



Kodak
Effects

A Means of Expression.

Photography is what one makes it.

In telling the story of a vacation outing it is a pleasing diversion ; as a means of recording the truths of nature it becomes an ally of science. When it conveys a sentiment, when it warms us with the summer glow, when it causes us to thrill with the *motif* of the photographer, then indeed, photography is art.

As an art it requires study, perhaps—study of light and shade, study of graceful lines, study of balance and even of motion. And skill, too—but *fortunately that skill which may be largely acquired*. Not that every amateur may become a Stieglitz, or a Robinson, but he may acquire that mastery which comes with pleasant study. The artists of brush, or chisel, must have, not only the conception of the thing to be done, but must possess the dexterity in wielding their tools which is in-born, which cannot be acquired.

Thousands there are, who have the truly artistic temperament, yet lack the artist's touch. They have his eye, his very soul, but not the cunning of his hand. To such as these photography offers the means of artistic expression.

The Tools.

In photography as in other arts, the simplest tools are often best. Cameras that require but the pressure of a button are most desirable as they release the operator from those complicated mechanisms and annoying details which require attention when the mind should be free to watch the changing conditions of light and shade, the mobile expression of a sitter's face or the arranging of a group.

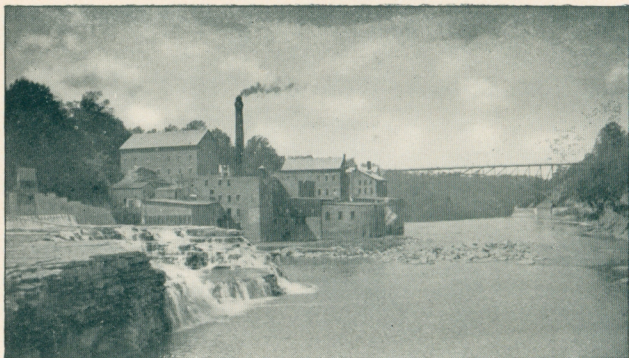
If in photography there has been in the past one thing which more than another was a hindrance to artistic work, it was the lack of power to reproduce the color values of the landscape. Blues will photograph too light and reds too dark; fleecy clouds and blue sky persist in blending so closely as to be lost. And halation, too, has, many a time, proven the ruin of what would otherwise have been truly a work of art, especially in winter when the light, by its dazzling strength, persists in blurring every naked twig that is outlined against the sky. To overcome these shortcomings, to enable the kodaker to make photographs that are "pictures" has been and is our aim.

"Kodak photography is easy photography."
The attention which must be given the camera



A DONKEY CARAVAN.

REDUCED FROM KODAK NEGATIVE
BY OSCAR MAURER.



THE MILL.

REDUCED FROM
KODAK NEGATIVE,

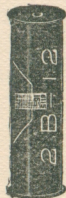
itself is reduced to a minimum, leaving the operator free to give it to the subject.

In Kodak films the camerist finds a power of reproducing the true color values with remarkable fidelity. In preserving striking cloud effects, in making a fine distinction between the blue of the sky and the whites and grays of the clouds and *at the same time* giving the land or sea their proper value, Kodak films are marvelous.

And in their freedom from that disagreeable quality technically known as "halation" films are even more remarkable. In photography the back of a glass plate reflects the light to the sensitized side of the plate and in such a manner as to slightly diffuse it, causing a blurring of any image which may chance to be surrounded by a strong light. Thus in taking an interior exposure in which a window is included, the halation is sometimes so great as to completely blot out the sash bars, giving the plate the appearance of being "light struck," which in one sense it is. Now film, being a thin, transparent material backed up by black paper, this reflection is almost entirely done away with and halation reduced to a minimum.

The Cartridge System.

In the cartridge system the film is put up in light-tight rolls which may be inserted in the Kodak in broad daylight. Extending the full length of the strip of film and several inches beyond each end is a strip of black paper, which in connection with the flanges on the spool, forms a light-proof cartridge.



Film Cartridge.

