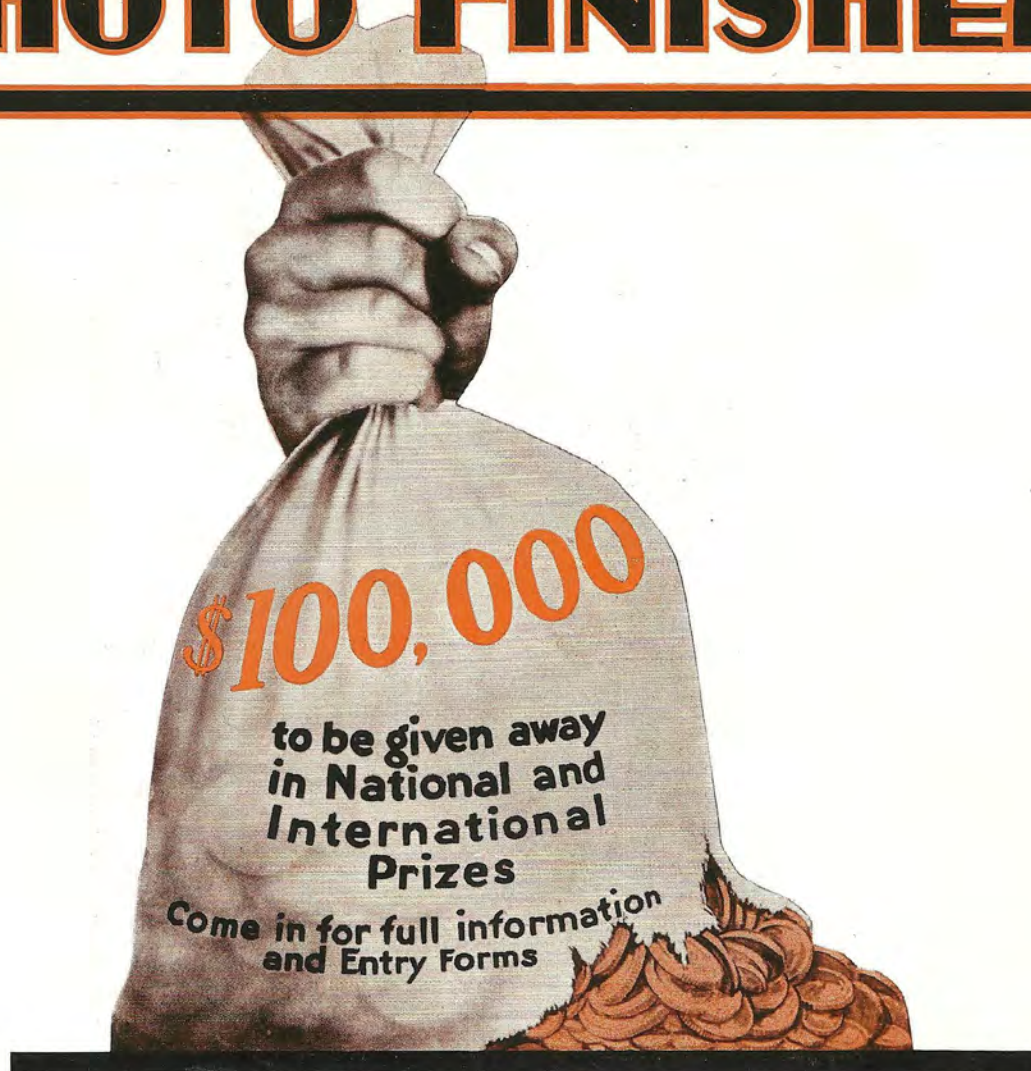


THE PHOTO FINISHER



Here's a sign that the public will see time after time during four big months of 1931

JANUARY 1931



Finishing Volume Depends on Film Quality

Kodak Film speed and latitude and uniformity have a direct bearing on the number as well as the quality of the printable negatives you develop for your customers. That's why you should keep their cameras loaded with Kodak Film—the dependable film in the yellow box.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

THE PHOTO FINISHER

Issued monthly with the aim of being helpful,
informative, and instructive to those engaged in
the business of photo finishing.



Published by EASTMAN KODAK COMPANY, Rochester, N. Y.

