



The Ciné-Kodak

*Motion Pictures
the Kodak Way*

The CINÉ-KODAK
and
KODASCOPE

*The Kodak way
to Motion Pictures*

April 1925

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.



And now—the children in action

Motion Pictures the Kodak Way

NOW you can make *motion* pictures. Kodak gave you amateur photography years ago and now Ciné-Kodak opens wide the doors to cinematography. Anyone can make pictures with a Kodak—anyone can make motion pictures with a Ciné-Kodak and, through the Kodascope, can show them at his own home.

Just as heretofore you have had still pictures of Bob and Elsie romping across the lawn with Blackie at their heels, now through the Ciné-Kodak and Kodascope, Elsie and Bob actually run and Blackie does everything but bark. You smile as you turn the pages of your album to the picture of Jim pushing the roller over the tennis court in a brave attempt to grow thin but when you see this same picture on your screen in *motion*, and note Jim's puffing cheeks, straining belt and panting progress you'll laugh outright. You watch on the screen Betty's initial attempt to walk, with the same breathless interest that kept you on tip-toe at the time and as at length she tumbles triumphantly into nurse's arms, you glow with pride all over again. And why shouldn't you? She's your Betty—and you made the pictures. Pictures of your visit to the lake with Ellen's demon dive from springboard to splash as a feature, pictures of vacation trips, family gatherings, of week-end visits—there's no limit to the list. When you get out your Ciné-Kodak you start the fun.

So irresistible is the appeal of motion pictures that there has long been a desire on the part of almost everyone for motion pictures of the people and things that particularly interest him, that he could make himself and then show on his own screen, in his own home; but until now there were outstanding obstacles to make general enjoyment impossible. The Ciné-Kodak answers these objections with its three major features: it's an easy outfit to work successfully, it affords the means for motion pictures ready to run, at a price emphatically less than has been possible heretofore and it's compact enough to be carried with convenience.

Ease of Operation and Quality of Results

The amateur's enjoyment of cinematography depends primarily on the quality of the pictures he is able to produce. The outstanding feature of the Ciné-Kodak is its capacity to produce the best possible motion pictures, pictures that for photographic quality are equal to those obtainable with professional equipment, and to accomplish this with characteristic Kodak ease and the minimum of expense. The owner of a Ciné-Kodak, who follows a few very simple directions, will get surprisingly good results—so good, in fact, that when he sees his pictures on the screen he will not only be delighted, but will wonder all the more at the ease with which he obtained them.

Compact and easily operated as it is, the Ciné-Kodak lacks nothing that practical work requires.

It has capacity for 100 feet of daylight-loading film—although fifty foot reels are also provided—enough to photograph action continuously for over four minutes at the regulation rate of sixteen pictures per second. This precludes the probability of running short of film in the midst of action and also provides sufficient length without reloading for a wide variety of subjects. The Ciné-Kodak has the mechanical nicety and smoothness of operation to insure steady, smooth pictures on the screen. It has the lens equipment, Kodak Anastigmat $f.3.5$, specially made for motion picture work, to meet difficult light conditions, to produce the sharpest pictures, and to make the most of every opportunity.

Either Motor Driven or Hand Cranked

The Ciné-Kodak may now be had as a simple motion picture camera to be cranked by hand, or by means of the motor drive attachment it is converted to a steadily operated hand camera for use with or without a tripod. With a tripod, however, maximum steadiness during exposure is assured.

The motor drive unit is simplicity itself and consists of a tiny electric storage battery, and an even smaller electric motor all in a small metal case finished to match the Ciné-Kodak. With this attachment the Ciné-Kodak is operated at uniform speed by the simple pressure of a button. You can leave it all to the little motor.

Years ago Kodaks were advertised by the slogan,



"You press the button; we do the rest." Today you press the button of the motor driven Ciné-Kodak and, once again, *"we do the rest."*

The little battery will run the motor for three or four one-hundred foot reels with the first charge and six or seven reels on each following charge.

When the Ciné-Kodak is motor driven the amateur has two finders at his disposal. The first, located at the rear of the camera for use when the tripod is employed, is kept in constant agreement with the camera lens so that whatever the focus, the images are in exact register. The second, a vertical finder, is directly in the line of vision when the camera is held in the hand. This finder like the other gives a brilliant image of what is being filmed. The image is always in exact register.