After inserting the spool in the Kodak and threading up the black paper, the Kodak is closed and the key turned until the paper has been reeled off and the sensitive film brought into place in the focal plane. The black paper runs behind the film, and is marked in white with the numbers of the sections of film, 1, 2, 3, etc. In the back of the Kodak is a small red window through which these numbers appear as the key is turned. After all the exposures have been made, a few extra turns of the key entirely covers the film with black paper and the camera may be *unloaded in daylight*.

Film cartridges weigh about one-sixteenth as much as their equivalent in glass plates and the necessary holders.



"HUNGER IST DER BESTE KOCH."

REDUCED FROM KODAK NEGATIVE
BY MYRA A. WIGGINS.



SUNSHINE AND CLOUD.

REDUCED FROM
KODAK NEGATIVE.

In the Dark Room.

A roll of 12 Kodak films can be developed more quickly and easily by the average amateur than half that number of dry plates. Films can be developed in the strip before cutting up, or *may* be developed singly just as plates *must* be. Even when cut apart a number of films may be developed in the same tray at one time without danger of injury—an impossibility with plates and an economy in developer.

Chemically, films and plates are treated precisely alike, the only differences in manipulation being those apparent from the nature of the two materials: one, glass with all its frailties, the other, a thin, flexible substance of great strength.



Developing Film "in the strip."

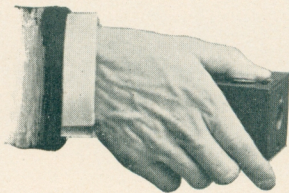
The Kodaks.

All Kodaks use film cartridges and load in daylight. Some styles use film or plates. All Kodaks are made with good lenses which have been carefully tested and are known to be perfect, have shutters for time or instantaneous exposure and have suitable finders. All Kodaks (except, of course, the Panoram) are equipped with at least three stops—in fact, are complete and satisfying instruments, fitted with every device necessary for the best photographic work.



AN AFFAIR OF HONOR.

REDUCED FROM
KODAK NEGATIVE.

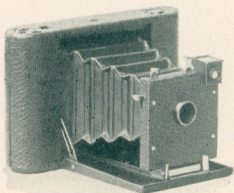
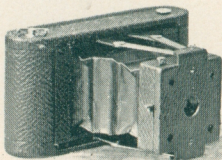


Pocket Kodak.

Size,
 $2\frac{3}{8} \times 2\frac{7}{8} \times 3\frac{7}{8}$ inches.

No. 1 Folding Pocket Kodak.

Size, closed,
 $1\frac{5}{8} \times 3\frac{1}{2} \times 6\frac{3}{4}$ inches.



No. 2 Folding Pocket Kodak.

Size, closed,
 $1\frac{1}{2} \times 4\frac{1}{2} \times 6\frac{3}{4}$ inches.

The Pocket Kodak.

The original pocket instrument but still popular. A wonderful lens and our famous rotary shutter, stops, finder, time and instantaneous adjustments. Covered with fine leather.

Pocket Kodak, for $1\frac{1}{2}$ x 2 pictures,	-	\$5.00
Film Cartridge, 12 exposures,	-	.25
Leather Carrying Case,	-	.75

Folding Pocket Kodaks.

Wonderful in their capacity and compactness, beautiful in finish with the finest meniscus achromatic lenses that can be made. A new shutter that is always set for both time and instantaneous exposures. Press one button for a snap shot, another for a time exposure.

Made of aluminum, covered with fine seal grain leather. Dainty but strong.

No. 1 Folding Pocket Kodak, for $2\frac{1}{4}$ x $3\frac{1}{4}$ pictures,	-	-	-	-	\$10.00
Film Cartridge for above, 12 exposures,	-				.40
Leather Carrying Case,	-	-	-		1.25
No. 2 Folding Pocket Kodak, for $3\frac{1}{2}$ x $3\frac{1}{2}$ pictures,	-	-	-	-	15.00
Film Cartridge for above, 12 exposures,	-				.60
Leather Carrying Case,	-	-	-		1.25

Bulls-Eye Kodaks.

The original cartridge system Kodaks, and always popular. The simplest and most convenient of all "box" form cameras. Finest achromatic lenses, the No. 2 size having a fixed focus, and the No. 4 being fitted with focusing scale.

