

You  
Press  
The  
BUTTON  
We Do  
The Rest

# KODAK.

TRADE MARK 1888.

PROPRIETORS OF THE KODAK PATENTS:  
EASTMAN KODAK COMPANY,  
ROCHESTER, N. Y., U. S. A.

MANUFACTURERS OF  
KODAKS,  
KODETS  
EASTMAN'S SOLIO PAPER,  
EASTMAN'S PERMANENT BROMIDE PAPER,  
EASTMAN'S PLATINO-BROMIDE PAPER,  
EASTMAN'S ENAMELED BROMIDE PAPER,  
EASTMAN'S TRANSPARENT FILMS,  
EASTMAN'S TRANSPARENCY PLATES,  
EASTMAN-WALKER ROLL HOLDERS,  
VIEW CAMERAS, TRIPODS AND  
OTHER SPECIALTIES.

*June, 1894.*

## The Kodak Family.

---

The Kodak family has grown wonderfully since first you heard of it. It now includes a score of styles and sizes—Kodaks for the children—Kodaks for advanced amateurs who want the thousand-and-one improvements that amateurs value so highly—Kodaks that use either plates or film. Kodaks at \$6.00 and from that price all the way up to \$100.00.

The Kodak features remain, however, and no matter how cheap or how elaborate, every instrument is characterized by the absolute simplicity, the certainty of action, and considering the work of which it is capable, the extreme portability which made the original Kodak so popular and made photography easy for everybody.

## **KODAK SIMPLICITY**

**Turn a Key.**

**Pull a Cord.**

**Press a Button.**

Looks easy, doesn't it? And it's just as easy as it looks.

**WE DO THE REST** or you can do it yourself.

The Kodak Manual explains every step so clearly you can't go wrong.

---

## **KODAK ADAPTABILITY**

Kodaks can be used for taking snap-shot, time exposures or flashlight pictures. They can be used for hand or tripod work. Seven styles use either roll film or glass plates and can be focused with the index or on the ground glass. The No. 5 and No. 6 Folding Kodaks are adapted to stereoscopic work.

## KODAK CONSTRUCTION.

Perfection in every part is our only standard in camera construction.

**The Lens.** Kodaks have the best lenses. The definition of every one is examined under the microscope and no Kodak is sent out with an inferior lens.

**The Shutters.** Kodak shutters are built on scientific principles, are easy to regulate, positive in action, simple in construction and **reliable**.

**Roll Holders.** We own the fundamental patents covering the roll holders and rollable film which have been recently sustained in the U. S. Courts, and are therefore not handicapped in introducing new improvements. The roll holder as embodied in the Kodak is the only correct principle for a magazine camera. *Any number of exposures may be taken out and developed without waiting to finish the roll.*

**Weight and Capacity.** Kodaks have a capacity of from 24 to 250 exposures. A No. 4 Kodak loaded for 250 pictures 4 x 5 weighs only 5½ pounds. A magazine camera and an equivalent in glass plates weigh over 40 pounds.

**Testing.** Every Kodak is tested in actual use and so adjusted that every part works in harmony with every other part. Our system of tests insures a camera that will give perfect satisfaction to the operator.

**Loaded for Use.** Kodaks are always sold loaded ready for instant use. Remember this in comparing the cost with other instruments.

---

## New Folding Kodaks.

---

The new model folding Kodaks embody all the improvements that brains can devise and money perfect.

Fitted with iris diaphragm shutter having a range of automatic exposure from  $\frac{1}{100}$  of a second to 3 seconds.

The lens is instantly removable and can be replaced by a wide angle lens, the cells of which fit the same shutter.

A double swing back and sliding front are among recent improvements.

The roll holder has a dark slide and is interchangeable with our plate holders.

All the advantages of a complete view camera combined with the compactness of a Kodak.

## THE KODET

---

The Kodet might be called a first cousin to the Kodak. It was especially designed for those who desire a glass plate camera that can be used with films by the mere addition of a roll holder but do not care to invest in a \$50.00 or \$60.00 instrument, such as our Junior and Folding Kodaks.

Like the Kodaks they are well made in every way and are carefully tested in actual use. Kodets have a new improved shutter, the finest adjustments and are handsomely finished. They can be furnished with single or double lenses.

Made in two styles, "Regular" and "Folding."

---

## Transparent Film.

---

Our new Transparent film is equal in quality to the best brands of plates on the market. It is very rapid and is free from bubbles and other imperfections. **It will not tear or frill.**

Every package is now stamped with the date beyond which the film should not be put to important use without testing. Customers are thus insured against film that may have lost a portion of its speed or quality through extreme age.

## They Pressed the Button.

---

June 23, 1894.

