



*Second Grand Prize Reproduced in Colors*

*E. Donald Roberts, Detroit, Mich.*

**KODAK**  
**ADVERTISING CONTEST**  
**NINETEEN THIRTEEN**



**T**HIS portfolio of the 1913 Kodak Advertising Contest is published, not only for the interest which the entrants will naturally feel in the prize-winning pictures themselves but also with the hope that it may be of help to all in planning their pictures for our 1914 contest.

This does not mean that these pictures or the ideas back of them should be copied—quite the contrary. But they illustrate the kind of pictures which we need in our advertising and the kind of pictures which will take the prizes.

These prize-winning pictures are attractive—that they must be—but they are more than attractive. Each one is built around some one of the innumerable charms of Kodakery. The magazine reader does not merely see an attractive picture but gets, at the first glance, a definite impression of the use of the Kodak or the pleasures of Kodakery.

This is where the advertising value lies, and prospective entrants in our 1914 contest should study these pictures with this point in mind, and then build an attractive picture around some distinctive Kodak idea.

We take this opportunity to thank those who entered the 1913 contest, for helping to make it a success, and we cordially invite them to enter our 1914 competition, details of which will be duly announced.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.  
*The Kodak City*



Reproduction from First Grand Prize Print. Wm. Shewell Ellis, Philadelphia, Pa.



Reproduction from First Prize Print, Class A. Geo. J. Botto, New York City



Reproduction from Second Prize Print, Class A. Chas. Luedecke, W Philadelphia, Pa.



Reproduction from Third Prize Print, Class A.  
Miss Belle Johnson, Monroe City, Mo.



Reproduction from Fourth Prize Print, Class A. Clifford Norton, Cleveland, Ohio



Reproduction from Fifth Prize Print, Class A. J. A. Glenn, Albany N. Y.



*Take a*  
**KODAK**  
*with you*

*Catalogue free at your dealers, or by mail.*

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y., *The Kodak City.***

Reproduction showing a practical application to our advertising from First Prize Print,  
Class B. Albert F. Snyder, Philadelphia, Pa.



Reproduction from Second Prize Print, Class B. Milton F. Gentsch, Philadelphia, Pa.



*If it isn't an Eastman, it isn't a Kodak*



*At the crucial moment:*

**KODAK**

*Catalogue free at your dealers or by mail*

**EASTMAN KODAK COMPANY,**  
ROCHESTER, N Y, *The Kodak City*

Reproduction showing a practical application to our advertising from Third Prize Print,  
Class B. Jas. L. Cornwell, Dayton, Ohio



Reproduction from Fourth Prize Print, Class B.  
Geo. H. Seip, Philadelphia, Pa.



Reproduction from Fifth Prize Print, Class B. Hobart V. Roberts, Utica, N. Y.



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THE JUDGES  
KODAK ADVERTISING COMPETITION,  
1914

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PHOTOGRAPHER  
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