive few that might appear in specialty catalogs that we simply couldn't track down. If you can't find one of those odd cameras, that's no doubt why. We may do a revision at some point in the future if someone is willing to loan us a catalog that includes a camera that isn't already recorded.

In this project, a total of 67 catalogs were used from 1886 through 1941 including a number of professional and dealer catalogs, and in some years, two or even three different catalogs to cover all the bases. With the cooperation of a number of dedicated collectors, we were able to pull together all those catalogs and in June 2010, the project started in earnest.

By November 2010, we had scanned everything we needed and eventually all 67 catalogs were then reassembled as image folders and converted to the universally accepted PDF format and finally, converted into individually searchable PDFs which could then be searched globally as a collection.

For those of you interested in the statistics: about 200 hours of scanning time (we never want to hear that sound again), 67 catalogs and 3,908 page scans - which generated 7,917 original and processed images - and 11.4 GB of disk space. Additionally, another 100+ hours of technical development time was needed to convert the digital catalogues into a fully searchable "knowledgebase" that could be launched from most any standard web browser.

The overwhelming number of catalogs was loaned to us by that most remarkable of Kodak collectors, Charlie Kamerman of Eagle Creek, Oregon. Without Charlie, it's very doubtful that this project could even have been attempted.

But as it turned out, even Charlie didn't have all the publications that were needed, but he was able to track down the five that he lacked and was able to secure either a copy or high resolution images that we could work with. And so, our thanks to the contributors of the catalogs and scans that we used:

Charlie Kamerman for the vast majority of catalogs used and all his help, Steve Shohet for loaning a variety of test catalogs, Ryerson University (Toronto) for the 1886 Eastman Catalog George Layne for the 1890 New Kodaks Catalog, Mike Kessler for the 1891 Dealer Display Catalog, Ralph London for the 1893 UK Catalog, Michael Pritchard for the 1897 UK Catalog.

The digital side of the project - also known as "all of the work" - was done by Rob Niederman of Medina, Minnesota, and Milan Zahorcak of Tualatin, Oregon. Remarkably we're still friends and in a few years, we'll probably be able to talk about this project rationally.

And there you have it, a more-or-less done deal. We're fairly sure that it isn't quite perfect, and expect there will be some carping about something or other; but all-in-all, we believe this to be a pretty good product and can now move on to something else.

Our thanks to all of those involved.

Rob Niederman Milan Zahorcak

Fall, 2011



# In selecting a camera, consider these four points:

KODAKS KODAKS AND BROWNIES THE PICTURE SIZE that appeals to you most...

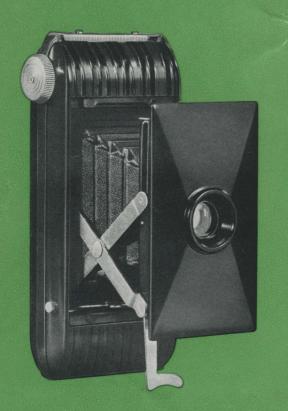
THE TYPE OF CAMERA YOU PREFER ... box or folding ...

THE VARIETY OF PICTURES you want, and the conditions under which you expect to take them . . . . .

**THE PRICE** you want to pay. . . . Your dealer will be glad to help you make your selection.

For complete information on Kodak Film and photographic accessories, ask for the booklet, *Kodak Picture-Making Aids*.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.



Jiffy Kodak V.P. "Vest pocket" Kodaks are long-time favorites because of their great convenience...their reliable picture quality...their moderate cost. In this latest version, ultramodern molded construction and the popular "Jiffy" action have been thrown in for good measure. Jiffy Kodak V.P. is smart and swift. Press a button and the lens snaps out into position. Press the release and you've made the picture, without focusing or other adjustment. Here you have the famous five-dollar Kodak completely restyled... and a more completely satisfying picture maker than ever before.

**DETAILS AND PRICES** Picture size, 15/8 x 21/2 inches. Permanent "built-in" glossy finish, with ornamental ribbing. Removable back. Weight, 10 ounces. Fixed focus. Kodak Doublet lens, deeply recessed for protection. Built-in shutter, with 2 releases. Aperture can be stopped down to *f*.16. Folding direct-view eye-level finder. Bright metal parts rust-proofed. Price, \$5. Cowhide carrying case, \$1.35. No. 127 Kodak Film (8 exposures): Verichrome, \$.25; "SS" or Panatomic, \$.30.