When the crank is used, the tripod is necessary and only the finder at the rear of the camera is employed.

The means for focusing the camera lens, and for setting its aperture, are conveniently located on the back of the camera so that you can adjust them in an instant. A plainly visible footage meter is also located on the back of the camera, and it shows you to a foot how much film is used.

No matter whether you press the button of the motor drive unit or turn the crank of the hand operated Ciné-Kodak you will be fascinated by the smoothness and steadiness of action. You sense at once that you, through your own skill and artistry are entering into the picture you are making. Making motion pictures is a new sensation, and a most exhilarating one.

You Can Get In the Picture Yourself

In addition to all its other advantages, the Ciné-Kodak with motor drive permits the operator to get in the picture himself.

All that is necessary is that the motor driven Ciné-Kodak be mounted on the tripod or other rigid support. Press the button, a convenient catch holds it and you are free to appear in the picture, or to direct it—and you can do this for 4 minutes, if you like, that is, while 100 feet of film are being exposed. This offers you the advantage of being either photographer or subject or both whenever you choose.

Economy of the Ciné-Kodak

Cinematography, with the Ciné-Kodak and Kodascope, is not only easy and fascinating, it is comparatively inexpensive. Specifically, the extent of this saving is well over 80%. In other words, it has cost the amateur using a camera with standard 35 mm. width film approximately six times as much to make the negative and project the picture on the screen as it will now cost him with the Ciné-Kodak. And yet these pictures, secured at this significant saving, are fully equal for home projection to those obtained with standard width film. This great saving in cost, without sacrifice of either quality or length of picture, has been made possible to a large extent through the introduction of Ciné-Kodak film; and the various economies involved are as follows:

Ciné-Kodak film is only 16 millimeters in width

(approximately $\frac{5}{8}$ of an inch) as against 35 millimeters ($1\frac{3}{8}$ inches) for professional film. That's economy No. 1. Being less in width, each individual picture is proportionately less in height so that 400 feet of Ciné-Kodak film give the same period of projection on the screen as 1000 feet of standard, commercial film. That's economy No. 2. With other motion pictures, the negative must be developed, and a print made from it on positive film and then the positive developed. Through the newly devised photographic emulsion on Ciné-Kodak film and through a special chemical process, the film is first developed and then, without printing, reversed from a negative to a positive, virtually one operation as against three. That's economy No. 3.

Heretofore such amateurs as have ventured into motion picture work with professional outfits were compelled to send their film to laboratories whose facilities were organized for orders of 100 or 200 prints from each negative and who were able to do quantity finishing of this nature at small cost. The amateur, however, usually wanted one print and as the conditions governing a single order were quite different as far as the laboratory was concerned, he had to pay a relatively high price in consequence. Ciné-Kodak film is finished in laboratories equipped and organized for this work alone. Orders for one positive or two are the rule—not the exception. The plants are organized and equipped to meet this condition with a material reduction in cost. And that's economy No. 4.

History has repeated itself. It was Eastman Film that, many years ago, first made motion pictures practical. It is a discovery of the Kodak Research Laboratories and the result of their tests and investigations that produced Ciné-Kodak film and first made motion pictures practical for the amateur. And this achievement was not solely one of economy. The emulsion on Ciné-Kodak film has such quality that the graininess ordinarily seen when small pictures are projected to large size is reduced to a negligible degree.

Finishing the Pictures

When you have taken a reel of pictures with the Ciné-Kodak, give it to your dealer who will send it to the nearest finishing station, or, if you prefer, you may send it direct to Eastman Kodak Company, Rochester, New York, or to one of the other finishing stations which are in operation at the Kodak branch in Chicago, in San Francisco and at the Canadian Kodak Co., Limited, West Toronto, Canada. A complete list of domestic and foreign finishing stations will be found on page 24. In the hands of Eastman experts, the film is developed, reversed to a positive and then returned parcel post prepaid and insured; ready to be shown at once on the screen through your Kodoscope.

