

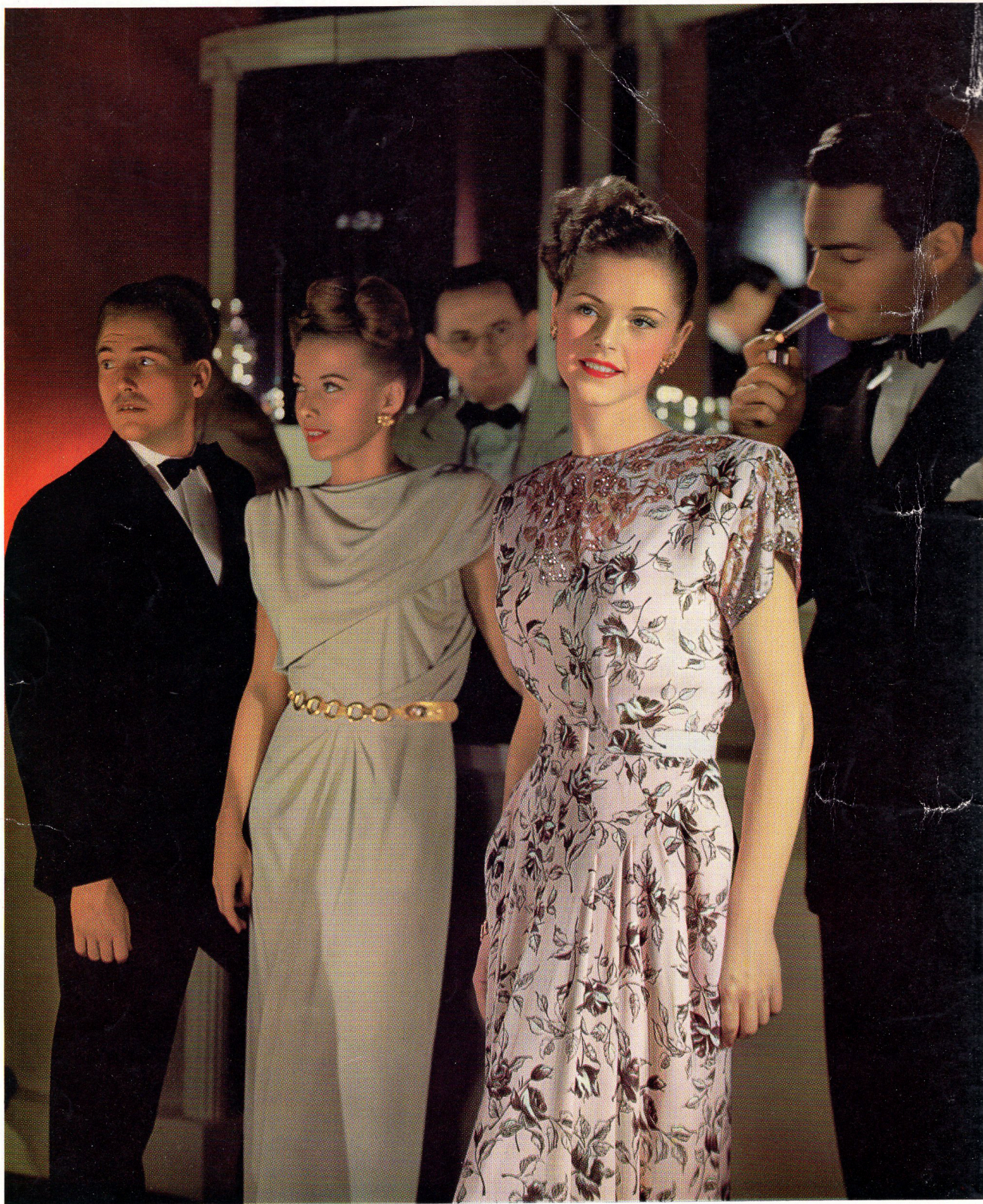
EKTACHROME

THE NEW KODAK COLOR FILM FOR
SUPERLATIVE REPRODUCTION



*Color
Fidelity*

*Ektachrome Film's
faithfulness of color
reproduction, in low-
as well as high-key
lightings, broadens
the photographic il-
lustrator's horizons.*



