

ONLY EASTMAN MAKES THE KODAK; ONLY EASTMAN MAKES KODAK FILM IN THE YELLOW BOX

EASTMAN

Assortments...

Cameras...Film

for 1940

No. 465 ↓

KODAK VERICHROME FILM

DEVELOPING - PRINTING - ENLARGING

↓ No. 466

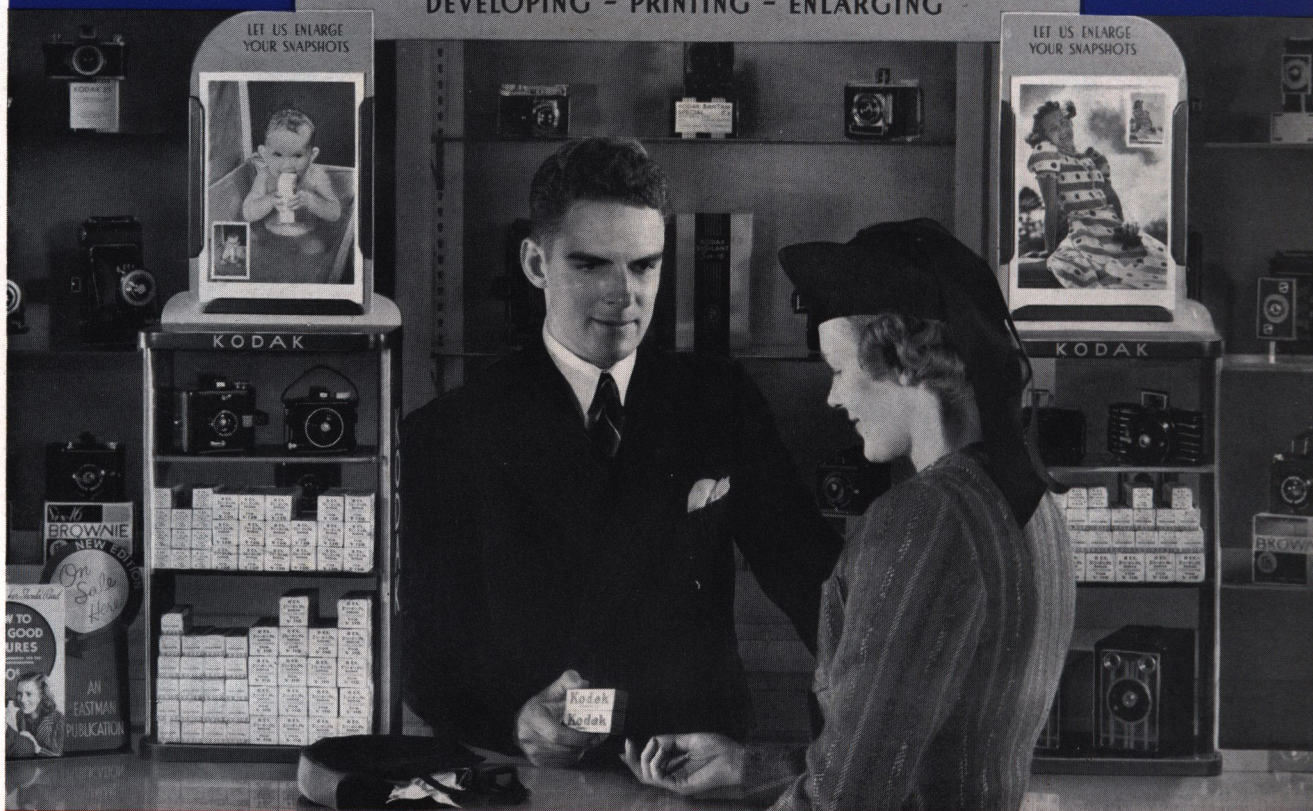
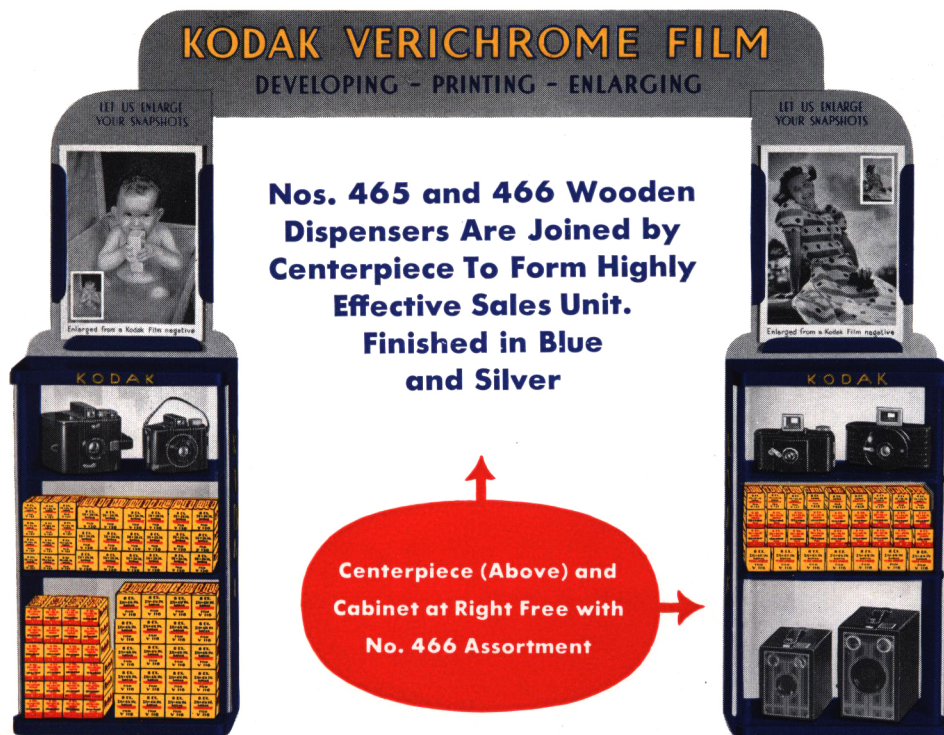


