

7/15 FIFTH AVENUE

'HE NEW YEAR! And New York welcomes Kodak to Fifth Avenue • Early in 1931, your company will open an exclusively amateur photographic shop that strikes the New York note in the Fifth Avenue manner. Thoroughly modern as to decoration and appointment, this store will be thoroughly modern as well in the service it is ready to render • A special Ciné-Kodak department, for example, with comfortable chairs and attractive projection rooms, will await your pleasure while the spacious general sales room, with its beautiful fittings, will allow you to see to best advantage the Kodaks and Brownies in their latest designs and colors • In this new environment, too, Eastman standards will be even more effectively maintained. Here exposed films will receive the painstaking attention that is to be expected from Eastman service. Here, too, expert advice on all photographic matters will be available on the instant • Note the number—745 Fifth Avenue. You are cordially invited to look over the new shop. It would be a pleasure to show you through at any time.

eastman kodak stores,inc.

745 Fifth Avenue Squibb Building Madison Avenue at 45th Street 235 West 23rd Street Near Seventh Avenue