K O D A K A N N O U N C E S

Ektachrome

• KODAK announces Ektachrome Film, a triumphant addition to the long list of Kodak color successes which, in a series of advances, have made color photography a part of everyone's life. Ektachrome is simply and satisfactorily processed by the photographer himself, in his own workroom. And, of course, color prints can quickly follow by the Kodak Dye Transfer Process, recently announced.

Or if you prefer to have the work done for you, your dealer will be glad to order Kodachrome Professional Prints, 8 x 10 or 11 x 14 inches, from your Ektachrome transparencies.

The colors in Ektachrome Film have such a soft gradation and brilliance that the result is unbelievably lifelike. Characteristic in all work, regardless of subject or purposes, this feature is especially desirable in fashion illustration and portraiture.

But equally important is the new film's fidelity to the subject's basic hues, regardless of reasonable variations in lighting intensities on the subject. This means that there is no significant change in hue throughout flesh tints, even though the range of illumination approximates that commonly used for black-and-white photography.

Kodachrome Film and the Kodachrome color transparency gave the photographer his first practical taste of successful color photography. It was successful largely because the most difficult part of the color process was performed in Kodak laboratories, assuring correct processing. In this way, any photographer, without color experience, could make beautiful Kodachrome transparencies.

Kodak's eventual aim, however, was to produce a color film which could be completely processed by the photographer himself. In due course such a film

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Contrasts of Color

Soft, creamy flesh tones, in proximity with strong, vibrant colors—each retain their beauty and brilliance in the Ektachrome transparency.

was successfully made, but the entire production was taken over by the armed forces for use in aerial color photography during the war.

The film used by the armed forces was, of necessity, processed with the chemicals most readily available at the time, and they were quite toxic. It must be understood that once a worker becomes allergic to a toxic developer he becomes so sensitive to its effects that he may just as well decide to give up photography. Kodak, therefore, has refused to release Ektachrome Film until a developer could be found which was as safe from toxic effects as the universally used black-and-white developers.

Safety in Development

The developer evolved for processing Ektachrome Film is less likely to cause skin irritation than the familiar developers that photographers use every day. Months of tests on hundreds of subjects from guinea pigs to human beings have verified this fact. Kodak now announces Ektachrome Film with full confidence in your ability to process it in Ektachrome processing chemicals—with as much safety as you now experience in black-and-white processing.

Popular Sheet Film Sizes—Prepared Processing Chemicals

Available in all present Kodachrome Sheet Film sizes, and in types for both artificial and daylight illumination, the new film requires less than an hour and a half for complete development. The first 19 minutes of processing must be done in total darkness, but all subsequent steps in the procedure are carried on in ordinary room illumination.

Chemicals for the five processing solutions required will be supplied in convenient kits in sizes to make $\frac{1}{2}$, 1, and $3\frac{1}{2}$ gallons of solution. These are sufficient to process about 8, 16, and 56 eight by ten-inch films respectively.

Processing Steps are Simple

Tanks are recommended for the various steps of processing. Only the developer temperature is highly critical—68°F. plus or minus $\frac{1}{2}$ degree. All other solutions may be 68°F. with a tolerance of several degrees.

Following a 15-minute initial development, the films are rinsed for 1 minute, then hardened for 5 minutes. After 3 minutes in the hardener, the room lights are turned on for all subsequent operations.

The “reversal exposure” to flash all remaining silver bromide in the emulsion is done by holding the films about a foot from a small flood-type lamp for 5 seconds’ exposure for each side of the film.