In the early days of amateur picture-making we said, "*You press the button; we do the rest.*" And now motion picture-making has been made just as easy for you. "*You press the button; we do the rest*", is still

the slogan. It is literally true. This expert service—the assurance that your film receives careful treatment from skilled workmen—is included in the purchase price of the film. You have paid for the positive when you buy your reel of film.

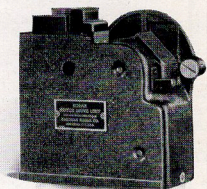
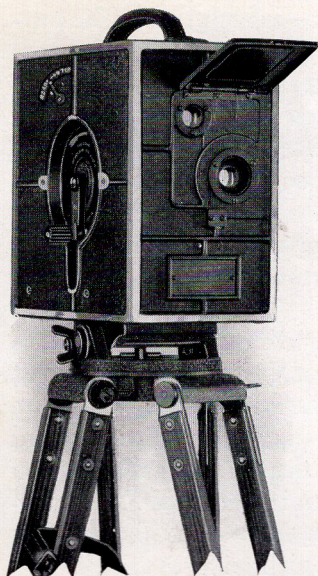
While it is a fundamental in photography that “an original is always better than a duplicate”, Ciné-Kodak duplicates closely approach originals in quality. Anyone who hasn’t seen the first film will praise the excellence of the copy film. So you may have as many duplicates made of your film as you wish.

Titles for your pictures and explanatory captions which will naturally suggest themselves as you see the pictures projected on the screen may be sent on to Eastman Kodak Company to be photographed and printed. The finished titles will be mailed to you so that you can splice them into the film. The finishing station at Rochester, New York, is the only one which at present does titling.

All finishing stations, however, now offer a splicing service whereby the 100-foot lengths may be connected into continuous 400-foot reels. The 400-foot reel permits an uninterrupted sixteen-minute performance. The fee for this service pays for the reel and metal container as well as the splicing.

Compactness of Equipment

No matter how excellent the equipment or how good the pictures it makes, as far as the amateur is concerned some of its value is lost unless it can be



MOTOR DRIVE UNIT—Instantly attached, simply remove three screws, and hand crank; put on motor crank and the motor drive unit is made an integral part of the Ciné-Kodak.

Ciné-Kodak

Makes Motion Pictures

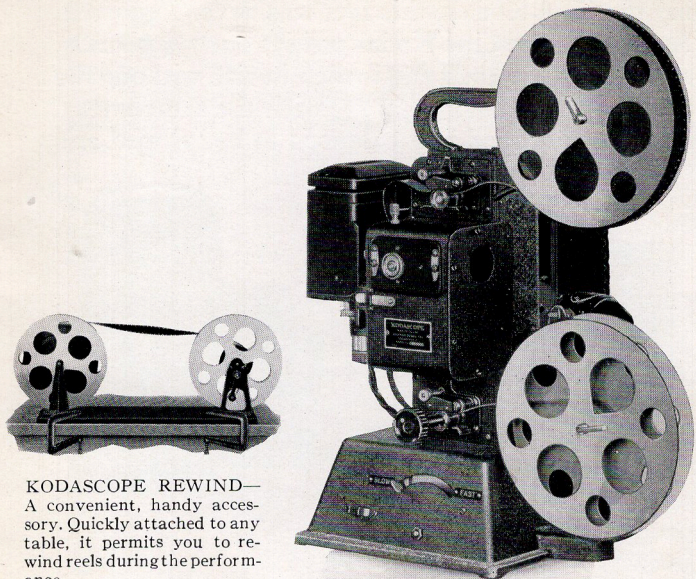
COMPACT—Measures 8 x 4 $\frac{5}{8}$ x 8 $\frac{5}{8}$ inches. Weighs 7 $\frac{1}{4}$ pounds.

EASY TO USE—Loads quickly in daylight—Rests firmly on light strong tripod—Trains easily and accurately on subject—Runs smoothly and steadily—Photographs action continuously for four minutes without reloading.

RELIABLE—Produces results of the finest quality, with the certainty and ease characteristic of Kodaks.

ECONOMICAL—Reduces cost of motion pictures as compared with cameras using standard width film over 80%.