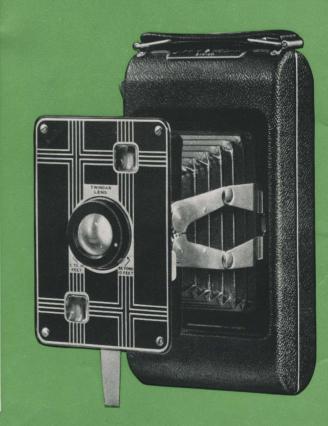
Kodak Bantam Though it is so small that it fits the palm of the hand, Kodak Bantam leads to good pictures larger than itself. Modern photofinishing methods give you these big prints at reasonable cost. Film cost, too, is low...20 cents for an eight-exposure roll of Kodak Panatomic. This capable film, plus fixed focus and fixed shutter speed, cancels ordinary exposure problems. Besides, you don't have to watch the window when winding film: a special device centers exposures...speeds up your picture making. Smallest of all Kodaks, the Bantam is also one of the most intriguing...especially the finely equipped and versatile f.6.3 model.

**DETAILS AND PRICES** Standard enlargement size, 2 \(^3\)/<sub>4</sub> x 4 inches. Molded body, 4\(^3\)/<sub>8</sub> x 2 \(^1\)/<sub>4</sub> x 1 inch. Weight, 8 ounces. F.6.3 Model—Kodak Anastigmat f.6.3 lens. Snapshot, time actions. Optical eye-level finder. Price, \(^9\).75. Doublet Model—Kodak Doublet lens. Snapshot, bulb actions. Folding eye-level finder. Price, \(^9\).75. Case for either model, \(^9\).25. Kodak Panatomic Film No. F828 (8 exposures), \(^9\).20.



Jiffy Kodaks Six-16 and Six-20 There is no secret about the popularity of Jiffy Kodaks. They have all the style of the folding camera plus the simplicity of a box model. Press a button: "Pop"—the Jiffy opens. Press another: "Click"—it gets the picture. The fast-moving mechanism comes in a camera body notable for its compact shape, handsome covering, and etched front. Two other points must not be overlooked—Jiffy Kodaks make not only good pictures, but big pictures; and they cost little to buy. Simplest folding cameras ever devised, their happy combination of qualities has made them irresistible to many thousands of people.

DETAILS AND PRICES Picture sizes: Six-16, 2½ x 4¼ inches; Six-20, 2¼ x 3¼ inches. Near-and-far focus. Snapshot, time actions. Jiffy Kodak Six-16, \$9. Leather Case, \$1.85. Kodak Film No. 616 (8 exposures): Verichrome, \$.35; "SS" or Panatomic, \$.40. Jiffy Kodak Six-20, \$8. Leather Case, \$1.65. Kodak Film No. 620 (8 exposures): Verichrome, \$.30; "SS" or Panatomic, \$.35. Lens Cap for either camera, \$.15.

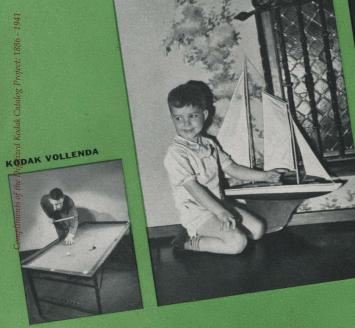




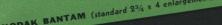
# Kodak Juniors Six-16 and Six-20 One fact about these Kodaks stands out above all others: they offer you the opportunity of getting a fine, fast lens (Kodak Anastigmat f.6.3) at an extremely moderate price. Thus equipped, Kodak Juniors make snapshots even on cloudy days, or indoors at night with the aid of Kodak "SS" Film and Mazda Photoflood bulbs. The Doublet models, on their part, are thoroughly reliable for less exacting picture situations. Both types are beautifully finished.