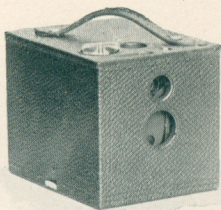
Have improved rotary shutters, are leather covered, and have nickeled fittings.

No. 2 Bulls-Eye Kodak, for $3\frac{1}{2} \times 3\frac{1}{2}$	
pictures, - - -	\$8.00
Film Cartridge for above, 12 exposures, -	.60
Leather Carrying Case, - - -	1.25
No. 4 Bulls-Eye Kodak, for 4×5 pictures, -	12.00
Film Cartridge for above, 12 exposures, -	.90
Leather Carrying Case, - - -	2.00

Bulls-Eye Special Kodaks.

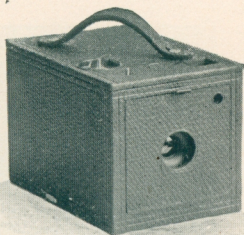
Retaining the extreme simplicity of operation of the Bulls-Eyes but fitted with fine rapid rectilinear lenses and Eastman's triple action shutter with iris diaphragms. Beautiful in finish. Fine grain leather covering and nickeled fittings.

No. 2 Bulls-Eye Special Kodak, for $3\frac{1}{2} \times 3\frac{1}{2}$	
pictures, - - -	\$15.00
Film Cartridge for above, 12 exposures, -	.60
Leather Carrying Case, - - -	1.25
No. 4 Bulls-Eye Special Kodak, for 4×5	
pictures, - - -	20.00
Film Cartridge for above, 12 exposures, -	.90
Leather Carrying Case, - - -	2.00



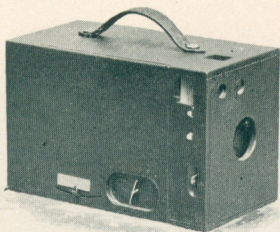
**No. 2 Bulls-
Eye Kodak.**

Size, $4\frac{1}{2} \times 4\frac{1}{2} \times 5\frac{3}{4}$ inches.



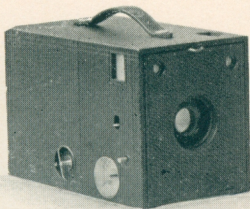
**No. 2 Bulls-Eye
Special Kodak.**

Size, $4\frac{1}{2} \times 4\frac{5}{8} \times 6\frac{3}{4}$ inches.



**No. 4 Bulls-
Eye Kodak.**

Size, $5 \times 5\frac{7}{8} \times 9\frac{1}{4}$ inches.



**No. 4 Bulls-Eye
Special Kodak.**

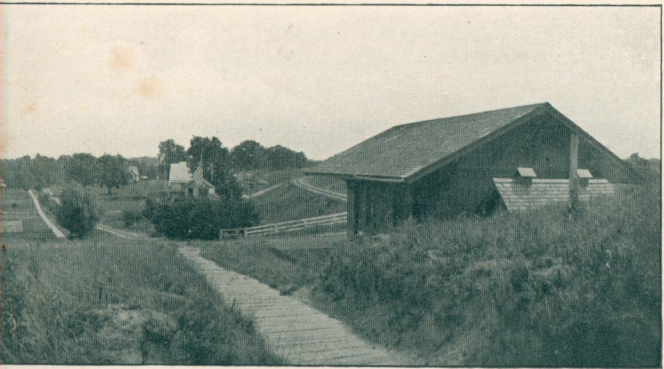
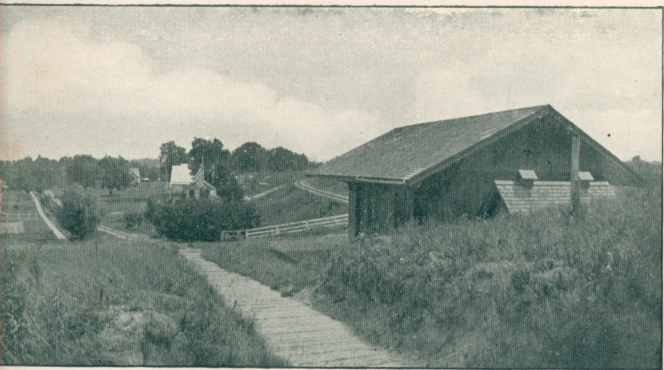
Size, $5 \times 5\frac{7}{8} \times 8\frac{3}{4}$ inches.



