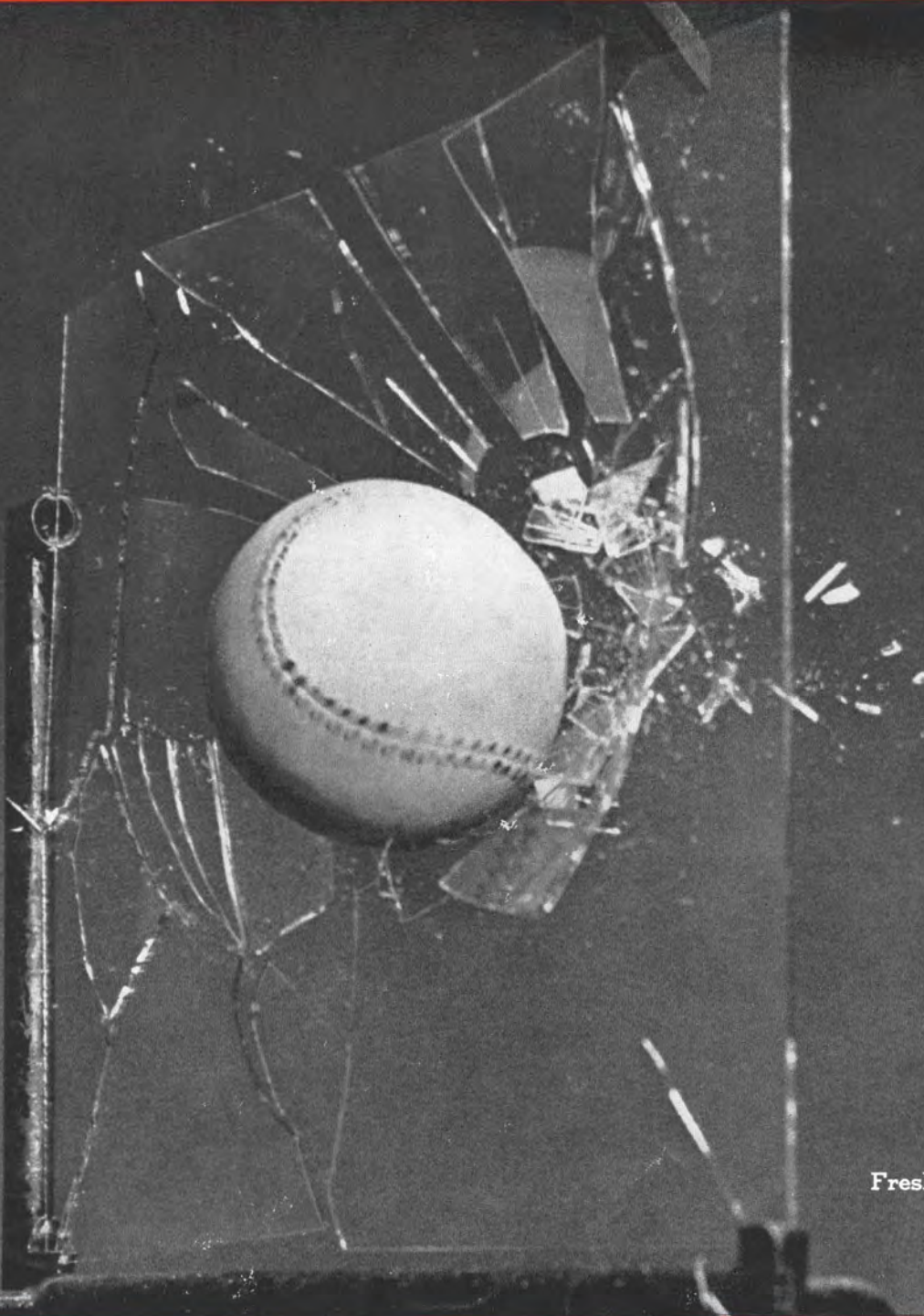


# KODAK

A MAGAZINE FOR EASTMAN EMPLOYEES



## FROZEN PILL

Fresh from the cannon's mouth

(See page 11)

AUGUST 1939



"THE THREE COMRADES": this snapshot, taken by Miss Lucy Newhard, of the Eastman Kodak Stores, Salt Lake City, took second prize in its class in that store's annual photographic contest for employees. Other pictures from the contest will be found on page 5 and inside the back cover. For names of entrants and a brief history of this miniature Kodak salon, see Panorama

## IN THIS ISSUE

Photography Plays Many Roles <i>A survey of its wide applications</i>	Page 1	The History of a Kodak Association <i>Accomplishments of the K.E. A. are recounted</i>	Page 11
Visitor's Page: Colleagues from Abroad <i>Our inquiring reporter reports</i>	Page 3	Camera "Stops" Baseball at Fair <i>In Kodak's high-speed exhibit</i>	Page 11
Panorama <i>The sky's the limit</i>	Page 4	A Versatile Performer Takes a Bow <i>Introducing: the Kodak Precision Enlarger</i>	Page 12
Prize Snapshots from a Stores Contest <i>It's an annual event in Salt Lake City</i>	Page 5	Did You Know? <i>Miscellaneous briefs</i>	Page 13
It Lightened the Load on Pigeons' Legs <i>What? Photography, as you'll see</i>	Page 6	Out of the Hat <i>Fisherman; flower raiser</i>	Page 14
Activities Calendar <i>Weather permitting, of course</i>	Page 7	Kodak Activities: a Midseason Résumé <i>Quick jottings from our sports pad</i>	Page 15
The New Camera Works Building <i>It's a noteworthy step in Kodak expansion</i>	Page 8	Two New Exposure Guides <i>For outdoor and indoor movie-making</i>	Page 16
The Editor's Page <i>True greatness</i>	Page 10	"Windy Weather" <i>And a lucky shot</i>	Inside Back Cover



# KODAK

Volume 18

AUGUST 1939

Number 8

## Photography Plays Many Roles

### **Its Manifold Applications In Almost Every Field of Human Activity Make a Romantic Tale**

*Reproduced from an address given by Colonel O. N. Solbert, assistant to the vice-president of the Company in charge of sales and advertising, before the New York "Herald Tribune" Forum.*

To SPEAK of modern photography, the recording angel of our times, is to begin with George Eastman.

He found it a specialized art, the effectiveness of which was narrowly limited by its own handicaps. He has been the largest single factor in making of photography, instead, a science contributing largely to the world's progress; and a new art invaluable to the world's education and enjoyment. George Eastman was the dominant genius of photography from the wet-plate era to within the present.

You are familiar with photography through snapshots and portraits, newsreels, and motion pictures, but in the modern world of progress photography is the handmaid to medicine, science and industry, education, and even to art and entertainment. To lead the way in these fields, photography itself must advance through scientific research by systematic investigation, controlled experiment, exact analysis. In the Kodak Research Laboratories, giant strides in the advancement of photography—the results of leadership, experience, and collective effort—include: safety film, 16-millimeter motion pictures for the amateur, increased speed and efficiency in emulsions, infrared film, high-speed movies, and Kodachrome.

In medical research the camera has become the companion piece to the microscope, and where only yesterday but one doctor could observe through this instrument, today he places there a camera to record faithfully

a revelation for many colleagues to see and study over and over again.

Time-lapse motion pictures taken at intervals of minutes or hours can speed up on the screen for observation and analysis the slow phenomenon of cell division, development of cancer cells, and clarify how the white corpuscles of the blood mobilize and concentrate to do battle to death with foreign bacteria.

Again color photography is a new and powerful instrument in prognosis for investigating the organs for practically every pathological condition.

The sensitive electrocardiograph gives a photographic record of the

heart functionings from which can be interpreted its condition. By infrared photography it is possible to penetrate the skin and to observe such conditions as varicose veins or skin cancer.

The greatest surgeon can disseminate his technique and procedure in natural-color motion pictures so that other doctors in remote places can repeat them on the screen a thousand times until they are familiar with every detail of an operation.