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*At a very slight expense,
and with care in following
processing instructions,
any photographer can
make beautiful Ektachrome
color transparencies.*



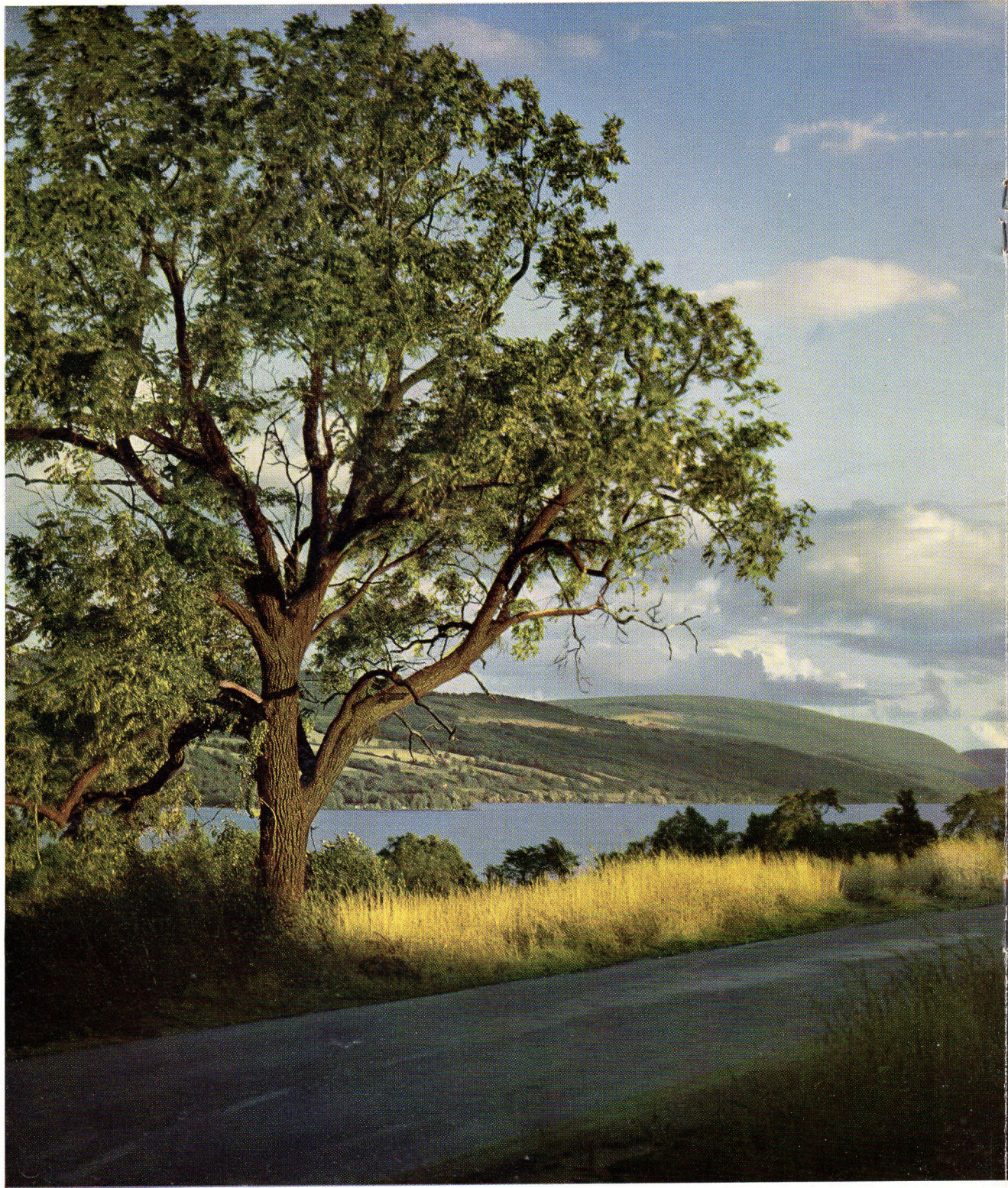
Appetizing Appeal

This delectable salad owes its appeal to the exactness with which each familiar vegetable color is reproduced in the Ektachrome transparency.