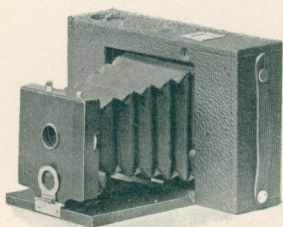
REDUCED FROM NEGATIVE
WITH NO. 4 PANORAM-KODAK.



SHOWING REPRODUCTION FROM SAME PRINT AS ABOVE WITH THE SKY "E"



ED OUT." NOTE HOW MUCH IS LOST BY TAKING AWAY THE CLOUD EFFECT.

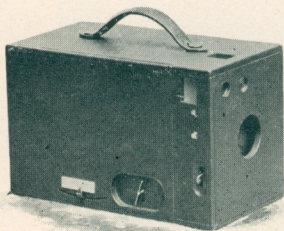
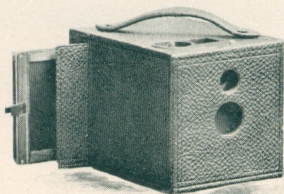


No. 2 Folding Bulls-Eye Kodak.

Size, closed,
 $1\frac{3}{4} \times 4\frac{5}{8} \times 7\frac{1}{8}$ inches.

No. 2 Bullet Kodak.

Size,
 $4\frac{5}{8} \times 4\frac{3}{4} \times 6\frac{1}{4}$ inches



No. 4 Bullet Kodak.

Size,
 $5\frac{1}{4} \times 6 \times 9\frac{3}{4}$ inches.

No. 2 Folding Bulls-Eye Kodak.

Similar in construction to the No. 2 Folding Pocket Kodak but made of wood instead of aluminum. Fitted with our improved rotary shutter, which has given such perfect satisfaction on the Pocket Kodaks, Bullets and Bulls-Eyes. Achromatic lens, well finished and covered with fine grain leather.

No. 2 Folding Bulls-Eye, for $3\frac{1}{2} \times 3\frac{1}{2}$	
pictures, - - - - -	\$10.00
Film Cartridge for above, 12 exposures, -	.60
Leather Carrying Case, - - -	1.25

Bullet Kodaks.

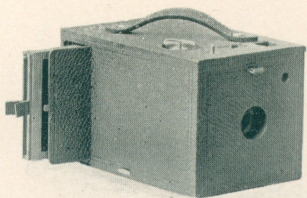
These instruments are similar in construction to the Bulls-Eye Kodaks, but in addition to being compact and convenient film cameras they are so made that they can be used as plate cameras by merely supplying our Bullet plate holders. Achromatic lenses, rotary shutters, fine leather covering, nickel fittings.

No. 2 Bullet Kodak, for $3\frac{1}{2} \times 3\frac{1}{2}$ pictures, -	\$10.00
Film Cartridge for above, 12 exposures, -	.60
Single Metal Plate Holder, for above, -	.60
Leather Carrying Case, - - -	1.25
No. 4 Bullet Kodak, for 4×5 pictures, -	15.00
Film Cartridge for above, 12 exposures, -	.90
Single Metal Plate Holder, - - -	.75
Leather Carrying Case, - - -	2.00

Bullet Special Kodaks.

These instruments are similar to the Bullet Kodaks, but use double holders when fitted for plates, and have fine rapid rectilinear lenses and Eastman's triple action shutter with iris diaphragm stops. Fine grain leather covering and nickeled fittings. Handsome finish.