MOTION PICTURES



KODASCOPE REWIND—
A convenient, handy accessory. Quickly attached to any table, it permits you to rewind reels during the performance.

Kodascope *Projects Motion Pictures*

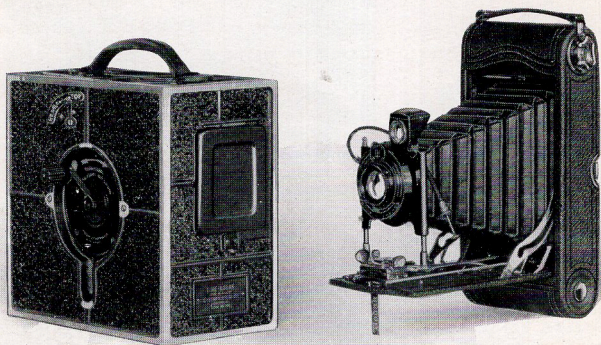
SAFE—Uses only Safety film—Fulfills every safety requirement.

EASY TO USE—Attaches to any house circuit not over 125 volts or under 105—Threads simply—Operates quietly by motor—Focuses and frames conveniently—Rewinds quickly by hand.

RELIABLE—Provides constantly the full enjoyment of motion pictures, through clear, steady projection, free from annoyance, or danger.

ECONOMICAL—At 18 feet, throws brilliant 30 x 40 inch pictures on the screen, yet requires so little current that cost for electricity is approximately but 5 cents per hour.

conveniently carried; and in planning and constructing the Ciné-Kodak, this fact was never forgotten. As a result, the Ciné-Kodak weighs but $7\frac{1}{4}$ pounds, and is only $8 \times 4\frac{5}{8} \times 8\frac{5}{8}$ inches in size without the motor drive and $8 \times 6\frac{5}{8} \times 8\frac{5}{8}$ with the attachment. It is proportioned and balanced to be gripped and



Comparative size of Ciné-Kodak and 3A Kodak

carried with complete convenience. The Ciné-Kodak Tripod with Revolving and Tilting Tripod Top weighs a little over 7 pounds, and when folded is only 26 inches long.

A convenient accessory for use in connection with the Motor Drive is the Unipod Cane: This is a very presentable crook handle walking stick from which the handle can be instantly removed and the cane screwed into the tripod socket on the Ciné-Kodak, thus providing a convenient support.

The Ciné-Kodak

Size: 8 x $4\frac{5}{8}$ x $8\frac{5}{8}$ inches. *Weight:* $7\frac{1}{4}$ pounds. *Body:* Aluminum. *Daylight loading:* length of film, 50 or 100 feet. *Capacity* without reloading: sufficient to photograph action continuously for 4.2 minutes. *Lens:* Kodak Anastigmat *f.* 3.5; 25 mm. focus, 28 degree angle of view. *Mechanism:* Moving parts gear-operated and accurately synchronized. *Rear Finder:* Shows brilliant image through tube opening at back of camera. *Top Finder:* Convenient when using Motor Drive Unit. *Finder Adjusting Lever:* Located on side of camera controls either finder.

On the back of the Ciné-Kodak are located pointers and dials for setting and indicating the lens diaphragm, the focus, and the film footage. On the front is a spring hinged door protecting the lens when closed, and useful as a sun shade when opened. On the top, is a strong leather carrying handle.