X-ray in medicine has gone far beyond the time-hallowed examination of a broken leg. It is now used for early detection of tuberculosis,



Perhaps our most frequent contact with photography is gained through the newspaper appearing in the daily paper. All the drama of a destructive fire is forcefully conveyed by this shot taken on Eastman film



Aerial photography serves many purposes—pictorial, scientific, and military, to name only a few. How better could we gain an idea of mighty Niagara's neighborhood than by studying this vivid aerial view?

diagnosis of heart conditions, study of the digestive tract.

And x-ray motion pictures—something new and important—permit detailed study of the functioning of the organs.

In science and industry the camera is the recording eye for observation and measurement.

A silver bromide crystal will intercept a ray of light, and hold it as a photographic record. With this magic art, the scientist may explore

and measure the light along the surface of the sun, estimate the amount of ozone in the earth's atmosphere, determine wind velocities or the time and place of a distant earthquake. By photographing sound waves, the position of enemy submarines or artillery can be located or, conversely, the same instrument will tell if your own guns have found their target. Playing no favorites, x-ray goes on to show the precise location of shell fragments in friend and foe alike.

Photography will show the groupings of atoms in steel or soft silk, discover the mystery of elasticity of a rubber band or watch spring, explain the why of a lady's permanent wave. A camera will record the intricate dashboard of an aeroplane for evidence to prevent accidents. By television it shows us our friends while we talk to them across the continent. X-ray will probe into and inspect the cross sections of an aeroplane's structural parts against flaws and for safety, and carborundum wheels that might fly apart if there were defects. It will reveal the inside of an Egyptian mummy three thousand years old without disturbing its wrappings and discover that a great Pharaoh suffered from pyorrhea.

By photography it is possible to diagram the course of combustion inside the cylinder of a motor; to study the propagation of flame when blasting gelatin explodes; to record wind pressure on various parts of aeroplane wings; to determine the exact rate of ascent of planes under test; to observe the formation of cavities in the water behind a steamship's propeller; to prove to the bettor which horse really did win.

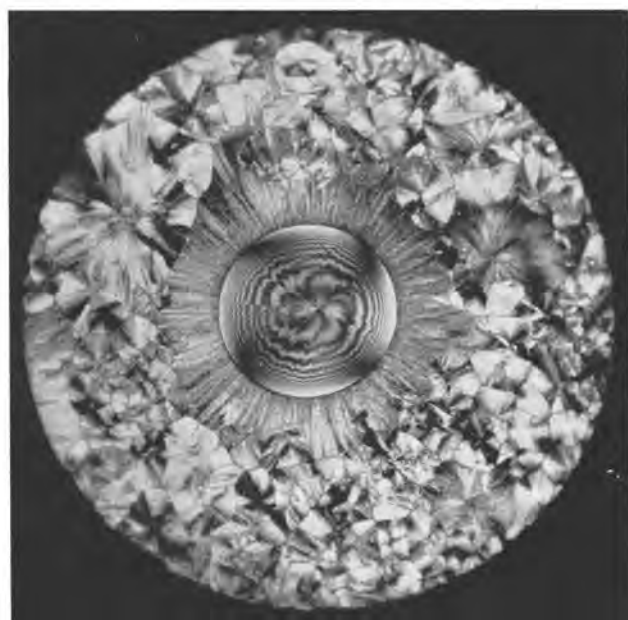
### Time Is Arrested

Slow motion on the screen is high speed in the taking camera. And here is where photography does the impossible to arrest time in its flight. Just as the optical microscope enlarges space, high-speed "movies" enlarge time until a very small segment of it is stretched out for rapid motion to be analyzed. Believe it or not, it is possible to take motion pictures at the incredible speed of 40,000 exposures per second. This reduced on the screen to sixteen pictures a second prolongs lightning-like speed in machinery, explosions, the flight of projectiles, for leisurely study. Still pictures can be caught in a millionth part of a second, holding forever the story of this infinitesimal splinter of time.

Ultraviolet photography plays an increasing part in the research of oils, solvents, organic chemicals, metallurgy, dyes, and toxicology.

The spectrum camera, guardian of our national health, will reveal with indescribable delicacy minute quantities of dangerous impurities in food.

(Continued on page 16)



Examples of photomicrography and microphotography—get it straight, now! The first is illustrated by the asparagine crystal, enlarged 33 times; the second is represented by microfilm exposed in a Recordak

## Visitor's Page: Colleagues from Abroad

### Recently Arrived in Rochester They Have Interesting Things To Tell Us of Kodak Overseas

CLEMENT LAIR, manager of the Vincennes Works, factory of Kodak-Pathé S.A.F., is making his third visit to Kodak in Rochester, his eighth to America.

The Vincennes Works was built by Pathé Frères in 1910 for the manufacture of motion-picture, x-ray, roll, and professional films. The famous Pathé rooster still adorns one of its chimneys.

Mr. Lair has managed the plant since 1919, seven years before the Company took over Pathé Cinema's film manufacturing and distributing business.

"We have expanded our manufacturing facilities considerably since then," Mr. Lair reports. "Our goods are distributed throughout France and the colonial possessions in Africa, South America, Asia, and Oceania. Film is still our chief product."

It's a product that Mr. Lair knows thoroughly. A graduate of the School of Chemistry and Physics, of Paris, he made the first film support for Pathé Frères.

Deeply interested in employee activities, he points out that, though Vincennes is small—a thousand employees—in comparison with Kodak Park, it boasts a well-rounded list. Chief among the recreational groups are a sports club, an art group, and a photographic club of which more than half the employees are members.

### From China

THIRTEEN of Robert E. O'Bolger's twenty years in the Company's service have been spent in China, where he is manager of the Shanghai Branch. Back in Rochester, for a visit, Mr. O'Bolger has many interesting tales to tell of life in the land of the ricksha.

Shanghai, where narrow winding streets lead off from the broad modern bund, where horses wear hats, and where food vendors carry their wares on bamboo poles. . . . The Yangtze, meandering river abustle with junks and sampans. . . . Old Peking, the city of ancient palaces.



Clement Lair, manager of the Vincennes Works

Mr. O'Bolger knows them all. Kodak service has taken him through the greater part of the country, by all manners of conveyances. But China, like many other countries, is fast becoming modernized—without, however, sacrificing her old charm.

In communication, particularly, great strides have been made. In the old days, a typical O'Bolger journey went like this: fifteen hundred miles

by steamer up the Yangtze to Chungking, then on by sedan chair and foot over the hills to Changtu. That last lap alone, a 350-mile stretch, took ten days. Now, a plane spans it in eighty minutes.

But for some time past, service between Shanghai and the interior has, of course, been greatly disrupted. How, for instance, we get our goods from Shanghai to such inland points as Chungking affords an excellent example of the way Kodak service "gets there" willy-nilly. With the river blocked to traffic and no other regular routes open, shipments are sent first by sea to Haiphong in Indo-China, thence by railroad to Kunming (Yunnanfu), capital of the Yunnan province, and from there by truck caravan to Chungking.

"A roundabout route—eighteen hundred miles longer than the direct one—and uncertain at best," Mr. O'Bolger describes it. "It takes about two months in all—if you're lucky enough to get your goods moving at all, that is—and in addition to heavy transport fees, we have to pay duty at several points along the way. However, our Mr. Diebold, who accompanies these shipments, has a happy knack of getting wherever he's headed for, come what may."

## Chicago Stores Manager Dies



Elbert R. Tyson

ELBERT R. TYSON, manager of the Eastman Kodak Stores Company, Chicago, and supervisor for the Great Lakes division, died on Saturday, July 29th. He was 65 years old.

Born in Nemaha County, Kansas, Mr. Tyson spent his first working years in the employ of his father, who was a photographer, and later he opened his own studio.

In September, 1903, he joined the staff of the Robert Dempster Company in Omaha, as traveling salesman. This company is now the Eastman Kodak Stores, Inc. Transferred to Sweet, Wallach Company, Chicago (now the Eastman Kodak Stores Company), in 1905, he was elected secretary and assistant manager in 1910. He was named manager of the company on January 1st, 1928.