Vol. 5

JANUARY 1931

No. 1

Coming

Kodak International \$100,000 Competition for Amateur Picture-Takers

*Great news for Photo Finishers
and their Dealers.*

*\$25,000 in 1,000 cash prizes for
U. S. A. alone . . . \$16,000 in
international awards also open to
U. S. entrants. Celebrities act as
patrons and judges.*

*Tremendous advertising to jolt
the public.*

*Millions of additional films to be
bought. Thousands of new cameras
to begin operation.*

*Finishing volume will show huge
increase.*

*United States contest starts May
1, ends August 31, 1931. Special
state prizes for child pictures taken
in May and June.*

1931 will be a wow in the photo trade!

A tried and tested plan will be at work on a world-wide scale. A plan that leaves nothing to chance. A plan that only an industry represented by go-getting photo finishers and dealers could undertake.

A contest . . . with thousands of money prizes . . . offered through an avalanche of advertising . . . sponsored by princes and

potentates . . . is to give the public powerful reasons for taking twice as many pictures as ever before.

These pictures can multiply the sales of cameras and film and, hence, the sale of photo finishing service. They can raise your profits to new, unheard-of heights. They can make past records in the photo trade seem small by comparison.

The Greatest Contest Ever Projected in the Photographic Business

Probably the greatest ever attempted in any business of any kind, anywhere, at any time

THE Kodak Company is determined to make 1931 photo sales exceed all previous records, by organizing and financing a promotion plan so vast and so impressive that people in every community will take pictures in 1931 as they never have taken pictures before.

This contest gives the average man, woman or child a glorious opportunity for fame and fortune.

Nothing to write, nothing to look up. Only simple snapshots are required.

Every picture subject is welcome, and only picture interest counts. It's exactly the kind of

Contest Influence Continues Indefinitely

As the November, 1929, "Camera Craft" of San Francisco aptly put it, "Letters reach us every day from new subscribers who say they became ardent picture makers through the influence of the Eastman Competition. Before that, they left their cameras lying idle on the shelf." As one correspondent says, "If a firm like Eastman can afford to spend hundreds of thousands of dollars for good pictures made with a camera, they must know that there is a lasting pleasure in making photographs. *The pleasure must be of a sort that will survive the competition or it would be money wasted.* Well, if there is that much fun in the thing, I want to get some of it."

contest that everybody enjoys.

The results of the Kodak International \$100,000 Competition can mean real money to every live-wire photo finisher and dealer who sees this chance for enlarged profits and seizes it for himself.

History will more than repeat itself

There's no guess work as to what this competition can do for you. As a result of the \$30,000 U. S. Picture-taking Contest in 1929, hundreds of thousands of snapshots were sent in. And this was only the cream! Think of the millions of snapshots made and never submitted for consideration.

\$25,000 in U. S. A. Alone - Six Picture Classifications - 1000 Chances to Win

PICTURES of any subject may be submitted in the Kodak International \$100,000 Competition. Prizes will be awarded in 6 classes, and entries will be placed for judging in the classes in which they are most likely to win.

A. *Children.* Any picture in which the principal interest is a child or children.

B. *Scenes.* Landscapes, marine views, city, street, travel or country scenes, etc.

C. *Games, Sports, Pastimes, Occupations.* Baseball, tennis, golf, fishing, gardening, carpentry, etc.

D. *Still Life and Nature Subjects, Architecture and Architectural Detail, Interiors.* Art objects, curios, cut flowers, or any still life object in artistic arrangement, any nature subject, etc. Exteriors or interiors of homes, churches, schools, offices, libraries; statues, etc.

E. *Informal Portraits.* Close-up or full figure of a person or persons, excepting pictures in which the principal interest is a child or children. (See Class A above.)

F. *Animals, Pets, Birds.* Pets (dogs, cats, etc.); farm animals or fowls; wild animals or birds, either at large or in zoos.