EASTMAN KODAK Co.,

Rochester, N. Y

*Gentlemen:*

Your new film seems to me to be perfect. On a recent trip to Florida, I took my No. 4 Kodak with me, and my son, a lad of eleven years, took along his No. 2 Kodak. I secured seventy-six first-class negatives, sharp, clear and full of detail, each one a perfect gem. My son did nearly as well, getting seventy-two splendid negatives. Our percentage of failures was practically naught, and what few failures we had were not in any respect chargeable to the film. Though an amateur I readily learned to operate the Kodak, and had great success from the start. With the film you are now making success is easy to the novice, especially if he only presses the button and lets you "do the rest."

Very truly yours,

J. N. BECKLEY

HARTWELL, Hamilton Co., O., March 1894.

I have used another roll of film and the results from it make me wonder why I ever used glass plates.

J. C. DAVIS.

PORSCMOUTH, N. H., Jan. 17th, 1894.

I used some of your late films and they proved excellent. I had wonderful success—much to my pleasure.

MRS. J. H. HUTCHINSON.

MOORHEAD, Minn., Dec. 13th, 1893.

EASTMAN CO.,

Dear Sirs: I took about two hundred exposures and they are *all* good, of finest quality and good density. Am making lantern slides from them now.

J PAUL GOODE.

PHILADELPHIA, Pa., Dec. 1st, 1893.

After repeated trials of              film and daily experience with yours I have no use for the former. Your film is much better.

ROBERT E. FOX,  
*Mgr. Photo. Dept., Queen & Co.*

FERNANDINA, Fla., March 27th, 1894.

EASTMAN KODAK CO.,

Dear Sirs: The Kodak pictures were received to-day and I am delighted with them. I do not think they could be improved upon.

Very respectfully,  
MRS. WM C. CARNEGIE.

ST. LOUIS, Mo., June 18th, 1894.

Last summer at the World's Fair I took two hundred pictures, all on your 4 in. films, and the satisfactory results far surpassed my most sanguine expectations. The pleasure derived from my views by the family and friends is almost inexpressible. The views have been highly appreciated by some of our finest photographers. \* \* \* To say that your films have reached the very *acme of perfection* is saying comparatively little. I shall certainly make it my practice hereafter to use the films always.

FRED. E. BAUSCH.

Owosso, Mich., Jan. 27th, 1894.  
EASTMAN KODAK Co.,  
Rochester, N. Y

*Gentlemen:*

I have just finished developing four hundred and forty-eight 4 x 5 Eastman films (dated). I am more than pleased to say that every one was perfect. The Eastman dated film is what we want.

Yours respectfully,

H. A. COSSITT

BOSTON, Mass., Jan. 8th, 1894.  
EASTMAN KODAK Co.,  
Rochester, N. Y

*Gentlemen:*

I have a few mechanical ideas and it was the perfect and dainty finish upon every thing you turn out that first lured me to the Kodak. \* \* \*

I feel a little proud over my success with film as I never had any instructor but your Kodak manual, and my best efforts are due to simply following your directions. Of course I have tried every developer that was ever made, but I always get back to your film formula, which always gets there. \* \* \* \*

Every shot now means a perfect negative.

Yours very truly,

N. E. WEEKS.

## List of Kodaks.

|   |         |
|---|---------|
| No. 1 KODAK, For 150 round pictures 2½ inches diameter, price, loaded for 100 pictures, | \$25 00 |
| No. 2 KODAK. For 150 round pictures, 3½ inches diameter, price, loaded for 60 pictures, | 32 50   |
| No. 3 KODAK. For 250 pictures, 3¼ x 4¼ inches, price, loaded for 60 pictures,           | 40 00   |
| No. 3 KODAK Jr. For 100 pictures, 3¼ x 4¼ inches, price, loaded for 60 pictures,        | 40 00   |
| No. 4 KODAK. For 250 pictures, 4 x 5 inches, price, loaded for 48 pictures,             | 50 00   |
| No. 4 KODAK Jr. For 100 pictures, 4 x 5 inches, price, loaded for 48 pictures           | 50 00   |
| Above prices include sole leather carrying case.<br>Folding KODAKS require no case.     |         |
| No. 4 Folding KODAK. For 100 pictures, 4 x 5 inches, price, loaded for 48 pictures      | \$60 00 |
| No. 5 Folding KODAK. For 100 pictures, 5 x 7 inches, price, loaded for 32 pictures      | 75 00   |
| No. 6 Folding KODAK. For 48 pictures, 6½ x 8½ inches, price loaded for 24 pictures      | 100 00  |

## RE=LOADING.

|   |         |
|---|---------|
| Developing, printing and re-loading any of<br>the above Kodaks, including finishing<br>the pictures | \$10 00 |
| 100 No. 1 Pictures,   | 10 00   |
| 60 " 2 "  | 10 00   |
| 60 " 3 "  | 10 00   |
| 48 " 4 "  | 10 00   |
| 32 " 5 "  | 10 00   |
| 24 " 6 "  | 10 00   |

## A B C Kodaks.

---

|   |        |
|---|--------|
| A ORDINARY for 24 pictures, $2\frac{3}{4}$ x $3\frac{1}{4}$ inches,<br>price, fully loaded, | \$6 00 |
| B ORDINARY for 24 pictures $3\frac{1}{4}$ x 4 inches, price,<br>fully loaded,               | 10 00  |
| C ORDINARY for 24 pictures, 4 x 5 inches, price,<br>fully loaded,                           | 15 00  |

The above are neatly finished in natural wood and  
are equal in every respect to many high priced  
cameras.

