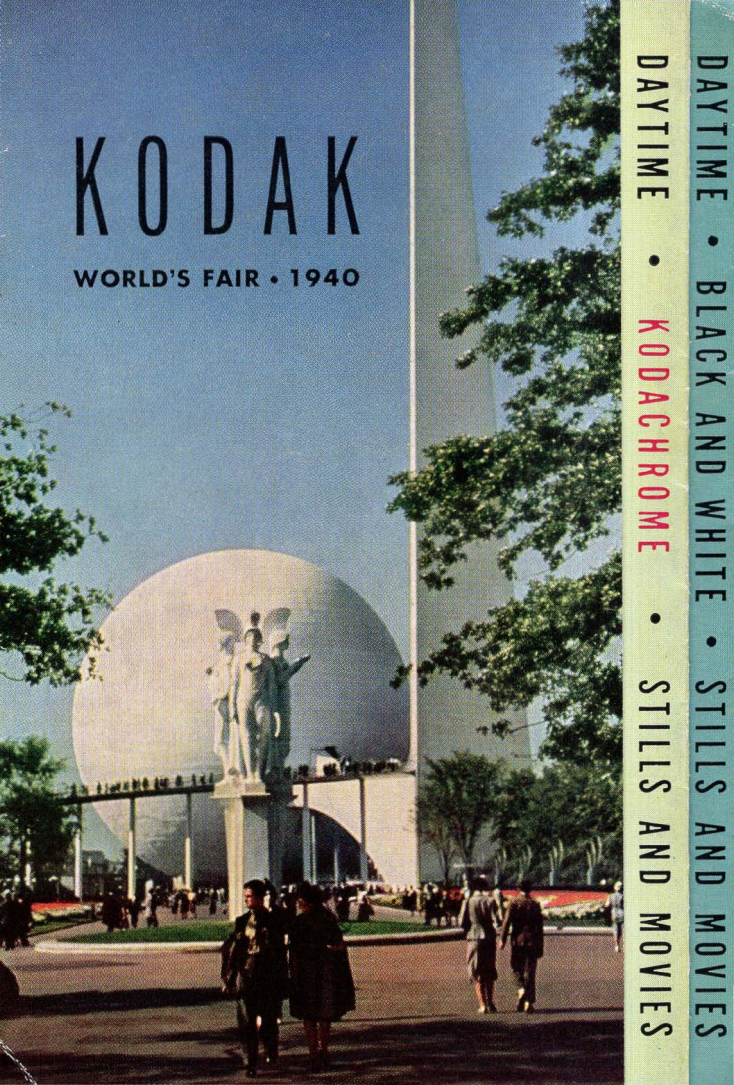


# KODAK

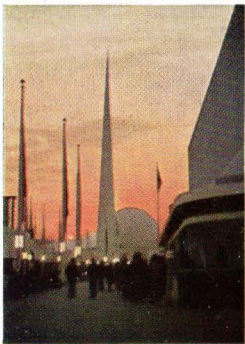
WORLD'S FAIR • 1940

DAYTIME • BLACK AND WHITE • STILLS AND MOVIES  
• KODACHROME • STILLS AND MOVIES





**STATUES** are plentiful and are improved by side-lighting. Don't forget to double the normal exposure for such lighting.



**SUNSET AFTERGLOW** creates changing and colorful subjects. Start your "after dark" sequence like this.

**EASTMAN KODAK COMPANY • ROCHESTER, N. Y.**




• Never in history have such interesting and beautiful subjects been assembled to delight the picture taker. Start now to make a photographic sequence entirely your own, of the fascinating New York World's Fairland.






