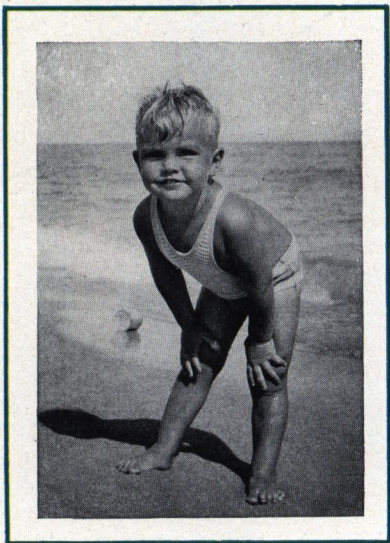




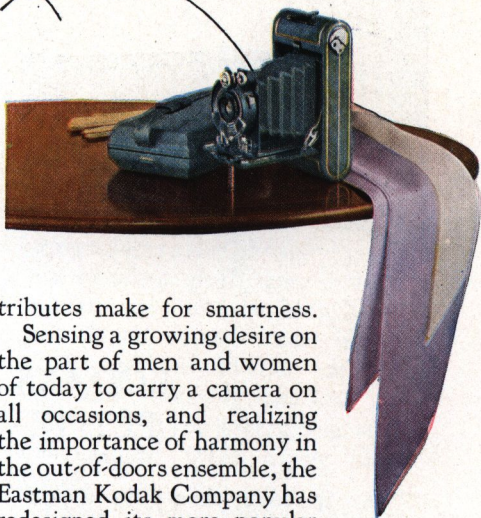
KODAKS *and*
BROWNIES
IN COLOR



From a Kodak Negative

IN this day and age when people are practical, it's smart to be sensible. For modern youth has found that sensible things are things worth while. No longer will it bother with impractical accessories merely to satisfy a temporary whim or passing fancy. The things it wants must, first of all, be useful, and then, beautiful. These two at-





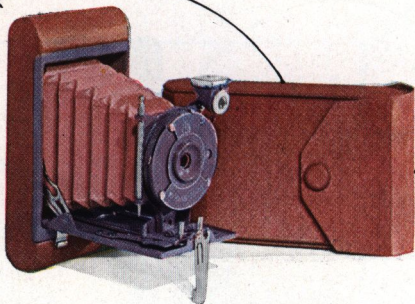
tributes make for smartness.

Sensing a growing desire on the part of men and women of today to carry a camera on all occasions, and realizing the importance of harmony in the out-of-doors ensemble, the Eastman Kodak Company has redesigned its more popular models of Kodaks and Brownies to key in with the current trend toward color and novelty.

On the following pages are shown several members of the Kodak family in their new and shining colors—all with carrying cases as handsome and durable as the cameras themselves. To appreciate them thoroughly, inspect them at your Kodak dealer's.

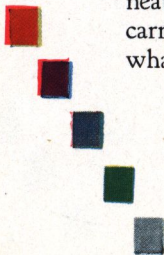
EASTMAN KODAK COMPANY
Rochester, N. Y.

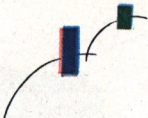
June 1929



KODAKS PETITE

GAY in color, dainty in appearance, these diminutive Kodaks are frankly French in spirit. Like springtime flowers of delicate hue, their engaging colors make them joyous to the eye. And yet, withal, they make fine pictures. Their cases, too, of a like design and neatly patterned, are a delight to carry about, for they harmonize with what one wears.