Illustration shows how nicely the dispensers accompanying Eastman's new Nos. 465 and 466 Assortments combine to draw attention to the store's camera department. Each provides liberal display space for Kodak Film and Eastman cameras.

THE LATEST IN EASTMAN ASSORTMENTS



**Nos. 465 and 466 Wooden
Dispensers Are Joined by
Centerpiece To Form Highly
Effective Sales Unit.
Finished in Blue
and Silver**

**Centerpiece (Above) and
Cabinet at Right Free with
No. 466 Assortment**

THE cabinet on the left (free with No. 465 Assortment) is 12" wide, 6" deep, 35½" high. The cabinet on the right, which—with centerpiece—is free with No. 466 Assortment, measures the same. Completely assembled, composite fixture is 51" wide, 40" high. Either cabinet may be used separately; the face of each is covered with heavy transparent sheeting. Display enlargement free with both.

NO. 465 KODAK FILM ASSORTMENT

(Ready February 1)

24 Rolls V127 Kodak Film @ 25c.....	\$ 6.00
24 Rolls V620 Kodak Film @ 30c.....	7.20
48 Rolls V120 Kodak Film @ 30c.....	14.40
24 Rolls V616 Kodak Film @ 35c.....	8.40
48 Rolls V116 Kodak Film @ 35c.....	16.80
6 Rolls F828 Kodak Film @ 20c.....	1.20

Total Retail Value.....\$54.00
Suggested Wholesaler's Resale Price.....36.00



NO. 466 KODAK ARCH ASSORTMENT

(Ready March 1)