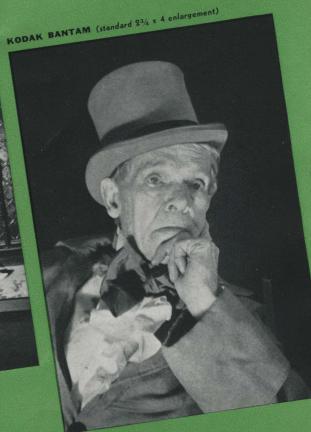
DETAILS AND PRICES Picture sizes: Six-16, 2½ x 4¼ sinches; Six-20, 2¼ x 3¼ inches. Self-erecting front. Shutter speeds to 1/100 second. Doublet models are fixed focus. Kodak Junior Six-16 with Kodak Anastigmat f.6.3 lens, \$15.50; with Kodak Doublet lens, \$12. Cases: soft leather, \$1.85; lined grain leather, \$3. Kodak Film No. 616 (8 exposures): Verichrome, \$.35; "SS" or Panatomic, \$.40. Kodak Junior Six-20 with Kodak Anastigmat f.6.3 lens, \$13.50; with Kodak Doublet lens, \$10. Cases: soft leather, \$1.65; lined grain leather, \$2.50. Kodak Film No. 620 (8 exposures): Verichrome, \$.30; "SS" or Panatomic, \$.35.





KODAK JUNIOR SIX-20



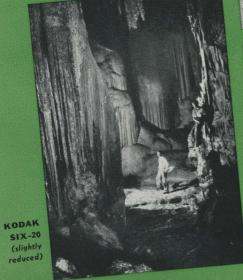


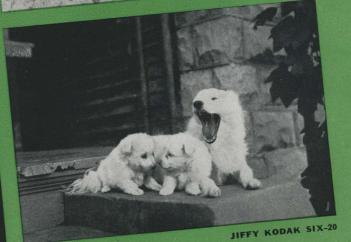


KODAK DUO SIX-20



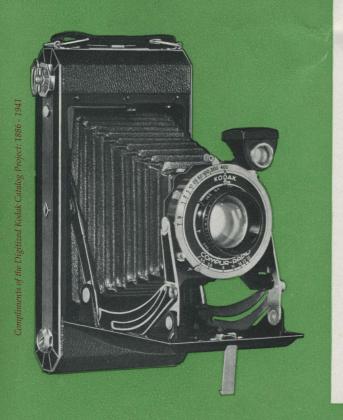
JIFFY KODAK V.P.





SIX-20

(slightly reduced)

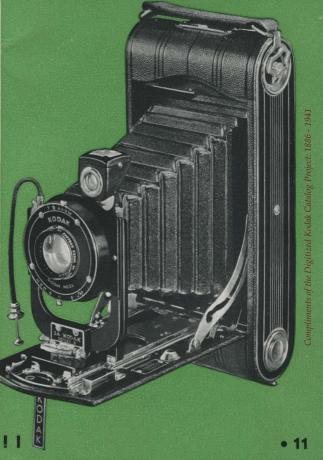


Kodaks Six-16 and Six-20 Outstanding in efficiency, beauty, and compactness, Kodaks Six-16 and Six-20 are America's favorite fine cameras. All, including the simple Doublet models, have the action front, which snaps the lens out into position at the touch of a button. The f.6.3 models make light work of night photography and rainy-day snapshooting. And topping off the list are two models with f.4.5 lenses and Compur shutters...models of almost unlimited picture-making scope.

DETAILS AND PRICES Picture sizes: Six-16, 2½ x 4¼; Six-20, 2¼ x 3¼. Kodak Six-16—Kodak Anastigmat f.4.5 lens, Compur-Rapid shutter (speeds to 1/400), \$40; Kodak Anastigmat f.6.3 lens, Dakar shutter (speeds to 1/100), \$20; Kodak Doublet lens, Kodon shutter (speeds to 1/100), \$16. Case, \$3.00. Kodak Film No. 616 (8 exposures): Verichrome, \$.35; "SS" or Panatomic, \$.40. Kodak Six-20—Kodak Anastigmat f.4.5 lens, 1/250 Compur shutter, \$37.50; Kodak Anastigmat f.6.3 lens, Kodon shutter, \$17.50; Kodak Doublet lens, Kodon shutter, \$14. Case, \$2.50. Kodak Film No. 620 (8 exposures): Verichrome, \$.30; "SS" or Panatomic, \$.35.

**3A Kodak, Series II** An ideal model for people who want large pictures without the necessity of enlarging. With a 3A Kodak, Series II, you get pictures of full postcard size... $3\frac{1}{4}$  x  $5\frac{1}{2}$  inches...and the camera that makes them is refreshingly new...up-to-the-minute. Side panels are finished in brilliant chromium and black enamel. The modern note continues in the smartly creased cowhide covering. The lens is the Kodak Anastigmat f.6.3...easily able to cope with poor light, or to make snapshots at night with Kodak "SS" Film and Photofloods. In both looks and performance the 3A, Series II, is a remarkable big-picture camera.