KODAK PARK • NEW YORK • KODAK OFFICE • CHICAGO • KINGSTON • FLORIDA • TORONTO • SAN FRANCISCO • LIMA • HAWAII • CAMERA WORKS  
 BUENOS AIRES • RIO DE JANEIRO • SANTIAGO • BARRAHUILLA • HAVANA • MEXICO, D.F. • MONTEVIDEO • PANAMA CITY • SHANGHAI • HONOLULU  
 MANILA • TOKYO • BERLIN • LONDON • PARIS • VICENNES • COPENHAGEN • MAC • HARROW • STUTTGART • DUBLIN • GLASGOW • COPENHAGEN  
 DAR ES SALAM • NAIROBI • KAMPALA • CAPE TOWN • JOHANNESBURG • CAIRO • RAYVIA • ATHENS • BOMBAY • HAIFA • SINGAPORE • BEIRUT  
 ISTANBUL • ALGIERS • BRUSSELS • THE HAGUE • MILAN • ROME • MADRID • LISBON • LAUSANNE • GENEVA • VIENNA • PRAGUE • BUDAPEST • ZAGREB  
 RICHMOND • BARTON • GOTHENBURG • BETHLEHEM • OSLO • LAS PALMAS • HELSINGFORS • CASABLANCA • COLPETTY • MALTA • MELBOURNE • WELLINGTON

## Surprise Story

"CALL J. HENRY PARKER at Building 48," read the note on our desk. "He has a story you may be interested in." So we called Mr. Parker, and here it is in a nutshell.

Members of the Sundries Development Department assembled at Point Pleasant one evening last month to do honor to William E. Stanton, who was retiring after 26 years' service.

It was one of those calm evenings when, as Mr. Parker picturesquely expressed it, you could hear a frog clear his throat a mile away, and they strolled about enjoying the balmy breezes while awaiting their guest's arrival.

Suddenly, the stillness was broken by the drone of an engine high overhead. The plane circled, came low over the water, zoomed upwards once more. Followed a series of dives and sundry other stunts dear to the airman's heart, to the great delight of the watchers.

Then the plane skimmed along the calm surface of the bay and halted in front of the eager group. The pilot waved a greeting and disembarked his passenger—the guest of the evening.

Mr. Stanton, who likes planes, had decided to surprise his hosts, hired a Taylor Cub, with pontoons attached, to taxi him to the groaning board and the gay goings on.

## Box Lunch

THIS STORY from one of the Eastman Kodak Stores concerns an employee, newly married, whom we are going to call "Mr. Smith."

Mrs. Smith, it appears, put up a tasty lunch each day which her young husband carried to work. Came a day when, searching for a box to hold the midday mouthfuls, she found an empty carton that had held a Brownie Safelight Lamp. The size was just right.

Mr. Smith stuffed the box in his pocket, kissed his wife good-by—they were newlyweds, you'll recall—rode a streetcar to the store, stowed the box safely away in a drawer behind the counter, and went to work.

During the morning, a clerk opened the drawer and spied the lunch box. Taking the Safelight carton at its face value, he mumbled a few words about somebody's carelessness and sent the box to the stockroom, where any orderly person should know it belonged.

Lunch time came round and Mr. Smith was startled to find his lunch box missing. He soon learned its fate from the well-intentioned clerk.

Now came a mad dash in pursuit of the elusive lunch. Had anybody in the stockroom seen a Brownie Safelight Lamp carton returned that morning from the store? One of the boys remembered that he had received it. Was it still around? Oh, yes, he had just packed it with an order that was resting on the shipping table.

And, sure enough, there it was—nicely packed and ready to be shipped to a dealer in the hinterlands.

## Imitation

AMONG THE IRREPRESSIBLE SOULS who got up in the chilly gray of a recent dawn to watch the circus come in, we found an astonishing number of amateur photographers. We couldn't begin to count the cameras that were clicking at straining elephants and unfolding canvas.

Our favorite photographer, as it came about, was a young lad who, obviously, had dressed in feverish haste and dashed circus-ward with the dispatch of a news photographer making for a four-alarm fire.

In his somewhat inexperienced way he was sighting through the finder of a Brownie Junior and clicking away with spirited abandon. As we watched him at work, we suddenly saw that he was forgetting, in his excitement, to wind the film forward after each exposure. Thinking of how disappointed he would later be at his oversight, we suggested a turn of the winding knob after each shot.

The little fellow accepted our suggestion rather scornfully. "Aw, there ain't no film in this camera of sister's," he explained. "I just wanted to look like I was taking pictures."

## Store Contest

THE PICTURES across the way and inside the front and back covers were prize winners in the annual employee contest of the Eastman Kodak Stores, Salt Lake City. "Nice work" is our verdict, and we think you'll agree.

The contest was inaugurated four years ago by George L. Waters, store manager. In the first one, only pictures taken with a Baby Brownie were accepted. The following year, a Kodak Junior Six-20 with doublet lens was the prescribed weapon. After that, any type Kodak was permitted.

"Our contests now are more interesting because they have reached a serious point where everyone is profiting by experience and we are gradually adding more requirements as time goes on," writes Mr. Waters. "Everyone is securing more photographic information. . . . One of the boys in the stockroom has his camera back in the shipping room and is always looking for an opportunity. The shot out of the back door of our store where they're loading hypo took one of the prizes. At noon you see employees team off to take in a few shots of characters on the streets, and everything from fires to high-wire walkers is covered."

"Shepherd and Flock" and "Shadow Patterns" drew prizes for Dean M. Lloyd. "Loading Hypo" earned a first for Max Osborne, as did "Portrait" for Cloy Paulson. "Cocktail Rhythm," by Vaughn Hammond, also scored.

## Ask Me Another

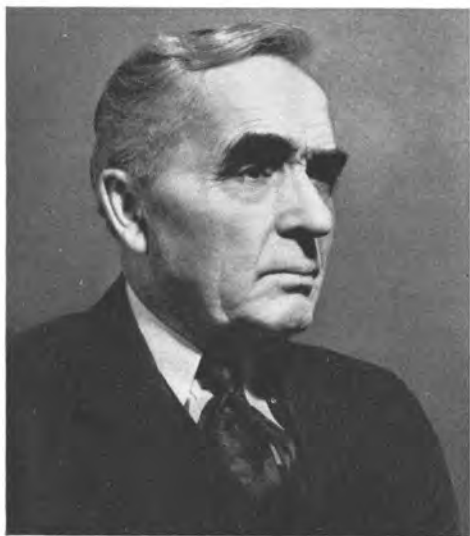
REQUESTS for many different kinds of information reach the Business Library at the Kodak Office daily, and Miss Shields and Miss Halstead take each and every one of them in their stride. "Nothing's too tough" is their war cry, as they trace obscure references, probe musty tomes for statistics.

A recent query referred to the library demanded a list of horse shows in this country where heavy draft horses are exhibited. It didn't cause so much as the batting of an eyelash in the library. Which goes to show.