No. 2 Bullet Special Kodak, for $3\frac{1}{2} \times 3\frac{1}{2}$	
pictures, - - - - -	\$18.00
Film Cartridge for above, 12 exposures, -	.60
Double Plate Holder, - - -	1.00
Leather Carrying Case, - - -	1.25
No. 4 Bullet Special Kodaks, for 4 x 5 pic-	
tures, including cartridge roll holder for	
using films and 1 double plate holder, -	25.00
Do., for plates only, with one double plate	
holder, - - - - -	20.00
Cartridge Roll Holders, each, - -	5.00
Double Plate Holders, each, - -	1.00
Film Cartridge for No. 4 Bullet Special Car-	
tridge Roll Holder, 12 exposures, -	.90
Leather Carrying Case, - - -	2.25

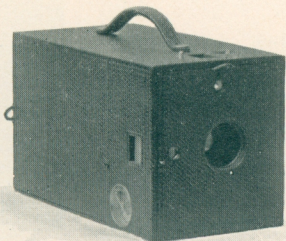


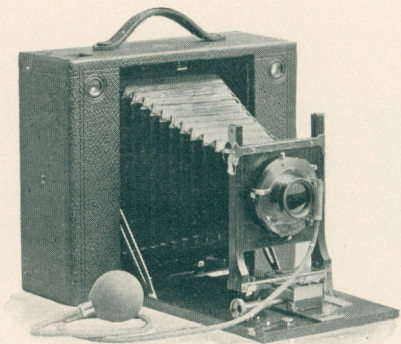
No. 2 Bullet
Special Kodak.

Size,
 $4\frac{3}{4} \times 4\frac{3}{4} \times 7\frac{1}{2}$ inches.

No. 4 Bullet
Special Kodak.

Size,
 $5\frac{1}{2} \times 6\frac{1}{4} \times 10\frac{3}{4}$
inches.





Cartridge
Kodak Open.

Cartridge
Kodak Closed.

Size of No. 4,
 $3\frac{1}{8} \times 6\frac{3}{8} \times 8\frac{1}{4}$ inches.

Size of No. 5,
 $3\frac{1}{4} \times 8\frac{1}{2} \times 10\frac{1}{8}$ inches.



Cartridge Kodaks.

In these instruments the film cartridge system is adapted to a folding instrument of the very highest type. Rapid rectilinear lenses, Eastman's triple action shutter with pneumatic release, rising, falling and sliding front, rack and pinion for fine focusing, two finders, two tripod sockets—in fact, a perfect camera of the highest type. Uses glass plates when desired, can be fitted with wide angle lenses the cells of which screw into the regular shutter. The finish is in fine seal grain leather, mahogany, polished brass and aluminum.

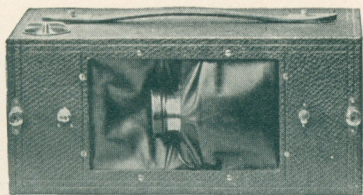
No. 4 Cartridge Kodak, for 4 x 5 pictures,	-	\$25.00
Film Cartridge for above, 12 exposures,	-	.90
Glass Plate Adapter, with ground glass,	-	2.50
Double Plate Holders, each,	-	1.00
Leather Carrying Case,	-	2.00
No. 5 Cartridge Kodak, for 5 x 7 pictures,	-	35.00
Film Cartridge for above, 12 exposures,	-	1.60
Glass Plate Adapter with ground glass,	-	3.00
Double Plate Holders, each,	-	1.25
Leather Carrying Case,	-	2.50

Panoram-Kodaks.

Landscapes, views of cities from high buildings, the intersections of wide streets, river and marine views—all offer to the photographer beautiful panoramic effects that are well worth preserving, but which are beyond the scope of the ordinary camera. The Panoram-Kodak fills this niche in the photographer's outfit and fills it perfectly—but is not intended for interiors or time exposures, the very nature of the instrument preventing its use in this way.

The No. 4 Panoram-Kodak has a scope of view 142° , with a rapid rectilinear 5-inch focus lens, revolving through the arc of the circle and covering fully. Stop opening of lens is *f.* 10 and the shutter working practically in the focal plane allows of extreme speed. Fitted with tripod socket. Has nicked fittings, is covered with the finest black morocco and beautifully finished.