12 Rolls V127 Kodak Film @ 25c.....	\$ 3.00
24 Rolls V620 Kodak Film @ 30c.....	7.20
24 Rolls V120 Kodak Film @ 30c.....	7.20
24 Rolls V616 Kodak Film @ 35c.....	8.40
24 Rolls V116 Kodak Film @ 35c.....	8.40
6 Rolls F828 Kodak Film @ 20c.....	1.20
3 Baby Brownie Specials (No. 69) @ \$1.25.....	3.75
1 Bullet Camera (No. 139).....	2.00
1 Six-20 Brownie Junior (No. 164).....	2.00
1 Six-16 Brownie Junior (No. 165).....	2.35
1 Six-20 Bull's Eye (No. 168).....	2.75
1 Kodak Bantam f/8 (No. 30).....	3.95

Total Retail Value.....\$52.20
Suggested Wholesaler's Resale Price.....35.31

NO. 467 KODAK NOVELTY ASSORTMENT

(Ready February 1)

THE dispenser accompanying this assortment is truly a novelty. Uniquely fashioned of strongly welded heavy wire, it will attract attention wherever placed. Size: 13½" wide, 7½" deep, 15" high. Acetate sheeting covers front.

12 Rolls V127 Kodak Film @ 25c.....	\$ 3.00
24 Rolls V620 Kodak Film @ 30c.....	7.20
36 Rolls V120 Kodak Film @ 30c.....	10.80
24 Rolls V616 Kodak Film @ 35c.....	8.40
36 Rolls V116 Kodak Film @ 35c.....	12.60
6 Rolls F828 Kodak Film @ 20c.....	1.20

Total Retail Value.....\$43.20
Suggested Wholesaler's Resale Price.....28.80

OTHER RAPID-TURNOVER EASTMAN UNITS



◀ No. 453 Snapshots-at-Night Assortment

CONTAINS thirty rolls of Kodak Super-XX Film (six rolls each of 127, 620, 120, 616, and 116 sizes) ... six Snapshots-at-Night Lighting Kits ... and counter display (free). Each Kit contains two Kodak Reflectors, Model C; one No. 1 and one No. 2 Photoflood lamp. The Kits retail for 75c.

The total retail value is \$15.30; suggested wholesaler's resale price, \$10.20. Display takes up but 10½ x 11 inches of counter space.

No. 457 BROWNIE SPECIAL PACKAGE ▶

THIS package consists of two Six-16 Brownie Special cameras (No. 167) at \$4.25 retail, two Six-20 Brownie Specials (No. 166) at \$3.75 retail, and the novel, colorful display card illustrated. An actual camera fits snugly into the card which measures 10½ x 15 inches. Total retail value of cameras, \$16; suggested wholesaler's resale price, \$11.20.



◀ No. 440 BULLET CAMERA PACKAGE

HERE'S a worth-while addition to any camera department. It is made up of six Bullet cameras (No. 139)—at \$2 retail—in attractive cartons and the handsome counter display cut out for insertion of an actual camera. The total retail value of the cameras is \$12; suggested wholesaler's resale price, \$8.40.



▶ No. 461 BABY BROWNIE SPECIAL PACKAGE

CONSISTS of twelve of the new Baby Brownie Special cameras (No. 69)—each, \$1.25 retail—and the attractive yellow and blue counter container shown at the right. The container provides space for prominent display of an actual camera. Total retail value of cameras, \$15; suggested wholesaler's resale price, \$9.

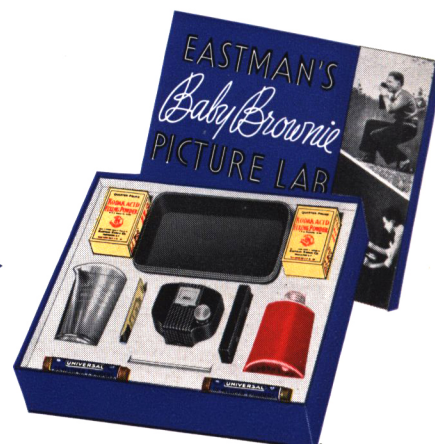


◀ No. 450 SIX-20 BULL'S EYE PACKAGE

Six of Eastman's popular Six-20 Bull's Eye cameras (No. 168)—each, \$2.75 retail—go along with a colorful counter display to make up the No. 450 Six-20 Bull's Eye Package. The total retail value of the six cameras is \$16.50; suggested wholesaler's resale price, \$11.58.