White Fabrics

Sharply directional lighting, essential for detail in fabrics, holds the purity of whites in the Ektachrome transparency through a long range of light intensities.





This is followed by a 5-minute wash, a 25-minute color development, and 5 minutes in the Clearing and Fixing Bath. Then comes another 1-minute rinse, a 10-minute bleach, a short rinse, and a 5-minute fix in the same Clearing and Fixing Bath. These steps are followed by 10 minutes' washing and a minute in a solution of Kodak Photo-Flo to reduce the possibility of water spots during drying. All of these operations are simple, and, other than six processing tanks, no unusual equipment is necessary.

This new color film will particularly benefit commercial and illustrative photographers who want to see their results before a studio set-up is torn down. They can see their fashion or illustrative shots while models are still in the studio, thus avoiding the time and expense of a second model fee and studio set-up if, for any reason, posing, lighting, or arrangement is unsatisfactory.

The steps of processing Ektachrome which we have itemized are not at all involved when one

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Brilliant Landscapes

The subtle variations of light and shade on forest, lake, or distant hills—the delicate nuances of color in an evening sky are faithfully recorded in the Ektachrome transparency.



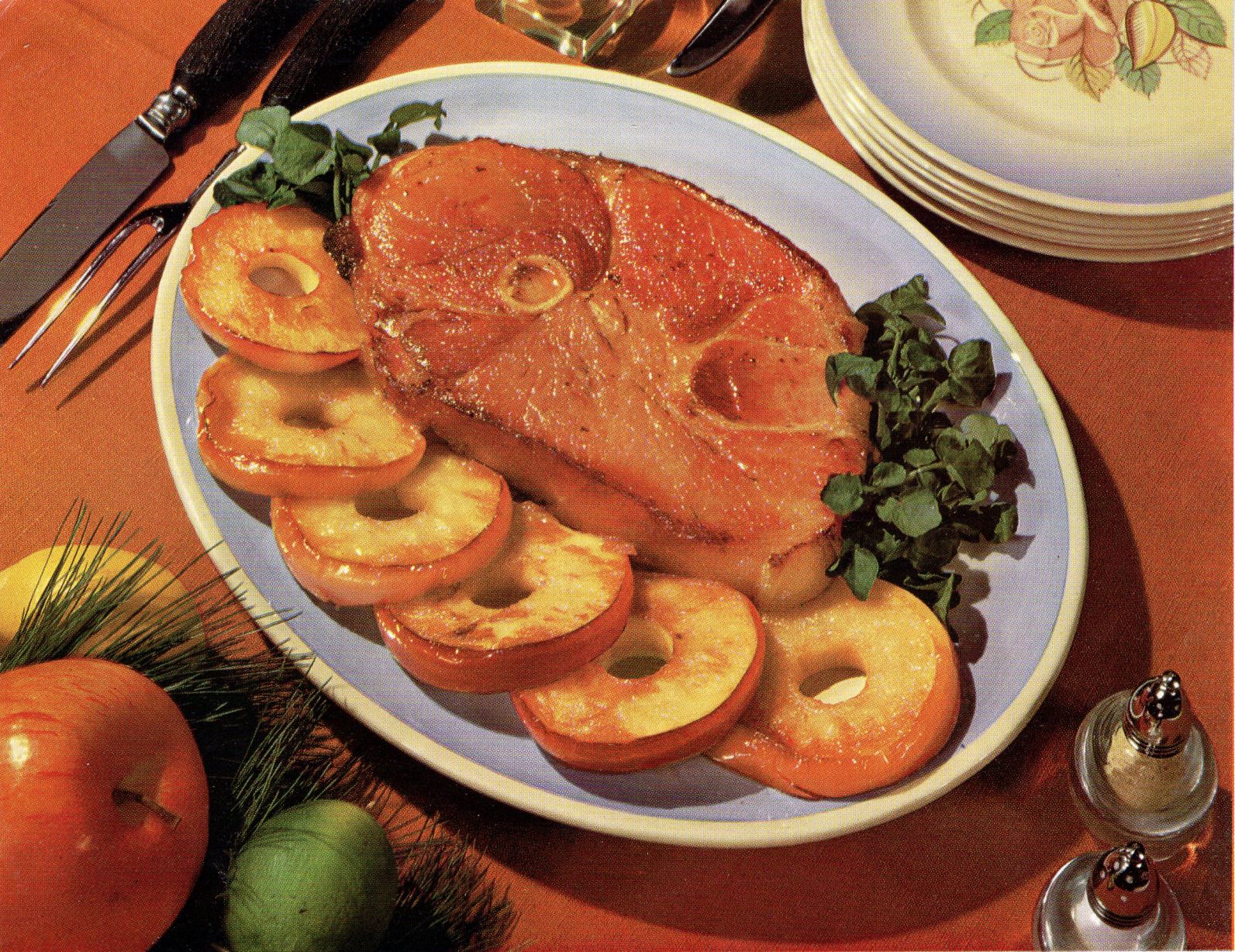


Lifelike

Whatever the pose or expression of the subject in a portrait, it's color that really brings it to life — gives it warmth — makes it real.

Brilliance

Delicate pastel hues in sunny, high-key lightings retain their individuality, through light and shadow, in the Ektachrome transparency.



Product Selling

The lighting for food texture, the composition for sales appeal, and Ektachrome for exact reproduction, are the combination that sells the product.

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considers their purpose. The film is processed to obtain a negative, then reversed to a positive, and developed for the color. Most of the work is done in the light, and several films can be processed together. In fact, as soon as one lot of films is out of the darkroom stage, another lot can be started, thus greatly reducing processing time for a number of films.