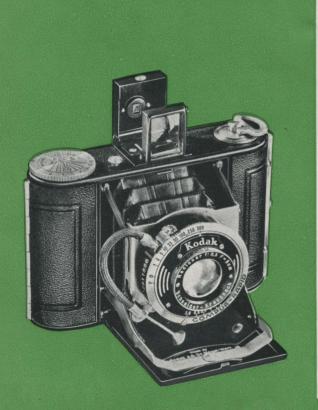
**DETAILS AND PRICES** Picture size,  $3\frac{1}{4}$  x  $5\frac{1}{2}$  inches. Push button opens camera and drops bed into place. Diodak shutter, with four speeds to 1/100 second, time and bulb actions. One-piece, die-cast aluminum slide block and front. Price, with Kodak Anastigmat f.6.3 lens and Diodak shutter, \$39.50. Lined grain leather case, \$5.25. Kodak Film No. 122 (6 exposures): Verichrome, \$.55; "SS" or Panatomic, \$.65.



Kodak Duo Six-20 Though built with the compactness and precision of a true "miniature," the Duo makes 15/8 x 2½-inch pictures...large enough to mount in an album as they are. They may be enlarged, of course, for the combination of Kodak Anastigmat f.3.5 lens and Compur-Rapid shutter imparts almost limitless sharp detail to negatives. As for scope...the Duo is as sure of itself in dealing with nighttime pictures and action shots as it is in ordinary snapshooting. Fully equipped, carefully finished, it is a brilliant example of photographic craftsmanship.

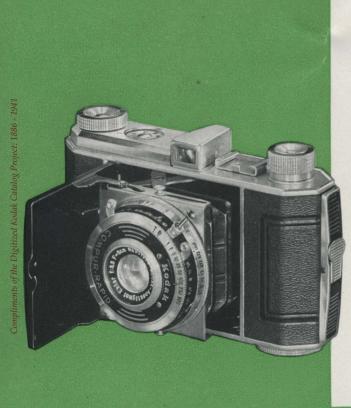
Button release opens camera and erects lens. Kodak Anastigmat *f*.3.5 lens. Compur-Rapid shutter (9 speeds to 1/500 second). Finger release (cable release may be added). Focusing from 3½ feet to infinity by revolving entire lens-and-shutter mount. Diaphragm settings from *f*.3.5 to *f*.22. Rotating depth-of-focus scale. Covering, fine-grained, tooled black leather. Price, \$57.50. Lined brown cowhide carrying case, \$4. Kodak Film No. 620 (16 exposures): Verichrome, \$.30; "SS" or Panatomic, \$.35.





Kodak Vollenda A masterful "miniature" at an unusually moderate price. Provided with a brilliant f.3.5 anastigmat lens, and shutter speeds up to 1/500 second, the Vollenda takes front rank for versatility, and makes negatives capable of extreme enlargement...especially when the film used is the famous Kodak Panatomic. Further...its precise mechanism is contained in a camera body no bulkier than a pocketbook. Weighing only twelve ounces, Kodak Vollenda has nevertheless demonstrated that it is a highly practical, economical, satisfying picture maker.

**DETAILS AND PRICES** Picture size, 1 3/6 x 1 9/6 inches. Size of camera (closed), 4 1/4 x 3 1/8 x 1 1/4 inches. Action front automatically opens camera and erects lens to picture-making position. Focusing from 3 1/2 feet to infinity by revolving lens mount. Anastigmat f.3.5 lens. Compur-Rapid shutter, with nine speeds to 1/500. Optical eye-level finder. Depth-of-focus scale. Covering, black pin-grain morocco leather. Price, \$44.50. Lined soft-leather carrying case, \$1.50. Kodak Film No. 127 (16 exposures): Verichrome, \$.25; "SS" or Panatomic, \$.30.