▶ No. 463 EASTMAN'S BABY BROWNIE PICTURE LAB

A COMPLETE picture-making unit. Contains a Baby Brownie camera (No. 68) with these darkroom supplies: lamp, graduate, trays, stirring rod, printing frame, Velox paper, chemicals, mask, and instruction manuals. Retail price of the outfit, \$3.25; suggested wholesaler's resale price, \$2.25.



ONLY EASTMAN MAKES KODAK FILM



Your picture-taking customers know that the yellow Kodak Film carton means dependable quality . . . uniformity . . . *good pictures*. You'll please them by keeping a good stock of Kodak Film on hand—in all popular sizes and types. Listed below are prices and sizes of Kodak Film for full-sized roll and film pack cameras. Eastman Films for miniature cameras are on page 6.

Only Eastman makes KODAK FILM—in the familiar yellow box.

MINIATURE CAMERA FILMS ON PAGE 6

KODAK ROLL FILM

HEAVY FIGURES—Suggested Wholesaler's Price to Retailers.
Suggested Wholesaler's Price to Retailers for Rolls (except Regular): 33⅓% Off Retail. Regular: 25% Off Retail

NO.	SIZE	REGULAR			VERICHROME (V)			SUPER-XX (XX)			PANATOMIC-X (FX)		
		Exp.	Pkg.	Roll	Exp.	Pkg.	Roll	Exp.	Pkg.	Roll	Exp.	Pkg.	Roll
127	1⅝ x 2½	8	\$1.80*	\$.20	8	\$2.00*	\$.25	8	\$2.40*	\$.30	8	\$2.40*	\$.30
117	2¼ x 2¼				6	4.00†	.25	6	4.80†	.30	6	4.80†	.30
129	2 x 3				6	2.40†	.30	6	2.80†	.35			
620	2¼ x 3¼	8	3.60†	.20	8	4.80†	.30	8	5.60†	.35	8	5.60†	.35
120	2¼ x 3¼	8	3.60†	.20	8	4.80†	.30	8	5.60†	.35	8	5.60†	.35
105	2¼ x 3¼				6	2.40*	.30						
616	2½ x 4¼	8	4.50†	.25	8	5.60†	.35	8	6.40†	.40	8	6.40†	.40
116	2½ x 4¼	8	4.50†	.25	8	5.60†	.35	8	6.40†	.40	8	6.40†	.40
130	2½ x 4½				6	3.60*	.45	6	4.40*	.55			
118	3¼ x 4¼				6	3.60*	.45	6	4.40*	.55			
124	3¼ x 4¼				6	3.60*	.45						
122	3¼ x 5½	6	4.05*	.45	6	4.40*	.55	6	5.20*	.65	6	5.20*	.65
125	3¼ x 5½				6	4.40*	.55						
101	3½ x 3½				6	3.20*	.40						
123	4 x 5				6	4.40*	.55						
103	4 x 5				6	4.40*	.55						
104	5 x 4				6	4.40*	.55						
126	4¼ x 6½				6	6.40*	.80						
115	7 x 5				6	7.60*	.95						
For Norton Camera	1¼ x 1⅞	6	1.35*	.15									

KODAK FILM PACKS

HEAVY FIGURES—Suggested Wholesaler's Price to Retailers.
(Suggested Wholesaler's Price to Retailers for Film Packs: 33⅓% Off Retail)