Ciné-Kodak Motor Drive Unit

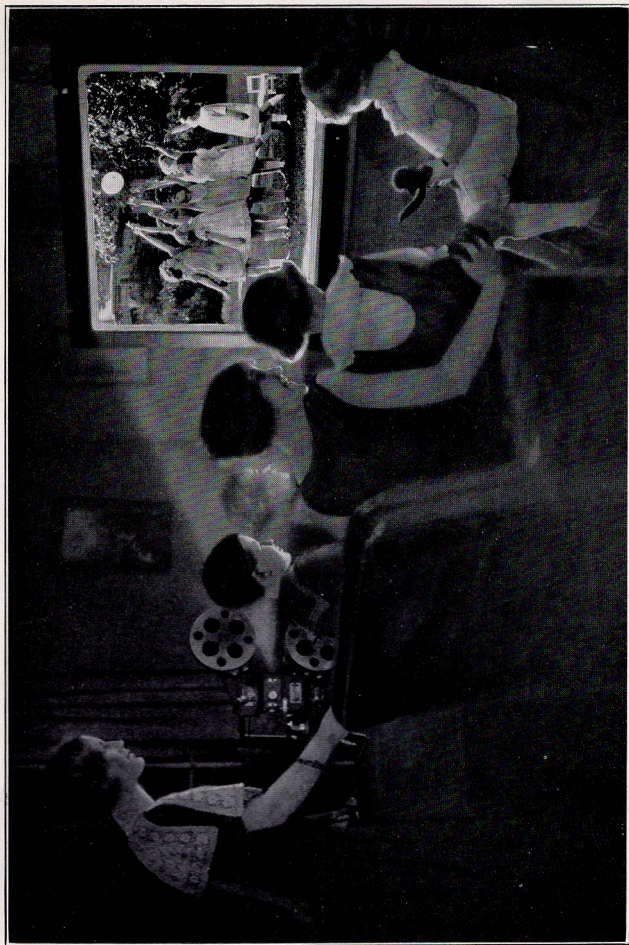
Weight: $4\frac{7}{8}$ pounds. *Size:* $6\frac{3}{8}$ x $2\frac{1}{8}$ x $7\frac{7}{8}$. *Body:* Aluminum, lacquered to match the Ciné-Kodak. Two-volt electric motor operated by two-volt storage battery. Easily attached in one minute by removing three screws, replacing hand crank by motor drive crank and attaching the unit with the three screws.

Ciné-Kodak Tripod and Revolving Tripod Top

Combined weight $7\frac{1}{4}$ pounds. Length of tripod, folded, 26 inches, fully extended, 57 inches. Top revolves horizontally and tilts vertically.

Cases for Ciné-Kodak and Ciné-Kodak Tripod, extra.

Prices—Page 22



With the KodaScope it happens again on the screen

The Kodascope

SECOND only to camera and film in importance is the projector by means of which the pictures are shown on the screen. The satisfaction in good pictures may be lost, or their beauty enhanced, by the manner in which they are projected. You want a quiet, smoothly-running, easily operated machine that gives clear, bright pictures with the minimum of flicker.

All this you have in the Kodascope, which with the 56-watt lamp gives a beautifully brilliant 30x40 inch picture when placed 18 feet from the screen, or at 23 feet with the 200-watt lamp you can have an equally brilliant picture 39 x 52 inches in size. The Kodascope will accommodate 400 feet of 16 millimeter width film, which is equivalent in time of projection (approximately 16 minutes) to 1000 feet of standard width motion picture film. Threading the film into the Kodascope is very simple and easy, and once you have it threaded, you have but to turn the switches for light and motor, set the focus, and then sit down and enjoy the picture. There is nothing further needed at the machine until the picture comes to an end.

With equal facility it is also now possible to project a "still" picture with the Kodascope. This is done by turning off the motor switch and pulling a lever which operates the attachment for still pictures. This device is now supplied with all Kodascopes using the 56-watt lamp, and permits the op-

erator to alternate from motion pictures to a still picture and vice versa. The change is instantaneous and without interruption to the program.

Safety in Projection

The Kodascope may be attached to any electric circuit, either alternating or direct current, so long as it is not over 125 volts or under 105. A Kodascope to be operated on the 32-volt current furnished by home generator sets is supplied on order at no extra charge. A special rheostat to adapt the Kodascope to 210-250-volt circuits is also made. The film is Safety Film and is identifiable by the words "Kodak" "Safety" "Film" in black letters on the margin. It may be run with complete security under the conditions that obtain in any home. No booth is required, of course.

A notable feature of the Kodascope is the efficiency of its illumination and optical system. The illumination is furnished by a 14-volt, 56-watt Mazda lamp, adjusted to pass the greatest possible amount of light through the 50 mm. focus projection lens. Thus a brilliant picture is obtained on the screen with very little consumption of electric current. An adjustable resistance and an ammeter are provided so that the lamp may always receive the proper amount of current.