**LIGHT-COLORED BUILDINGS.** The unusual designs make interesting compositions. Flags and people add atmosphere.



**VISTAS.** Include plenty of scenes across water or down avenues for a well balanced Fair sequence.

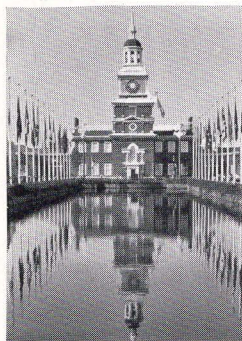
KODACHROME <i>STILLS*</i> DAYTIME	BRIGHT SUN	HAZY SUN	CLOUDY SUN
			
	CLEAR SKY Strong Shadows	HAZY SKY Soft Shadows	NO SUN No Shadows
STATUES LIGHT-COLORED BUILDINGS VISTAS FOUNTAINS	Use these Lens Openings* with a Shutter Speed of 1/50 Second		
	f/8	f/5.6	f/4
Nearby People and Foreground Subjects	Between f/5.6 and f/8	Between f/4 and f/5.6	Between f/2.8 and f/4
SUNSET AFTERGLOW	1/25 to 1/10 second at f/2 or 1/5 to 1/2 second at f/4.5		
BRIGHT DAYLIGHT INTERIORS	Range between 1/25 second at f/2 to 1/5 second at f/2		
*These settings apply to Miniature Kodachrome (K135 and K828). For Kodachrome Professional Film, Daylight Type, use one lens opening larger.			

KODACHROME <i>MOVIES</i> DAYTIME	BRIGHT SUN	HAZY SUN	CLOUDY BRIGHT
			
	CLEAR SKY Strong Shadows	HAZY SKY Soft Shadows	NO SUN No Shadows
STATUES LIGHT-COLORED BUILDINGS VISTAS FOUNTAINS	Use these Lens Openings with camera set at Normal Speed		
	Between f/8 and f/11	Between f/5.6 and f/8	Between f/3.5 and f/5.6
Nearby People and Foreground Subjects	f/8	f/5.6	f/3.5
SUNSET AFTERGLOW	f/1.9		
BRIGHT DAYLIGHT INTERIORS	Half Speed and f/1.9		





**PEOPLE AND FOREGROUND SUBJECTS** with typical Fair backgrounds should be a "must"—just to prove you were there!



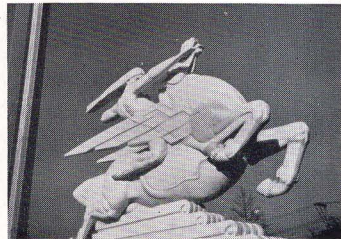
● **VISTAS** down avenues or across water are more interesting when they include people and flags. Use your color filter.

● A color filter will darken sky tones and make light-colored subjects stand out.

• Pictures of people engaged even in commonplace activities take on new interest when made at the Fair. Be sure to include several of food-stand customers, bulletin-board readers, and outdoor-event watchers.



● **LIGHT-COLORED BUILDINGS.** No picture record of your trip can be complete without lots of these. Use your color filter.



● **FAIR SCULPTURE** is varied and unusual and side lighting adds desirable roundness to statues. Use your color filter on these shots.

## BLACK-AND-WHITE

### STILLS

#### DAYTIME

KODAK VERICHROME • PANATOMIC-X

With Plus-X close lens one stop;

With Super-XX two stops

BRIGHT SUN HAZY SUN CLOUDY BRIGHT



CLEAR SKY  
Strong Shadows

HAZY SKY  
Soft Shadows

NO SUN  
No Shadows

STATUES  
LIGHT-COLORED  
BUILDINGS  
FAIR SCULPTURE  
VISTAS

Use these Lens Openings with  
a Shutter Speed of 1/50 Second

f/16  
or with K2 or  
Kodak Color  
Filter, f/11

f/11

f/8

Nearby People and  
Foreground Subjects

f/11

f/8

f/5.6

## BLACK-AND-WHITE

### MOVIES

#### DAYTIME

BRIGHT SUN HAZY SUN CLOUDY BRIGHT



CLEAR SKY  
Strong Shadows

HAZY SKY  
Soft Shadows

NO SUN  
No Shadows

Exposures given are for  
SUPER-X FILM using  
Normal Camera Speed

8

16

8

16

8

16

MM.

MM.

MM.

MM.

MM.

MM.