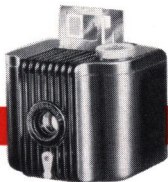
NO.	SIZE		VERICHROME (V)			SUPER-XX (XX)			PANATOMIC-X (FX)			PROCESS		
	INCHES	CENTIMETERS	Exp.	Pkg.	Pack	Exp.	Pkg.	Pack	Exp.	Pkg.	Pack	Exp.	Pkg.	Pack
500	1¼ x 2⅜	4.5 x 6	12	\$ 3.20*	\$.40	12	\$ 4.40*	\$.55	12	\$ 4.40*	\$.55			
540	1¼ x 4¼	4.5 x 10.7	12	5.20*	.65									
520	2¼ x 3¼	6 x 9	12	4.80*	.60	12	5.60*	.70	12	5.60*	.70	12	\$ 5.60*	\$.70
516	2½ x 4¼	6.5 x 11	12	5.60*	.70									
531	2½ x 5½	6 x 13	12	8.00*	1.00									
518	3¼ x 4¼	8 x 10.5	12	8.00*	1.00	12	9.60*	1.20	12	9.60*	1.20			
542	3 x 5¼	7.5 x 13.5	12	8.80*	1.10									
541	3½ x 4¾	9 x 12	12	8.80*	1.10	12	10.40*	1.30	12	10.40*	1.30			
522	3¼ x 5½	8 x 14	12	9.20*	1.15	12	11.20*	1.40						
543	3¾ x 5½	10 x 15	12	11.20*	1.40	12	13.20*	1.65						
523	4 x 5	10 x 12.5	12	9.20*	1.15	12	11.20*	1.40	12	11.20*	1.40			
526	4¾ x 6½	12 x 16.5	12	14.40*	1.80									
515	5 x 7	13 x 18	12	16.00*	2.00	12	19.20*	2.40						

*Per Dozen.

†Per Two Dozen.

POPULAR, INEXPENSIVE EASTMAN CAMERAS

BABY BROWNIE



THE "baby" of the Eastman line, in size and in price—but a real "grown-up" in popularity and picture-taking ability.

	Identification Number	Picture Size	Lens	Retail Price	Suggested Wholesaler's Resale Price
Baby Brownie.....	68	1 5/8 x 2 1/2 (No. 127)	Meniscus	\$1.00	\$.63
Lots of 12 (60c each).....					7.20

BABY BROWNIE SPECIAL



A NEW camera with remarkable eye appeal. Has up-to-the-minute styling, "spyglass" optical finder, and other features.

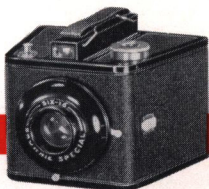
	Identification Number	Picture Size	Lens	Retail Price	Suggested Wholesaler's Resale Price
Baby Brownie Special.....	69	1 5/8 x 2 1/2 (No. 127)	Meniscus	\$ 1.25	\$.79
No. 461 Assortment of 12 Cameras.....				15.00	9.00

BROWNIES and BROWNIE JRS.



	Identification Number	Picture Size	Lens	Retail Price	Suggested Wholesaler's Resale Price
Six-20 Brownie Jr.....	164	2 1/4 x 3 1/4 (No. 620)	Meniscus	\$2.00	\$1.40
Six-16 Brownie Jr.....	165	2 1/2 x 4 1/4 (No. 616)	Meniscus	2.35	1.65
Six-20 Brownie.....	18	2 1/4 x 3 1/4	Diway	2.85	2.00
Six-16 Brownie.....	19	2 1/2 x 4 1/4	Diway	3.25	2.28

BROWNIE SPECIALS



	Identification Number	Picture Size	Lens	Retail Price	Suggested Wholesaler's Resale Price
Six-20 Brownie Special.....	166	2 1/4 x 3 1/4 (No. 620)	Meniscus	\$ 3.75	\$ 2.63
Six-16 Brownie Special.....	167	2 1/2 x 4 1/4 (No. 616)	Meniscus	4.25	2.98
No. 457 Brownie Special Package (2 each of above).....				16.00	11.20

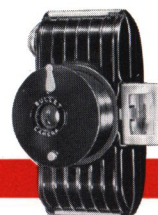
SIX-20 BULL'S EYE



A FAVORITE camera with young folks and beginners of all ages.