While the beauty and fidelity with which color is reproduced with Ektachrome Film are of greatest interest to the user, the advantage of processing in his own workrooms, and the nominal cost of the finished color transparency are worth-while considerations. Ektachrome marks an important step forward in the color parade.

EASTMAN KODAK COMPANY • ROCHESTER 4, N. Y.

Dramatizing Food

*Not a jarring note
of unreality in this
Ektachrome symphony
of strawberries, cream,
and piecrust.*





Color Constancy

The difficulty of maintaining even light intensities over wide areas is overcome by Ektachrome's ability to hold color values throughout lights and shadows.



In Outdoor Sunshine

Daylight Type Ektachrome reproduces delicate flesh tones, colors of flowers and fabrics, as faithfully outdoors as Type B does in the studio with controlled lighting.

Kodak

PRICE LIST *

KODAK EKTACHROME SHEET FILM

Daylight Type and Type B

Size In Inches	Price Per Dozen Sheets Including Tax
2¼ x 3¼.....	\$ 4.12
2½ x 3½.....	4.12
3¼ x 4¼.....	5.76
4 x 5.....	7.85
5 x 7.....	12.79
8 x 10.....	27.99
11 x 14.....	53.94
Size In Centimeters	
4.5 x 6 cm.....	3.73
45 x 107 mm.....	4.12
6.5 x 9 cm.....	4.12
6 x 13 cm.....	5.76
9 x 12 cm.....	7.02

Each package of Kodak Ektachrome Film includes one dozen Kodapak Sleeves in the appropriate size. These are for protecting processed transparencies from damage through normal handling.

KODAK EKTACHROME PROCESSING KITS

	Sizes and Prices		
	½ gal.	1 gal.	3½ gal.
Complete Kits.....	\$4.50	\$6.75	\$15.50
<i>Components</i>			
First Developer.....	.65	.95	2.00
Color Developer.....	1.75	2.75	7.25
Hardener.....	.50	.80	1.50
Bleach.....	1.00	1.50	3.50
Clearing and Fixing Bath.....	.70	1.00	2.25

Since Kodak does not maintain a processing service for Kodak Ektachrome Film, the saving to the photographer, for doing his own processing, is reflected in the substantially lower prices for Ektachrome Film.

*Prices subject to change without notice.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.