# Prize Snapshots from a Stores Contest



"Shadow Patterns"



"Portrait"

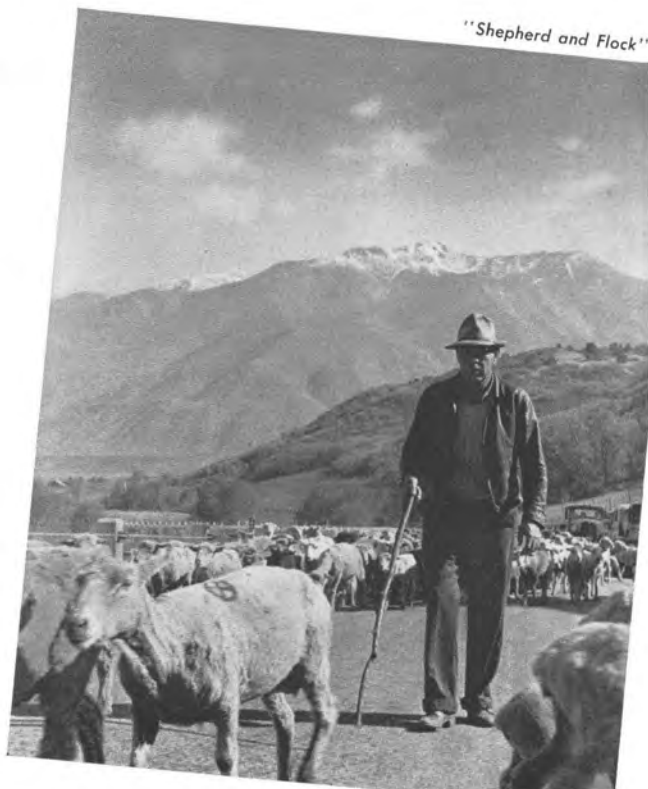


"Loading Hypo"

"Cocktail Rhythm"



"Shepherd and Flock"



# It Lightened the Load on Pigeons' Legs

## Read About a "Reducing Agent" That Proved Its Worth in Two Wars, Now Serves Commercially

IT IS THE WINTER OF 1870 and Paris is under siege. Governmental affairs are being handled from Bordeaux. All regular means of communication between Paris and the outside world have been cut off, and carrier pigeons are used to bear dispatches between the two cities.

A trying period it was for the inhabitants of the beleaguered city—and for their feathered dispatch bearers, too. But photography stepped in to take a load off the pigeons' feet, permit easy duplication of messages, and, hence, greater certainty of their reaching their destination.

The messages were photographed at a reduction of about thirty diameters onto albumen paper. Then the

emulsion coating was stripped off the paper, tightly rolled, and inserted in a feather quill. The pigeon did the rest—and if he didn't, well, there were others on their way with identical dispatches.

That is the earliest record we have of microphotography on active service. It was later used in the War by the various intelligence departments. Important documents were photographed and the microfilms were smuggled in the soles of shoes, or even stuck to spectacle lenses—giving the appearance of innocent smoked glasses.

Microphotography proved a splendid military aid, and only its high cost prevented its application to commercial uses. With the introduction of the Recordak in 1928, however, that barrier was lowered. Here, for the first time, was a device that made copies speedily, economically.



Strikingly ingenious in its operation, the Newspaper Recordak gobbles up thirty pages of newsprint a minute. More than eight hundred pages can be recorded on one small roll of 35-millimeter microfilm



The Library Recordak Projector, Model C, provides a neat and convenient means of reviewing material that has previously been recorded on microfilm

The Recordak, developed by the Recordak Corporation, a Kodak subsidiary, made its debut in banks—and an outstandingly successful debut it was. Using 16-millimeter film, this efficient and handsome piece of office equipment automatically copies checks and documents in miniature.

Now used in more than two thousand banks in the United States alone, the Recordak system protects both banker and customer and simplifies the handling of checks in bank and clearinghouse. A simplified book-keeping system, too, has been developed by the Recordak Corporation and is in wide use in business houses.

As a space saver, the Recordak will glad all hearts in the most space-starved business office. Storage of company records is essential, but thanks to the Recordak it no longer need eat up much-needed room. Many firms have already reduced all of their correspondence—the valuable though bulky records of years—to compact, lightweight film copies.

In Baltimore, where an acre of floor space is required to house the documents that pour into the offices of the Social Security Board in a single year, the Recordak is invaluable both as a reducer and for other reasons, as we shall see later.

When paper duplicates of original documents are needed—as when the



information has to be filed in more than one way and worked upon by more than one department—an automatic enlarging machine that is the converse of the Recordak does the trick. On this machine, Recordak films can be enlarged back onto paper at a rate of from 50 to 100 enlargements a minute. And an ingenious paper-processing and cutting machine further abets this speedy and fool-proof duplication.

Within the past few years, the Company has extended the uses of microphotography to the copying of documents that are too large to be handled by the commercial Recordak. The Newspaper Recordak, boon to newspaper morgues and libraries, automatically photographs some thirty pages a minute, and more than eight hundred pages can be reproduced on a hundred-foot roll of 35-millimeter film. About sixty American newspapers are being recorded on film by this method at the present time.

Another machine, the Eastman Micro-File Recordak, photographs bound volumes—no longer need clerks in libraries and elsewhere totter under the weight of bulky tomes. The Bureau of Census employs it to copy census records; and for the Library of Congress it records on film the national archives, books, and other doc-



*The Recordak Junior has found wide use in banks and other business houses. Where voluminous records must be kept of many transactions, photography on microfilm offers a space-saving and safe method*

uments that are invaluable, though often unwieldy or fragile, records of the pre-film era in America's history.

Yes, microphotography has come a long way in recent years. When, 5,000 years hence, some citizen of Tomorrow unearths the "Time Capsule" that lies fifty feet underground on the site of the World's Fair, he

will find among its contents a 10,000,000-word essay on our life and times—more than 22,000 pages of text and 1,000 pictures—recorded on Eastman Micro-File Film. And what strides microphotography will have made in the meantime is anybody's guess: it has scarcely crossed the threshold of its possibilities.

### Activities Calendar

August 16—Hawk-Eye Camera Club, regular monthly meeting

August 19—Kodak Park golf tournament for men, at Lake Shore

August 26—Camera Club beach party, last one of the season at the cottage

September 1—New York State Softball Tournament opening, Kodak Park field

—Camera Club hiking group, week-end trip to Adirondack Mountains

September 9—Kodak Park golf tournament for girls, at Lake Shore

—Hawk-Eye Camera Club hike

Early September—Camera Works golf tournament for men

—Kodak Office golf tournament for girls

—Kodak Office golf tournament for men

September 13—Hawk-Eye Camera Club monthly meeting, dinner at 5:30



*By photographing large plans and blueprints on microfilm, and then projecting them onto the ground-glass table of this Micro-File Projector, the architect saves himself time and money in doing his work*

# The New Camera Works Building



An early stage in the construction of the building. In the foreground, re-enforcing steel is laid in place before the concrete is poured. Columns to the next floor are already being raised in the background

## A Modern Factory Is Erected To Afford Increased Facilities And Help Us Meet the Growing Requirements of Photography

*There is no smooth and easy highway to business success. Two out of every three American companies do not even make a profit nowadays. Yet the very severity of our competitive system has, in the past, brought progress and prosperity to our nation as a whole, because it has demanded the utmost in resourcefulness and hard work. It has stimulated research and invention, made for better manufacturing methods, and led to better and cheaper products. It has resulted in the highest standard of living ever attained in any country. Under this system, we have seen how companies have grown from tiny beginnings and prospered because they offered constantly better products and better services at a reasonable price. We have also seen how once successful companies have lost ground because they failed to operate efficiently and progressively.*

*Constant progress in product design and production methods is clearly essential to success. The manufacturer*

*dare not stand still, content to rest on his record and his past successes. In this, our company is no exception.*

THE FIELD OF PHOTOGRAPHY, both amateur and professional, is broadening daily. Industrial research encourages this growth by developing new products to enlarge the working scope of the photographer. Kodak has contributed much to this development.

### To Meet Demands

It would do us very little good to increase the uses of photography if we did not prepare to meet the new customer demands that naturally follow. New cameras such as the Super Kodak Six-20, special equipment such as the Recordaks, precision instruments for use in the home-movie field are created by our Research and Development Departments to meet these new needs. Expanded facilities must be provided for manufacturing them.

To help provide the anticipated large capital investment necessary to accomplish these purposes was one of the reasons for the Company's recent offering of additional common stock to its shareholders—although no part of the funds realized from the

issue of such stock was allocated for any specific purpose. The new Camera Works Building No. 15 is typical of this general expansion program, and is an evidence of our company's efforts to produce on a larger and more efficient scale to meet these growing demands. This building will enable us to increase our production of cameras and other photographic equipment by providing greater space and more machinery. It will make possible a more efficient processing layout free from overcrowding. It will result in more economical production by simplifying the flow of raw materials through each stage of fabrication up to the finished product. It provides a flexibility of plan that will make future changes in manufacturing layout simple and easy to arrange.

