YOUR KODAK AT THE FAIR

WHAT TO TAKE AND HOW TO TAKE IT



It is well to bear in mind, however, that most

everything is light in tone and, therefore, less exposure is required than for ordinary subjects. You can "shoot" at any time of day and get

good results by following a few simple rules.

- 1. Hold camera steady and hold it level if you want vertical lines of buildings straight. Odd angles of parts of buildings (obtained by pointing camera up) often make interesting studies.
- 2. Make judicious use of horizontal as well as vertical camera positions. A number of subjects are worthy of two or three "shots" from carefully chosen different viewpoints.
- 3. If subject is back-lighted use larger lens opening than if front lighted. Be sure that sun's rays do not strike front of camera: use Kodak Lens Hood, shade lens with hand, or stand so that some object intercepts rays of sunlight coming toward the camera.
- 4. With folding cameras, on which lens may be focused, set at 100-foot mark for general views about the Fair. For nearby subjects, shift pointer to proper mark.

in the shade on bright days, otherwise the 1/50th speed is best; it will also arrest movement of pedestrians. With the 1/100th speed use f.11 (U.S. 8) or the No. 1 stop opening.

With light colored subjects in full bright sunlight and across water, you can use second stop opening on box cameras, such as Brownies, and also on the Jiffy Kodaks. On days of hazy sunlight or where subject is in the shade, use largest stop opening.

In sunlight, use stop 16 with double lenses or stop No. 2 with single lenses.

These exposures are recommended up to one bour before sunset with Verichrome and Panatomic-X Films.

With Plus-X Film (for miniature cameras) 1/100th second at f.16 is right for bractically all subjects in bright sunlight.

Filters improve pictorial effects: follow directions with them. For extremely dull, gray days, Kodak Super-XX Film has the speed you need. This very rapid film is not recommended for use in bright sunlight with cameras baving but two stop obenings.

AT NIGHT

Striking night pictures may be made with any camera equipped for "time" if placed on a tripod or a solid support.

Exposure depends on brightness of illumination. With Super-XX Film it will range from 10 seconds to 1 minute. with largest stop on Brownies, liffy Kodaks, and all single lens cameras. Use stop 16 with lenses so marked.

Exposure for night pictures above, 30 seconds, f.16 Super-XX Film. Relatively shorter exposures may, of course, be made with relatively larger openings.

With ultra - fast - lens "miniatures," snapshots can be made.

For fireworks, merely point camera toward display, open shutter, on "time," and after burst close it and wind film.



The Gayway: You will find much of interest to snap here—medium closeups and general views. Be careful not to "shoot" with pedestrians too near the camera.



Court of Seven Seas: Taken from Fountain of Western Waters in Court of Pacifica. The shaded building makes the fountain stand out well by contrast.





Elephant Towers: Any time of day you can get good pictures of the Towers from several viewpoints. Fairly close-up angle shots are interesting.



Fountain in Treasure Garden: The foliage in the forground and the beautiful Homes and Gardens Building beyond provide a good picture setting for the graceful tumbling waters.

(Left) Court of Pacifica: You will want several pictures like this in your collection. In the foreground is a pair of wandering troubadours. The spirit and beauty of the Fair are here captured in one shot. Be sure to take a close-up picture of the huge statue Pacifica—a striking night subject too.

The Pageant of the Pacific is a Pageant of Pictures

HERE ARE JUST A FEW OF THE HUNDREDS THAT AWAIT YOU





Balcony—Tower of the East: An angle shot of architectural detail. Figure is well placed in picture's composition; it provides "human" element and accentuates massiveness of structure. Try a few such viewpoints.

Arch of Triumph: This taken from Court of Reflections. For close-up view (vertical) stand between the two pools—Girl in Rainbow Fountain beyond can be framed nicely.





Elephant Towers at Night: Hold camera steady on tripod or some solid support. Make a time exposure, 30 seconds, /.16, with Super-XX Film. With Verichrome Film increase exposure about four Portals of Pacific — Night: Main entrance to Fair with Elephant Towers on each side, Sun Tower in center. Place camera on solid support, give 15 seconds at f.11; largest stop on Brownies, Jiffy Kodaks, or with single lenses; Super-XX Film.





East Tower Stairway: There are many chances for pictures of salon calibre. Camera pointed up here—focus set at 50 foot mark. Bas relief, "Dance of Life," good for separate picture.



Temple Compound: Take some snapshots of the various modes of transportation about the Fair grounds—the rolling chairs, jinrikishas and Elephant Trains. The California Group Buildings are shown in background.



"Flying Cloud" on Hall of Science: Another very worthwhile bas relief subject. Cross lighting adds third dimensional effect. Figure of girl shows relative size; focus set at 25 ft. mark.

(Right) Pacific House: This is the theme building of Treasure Island. The house straight ahead is the State Building of Johore. Many good subjects here.



Towers of the East: The Temple Compound across the main lagoon, Festival Hall at right. The side lighting gives good reflections in the placid waters of the lagoon.



FOR CLEAR, SPARKLING SNAPSHOTS

Load with Kodak Verichromethe All-Round Film

Double-guard your snapshots of the Fair by using Verichrome—the double-coated film. Two sensitive coatings instead of one. One coating for dull light, another for bright

light give Verichrome unusual picture-taking range. In sun or shade, bright days or dull, Verichrome Film protects your snapshots. It is the standard film used by beginners as well as experts.

FOR YOUR NIGHT SHOTS .

Kodak Super-XX Film

This film, made especially for night photography, is about four times as fast as ordinary film. It is fully panchromatic and has a special antihalation property. Super-XX is the film for your night pictures... also recommended for snapshots on extremely dull days.



FOR GORGEOUS FULL-COLOR .

Kodachrome Film

There is much at the Fair to take in color . . . both day and night.

Kodachrome Film yields full-color pictures (transparencies) of amazing fidelity. It is available for the Kodak Retina and similar 35 mm. cameras, also for the Kodak Bantams and in cut sheets in standard sizes... and for 8 mm. and 16 mm. Ciné-Kodaks.



For detailed instruction on use of your camera at the Fair, consult your Kodak dealer.

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