The screen supplied with the Kodascope still further intensifies the illumination and gives an exceptionally clear and brilliant image, visible from wide angles of view. The screen is mounted on a

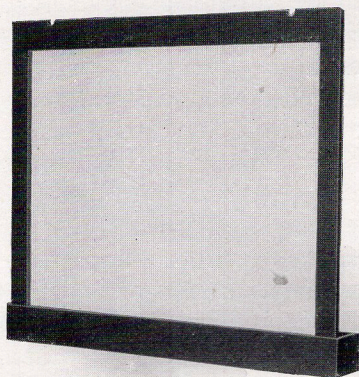
The Kodascope Screen



Convenient and Portable

COMPACT—Encased, screen No. 1 (for 56-watt lamp) measures $46 \times 4\frac{1}{4} \times 5$ inches. Weighs 14 pounds. Screen No. 2 (for 200-watt lamp) measures $57 \times 4\frac{1}{2} \times 5$ inches. Weighs $17\frac{1}{2}$ pounds.

QUICKLY SET UP—Curtain mounted on spring roller is easily pulled up, and held by demountable side strips.



Ready for the Show

UNROLLED FOR PROJECTION—Screen No. 1 measures 30×40 inches. Screen No. 2 measures 39×52 inches.

SILVER COATED—The screen surface is specially coated with a silver paint to give a clear, brilliant image.

spring roller in a wooden case and when unrolled for projection measures 30 x 40 inches.

The Kodascope in Clubs, Schools and Churches

For those desiring a larger picture, a special lamp-house, rheostat and screen are obtainable. This equipment permits the use of the more powerful 200-watt lamp. The lamphouse and rheostats are detachable, making it possible to convert easily and quickly the Kodascope equipped with the 56-watt lamp into a projector utilizing a 50-volt, 200-watt lamp. Or the Kodascope already equipped with the 200-watt lamp may be purchased.

Because of the larger rooms used for viewing motion pictures in clubs and schools, this special equipment is desirable. The more powerful 200-watt Mazda lamp and special rheostat are well adapted to meet this need. The larger screen measures 39 x 52 inches. This screen, constructed like the smaller one, is also easily portable, and as quickly set up. Neither the 56-watt nor the 200-watt equipment requires a fireproof booth. In either case, the Kodascope may be plugged in anywhere. After the performance it may be as quickly removed and the room used for other purposes.

A Picture Library

The Kodascope does not limit you to the showing of pictures which you have made yourself. Hundreds of thousands of feet of professionally made pictures have been leased for use in the Koda-

scope and may be rented through the Kodascope Libraries, Inc., Aeolian Hall, 35 West 42nd Street, New York City; 241 Battery Street, San Francisco; 80 Boylston Street, Boston; 38 South Dearborn St., Chicago; 1112 Keenan Building, Pittsburgh.

A catalog of these films is issued at frequent intervals. You may select the most varied entertainment—comedies, dramas, animated cartoons, manners and customs in distant lands, educational films; everything, in fact, most suitable for home projection, and new films are being added continually.

The essentials for good motion pictures are camera and projector, film-splicer and tripod. It is to the amateur's advantage to purchase them together as a complete outfit, although they may be purchased separately.

The Kodascope

Size: $18\frac{1}{2} \times 14\frac{7}{8} \times 10\frac{3}{8}$ inches. *Weight:* 20 pounds. *Capacity:* 400 feet of 16 mm. width film. (Equivalent to 1000 feet of standard 35 mm. width motion picture film, lasting approximately 16 minutes on screen.) *Lens:* 50 mm. focus, projecting a 30 x 40 inch picture at 18 feet with 56-watt lamp, or 39 x 52 inch picture at 23 feet with 200-watt lamp. Focused by conveniently placed knob. *Illumination and Power* for the electric motor which drives mechanism, taken from any house circuit, alternating or direct current, not over 125 volts nor less than 105, by attaching to ordinary bulb socket or wall plug. Correct voltage for special 14-volt, 56-watt Mazda lamp or for the 50-volt, 200-watt Mazda lamp supplied through adjustable rheostat attached to left side of Kodascope, and indicated by ammeter located in base of Kodascope. Special rheostats adapt Kodascope to 210-250-volt circuits,