### Part of Program

While the provision of this additional manufacturing space does not mean an immediate large increase in working force, it is, nevertheless, a part of Kodak's generally expanding program which has led to increasing opportunities for employment.

All preliminary processing of parts for Eastman cameras will be done here. The first floor will house the Punch Press Department and provide for storage of its raw materials. The Automatic Screw Machine Department, complete with storage space, will be located on the second floor. Also on this floor, the Camera Works Personnel and Purchasing Departments will have their offices.

The third floor will be occupied by the Hand Lathe and General Machining Departments.

The Development Department, at present located in the Kodak Office, will share the fourth floor with the Chemical and Physical Laboratories, the Tool Service Department, and the Patent Department Museum of old and new photographic equipment.

### Planned by Kodak

The shops in which new camera models are constructed by the Engineering Department, and an Instruments Making Division that produces some of our finest precision equipment will be on the fifth floor.

# Another Forward Step for Kodak

The top floor will be given over to executive offices, engineering offices, and drafting rooms.

Plans for the new building were prepared by Company engineers. It extends along Plymouth Avenue for 314 feet and has a depth of 178 feet. Floor space for the entire building totals 312,000 square feet—more than seven full acres.

## Facts and Figures

Thirty-four thousand tons of concrete, re-enforced by fifteen hundred tons of steel, went into the construction of the walls and floors. The outside walls are covered with cream-colored terra-cotta tile. In strong contrast, a base course of black granite quarried in Wisconsin gives the building an unusually attractive appearance. Interior walls are also constructed of tile. Some notion of the roominess of the building may be gained from the fact that more than 600,000 square feet of inside walls and ceilings were painted.

All windows are equipped with a projected casement sash that opens outward from a hinged top. A hopper sash at the bottom gives good ventilation without draft. In addition to the fresh air provided by open windows, the building can be supplied with half a million cubic feet of filtered air every minute by a supply system installed on the roof.

Indirect silver-bowl lamps in approximately three thousand fixtures give the shops an even, comfortable light from overhead. In the offices, about four hundred recessed coffer, a very recently developed system, shed a diffused light on desks and working areas. Approximately 100,000 feet of rigid steel conduit were required to carry the electrical-distribution wiring.

## Communication System

Six fast, self-leveling elevators—three for passengers and three for freight—run between the floors. In addition to these, provision has been made for the installation of a seventh elevator if it should be needed later on.

Many alterations outside the building proper were necessary during construction. The level of Kodak



*Standing directly behind the Kodak Office tower, which is visible in the upper right-hand corner, the new Camera Works Building faces on Plymouth Avenue. Here, the processing of parts for our cameras will be done. The building is 314 feet long and has a depth of 178 feet, while entire floor space totals more than 7 acres*

Street, running between the Kodak Office and the older Camera Works Building, was lowered to the level of the new plant's first floor. Covered passageways from every floor but the first extend between the new building and Buildings 3 and 9, while the Kodak Office is connected by passageways at the 4th, 5th, and 6th floors.

A completely automatic telephone installation throughout all Camera Works buildings will go into service with the opening of Building 15.

## The Foundations

The new building stands on bedrock. It rests, too—we like to think—on the hard work and accomplishments of the past, on our faith in a successful future, and on the confidence of the people who buy our goods. Before the plans for this building were ever laid out on the drafting board, these invisible foundations were needed to build upon. For, obviously, it would be unwise to increase our operations and produce more goods if we did not expect that our customers would demand and buy them.

In this fine new building, thousands of cameras and camera parts,

as fine as precision tools and the craftsmanship of Eastman employees can make them, will be produced. Products of the combined efforts of Kodak's Research, Development, Engineering, and Production Departments, these cameras will be sold under the stimulus of the Sales and Advertising Departments. Hawk-Eye Works will furnish the lenses for them. Kodak Park will produce most of the film used in them, as well as processing the movie film, supplying chemicals for development, and photographic paper for prints. As in the past, these broad dovetailing activities of the organization must be co-ordinated and guided by our management.

It is in visualizing the complete picture of the Company's operations and the necessity for expansion and improvement—a picture into which the new building fits so well—that we come to understand how our individual efforts are combined to produce fine photographic products. As long as our company wins the approval of customers with those products, it will remain a dependable source of employment and an economic asset to the communities in which it operates.



# THE EDITOR'S PAGE

## True Greatness

"IT WAS 1861—the merry, jingling, ballading days 'When Nellie Was a Lady' and every one was singing 'Would I Were a Boy Again.' When 'Ellen Bayne' was a treat on the jew's-harp and a killer on the accordion. Mother made father's shirts by hand, paid a levy apiece for the ready-made bosoms (levy was an '11-penny bit'). Grandpa bought his spees (anything in rims did the trick) from the pedlar, and father stuck bits of newspaper margin over his shaving cuts. They drank spruce beer, mead, and lemonade. Soda water was just coming in. When a man worked in a store—as many did—he saw his family on Sundays. He arrived at the store at 6:30 A.M., stayed till 7, 7:30 at night. Saturdays, he stuck out the rush till 10:30 at night. Many retail employees were paid in groceries and coal, every fortnight. Vacations were at your own expense. It was a willy-nilly time of values—you haggled and bickered the merchant down to your own price. Either you did him or he did you."

So reads, in part, the statement published by a great department store on July 11th, the 100th anniversary of its founder's birth. His first store was in the two lower floors of a building that—because it was all of *six* stories high!—was known as "McNeille's Folly." Here the founder inaugurated a new era in merchandising, an era that was to see, among other developments,

many improvements in working conditions of retail employees.

John Wanamaker knew, for he had experienced them himself, the needs of those about him. He knew—and he acted: cash wages instead of the grocery-and-coal wage; shorter working hours. . . . Steps like these were bold, but he took them—and succeeded.

The same pioneering spirit, the same ideals, imbued the founder of this Company, the 85th anniversary of whose birth was marked with simple ceremonies at the Eastman Memorial in Kodak Park on July 12th. He, too, started with the odds against him: he knew poverty and hardship; he was not spared the skeptic's sneer. But—strong with the will to win, he forged ahead. George Eastman rose to fame as the developer of a great industry, but he was ever solicitous for the welfare of his "fellow employees," as he always termed the men and women of this Company—ever insistent on a square deal for his fellow men. Therein lies true greatness.

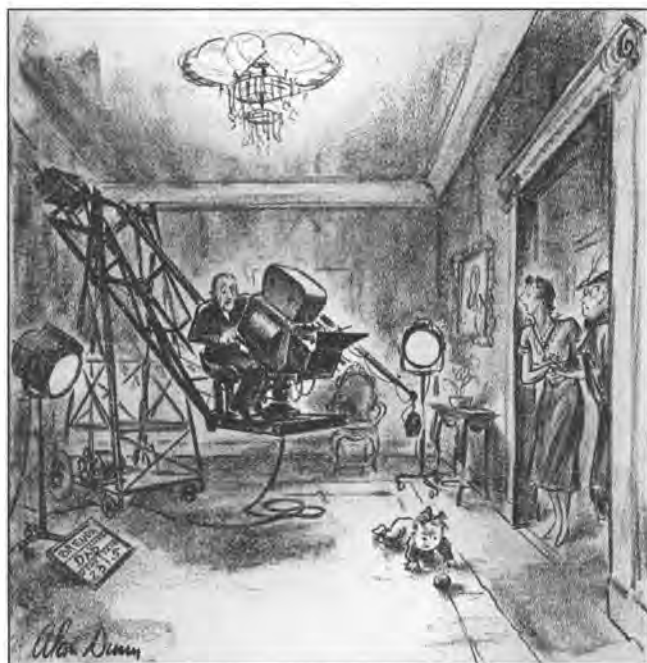
## The Scene Changes

WIDE are the uses of photography. A review of its scope today will show it a deep influence in culture and enlightenment, a potent aid to progress.