United States Prizes

GRAND PRIZE

\$2,500 in Cash and a Bronze Medal

141 PRIZES IN EACH CLASS

For the best picture in each class \$500

For the next picture in each class 250

For the next picture in each class 100

For the next 5 pictures in each class 25

For the next 133 pictures in each class 10

(847 prizes, totaling \$16,330)

SPECIAL STATE PRIZES FOR CHILD PICTURES

For the best child pictures made in May and June and entered from each of the 48 states, also the District of

Columbia, Hawaii and Alaska:

First Prize \$100

Second Prize 50

Third Prize 20

(153 prizes, totaling \$8,670)

International Awards

Best picture in each class from each country automatically enters International Competition.

INTERNATIONAL CLASS AWARDS

For the best picture in each class, Gold Medal and \$1,000 in cash.

INTERNATIONAL GRAND AWARD

\$10,000 and a valuable Silver Trophy

Total U. S. Prize Money . . . \$25,000

International Awards 16,000

Other Countries 59,000

Total \$100,000

Rules governing the Competition are shown on pages 8 and 9.



Everything Will Be Provided to Focus Attention on Your Dealers' Stores

Magazines, Sunday Supplements, Radio Will Continually Tell Your Town

NO OPPORTUNITY will be overlooked, no stone left unturned. Everybody in your town is sure to know of the splendid opportunity to win fame and fortune with a snapshot. Magazines and newspapers will carry compelling advertisements. Radio will be called in to do its share.

Everybody will want to enter

Everyone will be eager to get further details . . . to obtain a

supply of film. Many will need new cameras in order to enter.

All Kinds of Sales Helps

All kinds of helps will be available. You will have window and counter displays for your trade supplied direct to you from Rochester. Newspaper advertisements in wide variety will be offered. Every effective means of promoting the Competition will be ready to go into action.

Plan Ahead Now!

The photo finishers who will benefit most are those who plan ahead now. Use the experience gained in 1929 to see to it that your dealers are in on the \$100,000 Competition from the word "Go."

As local headquarters, you will want to familiarize yourself with the prize awards and simple rules. Read pages 8 and 9, then read over carefully what your mail will bring you from time to time.

Highlights of the Kodak International \$100,000 Competition

1. Kodak International \$100,000 Competition is the greatest prize contest photography has ever known.
2. \$25,000 in 1,000 prizes for U. S. A. alone.
3. \$16,000 in International Awards, open to U. S. entrants.
4. A Special Child Picture Contest with 153 prizes (three to each state, District of Columbia, Hawaii and Alaska) totaling \$8,670, will be run during May and June.
5. U. S. Contest runs during May, June, July and August, the four peak months.
6. Competition open only to amateurs.
7. Any Kodak, Brownie, Hawk-Eye or other camera may be used.
8. No limit to number of pictures an individual may enter. Although no entrant may win prizes on more than one picture, he may win several prizes with the one picture. The more pictures entered, the better the chances of winning.
9. Picture interest, not photographic technique, is the deciding point in judging winners.
10. Vastly increased film sales and finishing.



More film will be exposed

Everybody will want to enter

THINK of the increased number of people who entered your dealers' stores in 1929 ready to buy cameras and film.

Hundreds of photo finishers increased their business by 50%. Many dealers told us that their Kodak counter sales doubled, that sales for the entire store were materially boosted . . . because of the increased number of people drawn there by the contest.

In fact, so effective was the planning and execution of the 1929 Contest by all concerned, so interested did the public become, that a large number of newspapers, photo finishers and dealers found it profitable to run local contests during and after the 1929 national competition.



A print to keep and a print to enter

Big Money, Big People Big Prizes

You can easily make the Kodak International \$100,000 Competition mean real money to you. It contains all the ingredients of a big thrill

And the new International Competition will be bigger and better in every way . . . four months instead of three; more money to win; International as well as National fame . . . all during a season when vigorous effort can easily increase sales.

Special State Prizes

For your own State, three cash prizes of \$100, \$50 and \$20 have

been reserved for child pictures taken and entered during May and June. (Read the details on page 4.)

All pictures entered in the Contest will be placed in those classifications in which they will be most likely to win prizes.

There are 847 prizes totaling \$16,330, waiting the winners in the six picture classifications. The winner of first prize in each of these six classes, including winner of the United States Grand Prize, will automatically enter the International Competition. Here the best picture in each class will be awarded \$1,000 in cash and a gold medal. The snapshot judged the best of the six International Class winners will win the International Grand Award of \$10,000 and a valuable silver trophy!