No. 4 Panoram-Kodak, for $3\frac{1}{2}$ x 12 pictures,	\$20.00
Light Proof Film Cartridge, 5 exposures, $3\frac{1}{2}$	
x 12, (regular No. 4 Bulls-Eye Cartridges),	.90
Black Sole Leather Carrying Case, - -	2.00



No. 4 Panoram-Kodak.

Size, $4\frac{1}{2}$ x $5\frac{1}{2}$ x $10\frac{1}{4}$ inches.



WINTER.

REDUCED FROM
KODAK NEGATIVE.

All of the cloud pictures in this little book are from Snap-Shots made on Eastman's Transparent Film without the use of a color screen. In no case are the effects obtained by double printing or any other "dodge."

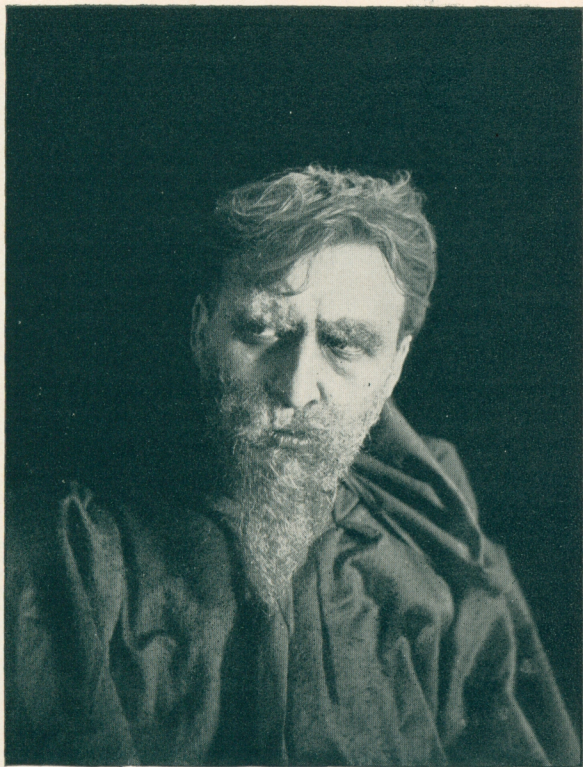
Kodaks and the Flash Light.

Not only are Kodaks and Kodak films superior in obtaining the beautiful cloud and landscape effects of winter, but they are particularly convenient in flash-light work. During the long winter evenings every amateur can obtain a deal of pleasure for himself and his friends by taking flash pictures with his ever ready Kodak.

With our flash specialties the work is simple and easy. Our Flash Powder has wonderful actinic power and whether used in the lamp or cartridge form gives superior results, producing a strong light with a minimum of smoke.

Eastman's Flash Sheets burn more slowly than the powder, giving a soft light, which does not startle the sitter, and are used by simply pinning against a piece of cardboard and igniting the lower corner with a match.

Eastman's Flash Lamp,	-	-	-	\$1.25
Eastman's Flash Powder, per oz. bottle,	-	-	-	.60
Eastman's No. 1 Flash Cartridges, per box				
of ½ doz.,	-	-	-	.60
Do. No. 2,	-	-	-	.40
Do. No. 3,	-	-	-	.25
Eastman's Flash Sheets, per pkg. of ½ doz.,				.40



A STUDY.

REDUCED FROM KODAK NEGATIVE
MADE WITH EASTMAN'S FLASH POWDER.



A PORTRAIT.

REDUCED FROM
KODAK NEGATIVE.

A complete catalogue giving
full descriptions of all styles of Kodaks
and listing our full line of Kodak
Supplies free at any dealers or by mail.

Put a Kodak on your Christmas
list, bearing in mind that

*"If it isn't an Eastman,
it isn't a Kodak."*

EASTMAN KODAK CO.

Rochester, N. Y.

EASTMAN KODAK CO.,
ROCHESTER, N. Y.

KODAK, LIMITED,
LONDON. PARIS. BERLIN.
BRUSSELS. VIENNA.

DECATUR GUN CO.
134 East Prairie Street,
Decatur, Ill.