STATUES  
LIGHT-COLORED  
BUILDINGS  
FAIR SCULPTURE  
VISTAS

Between  
f/11  
and  
f/16\*

f/16\*

Between  
f/8  
and  
f/11

f/11

Between  
f/5.6  
and  
f/8

f/8

Nearby People and  
Foreground Subjects

Between  
f/8  
& f/11

f/11

Between  
f/5.6  
& f/8

f/8

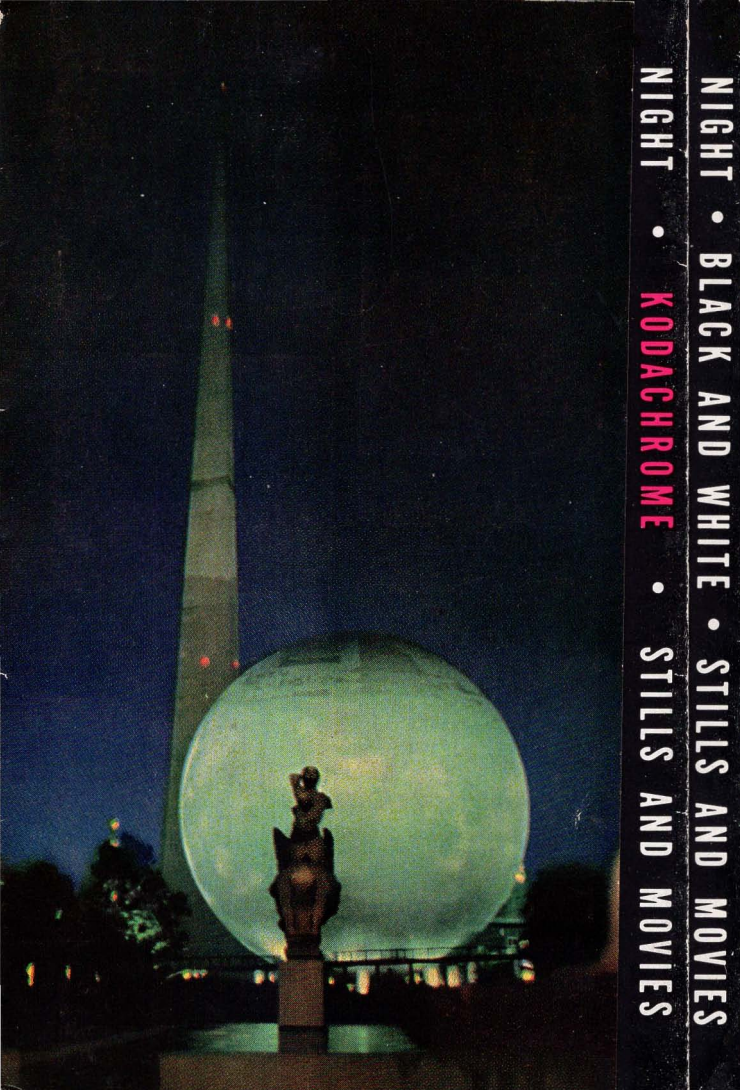
Between  
f/4 &  
f/5.6

f/5.6

With Ciné-Kodak 8 "Pan," use one lens opening larger than for Super-X (8 mm.). With Ciné-Kodak Safety (16 mm.), use 1 1/2 lens opening larger than for Super-X (16 mm.); with Super-XX, use N.D. Filter and one lens opening larger than for Super-X.

\*With CK-3 or K2 Filter use one lens opening larger.

NIGHT • BLACK AND WHITE • STILLS AND MOVIES  
NIGHT • KODACHROME • STILLS AND MOVIES





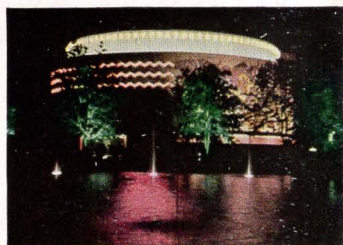


**BUILDINGS ILLUMINATED BY HIDDEN LIGHTS** are the most colorful and the most plentiful.



**FOUNTAINS.** These are the nightly headline attraction of color and beauty. Be there early for a good vantage point!

• If you think the Fair in Daytime is spectacular, you will be overwhelmed when the lights come on at dusk, and you see the Fair at Night. Truly, its beauty is the triumph of the illuminating engineers' genius.