Judging for the 1,000 U. S. Prizes and seven International Awards will be done by famous people whose connection with this International Event will influence many additional people to enter.

In the Kodak International \$100,000 Competition, all nations meet on common ground. Everybody, the world over, will have an equal chance at the prize money. Every civilized nation on the globe will compete . . . every resident will want to participate . . . and they all can.

One Simple Snapshot

May Win

One of U. S. Class Prizes	\$ 500
U. S. Grand Prize	2,500
and a Bronze Medal	
International Class Award	1,000
and a Gold Medal	
International Grand Award	10,000
and a Silver Trophy	
Total an amateur picture taker in U. S. may win	\$14,000

And the winner of the \$14,000 may have won \$100 with the same picture as a state prize in the half-way contest ending June 30. So his total winnings would be \$14,100 with a single, simple snapshot!

people, Events, Big Profits

for the crowds. Attractive features that will draw and hold the public's eager attention throughout the four months of the Contest.

Contest strictly for amateurs. Prizes awarded on picture interest only

Now just imagine the opportunities you have. Every one of your dealers can easily make each of his customers see the possibilities of winning fame and fortune. Every one . . . man, woman, boy or girl . . . has an equal chance to win. This is a contest for amateurs only . . . professionals are barred. A Brownie, Hawk-Eye or simple Kodak has just as good a chance to make a winning snapshot as a costly camera has. It is picture interest that counts . . . not special photographic technique or equipment. Any number of pictures may be entered on any subject. The more there are, the better the chances of winning. One picture may win several different prizes from among the state, the national and the international awards.

What the Contest Offers You . . . Your Dealers

1. *Extra profits on camera sales* . . . everybody will want to have a camera handy for that winning picture.
2. *Bigger income on film sales* . . . old and new picture-takers will "load up" with more rolls.
3. *Greater revenue from the finishing* . . . for the more pictures entered, the more chances to win!

4. *New Customers* . . . when people are kept reminded that the stores of your dealers are local contest headquarters.

5. *Other merchandise sales* . . . this contest will bring old and new customers into your dealers' stores

World-Known Celebrities Sponsor This Big Event

Photography is the universal language that brings nations, peoples, closer together and makes for international goodwill.

In recognition of this fact European princes . . . presidents and premiers, Oriental rulers, makers of history . . . leading figures in society, science and the arts . . . such celebrities are sponsoring this important event.

Winners of the U. S. Prizes will be determined by a committee of distinguished judges consisting of Mary Roberts Rinehart, foremost authoress; Rear Admiral Richard E. Byrd, conqueror of the North and South poles by air; Rudolf Eickemeyer, distinguished photographer; Howard Chandler Christy, celebrated artist; Kenneth Wilson Williams, editor of "Kodakery."



More exposures mean more finishing

more often, exposing them to the sales appeal of other merchandise on display.

6. *Sales impetus and store interest* . . . long after this Competition officially closes.

Stress these points with your trade.

It is as certain as spring that the results of this contest must pass through your hands. And it is important to remember that, after all, the international success of the event will be merely the total of the local successes of you and your dealers.

And it is easy to understand that the photo finishers and dealers who give the Competition the fullest measure of support will be the ones who will enjoy the fullest measure of results . . . and by results we mean good, bankable profits.



More money from each new sale

How Amateurs Will Be Told About Kodak International \$100,000 Competition

*(The following paragraphs are quoted from the rules folder
that's to be distributed in delivery envelopes and over the counter)*

Win Fame and Fortune with Your Camera

THE owner of a Brownie, a Hawk-Eye or the simplest Kodak has the same chance to win a big prize as users of costly cameras.

\$100,000 in national and international awards. \$25,000 . . . 1,000 prizes . . . for U.S.A. alone. International Grand Award is \$10,000 and handsome Silver Trophy.

One simple snapshot may win over \$14,000 in cash, a Silver Trophy, a Bronze Medal and a Gold Medal.

Amateurs Only

Amateurs only are eligible. Pictures must be made in May, June, July or August, 1931 . . . by people who just "know how to press a button."

No technical skill is required. Pictures will be judged solely on general appeal; on the interest they arouse.

