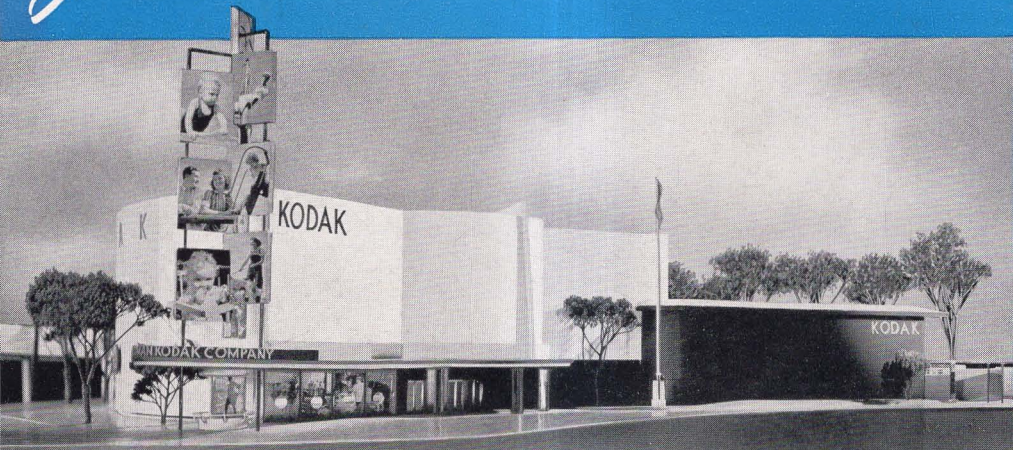


Just how do you make Color Pictures?



The illustration at the right was engraved directly from a Kodachrome transparency. Taking pictures in Kodachrome is as easy as in black-and-white.





"Just how do you make color pictures?"

MERELY LOAD YOUR CAMERA* WITH KODACHROME FILM, EXACTLY AS YOU HAVE WITH BLACK-AND-WHITE

IT'S really as easy as that.

Only amateur cameras are needed . . . only amateur knowledge. You take color pictures just as simply as you've been taking black-and-white snapshots — except that you load with full-color Kodachrome Film. Then you send the exposed film to Eastman for processing — done at no extra cost—and in a few days your pictures are returned to you as transparencies, with the same gorgeous colors you see on the screens in the Great Hall of Color at the Eastman New York World's Fair Exhibit.

**"What cameras make color pictures?"*

Standard miniature snapshot cameras taking Kodak 135 or Kodak 828 Film. These cameras, of course, also make splendid black-and-white "snaps" with the remarkable Kodak Panatomic-X, Plus-X, and Super-XX Films—as well as color pictures with regular Kodachrome for daylight, and Type A Kodachrome for artificial light.

"What do these cameras cost?"

Surprisingly little. The Kodak Bantams for color, for example, start as low as \$14. There's a listing of "color cameras" on the back of this folder.

"How about the film? Is that expensive?"

Not at all. 8-exposure rolls of Kodachrome are priced at \$1.35 . . . 18-exposures at \$2.50. And these prices, remember, include the processing of the pictures by Eastman and their return to you—each picture individually mounted for projection.

"Projection? Can I show pictures like those in the Hall of Color?"

That's the idea, exactly. By means of the color slides returned to you by Eastman you can project your pictures as real as life on a living room screen. The little machines you use, known as Kodaslide Projectors, are simplicity itself to operate.

Perfectly grand black-and-white prints and enlargements, by the way, can be made from these color slides. Full-color enlargements, too—but that's another story: the story of color pictures by the Eastman Wash-Off Relief Process. Ask about it.

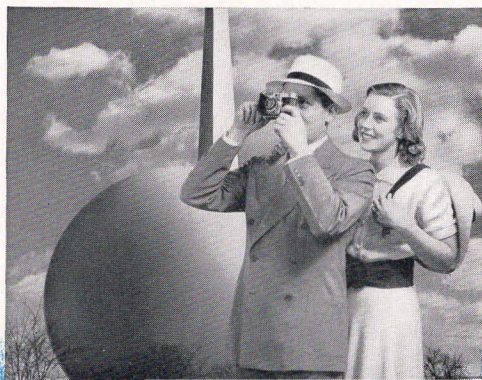
"Great! I want to learn to make color shots — right now"

You don't have to learn. You know how if you've ever had a snapshot camera in your hands. All you do is follow the exposure instructions, just as with black-and-white film, and click the exposure button. Eastman has done all the worrying to make the process so simple that you have nothing at all to worry about . . . so that you can get splendid results the first time you slip a roll of Kodachrome Film in your camera.

"As easy as that, eh? How long has this been going on?"

Over a year. And you'll never know how much fun and beauty and realism there is to picture making until you've tried color pictures with Kodachrome.

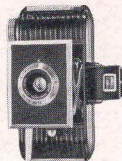
**"MAKE COLOR PICTURES
... STARTING TODAY!"**



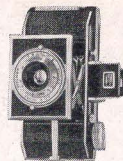
THESE EIGHT KODAKS ALL MAKE COLOR PICTURES

• Kodaks for color start as low as \$14. Palm-sized, amazingly capable and efficient, they're ideal amateur cameras, varying in lens speed and taking refinements, conforming in dependability and marked value.

EASTMAN KODAK COMPANY, Rochester, N. Y.



Kodak Bantam *f.5.6*

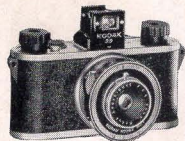


Kodak Bantam *f.4.5*

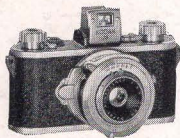


Bantam Special *f.2.0*

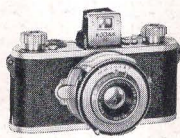
KODAK BANTAMS—The *f.5.6* model has shutter speeds of 1/25, 1/50, 1/100, Time and Bulb, eye-level optical finder; the *f.4.5* model, a 1/200 shutter and body release; the *f.2.0* model, an ultra-fast lens working with a coupled range finder, Compur-Rapid shutter with 9 speeds up to 1/500, automatic film centering device. Kodak Bantam *f.5.6*, \$14; *f.4.5*, \$22.50; "Special" with *f.2.0* lens and field case, \$87.50.



Kodak 35, *f.5.6*

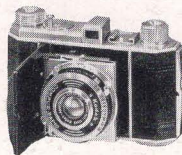


Kodak 35, *f.4.5*



Kodak 35, *f.3.5*

KODAK 35'S—The *f.5.6* model has shutter speeds of 1/25, 1/50, 1/100, Time and Bulb, folding optical eye-level finder, automatic film counter and film centering device. Both the *f.4.5* and *f.3.5* models include these advantages, plus shutter speeds up to 1/150 and 1/200, respectively, built-in delayed action, double exposure prevention. Kodak 35, *f.5.6*, \$14.50; *f.4.5*, \$24.50; *f.3.5*, \$33.50.



Kodak Retina I, *f.3.5*



Kodak Retina II, *f.2.0*

KODAK RETINAS—The Retina I, with *f.3.5* lens, offers 9 speeds from 1 to 1/500, Time and Bulb, automatic film centering device, eye-level optical finder. The Retina II, *f.2.0*, has a faster lens, a similarly versatile shutter, film centering device, built-in range finder coupled with focusing mechanism, and is designed to prevent double exposures. Retina I, \$48.50; Retina II, *f.2.0*, \$120—including field case.