or to 32-volt home generator. *Framing and Leveling screws* for accurate screen register. *Rewinding Mechanism*: Operated simply and quickly by hand. *Film Splicing Outfit*, for cementing sections of film into continuous strips, supplied with Kodascope. *Kodascope Screen*: Mounted on spring roller in black wooden case, measuring 3 feet 10 inches x 4 $\frac{1}{4}$ inches x 5 inches and weighing 14 pounds. Unrolled for projection, screen measures 30 x 40 inches. Surface specially coated to give clear, brilliant image. 39 x 52 inch screen, for Kodascope equipped with 200-watt lamp, when folded in case measures 4 feet 9 inches x 4 $\frac{1}{2}$ inches x 5 inches. Weight, 17 $\frac{1}{2}$ pounds.

Prices

Ciné-Kodak and Kodascope

Ciné-Kodak	\$125.00
Kodak Motor Drive Unit with battery and Charging Outfit	25.00
Kodascope (56-watt Lamp) and Splicer	160.00
Kodascope (200-watt Lamp) and Splicer	180.00
Kodascope equipped for 32-volt home generator supplied on request at above prices	
Tripod	25.00
Screen (30 x 40 inches) No. 1	25.00
Screen (39 x 52 inches) No. 2	35.00
Outfit complete: Ciné-Kodak with either motor drive unit or <i>hand crank</i> and <i>tripod</i> , Kodascope, (56-watt Lamp) splicer and 30 x 40 screen	335.00
Outfit complete as above but with Kodascope equipped for 32-volt home generator.	335.00
Outfit complete as above but with 200-watt Lamp and 39 x 52 screen	365.00

Ciné-Kodak Film

100 ft. Rolls	6.00
50 ft. Rolls	4.00
(Price includes finishing and return transportation)	

Extra Equipment

Leather Carrying Case for Ciné-Kodak, Magazines and Tripod Head	18.00
Kodascope Traveling Case (56-watt Lamp) plush lined, covered with imitation leather	18.00
Kodascope Traveling Case (200-watt Lamp) . .	18.00
Extra Battery for Motor Drive Unit	8.00
Large size Kodascope Lamphouse, Rheostat, Lamp (200-watt) and connections	30.00
Kodascope Rheostat for 210-250-volt circuits .	16.50
Kodascope Rewind	5.00
400 ft. Aluminum Reel and Humidor Can . .	1.50
Mazda Lamps (56-watt)	2.00
Mazda Lamps (200-watt)	3.75
Unipod Cane	5.00
Leather Bound Canvas Case for Tripod Legs .	6.50
Safety Chains for Tripod	1.25
Handle for Tripod Top	1.25
Splicing Service including can and 400 foot reel.	2.50

EASTMAN KODAK COMPANY
Rochester, N. Y.

Finishing Stations

ROCHESTER: Eastman Kodak Company.

CHICAGO: Eastman Kodak Company,
Indiana Avenue and 18th Street.

SAN FRANCISCO: Eastman Kodak Company,
241 Battery Street.

TORONTO: Canadian Kodak Co., Limited.

LONDON: Kodak Limited, Kingsway, W. C. 2.

PARIS: Kodak Société Anonyme Française,
Avenue Montaigne 39.

MADRID: Kodak Sociedad Anónima,
Puerta del Sol 4.

MILAN: Kodak Società Anonima,
Via Vittor Pisarri 6.

CAIRO: Kodak (Egypt) Société Anonyme,
Opera Square.

GENEVA: Kodak Société Anonyme,
Rue de la Confédération 21.

GOTHENBURG: Hasselblads Fotogr. A. B.

OSLO (Christiania): J. L. Nerlien A. S.
Nedre Slotsgt. 13.

BUENOS AIRES: Kodak Argentina, Limited,
Calle Paso 438.

MELBOURNE: Kodak Australasia Pty. Limited,
284 Collins St.

Eastman Kodak Stores

(Incorporated)

(Formerly Howland & Dewey Co.)

510 South Broadway, Los Angeles, Cal.

In San Francisco at 545 Market St.