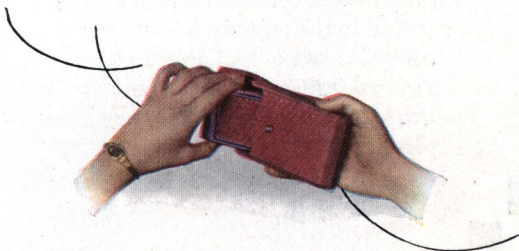


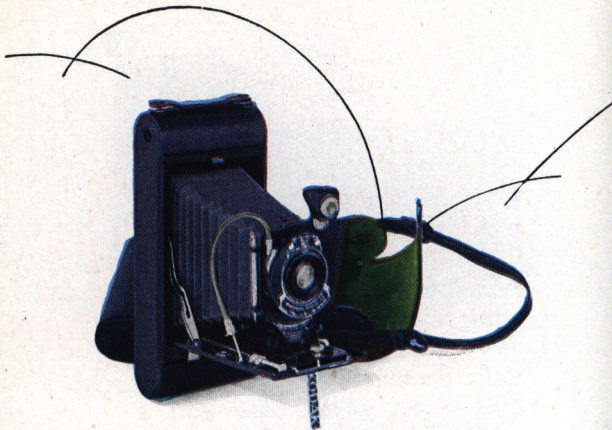
As a bridge prize or birthday gift it will be difficult to find a thing more acceptable. There are five alluring colors to choose from—green—a sparkling green; gray—warm and attractive in tone; lavender—delicate and subtle; blue—like a robin's egg; and old rose—deep in color and brilliant of sheen.

When next you go shopping, stop and examine these happy little Kodaks.

Kodak Petite, with Meniscus Lens and Rotary Shutter . . . \$6.50; with case to match, \$7.50.

Picture size $1\frac{5}{8}$ x $2\frac{1}{2}$ inches.

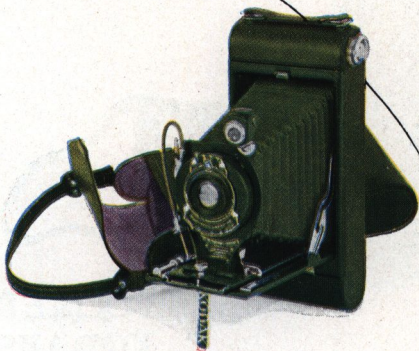




POCKET KODAKS

THE latest member of the Kodak Family to assume the grand manner is the Pocket Kodak. Always a reliable picture-maker, he is now arrayed in fine feathers—blue, gray, green and brown—and this year, will be seen abroad in the most exclusive company. He has a coat to match—a very fine case with a convenient strap that makes his company a pleasure wherever you go.



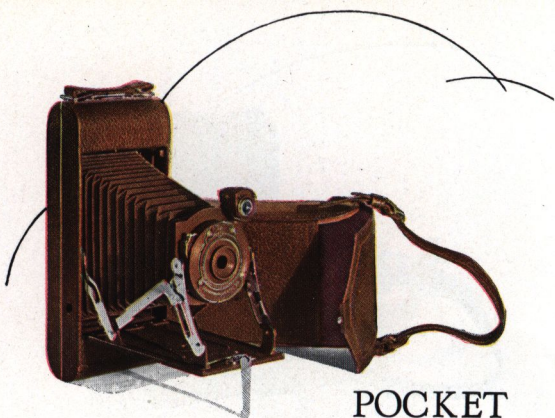


The pictures he makes are of two sizes— $2\frac{1}{4} \times 3\frac{1}{4}$ for the No. 1 and $2\frac{1}{2} \times 4\frac{1}{4}$ for the No. 1A and, thanks to his dependable lens and accurate shutter, he will produce good results from the first.

A fine fellow, Pocket Kodak in Color; an admirable traveling companion. And, by the way, you may still have him attired in black, if you wish.

Pocket Kodak in Color, with Kodar f.7.9 lens, Kodex Shutter and carrying case .. No. 1 \$18.00; No. 1A \$20.00.



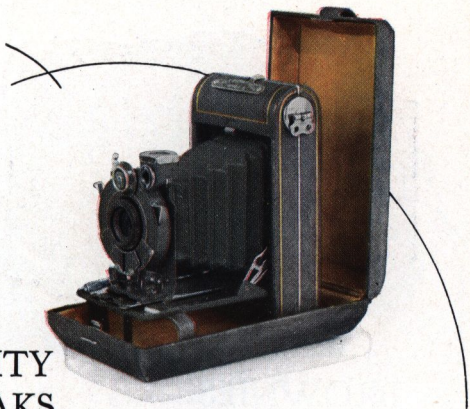


POCKET KODAKS *Series II*

*T*HIS season you may have the 1A Pocket Kodak, Series II, with carrying case to match, in four handsome colors, as well as black: blue, brown, green and gray. Both colored Kodak and case are of the same lustrous grained leather, and both have been redesigned to meet the modern trend.

No. 1A Pocket Kodak, Series II, in Color, with Meniscus Achromatic Lens, Kodex Shutter and Carrying Case, costs \$25.00, and makes pictures $2\frac{1}{2} \times 4\frac{1}{4}$.