**BUILDINGS DECORATED BY BARE LIGHTS** require slightly less exposure than those illuminated by hidden lights.



**FIREWORKS.** If these are your first in Kodachrome, you are in for a real thrill. Breath-taking and superb in either stills or movies.

Use tripod or other solid support for still camera exposures longer than 1/25 sec.

## KODACHROME • NIGHT

**These Settings are for Kodachrome, Type A**

	STILLS *	MOVIES
BUILDINGS ILLUMINATED BY HIDDEN LIGHTS	2 Seconds at f/4.5	Half Speed and f/1.9
BUILDINGS ILLUMINATED BY BARE LIGHTS  FOUNTAINS  LIGHTED BUILDINGS AT DUSK	1/2 Second at f/4.5	Normal Speed and f/1.9
FIREWORKS	1 Second at f/5.6	Normal Speed and f/1.9
TRYLON AND PERISPHERE (see cover)	20 Seconds at f/4.5	Light too dim
"FUTURAMA"	Not Recommended	Normal Speed and f/1.9
OTHER BRIGHTLY LIGHTED INTERIORS	1/10 Second at f/2	
BRIGHTLY LIGHTED STAGE SHOWS	1/25 Second to 1/10 Sec. at f/2	Normal Speed at f/1.9

\*These settings apply to Miniature Kodachrome (K135A and K828A). For Kodachrome Professional Film Type B, use one lens opening larger.



**BUILDINGS** which were photographed during the day become entirely different subjects at night. Take a few at several angles.



**BUILDINGS FRAMED WITH TREE BRANCHES** make interesting compositions even in night pictures. Try a few.

Use tripod or other solid support for still camera exposures longer than 1/25 sec.

• For a complete Fair record, be sure and include even those few subjects which may not appeal to you at the moment; if you miss these you are sure to regret it on your way home—and then it will be too late.



**OUTDOOR SHOWS** like the Aquacade will help make your record complete. You can use a Fair cane for a camera support.



**FIREWORKS AND FOUNTAINS** in the Lagoon of Nations are always spectacular. Choose a spot for an unobstructed view!

## BLACK-AND-WHITE STILLs • NIGHT

### KODAK SUPER-XX

With Verichrome and Panatomic-X make exposures four times as long; with Plus-X twice as long

	F-SYSTEM	BROWNIE LENSES	DOUBLET AND BIMAT LENSES
BUILDINGS BUILDINGS FRAMED WITH TREE BRANCHES	3 Seconds at f/11	6 Seconds at Large Opening	3 Seconds at Large Opening
BRIGHTLY LIGHTED STAGE SHOWS LIGHTED BUILDINGS AT DUSK	1/10 Second at f/4	Not recommended because subjects will move during necessarily long exposures.	
FIREWORKS AND FOUNTAINS	1/10 Second at f/4	2 Seconds at Large Opening	1 Second at Large Opening
TRYLON AND PERISPHERE (see cover)	25 Seconds at f/11	50 Seconds at Large Opening	25 Seconds at Large Opening
"FUTURAMA" AND OTHER BRIGHTLY LIGHTED INTERIORS	1/50 Second at f/2.8	Not Recommended	

## BLACK-AND-WHITE MOVIES • NIGHT

	16 MM.	
	SUPER-XX	SUPER-X
BUILDINGS BUILDINGS FRAMED WITH TREE BRANCHES	Normal Speed f/2.8	Half Speed Between f/1.9 & f/2.8
LIGHTED BUILDINGS AT DUSK BRIGHTLY LIGHTED STAGE SHOWS FIREWORKS AND FOUNTAINS	Normal Speed f/3.5	Normal Speed f/1.9
TRYLON AND PERISPHERE (see cover)	Half Speed f/1.9	Light too Dim