You have a good chance of winning big money with a simple snapshot. Think what you could do with \$2,500 . . . \$10,000 . . . \$14,000. Get busy with your camera. Send in your entries. As many as you wish.

Act Now!

Now is the time to get into this contest! Get out your camera, borrow one, buy one. Don't let a prize-winning picture chance escape you. Remember—you have hundreds of chances to win!

The contest starts May 1. It closes August 31, 1931. Read the Simple Rules.

World Famous People as Patrons

Photography is the universal language that brings nations and peoples closer together and makes for international goodwill.

In recognition of this fact, famous people from all over the world have agreed to act as patrons and judges of this friendly international competition.

European princes . . . presidents and premiers, Oriental rulers, makers of history . . . leading figures in society, science and the arts . . . such celebrities are sponsoring this important event.

\$25,000 in 1,000 Prizes for U. S. A.

United States Grand Prize
\$2,500 in Cash and a Bronze Medal
141 Prizes in Each of Six Classes

For the best picture in each class	\$500
For the next best picture in each class	250
For the next best picture in each class	100
For each of the next 5 pictures in each class	25
For each of the next 133 pictures in each class	10

(847 prizes totaling \$16,330)

State Prizes For Child Pictures

For the best child pictures made in May and June and entered from each of the 48 states, District of Columbia, Hawaii and Alaska (see rules 13 and 14);

First Prize, each state	\$100
Second Prize, each state	50
Third Prize, each state	20

(153 State and Territorial Prizes
totaling \$8,670)

International Awards

The best picture in each class from each country will automatically enter the International Competition, which will be judged some weeks later in Geneva, Switzerland.

International Grand Award
\$10,000 and a Silver Trophy.
Six International Class Awards—
For best picture in each class,
Gold Medal and \$1,000

Total U. S. Prize Money . . .	\$25,000
International Awards	16,000
Other Countries	59,000
Total for the World	100,000

NOTE that one picture may win a \$500 Class Prize, the \$2,500 Grand Prize for U. S. A. . . . plus a \$1,000 International Class Award and the \$10,000 International Grand Award . . . a total of \$14,000 for a single snapshot.

Read These Simple Rules

1 This contest is strictly for the amateur. Any resident of U. S. A., Hawaii or Alaska is eligible, excepting individuals and families of individuals engaged in the manufacture, sale, commercial finishing or professional use of photographic goods.

2 Starts May 1, closes August 31, 1931. (Also see No. 14.)

3 An entrant may submit as many pictures as he pleases and at as many different times as he pleases; provided that the pictures have been made on or after May 1, 1931, that they are mailed under postmark dated not later than August 31, and that they reach Contest Office not later than September 7, 1931.

4 Any Kodak, Brownie, Hawk-Eye or other camera and any brand of film, chemicals and paper may be used in making pictures for this contest. A contestant need not own the camera. The finishing, of course, may be done by his dealer. Pictures may be made on roll film, cut film or film pack negatives. But pictures made from plate negatives are not eligible.

5 Regular-sized prints and also enlargements are eligible. No picture, however, is to measure more than 8 inches the long way. Prints shall be made from unretouched negatives only. No coloring or artwork of any kind shall have been done on either negative or print. Prints shall be neither mounted nor framed. Do not write even your name on pictures submitted.

6 Enclose an entry blank with each lot of pictures. Mail entries to Prize Contest Office, Eastman Kodak Company, Rochester, N. Y. Use entry blank on back of this page, obtain others from your dealer, copy the form, or write Contest Office.

7 No entries can be returned. All mailings are at owner's risk. Do not send negatives with entries, but be sure they are in your possession and hold them ready to send on request.

8 All pictures will be judged solely on general appeal—the interest they arouse. Photographic excellence or technique will not be the deciding factor in determining the prize winners.

9 Decision of the judges shall be final. In the event of a tie, the advertised award shall be paid each tying contestant.

10 Each prize-winning picture, with negative, and first and sole rights for advertising, publication, or exhibition in any manner, becomes the property of the Kodak Company.

11 Winner of first prize in each class, including winner of U. S.

Grand Prize, will enter International Competition.

12 Although no entrant may win prizes on more than one picture, he may win several prizes with the one picture. Naturally, the more pictures you send in the greater your chance.

Conditions 13 and 14 which follow apply to the offer of prizes for the best child pictures made in each state, during May and June, 1931.