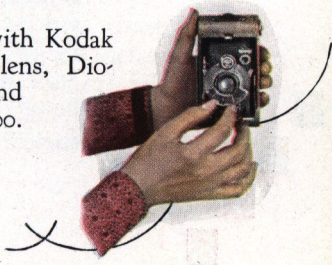


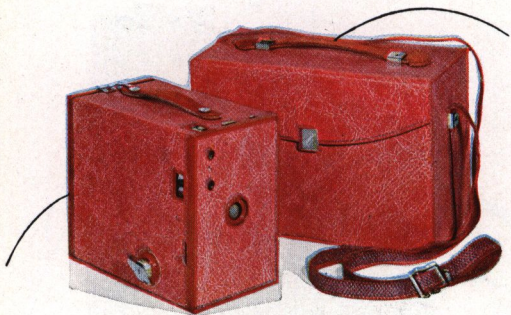
VANITY KODAKS

*S*NCOMPARABLY beautiful in color and design, the Vanity Kodak is all that the modern gift should be. It is sure to be welcomed by the friend who receives it, a gift that is swagger, modern, and possessing the rare combination of beauty and utility.

In five lovely colors: Redbreast (red), Jenny Wren (brown), Seagull (gray), Bluebird (blue), and Cockatoo (green). Picture size $1\frac{5}{8} \times 2\frac{1}{2}$ inches.

Vanity Kodak with Kodak Anastigmat f.6.3 lens, Diomatic Shutter and Carrying Case \$20.00.



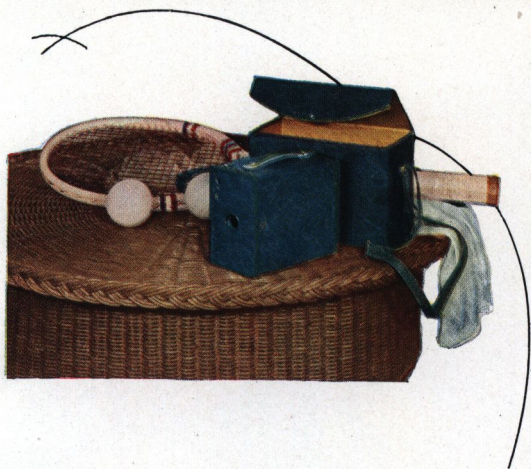


BROWNIES

THE world's most popular camera now comes in five charming colors—the Brownie is wearing Joseph's coat.

Youngsters and grown-ups have for years depended upon the Brownie to get good snapshots without any fuss or bother, and now color brings style, cheer and spirit to the everyday way of making pictures.

In blue, red, brown, gray and green, with attractive cases to match, they'll be the beaux of the beaches this summer, and folks will find that a picnic outfit is not complete without one.



Brownies in Color come in models 2 and 2A, making pictures $2\frac{1}{4} \times 3\frac{1}{4}$ and $2\frac{1}{2} \times 4\frac{1}{4}$ inches respectively. The former is equipped with a fine Meniscus Lens, the latter with a Meniscus Achromatic; both have Eastman Rotary Shutter. The cases include a handy shoulder strap.

No. 2 is priced at \$3.00; with case to match \$5.00.

No. 2A costs \$4.00; with carrying case \$6.00.





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MARCUS, IOWA

A Hint Toward Good Pictures

PROPER exposure depends on the correct amount of light entering the lens. With folding cameras a shutter speed of $1/25$ is safe between $2\frac{1}{2}$ hours after sunrise and $2\frac{1}{2}$ hours before sunset on sunny days, the stop to be set as follows:

	Single lens	Rapid Rectilinear lens	Anastigmat or Kodar lens
Distant landscapes and marine scenes	3	32	<i>f.</i> 22
Ordinary landscapes, showing sky	2	16	16
Nearby landscapes, groups, street scenes	1	8	11
Portraits in open shade		4	7.7, 7.9 or 8

When action demands a faster shutter speed or when the day is cloudy, a larger opening should be used so that plenty of light will enter the lens.

In the box type camera, simplicity is the keynote. Good snapshots can be made only in good light; the largest stop should always be used for snapshots. Early morning, late afternoon and dull days are difficult times for snapshots with this simple camera.