Such a review begins on page one of this magazine. This survey of a science which, developed in our time, is to mankind both a pastime and an indispensable tool, makes a gripping story—particularly for us who are part of the Company whose founder introduced and developed the modern system of picture-taking.

The presentation of the address at this time—incidentally, Colonel Solbert insists that to Company experts and Kodak literature should go the credit for its content—seems to us peculiarly appropriate. Contrast the scene it portrays with, say, that of half a century ago, when a wonder camera, the Kodak, had the whole world talking and the Eastman organization—factory and office—was housed in a four-story building on State Street. When it took ten days to handle an order for the developing and printing of a roll of film—longer even, if the sun wasn't shining. When most of photography's present-day applications were undreamed of. . . . It seems a far-off yesterday, doesn't it? Yet many of us remember it well.

Added to the "State Street Group" today is a great new building, designed for the production of cameras and accessories. Kodak and photography march forward.



"It all started with an ordinary Ciné-Kodak." Courtesy, "The New Yorker"

# The History of a Kodak Association

## Such Policies as Retirement Plan and Life Insurance Are Part of the Brief Chronicle

*1911: Kodak makes an appropriation of \$500,000 to be set aside in a fund for the benefit of employees who might be placed in need through illness or accident. The fund is called the "Welfare Fund," and a small committee is formed to administer it.*

*1912: The Company provides an additional \$500,000 for the Welfare Fund.*

*1914: The New York State Workmen's Compensation Act becomes effective. The Welfare Fund continues to make payments in cases of illness.*

*1919: Mr. Eastman offers a large block of Company stock to employees at par, the proceeds going to the fund.*

*1920: Sickness benefits, hitherto handled by the Welfare Fund, begin to be paid directly by the Company on a definite schedule based upon length of service and earnings. The Welfare Fund, relieved of this function, is administered for the benefit of employees by the Kodak Employees Association (Incorporated), formed for this purpose.*

*1921: Temporary provision is made for payment, through the Association, of benefits to employees retired through advanced age or disability.*

*1928: Kodak's retirement annuity plan is established. Half of the amount required to meet the cost of past services is provided from the fund administered by the Kodak Employees Association.*

SUCH, IN BRIEF, is the history of the Kodak Employees Association and of its predecessor, the Welfare Fund—a history that is largely the story of Mr. Eastman's cherished hope to provide for the welfare of Kodak employees during periods of illness and misfortune, and after retirement from active work with the Company.

A year after the incorporation of the Kodak Employees Association, the first step toward the provision for retirement was taken when the Association began payment of a service bonus to retired employees.

In 1928, the establishment of a permanent retirement-annuity plan, including life insurance and disability benefits, was accomplished. It was felt that, to provide the greatest pos-

sible safeguard, it was advisable to arrange with an insurance company to take charge of the plan.

The initial cost of putting the annuity plan into action and providing for the past services of employees then with the Company was computed at \$6,500,000. Since the Kodak Employees Association had been relieved of taking care of sickness and accident benefits, and would now be relieved of its chief responsibility when the pension plan was put into effect, it was agreed that the Association should share with the Company the cost of establishing the plan. This made it possible to proceed with the operation of a plan, the benefits of which old and new employees have continued to share. Accordingly, the Company and the Association each contributed \$3,250,000. While the Association's funds had been considerably increased by the appreciation of its original holdings, this payment used up the greater part of its capital.

With arrangements for sickness benefits, pensions, group life insurance, and disability benefits available, the chief purpose for which the Association had been formed was now an accomplished fact, but the Asso-

ciation continued to carry out its other functions by utilizing its remaining resources as a revolving fund. Today, as the *Employees' Guidebook* points out, the Association acts in five ways to benefit employees.

It lends money to employees in financial need resulting from illness or misfortune.

It makes payments to retiring employees who are not eligible under the annuity plan. These payments are equal to one week's pay for each year of service; and, for fractions of a year, one day's pay for each two months of service. The maximum weekly wage on which payment is computed is \$50.

Under certain special conditions, mortgage loans are made to assist employees in acquiring homes.

The Association provides free legal advice for employees. This service does not include appearance in court.

And, finally, the Association offers free facilities for the safekeeping of wills, deeds, and other valuable documents. Only nonnegotiable papers are accepted, and they must be containable in one legal-size envelope.

Employees wishing further information about the Association should apply at their employment office.

## Camera "Stops" Baseball at Fair



From this tiny cannon is hurled the glass-smashing baseball that amateur photographers are photographing at 1/100,000 of a second in Kodak's photographic garden at the World's Fair. The flash lamps employed were supplied by Harold E. Edgerton, Kenneth J. Germeshausen, and Herbert E. Grier, M. I. T. scientists

# A Versatile Performer Takes a Bow

## Whether Used As an Enlarger Or a Camera, The New Kodak Precision Enlarger Is "Tops"

IF EVER a zealous picture-taking fan is to have his fondest dreams come true, the new Kodak Precision Enlarger will very likely account for his great good fortune. For this versatile equipment will do more jobs than one has any right to expect of a single instrument—and it does them all extremely well. As one admiring picture-taker tersely, if colloquially, summed up his impressions, "It's a honey!"

And, as a matter of fact, it is. Just consider some of its features. It handles negatives ranging in size from 35 millimeter up to and including  $2\frac{1}{4}$  by  $3\frac{1}{4}$  inch. It makes enlargements up to fifteen diameters on its baseboard, or even larger if you care to lean over and place your paper on the floor. You can use it as an outdoor camera when it's equipped with the proper accessories, and you can press it into service as a Ciné-Kodak Titler. It can readily be turned into

a copying camera complete with lights, and you can quickly fit it for making photomicrographs. You can expose Kodachrome with it, and then turn around and make color-separation negatives from the processed transparencies. The stand will make you a dandy table-top tripod. It will not develop and dry its own prints—the Development Department cautions us not to expect such thoroughgoing versatility as that.

The new Kodak Precision Enlarger consists of three basic units—a Stand Assembly composed of baseboard, chrome-plated vertical column, and sliding bracket; a Bellows Assembly made up of bellows, aluminum front board, and focusing shaft; and a Condenser Head that holds the double condenser assembly and opal lamp.

Great versatility as an enlarger is achieved through a choice of lenses and condensers. Two groups of 2-inch, 3-inch, and 4-inch lenses are available. The first of these Kodak Projection Anastigmats  $f.4.5$  are high-grade lenses intended for ordinary black-and-white work. A second group

of Kodak Projection Ektar  $f.4.5$  lenses is designed to meet the rigid requirements of color work. All of these lenses are supplied in metal lens-boards that can be quickly fastened into position on the front board. The focal length of the lens to be used is determined by the size of the negative being enlarged—the smallest negatives taking the 2-inch lenses, the largest the 4-inch lenses.

A choice of condensers is also offered to give each lens full effectiveness. These condensers, composed of two lens elements and a heat-resisting glass, are mounted in metal holders so that they can be easily raised or lowered into position in the lamphouse.

### The Accessories

The astonishing versatility of the outfit is made possible by the use of certain accessories:

For making color-separation negatives, a Kodachrome Transparency Holder and a Tricolor Filter Holder are used. The Transparency Holder includes, as a part of its construction, a gray scale and three identifying filters that are projected through the perforations of the 35-millimeter film. The gray scale permits contrast comparisons between the three color-separation negatives, while the identifying filters make it easy to determine the filter through which each negative was exposed.

By removing the Condenser Head and substituting a Camera Back



*The Kodak Precision Enlarger is distinguished by its clean design and its simple positive operation. Use of an accessory paper board is an added convenience to the operator. For photomicrographic work, a special attachment replaces the lens*





Adapter, a copying camera that may be used with any of the projection lenses is formed. Special Copying Lights which fasten securely to the sliding bracket of the Stand Assembly can be employed for illumination. Film pack or roll film adapters holding  $2\frac{1}{4}$  by  $3\frac{1}{4}$ -inch films fit into the Camera Adapter Back.