	Identification Number	Picture Size	Lens	Retail Price	Suggested Wholesaler's Resale Price
Six-20 Bull's Eye.....	168	2 1/4 x 3 1/4 (No. 620)	Meniscus	\$ 2.75	\$ 1.93
No. 450 Package of 6 Cameras.....				16.50	11.58

BULLET CAMERA



HAS outstanding features for its price. The lens is on an ingenious spiral mount; the finder is of the eye-level type.

	Identification Number	Picture Size	Lens	Retail Price	Suggested Wholesaler's Resale Price
Bullet Camera.....	139	1 5/8 x 2 1/2 (No. 127)	Meniscus	\$ 2.00	\$ 1.40
No. 440 Package of 6 Cameras.....				12.00	8.40

JIFFY KODAK V. P.



FOLDS compactly when not in use. Light-weight body, folding eye-level finder, "pop-out" front.

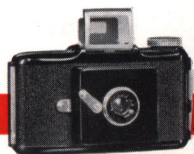
	Identification Number	Picture Size	Lens	Retail Price	Suggested Wholesaler's Resale Price
Jiffy Kodak V.P.....	31	1 5/8 x 2 1/2 (No. 127)	Kodak Doublet	\$4.25	\$3.19

JIFFY KODAKS, SERIES II



	Identification Number	Picture Size	Lens	Retail Price	Suggested Wholesaler's Resale Price
Jiffy Kodak Six-20, Series II.....	294	2 1/4 x 3 1/4 (No. 620)	Twindar	\$7.50	\$5.63
Jiffy Kodak Six-16, Series II.....	295	2 1/2 x 4 1/4 (No. 616)	Twindar	8.25	6.19

EASTMAN'S BIG-VALUE MINIATURE CAMERAS



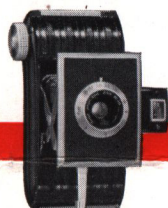
**KODAK
BANTAM f/8**

AN INEXPENSIVE model that has "caught on" with the public. Fixed focus; easy to use. Identification number: 30. Lens: Kodalinear f/8. Retail price: \$3.95. Suggested wholesaler's resale price: \$2.96.



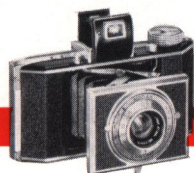
**KODAK
BANTAM f/6.3**

KODAK Anastigmat f/6.3 lens gives wide snapshot range. Identification number: 27. Lens: Kodak Anastigmat f/6.3. Retail price: \$8.50. Suggested wholesaler's resale price: \$6.38.



**KODAK
BANTAM f/5.6**

FOR black-and-white or Kodachrome photography. Identification number: 24. Lens: Kodak Anastigmat f/5.6. Retail price: \$14. Suggested wholesaler's resale price: \$10.50.



**KODAK
BANTAM f/4.5**

A FAST-SELLING Bantam. For black-and-white or Kodachrome. Identification number: 29. Lens: Kodak Anastigmat Special f/4.5. Retail: \$22.50. Suggested wholesaler's resale: \$16.88.

All Kodak Bantams take No. 828 Kodak Film, 20c and 25c retail, yet, through modern finishing methods, yield large $2\frac{3}{4}$ x 4-inch prints at moderate cost. Bantam Kodachrome Film, \$1.35 (8 exp.), processed in Rochester without further charge.



**KODAK 35,
f/5.6**

A NEW 35-mm. type "miniature" for black-and-white or Kodachrome. Well made, modestly priced. A splendid value.

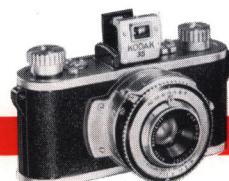
	Identification Number	Lens	Retail Price	Suggested Wholesaler's Resale Price
Kodak 35.....	11	Kodak Anastigmat f/5.6	\$14.50	\$10.88



**KODAK 35,
f/4.5**

SIMILAR to the model above, but with a faster lens and additional refinements that add to its general capability. For picture taking in black-and-white or Kodachrome.