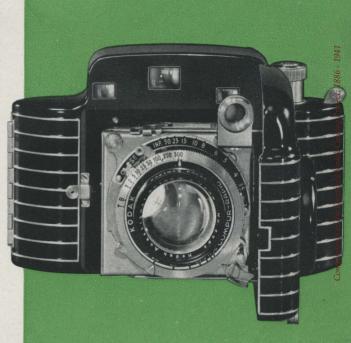


Kodak Retina Here is remarkable photographic proficiency compressed to the dimensions of a true "miniature." Closed, the Retina slips into pocket or handbag. Opened in a second, it is ready not only for everyday photography, but for fast sports shots...indoor pictures at night... rainy-day snapshots...lovely full-color views on Kodachrome Film. Its black-and-white pictures can be enlarged to striking proportions. Its color transparencies may be viewed as they are or projected on a screen, with charming results.

DETAILS AND PRICES Picture size, 1 x 1½ inches. Kodak Anastigmat EKTAR f.3.5 lens. Compur-Rapid shutter (1 to 1/500). Finger and special plunger releases. Enclosed optical eye-level finder. Depth-of-focus scale. Exposure counter. Finish, black morocco leather, chromium trimmings. Price, \$57.50. With black enamel trimmings, f.3.5 lens, \$47.50. Soft black leather case, \$1.50. Combination case, for camera, filters, range finder, \$5.50. Kodak Film No. 135 (36-exposure magazine): "SS," Panatomic, or Super X, \$.85; Infra-Red, \$1.10. Kodachrome Film No. K135 (K135A for Photoflood lighting), 18 exposures, \$3.50, including processing.

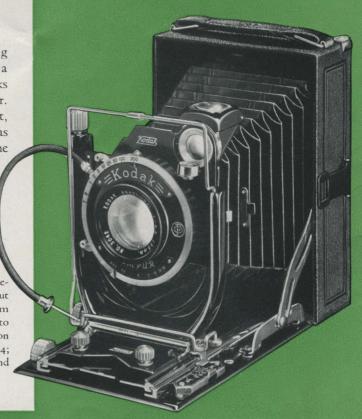
Kodak Bantam Special A camera that unites the adaptability of a fine "miniature" with advanced construction and styling. Bantam Special's coupled range finder simultaneously measures distances and focuses the camera The Compur-Rapid shutter offers speeds to 1/500 second. A special device locks the film in position for each exposure. Best of all, the superspeed, super-corrected lens, Kodak Anastigmat EKTAR f.2.0, assures unsurpassed scope and quality in both black-and-white and Kodachrome full-color photography. The brilliantly finished aluminum body fully protects this splendid mechanism, completing a choice and exquisitely made photographic instrument.

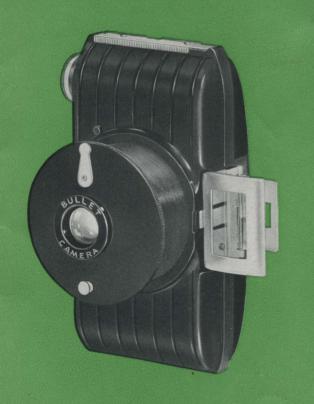
**DETAILS AND PRICES** Standard black-and-white enlargement size, 2\(^34\) x 4 inches. Stainless steel or chromium fittings. Special film-pressure plate. Weight, 16 ounces. Price, \$110. Brown leather case, \$5.50. Kodak Panatomic or Super X Film No. 828 (8 exposures), \$.20. Kodachrome Film No. K828 (K828A for Photoflood lighting), 8 exposures, \$1.75, including processing.



Kodak Recomars 18 and 33 Combining mechanical excellence with ability to take a great variety of negative materials, these Kodaks are admirably suited to the serious photographer. Their use is not, however, limited to the expert, for their refinements mean simple as well as varied picture taking. They have both wire-frame eye-level and brilliant waist-level finders... focusing by rack-and-pinion or ground-glass back...double-extension bellows and bed. Their lens is the Kodak Anastigmat f.4.5... a triumph in optical design...their shutter the famous Compur. Sturdy, precise, they give a lifetime of first-class performance.

**DETAILS AND PRICES** Picture sizes and negative materials: "18" —  $2\frac{1}{4}$  x  $3\frac{1}{4}$ -inch film packs, 6.5 x 9-cm. cut film or plates; "33" —  $3\frac{1}{4}$  x  $4\frac{1}{4}$ -inch or 9 x 12-cm. film packs, 9 x 12-cm. cut film or plates. Shutter speeds to 1/200 (1/250 on "18"). Prices, including 3 combination plate and film holders, film pack adapter: "18," \$54; "33," \$63. Lined brown cowhide case for camera and accessories: for "18," \$5; for "33," \$5.50.