Changing this equipment from a copying camera to a camera for outdoor use takes only a moment, since the user merely has to replace the projection lens by a regular camera lens in shutter. A tripod adapter is available for use when the camera is thus converted.

A simple Microscope Attachment replaces the lens when the enlarger is used for photomicrographic work. This attachment serves as a light trap between microscope and bellows.

A Miniature-Kodachrome Adapter Back, such as that used on the Kodak Recomar 18, is fitted onto the Camera Adapter Back when the user wishes to expose Bantam-size Kodachrome.

### Convenience Considered

Many features and accessories of the Kodak Precision Enlarger were designed primarily for the convenience of the operator. A spring-actuated metal tape counterbalances the enlarging unit so that it may be raised or lowered effortlessly. While manual focusing is necessary because of the selection of lenses, a positive friction-drive system readily permits hairline adjustments. An accessory

Kodak Enlarging Paper Board with a hinged masking frame serves to hold the paper smoothly in place. Tilting legs may be added to this board to tilt it to any desired angle to produce novel or corrective effects in the enlargement. An Exposure Meter Bracket is available to permit the use of a Weston Exposure Meter and thus save the operator a great deal of time in determining his exposures.

The general appearance of the enlarger, as may be seen from the illustrations, is one of staunch construction and clean design. The base-board is a handsome laminated wood, while the vertical column and condenser head are polished metal. The bellows is finished in gray.

No enlarger combining such precision and versatility has been offered before. Photographic hobbyists are going to get a real thrill when using it in their darkrooms. Professional workers will approve its unequaled capabilities. The price is itself an attraction, the basic model, without lens, selling for only \$67.50.

This enlarger, now in production at Camera Works, is a splendid example of the quality products that result



The versatility of the enlarger is truly amazing. For copying or close-up work, a camera back and film holder can be attached. The regular projection lenses are suitable for shooting near-by subjects

from co-operation between Kodak's development, engineering, and production departments. Decidedly in a class by itself, it is a noteworthy addition to the Kodak line—an instrument in which the Company may take real pride.

## Did You Know?

THAT A MIRAGE, which is popularly thought to be a mental hallucination, is really a natural illusion caused by atmospheric conditions and that it has actually been photographed?

• • •

That the Extension Division of the University of California has this year presented an interesting series of motion-picture programs for children? From four hundred to six hundred youngsters attended each show and saw films, in black-and-white and in color, dealing with subjects ranging from natural science to sports and travel.

• • •

That, speaking of films, more than 150,000 reels were used in Chicago public schools last year and that school films saved one out of every four pupils from failing in their studies, according to Mrs. Richard M. McClure, president of the better films council of Chicago? Reporting Mrs. McClure's remarks, the *Motion*

*Picture Herald* continues: "Human beings are 80 to 90 per cent eye-minded. Tests show that subjects presented through the medium of films have increased the beholder's knowledge from 38 to 42 per cent. Visual education today is used by 8,000 schools in the United States."

• • •

That at least six—possibly seven—Technicolor features will be made by 20th Century-Fox on its 1939 program? This, says the *International Projectionist*, "is the largest single season's color group ever to be made by a major company. Technicolor is aiming at a grand total of 50 features next year."

• • •

That the tendril of a vine does not grow straight to the nearest support? "Continuous photography of the growth of vine tendrils shows that they move around, slowly, in a circle," says the *Reader's Digest*. "Only when they meet a support in this compass-like motion do they begin to entwine it." Quick, Watson! My camera!



Interchangeable lenses make for complete enlarging efficiency regardless of negative size. This picture shows how easily the lenses, mounted in metal lens-boards, can be locked into position or removed

## OUT OF THE HAT

### Fisherman



George J. Keegan: they posed for four dozen

WHAT 'MOST EVERY FISHERMAN hopes to do some day, George J. Keegan, of the Camera Works, accomplished some weeks ago at Conesus Lake. He landed a northern pike 47 inches long and tipping the scales at 20 pounds—the longest fish of its kind to be hooked on the lake within living memory.

"He drew out about fifty feet of line in less than no time, and soon he had another hundred or so. I knew I had something heavy, but I didn't know just what," Mr. Keegan says.

He played his prize for twenty-five minutes before landing him. "His tail stuck out about a foot from the landing net—a real giant!" he reports. "In no time at all I had quite a few people around me, including some from Kodak. Then a couple of chaps from the fishing association took me and the fish off to Lakeville, where we both posed for about four dozen pictures."

The association mounted the phenomenal pike and it was displayed to admirers of fish, big and small, at

the Lakeville annual fishing carnival, which was held last month.

Mr. Keegan, who has a cottage on Conesus, has been after "every kind of fish except the salt-water fellows" ever since he was a boy. He prefers casting to still fishing, but there's very little of it in the early season at the lake.

"The gamest fresh-water fish," he believes, "is the brook trout. He gives you plenty of action and makes it uncomfortable for you all the time."

Best bit of fishing he's ever had, outside of the record catch, was up at Grenadier Island—a great bass country—when he took fourteen small-mouth bass in seven hours.

Mr. Keegan has four casting rods, one of them a 9-foot super-steel job, five poles, and about three dozen plugs and spoons. He goes out for walleyed pikes at night. "Right after a rain is a good time to catch them," he says.

He does some hunting too—duck, pheasants, and woodcock being his favorite game.

### Flower Raiser

TWO TULIP BLOOMS on a single stem are, florists tell us, quite a rarity; three are almost unknown; and four—well, four on one stem are pretty much like hens' teeth: you may hear about them but somehow you never seem to see them.

Nonetheless, Donald V. Spitale, of the Kodak Office, raised just such a quadruplet this year. "I planted some new bulbs last spring," he explains. "When they came up, I noted that one stem was about three times larger than the average. I knew I had a freak of some kind and you bet I watched it every day."

The four blooms arrived together. "Sure I was excited!" says Mr. Spitale. "I've been growing tulips for ten years but I'd never seen anything like that. I'd say it's as rare as quintuplets."

Among those who know him, Mr. Spitale's claim to fame as a horticulturist is somewhat overshadowed by his record as an athlete. For eight

years he played a bang-up game as guard on the Kodak Office basketball team, and he also turned in some fine performances with the softball team. After playing baseball with his high-school team in Pennsylvania, he was at first inclined to regard softball as a silly game, suitable for girls, perhaps. But a rather sad experience, he confesses, taught him it wasn't so soft after all.

Kodak Office was playing the Taylor Instrument lads in a noontime game, and he was holding down first base. A speed-ball pitcher was hurling for Kodak. In an attempt to catch a runner off first base, the pitcher suddenly uncorked a screeching heave at his complacent teammate. The ball shot in low. Mr. Spitale grabbed it. But the force of the throw pulled his arms between his legs and he followed after. By the time he'd untangled himself and got back on his feet, his respect for the game had grown considerably.

It's been some time now since Mr. Spitale has played softball, and he gave up basketball recently; but he gets in plenty of exercise just the same. He plays a hard game of tennis, he's an expert swimmer, his golf game is consistently in the eighties, and his bowling average is 175.



Donald V. Spitale: as rare as quintuplets

# Kodak Activities: a Midseason Résumé

Quick Jottings from a Sports Pad to Help Keep You Posted On the Doings in Rochester

DOWNING the world-champion Cincinnati Pohlrs for a 3 to 1 win in a thrill-packed duel staged on the home arena, Kodak Park's softball team remains undefeated so far this season.

With two noted pitchers on the mound, each determined to preserve a record, the Pohler-Park meeting was no run-of-the-mill encounter. Clyde (Dizzy) Kirkendall, handling the pill for the Pohlrs, aimed to extend a stretch of 127 consecutive scoreless innings. Harold (Shifty) Gears, the Park's demon pitcher, had this season's string of unbeaten contests well in mind.