	Identification Number	Lens	Retail Price	Suggested Wholesaler's Resale Price
Kodak 35.....	12	Kodak Anastigmat f/4.5	\$24.50	\$18.38



**KODAK 35,
f/3.5**

MOST versatile of Kodak 35 models. Has extra-fast, high-precision lens and five-speed, 1/200 shutter. For black-and-white or Kodachrome. Outstanding value in 35-mm. cameras.

	Identification Number	Lens	Retail Price	Suggested Wholesaler's Resale Price
Kodak 35.....	13	Kodak Anastigmat Special f/3.5	\$33.50	\$25.13

KODAK ROLL FILM FOR MINIATURE CAMERAS

HEAVY FIGURES—Suggested Wholesaler's Price to Retailers.

(Suggested Wholesaler's Price to Retailers for Rolls: 33 $\frac{1}{3}$ Off Retail, except Kodachrome, which is 20% Off Retail)

NO.	SIZE	SUPER-XX (XX)			PANATOMIC-X (FX)			PLUS-X (PX)			PANATOMIC (F)			KODACHROME (K)			INFRA-RED (I-R)		
		Exp.	Pkg.	Roll	Exp.	Pkg.	Roll	Exp.	Pkg.	Roll	Exp.	Pkg.	Roll	Exp.	Pkg.	Roll	Exp.	Pkg.	Roll
135	24 x 36 mm.	36	\$7.60*	.95	36	\$7.60*	.95	36	\$7.60*	.95				18	\$24.00*	\$2.50			
135	24 x 36 mm.	18	4.80*	.60	18	4.80*	.60	18	4.80*	.60				18	24.00*	2.50			
135A	24 x 36 mm.																		
235	24 x 36 mm.	36	7.60*	.95	36	7.60*	.95	36	7.60*	.95									
828	28 x 40 mm.	8	2.00*	.25	8	2.00*	.25	8	2.00*	.25	8	\$1.60*	.20	8	12.96*	1.35	8	2.00*	.25
828A	28 x 40 mm.													8	12.96*	1.35			

*Per Dozen.

Kodachrome Prices Include Processing and Return Transportation to Customers Within the Country in Which the Film Is Processed.

KODAKS FOR ALL TYPES OF PICTURE TAKERS

THE three groups of Kodaks illustrated on this page give you a range of picture-taking equipment to appeal to any type of camerist—from the beginner to the more serious worker. Of especial interest to the latter will be the fine new Kodak Vigilants and Kodak Monitors with their many outstanding features and advanced ideas in styling and construction. Stock a representative supply.

KODAK JUNIORS, SERIES II

Two finders . . . hinged back . . . push-button bed latch . . . bar bed release . . . black grain covering.

	Identification Number	Picture Size	Lens	Retail Price	Suggested Whole- saler's Resale Price
Kodak Junior, Six-20, Series II . .	40	2¼ x 3¼ (No. 620)	Single	\$ 7.75	\$5.81
Kodak Junior, Six-20, Series II . .	41	2¼ x 3¼ (No. 620)	Kodak Bimat	10.00	7.50
Kodak Junior, Six-16, Series II . .	46	2½ x 4¼ (No. 616)	Single	9.25	6.94
Kodak Junior, Six-16, Series II . .	47	2½ x 4¼ (No. 616)	Kodak Bimat	11.50	8.63

†Kodak Anastigmat.

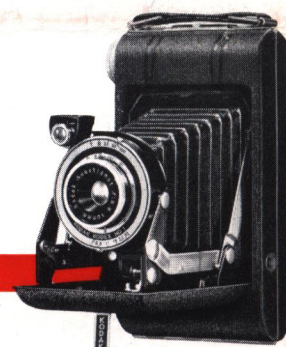


KODAK VIGILANTS

HAVE body shutter release . . . two finders, eye and waist level . . . new bed bracing system . . . other noteworthy improvements. Four different lens and shutter combinations in each size.