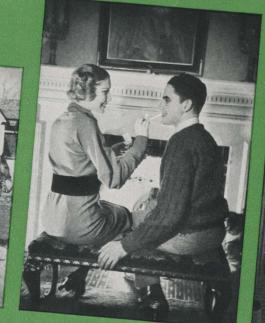


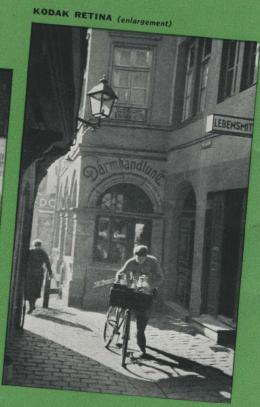


Bullet Camera It's new...and its new features have quickly made it a sensation in picturetaking circles. One turn on its ingenious spiral mount and the lens is out in picture-taking position. The rest is just as easy: sight on the subject \$ through the eye-level finder and press the release. & No focusing is necessary. After the picture is made the finder is folded, the mount turned back, and the Bullet takes on a smooth, compact, handfitting form. It's more than a novelty, though, for it is scientifically designed for what every Eastman camera must do-make genuinely good pictures. Though it means fun from the start, the Bullet camera scores its real hit when the first batch of 5 prints comes back.

DETAILS AND PRICES Picture size, 1 5/8 x 2 1/2 inches. Latest molded construction, with permanent glossy finish. Meniscus lens. Snapshot and bulb actions. Removable back, for quick, easy loading. Price, \$2.85. Soft S leather carrying case with hand strap, \$.75. Kodak Film No. 127 (8 exposures): Regular N.C., \$.20; Verichrome, \$.25; "SS" or Panatomic, \$.30.

# SIX-20 BROWNIE JUNIOR



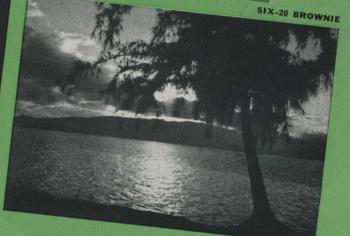


BABY BROWNIE







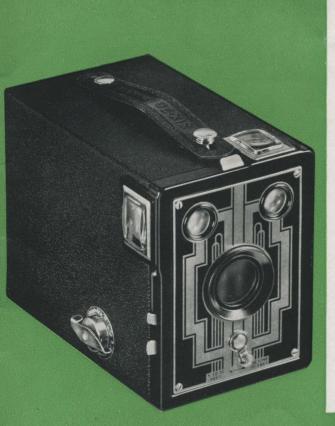


KODAK BANTAM SPECIAL (standard 23/4 x 4 enlargement)

Baby Brownie Perhaps you have been doubtful as to whether a real camera could be built to sell for only one dollar. Yet here it is: a full-fledged, modern picture taker... and an unusually handsome one, too. Many like its glossy black shape... its easy, reliable action. And others are surprised by the quality of the pictures it turns out. The explanation is simple: though small and inexpensive, the Baby Brownie embodies all the experience gained in many years of camera construction. It is correctly designed... carefully built... painstakingly inspected. The result is a smart little camera of amazing efficiency and reliability.

**DETAILS AND PRICES** Picture size, 15% x 2½ inches. Easy loading by removing top of camera. Makes vertical or horizontal pictures. Meniscus lens. Rotary shutter with snapshot action. Fixed focus, with range from 5 feet to infinity. Eye-level direct-view finder, folding flush with top of camera when not in use. Price, \$1. Kodak Film No. 127 (8 exposures): Regular N.C., \$.20; Verichrome, \$.25; "SS" or Panatomic, \$.30.





Six-16 and Six-20 Brownies Look where you may, you will not find a box camera that can excel either of these Brownies. Previous Brownie models have made photographic history...the Six-16 and Six-20 are following in their footsteps. As a matter of fact, they are even better than their predecessors, embodying, as they do, refinements that only yesterday's experience and today's facilities could provide. Their Diway lens insures sharp focus for either near or distant subjects. Finders are extra-large and of the brilliant type. Shutters are as dependable as ever. And the improvement in appearance made by the decorative metal front is obvious at a glance.