---

## DAYLIGHT KODAKS.

---

|  |         |
|--|---------|
| A DAYLIGHT for 24 pictures $2\frac{3}{4}$ x $3\frac{1}{4}$ inches,<br>price, fully loaded, | \$ 8 50 |
| B DAYLIGHT for 24 pictures $3\frac{1}{2}$ x 4 inches, price,<br>fully loaded               | 15 00   |
| C DAYLIGHT for 24 pictures 4 x 5 inches, price,<br>fully loaded,                           | 25 00   |

ALL DAYLIGHT KODAKS are covered with leather  
and can be loaded in daylight.

---

## RE-LOADING.

Developing, printing and re-loading the above  
Kodaks, including the 24 pictures

|   |        |
|---|--------|
| A | \$2 50 |
| B | 4 00   |
| C | 5 00   |

## List of Kodets.

---

No. 4.

**Regular** style, covered with black leather,  
with one double plate holder,                  \$15 00  
Price with double combination lens,        20 00

**Folding** style covered with black leather,  
and finished in mahogany, with one  
double plate holder,                              15 00  
Price with double combination lens,        20 00

**Folding style, Junior** covered with black  
leather, and finished in mahogany, with  
one double holder,                                12 00

Note—This camera cannot be furnished with double lens.

**Roll Holders**, capacity, 48 exposures, fitted  
with dark slide and automatic counter  
for exposures (not loaded),                      10 00  
Double plate holders, each,                      1 00

In ordering Roll Holders, Plate Holders or Film,  
*always state the Camera number, and whether  
Regular or Folding.*

## PRICE LIST—Film.

### Kodak Spools.

|               |                                   |   |     |   |       |
|---------------|-----------------------------------|---|-----|---|-------|
| No. 1,        | 2½ inch circle, 100 Exposures, \$ |   |     |   | 2 50  |
| " 2,          | 3½ "                              | " | 100 | " | 4 25  |
| " 2,          | 3½ "                              | " | 60  | " | 2 50  |
| " 3,          | 3¼ x 4¼,                          |   | 60  | " | 2 50  |
| " 3,          | 3¼ x 4¼,                          |   | 100 | " | 4 25  |
| " 3           | 3¼ x 4¼,                          |   | 250 | " | 10 50 |
| " 3 Jr.,      | 3¼ x 4¼,                          |   | 60  | " | 2 50  |
| " 3 "         | 3¼ x 4¼,                          |   | 100 | " | 4 25  |
| " 4,          | 4 X 5                             |   | 48  | " | 3 00  |
| " 4,          | 4 X 5                             |   | 100 | " | 6 25  |
| " 4,          | 4 X 5                             |   | 250 | " | 15 50 |
| " 4 Jr.,      | 4 X 5                             |   | 48  | " | 3 00  |
| " 4 "         | 4 X 5                             |   | 100 | " | 6 25  |
| " 4 Folding   | 4 X 5                             |   | 48  | " | 3 00  |
| " 4 "         | 4 X 5                             |   | 100 | " | 6 25  |
| " 5 "         | 5 X 7                             |   | 32  | " | 4 00  |
| " 5 "         | 5 X 7                             |   | 54  | " | 6 00  |
| " 5 "         | 5 X 7                             |   | 100 | " | 11 00 |
| " 6 "         | 6½ x 8½,                          |   | 24  | " | 4 00  |
| " 6 "         | 6½ x 8½,                          |   | 48  | " | 8 00  |
| A, "Daylight" | 2¾ x 3¼,                          |   | 24  | " | 75    |
| A, "Ordinary" | "                                 |   | 24  | " | 65    |
| B, "Daylight" | 3½ x 4,                           |   | 24  | " | 1 10  |
| B, "Ordinary" | "                                 |   | 24  | " | 1 00  |
| C, "Daylight" | 4 X 5,                            |   | 24  | " | 1 60  |
| C, "Ordinary" | "                                 |   | 24  | " | 1 50  |

### Kodet Spools.

|                |        |               |        |
|----------------|--------|---------------|--------|
| No. 4 Regular, | 4 X 5, | 48 Exposures, | \$3 00 |
| No. 4 Folding, | 4 X 5, | 48 "          | 3 00   |

**PERHAPS,**

**You are Interested.**

**Yes?**

Then send to the dealer whose name appears on  
the back of this pamphlet, or to us for a complete  
illustrated Kodak catalogue.

**EASTMAN KODAK COMPANY**  
**Rochester, N. Y**

KODAK CAMERAS AND SUPPLIES  
CAN BE OBTAINED FROM  
**GEO. E. MARINER,**  
425 MAIN ST.  
**LA CROSSE, WIS.**