	Identi- fication Number	Picture Size	Lens	Shutter	Retail Price	Suggested Wholesaler's Resale Price
Kodak Vigilant Six-20 . . .	146	2¼ x 3¼ (No. 620)	K.A. f/8.8†	1/100 Kodex	\$14.50	\$10.88
Kodak Vigilant Six-20 . . .	142	2¼ x 3¼ (No. 620)	K.A. f/6.3†	1/100 Kodex	17.00	12.75
Kodak Vigilant Six-20 . . .	144	2¼ x 3¼ (No. 620)	K.A. f/4.5†	1/200 Kodamatic	25.00	18.75
Kodak Vigilant Six-20 . . .	145	2¼ x 3¼ (No. 620)	K.A. Spl. f/4.5†	1/400 Supermatic	37.50	28.13
Kodak Vigilant Six-16 . . .	140	2½ x 4¼ (No. 616)	K.A. f/8.8†	1/100 Kodex	16.00	12.00
Kodak Vigilant Six-16 . . .	148	2½ x 4¼ (No. 616)	K.A. f/6.3†	1/100 Kodex	19.50	14.63
Kodak Vigilant Six-16 . . .	150	2½ x 4¼ (No. 616)	K.A. f/4.5†	1/200 Kodamatic	29.00	21.75
Kodak Vigilant Six-16 . . .	151	2½ x 4¼ (No. 616)	K.A. Spl. f/4.5†	1/400 Supermatic	42.50	31.88

†Kodak Anastigmat.



KODAK MONITORS

ALL ARE equipped with double-exposure prevention device . . . automatic film stop . . . exposure counter . . . new system of bed braces . . . body shutter release . . . two finders, eye and waist level. Two lens and shutter combinations in each size.

	Identi- fication Number	Picture Size	Lens	Shutter	Retail Price	Suggested Wholesaler's Resale Price
Kodak Monitor Six-20 . . .	20	2¼ x 3¼ (No. 620)	K.A. f/4.5†	1/200 Kodamatic	\$30.00	\$22.50
Kodak Monitor Six-20 . . .	21	2¼ x 3¼ (No. 620)	K.A. Spl. f/4.5†	1/400 Supermatic	42.50	31.88
Kodak Monitor Six-16 . . .	22	2½ x 4¼ (No. 616)	K.A. f/4.5†	1/200 Kodamatic	35.00	26.25
Kodak Monitor Six-16 . . .	23	2½ x 4¼ (No. 616)	K.A. Spl. f/4.5†	1/400 Supermatic	48.50	36.38

†Kodak Anastigmat.



All Prices in These Catalog Pages Subject to Change without Notice; All Items (except Baby Brownie and No. 463 Picture Lab) Under Fair Trade in States with Fair Trade Laws

BIG-VOLUME, CONTINUOUS EASTMAN ADVERTISING SENDS CUSTOMERS TO YOUR STORE

THERE'S a threefold reason why the public demand for Eastman picture-making materials continues at high tide, year after year. First, every Eastman product is quality made . . . second, each item is fairly priced . . . and third, big-volume Eastman advertising never lets prospective customers forget the Eastman name and the famous photographic products it represents.

Another Big Advertising Year Ahead

In 1940, large-space Eastman advertising will continue to appear at regular intervals in leading newspapers and magazines of national circulation. The making of snapshots at night will be featured in the early insertions, with Kodaks and Kodak Film coming in for increasing prominence as the year goes on.

How Retailers Can Reap the Benefits

Eastman national advertising creates a wide prospect—but it's up to you to complete



Modern new Eastman Camera Works at Rochester—now complete and in operation. This new plant is an extensive addition to a camera factory already the greatest in the world. Here are produced the finest precision cameras, made by the largest group of American craftsmen ever assembled in the photographic industry.

the selling job by featuring Eastman products in your windows—on your counters and shelves.

Readers of magazine and newspaper advertising who are encouraged to buy Eastman Cameras, Kodak Film, and picture-taking equipment must know where to make their purchases. Hence the more you co-operate, the more benefits you will receive from the advertising.



Eastman advertising appears consistently in the nation's leading magazines, of which the above are typical. In addition, the nation's most widely read daily newspapers spread the Eastman message to millions at important shopping periods during the year.