**DETAILS AND PRICES** Picture sizes: Six-16, 2½ x 4¼ inches; Six-20, 2¼ x 3¼ inches. Eastman Rotary shutter, with snapshot and time actions. Covering, black morocco-grain material. Six-16 Brownie, \$3.75. Kodak Film No. 616 (8 exposures): Regular N.C., \$.30; Verichrome, \$.35; "SS" or Panatomic, \$.40. Six-20 Brownie, \$3. Kodak Film No. 620 (8 exposures): Regular N.C., \$.25; Verichrome, \$.30; "SS" or Panatomic, \$.35.

# Six-16 and Six-20 Brownie Juniors

For large pictures, made in the simplest way possible, choose a Brownie Junior. The focus is "fixed"—you never have to measure distances. Just load your camera, aim at your subject, trip your shutter...and the picture is made. And your Junior will be good-looking, too, with its neat, leather-like covering, and...by way of contrast ...its two-toned metal front. Point of prime importance, however, is this: into the design of the Brownie Juniors went real care, and out of them come real pictures, even though the user may never have tripped a camera shutter before.

DETAILS AND PRICES Picture sizes: Six-16, 2½ x 4¼ inches; Six-20, 2¼ x 3¼ inches. Meniscus lens and protective, ornamental front crystal. Rotary shutter, with snapshot and time actions. Two extra-large ground-glass finders. Six-16 Brownie Junior, \$2.75. Kodak Film No. 616 (8 exposures): Regular N.C., \$.30; Verichrome, \$.35; "SS" or Panatomic, \$.40. Six-20 Brownie Junior, \$2.25. Kodak Film No. 620 (8 exposures): Regular N.C., \$.25; Verichrome, \$.30; "SS" or Panatomic, \$.35.



## ACCESSORIES FOR THE PICTURE MAKER

### KODAFLECTOR (Right)

Improves greatly the efficiency of photo bulbs. Complete, \$5.

### KODAK HANDY REFLECTOR, MODEL B (not illustrated)

Simple, effective cardboard reflectors; special holders. 2 for \$.25.

# KODAK POCKET

Eliminates the guesswork with any folding camera. \$7.

### KODAK METAL TRIPODS

Fit any standard tripod socket. Legs are of light, rigid telescoping brass tubing. 3 models—one as low as \$2.75.

### KODAPOD AND OPTIPOD

For standard tripod sockets. May be attached to any handy object to hold the camera steady during exposure. Kodapod, \$1.75; Optipod, \$1.25.

### KODAK SELF TIMER

For any camera with a cable release. Clicks the shutter automatically. Allows camerist to take his own picture. \$1.25.



### DARKROOM OUTFITS

Supplies for developing and printing at home. Kodak Darktoom Outfit No. 1 is \$8,75; No. 2, \$3.25.

### LENS ATTACHMENTS

Fit over the regular camera ens to give unusual results. Kedak Portrait Attachment, \$.50 and \$.75. Other types of attachments are as low as \$1.

### VELOX WATER COLORS

12 shades coated on paper stamps. Rapidly soluble in water to produce effects desired. In enamel case with 3 brushes, \$1.

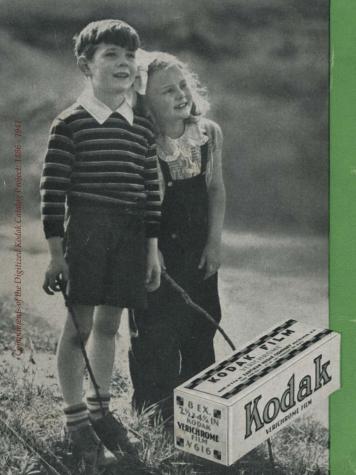
### EASTMAN ALBUMS

Attractive . . . durable . . . easy to use. Many styles, in a wide price range. Eastman Albums are priced from \$.90 to \$5.00.

### "HOW TO MAKE GOOD PICTURES"

Latest, revised edition of this helpful publication. Hundreds of pictures, diagrams. Every amateur photographer should own a copy. Price \$.50.

For other photo accessories, see the booklet, "Kodak Picture-Making Aids" For home movie equipment, ask your dealer for Ciné-Kodak catalog



Don't take chances...load your camera with Kodak Verichrome Film. Your snapshots come out clearer, truer, more lifelike. This film gets the picture where ordinary films fail. Any camera is a better camera, loaded with Verichrome. Accept nothing but the film in the familiar yellow box...Kodak Verichrome Film... which only Eastman makes.

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