In a thrill-packed duel, Gears struck out ten and Kirkendall nine. Each team made six hits. Kodak Park's record for this season as we go to press: games, 28; wins, 26; ties, 2.

MORE PARK softball notes. Noon-hour League: Ridge Construction team holds first half of championship. Trick-workers League: first half of title won by Building 30. Research leads Twilight. Major Softball League: Kodak Park won first half with ten wins, is leading second half with five wins. Kodak Park Industrials



When two hundred and sixty Kodak Park golfers finished digging divots on June 10th, the harassed committee knuckled down to tabulate the scores. The tournament was waged over the Lakeshore course

in first place in their division in the Rochester Industrial Softball League.

OTHER SPORTS JOTTINGS. Golf: Kodak Interplant tourney at Ridgemont with ten-man teams from plants and office. Kodak Park clinches the H. D. Haight Trophy for the third consecutive year. The team: Gath, Tozier, Hass, Goodhand, J. M. Johnston, Goebel, Pabst, Wren, Farnham, and Weis.

HAWK-EYE DOINGS. Spring tournament at Ridgemont most successful in plant history. A surprise 89, coupled with a 22 handicap, gave Alfred B. Oswald first prize. Low gross: Richard J. Habes. . . Hawk-Eye baseball: team now tied for third place in the Rochester Industrial League. . . The tennis squad is going strong under Coach Michlin's tutelage.



The Kodak Park team, retainers of the coveted Rochester Major League championship. Front row, left to right: Castle, Streb, Krembel, L. Gallagher, Stevens, Schied; second: Sparciano, Norton, Clark, Gears, Witzigman, Sutphen; third: Sauer (mascot), Minella (manager), Tinsmon, Coogan, Slattery, J. Gallagher



# Two New Exposure Guides



The Kodak Home Lighting Guide: an exposure aid for indoor movie-making with Kodak Super-XX Film



The Ciné-Kodak Outdoor Guide: for use in movie-making with both black-and-white and Kodachrome

PICTURED HERE are two new disk-type exposure guides for amateur movie-makers. Directly above is the Kodak Home Lighting Guide, which

shows the proper diaphragm settings for making movies with Kodak Super-XX Film under artificial light. A turn of the disk, and crystal-clear direc-

tions insure proper exposure at normal and half speed of subjects ranging from two to twelve feet from unshaded lamps, lamps that have light shades, and lamps equipped with medium shades.

The Ciné-Kodak Outdoor Guide is a movie-making aid for users of both the Ciné-Kodak black-and-white and Kodachrome films, in 8-millimeter and 16-millimeter sizes. It tells the correct diaphragm opening for shooting in open shade, for back lighting, side lighting, and flat lighting, on bright, hazy, cloudy, and dull days.

On the reverse side of this guide are full instructions for use of filters with Ciné-Kodak black-and-white.

The Ciné-Kodak Outdoor Guide is designed for use with Ciné-Kodaks operating at normal speed—16 frames a second—and with other movie cameras with shutter speeds of 1/30 of a second. It also determines the proper exposure for movie cameras with variable speeds.

## Photography Today

(Continued from page 2)

Again the camera is the indispensable recording medium of astronomy. The naked eye sees but 10,000 stars while the camera finds a hundred million in the firmament and determines their composition and velocity. . . .

The modern goblin of the criminal is photography, and we can warn him that "it will get you if you don't watch out." Gems are "fingerprinted" for absolute identification; forgeries and altered documents are "duck soup" for infrared or ultraviolet plates; and the spectrograph will give a photographic record of light rays

from the tiniest metal speck found on clothing to connect the culprit with the crime.

Aerial photography has a new point of view, and aside from military uses makes inexpensive and incontestable tax maps, surveys for government crop control, determines sites for dams and the construction of highways, directs traffic control, and makes for speed, economy, and accuracy in producing general maps.

Microphotography, which is a small photographic image of something larger, reduces and copies books, deeds, legal records, and U. S. Census results, taking up a mile of shelves into two dozen filing cases. . . .

There is a Chinese maxim that a picture is worth a thousand words, and in journalism a photograph makes it possible to really read as you run. . . .

With the mute exceptions of monuments and building stones, and to some extent the written record, nothing has survived of earlier civilizations. Today, the moving image of our life and times may be seized and sealed through the medium of photography—to be revived and reproduced for the appraisal of tomorrow in all the glittering brilliance, sound, color, and motion of the actual event. For crystallizing the significant moment in time, photography alone is capable,



By infrared photography, we can often see far better and farther than with the eye. This montage illustrates the distance- and haze-piercing ability of infrared film as compared with regular panchromatic film



"WINDY WEATHER": but, quoting the timeworn adage, "It's an ill wind which blows no man good." Martin Jensen, of the Eastman Kodak Stores, Salt Lake City, found Mother Nature in a capricious mood, clicked his camera shutter. The

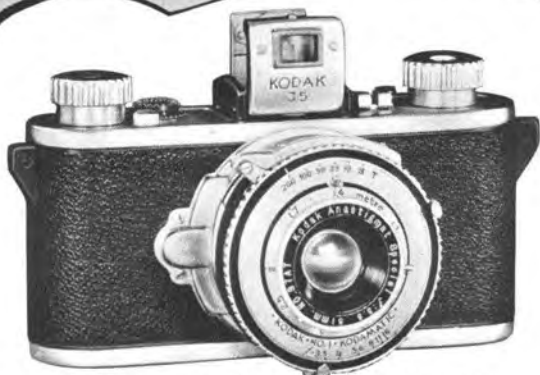
shot took first prize in its class in the store's annual employee contest (more pictures appear on page 5 and inside the front cover). The classes in the contest were: pictorial or scenic; human interest or action; portrait or still life



# Kodaks 35

—Las nuevas  
"miniaturas"...

Valen mucho y cuestan poco



Kodak 35—Objetivo Kodak Anastigmático f.3.5, obturador Kodamatic de 5 velocidades hasta 1/200 segundo y dispositivo de acción retardada.



Kodak 35—Objetivo Kodak Anastigmático f.4.5 y obturador Diomatic de 4 velocidades hasta 1/150 segundo.



Kodak 35—Objetivo Kodak Anastigmático f.5.6 y obturador Kodox de 3 velocidades hasta 1/100 segundo.

• Las Kodaks 35 ofrecen a un costo moderado refinamientos notables. Objetivos rápidos, obturadores precisos, visores a la altura de los ojos, enfoque al toque de un dedo, contador automático de exposiciones, dispositivo para centrar y fijar la película en posición.

Los tres modelos ilustrados a la izquierda se cargan con Película Kodachrome para hacer transparencias a todo color, y con una variedad de Películas Kodak para fotos en blanco y negro. Recientemente se ha rebajado el precio de las Kodaks 35.

Para detalles completos, pida el nuevo catálogo Kodak a su distribuidor Kodak, o escriba solicitándolo a la dirección más cercana entre las de más abajo.



Merced a métodos de acabado modernos, se pueden lograr copias como ésta con cualquiera de las cámaras Kodak 35.

## EASTMAN KODAK COMPANY, ROCHESTER, N. Y., E. U. A.

Kodak Argentina, Ltda., Alsina 951, Buenos Aires; Kodak Brasileira, Ltd., Rua São Pedro 268, Rio de Janeiro; Kodak Colombiana, Ltda., Calle Caldas, Barranquilla; Carrera 7, No. 13-81, Cali; Calle 17, No. 7-93, Bogotá; Kodak Cubana, Ltd., Neptuno 1062, Habana; Kodak Chilena, Ltd., Delicias 1472, Santiago; Kodak Mexicana, Ltd., San Jerónimo 24, México, D.F.; Kodak Panamá, Ltd., Avenida Central 111, Panamá; Kodak Peruana, Ltd., Divorciadas 652, Lima; Kodak Philippines, Ltd., Dasmariñas 434, Manila; Kodak Uruguay, Ltd., Colonia 1222, Montevideo.

*This Eastman advertisement will appear in magazines that circulate chiefly in Latin America*