13 To be eligible for a prize in the Child Picture Contest, a picture shall fulfill the requirements of Class A. (See page 4.)

14 Child Picture Contest closes on June 30, 1931. Entries must be mailed under postmark not later than that day and must reach Contest Office not later than July 7, 1931.

All entries in Child Picture Contest, including winners, and all child pictures entered in July and August are eligible for prizes in Class A (see page 4) at the end of the general contest.

Strictly for Amateurs

No experience needed; only picture interest counts



NEXT MONTH

1. Watch for the February issue of *The Photo Finisher* . . . and read it carefully . . . it will give more complete details of the contest; will intimately and thoroughly cover the advertising . . . the promotion . . . the dealer helps . . . the physical means for your own local capitalization of the world-wide event.
2. Be on the look-out for the portfolio or broadside. Probably no piece of mail you have ever received is as important to you as this can be. Go over it from cover to cover, and back again, and then, and only then . . .
3. Fill out and mail, as quickly as possible, the order blank for materials that will accompany the portfolio or broadside. We won't know what you'll need until you've told us, so handle this important detail fast.
4. Then expect promptly the materials you'll need for calling on your trade and telling them about the contest in the most effective way.



Start the Season Early With This Attractive Display

A New Kodak Film and Finishing Display for Early Spring Use

LET this colorful, insistent display in the windows of your dealers say to passers, "Snapshot time is right now—get out your camera and load up with Kodak Film."

It is the opinion of many leading photo finishers—based on their own actual experience—that early-in-the-spring-displays really do advance the season to an extent decidedly worth while. We are confident that this will prove true, too, with every finisher who gets behind the idea and promotes it to his trade.

With the world-wide contest in the offing... with photographic interest certain to rise to unparalleled heights... this season of all others is the one for early dealer support... for early amateur

action... and the new Kodak Film and Finishing Display provides the means.

When you are calling on the trade in preliminary preparation for the contest, it is an ideal time to arrange for a showing of this new display.

Point out that early public recognition of any dealer's store as headquarters for photographic merchandise will insure not only quick response at the time, but even quicker response later when the contest opens.

The display proper consists of

three pieces: A large center panel 24 x 40 in. and two side panels 12 x 18 in., all printed in eight attractive colors and black. The supplementary display consists of two giant Kodak Film cartons printed in the regular yellow, red and black.

Each display is packed in a heavy paper envelope, which carries suggestions as to how to use the display most effectively.

The display will be ready for shipment soon after February 1, and now is none too early to send in your order. The quantities are limited and there will be no more available after this supply is gone, but while they last they are offered free upon request. Ask for Spring Kodak Film Display No. 185.



Have Your Exposed Films Finished by Experts

SO MUCH responsibility rests with those who develop your films and make the prints that best results cannot possibly be had unless experienced persons do the work.

INDOOR PICTURES EASY TO MAKE

EITHER by the bright light of a window or by artificial illumination, indoor pictures are extremely easy to make. Stop at the Kodak counter for suggestions toward best results with *YOUR* camera. Get busy and get some indoor pictures for your album.

Developing, printing and enlarging are in the hands of experts here. Every roll of film is carefully and skilfully handled; every print must be the best that its negative will afford.

You'll find that it pays to have your photo finishing done in our laboratory. You'll like our on-time delivery and fair prices. Give us a trial with your next roll of exposed film.

Load up with Genuine KODAK FILM

Roe Finishing Company
1027 Tripod Avenue

Free on request. Specify mat or electro.

Ad complete, illustration and text: double column, No. 2A; single column, No. 2B. Illustration only: double column, No. 248A; single column, No. 248B.

Two New Advertisements to Help You Build Bigger Winter Profits



Outdoors or in the house, there's always a chance for a good picture. Keep a Kodak handy—and keep it loaded.

Kodak this Winter

WINTER provides snapshot opportunities that you won't want to miss. Keep a Kodak handy—loaded with genuine Kodak Film in the familiar yellow box.

Let us have the exposed films for photo finishing. Our skilful workmanship and modern methods are an assurance that your prints will be the finest it is possible to make. Prompt delivery, reasonable prices.

Roe Finishing Co.
1027 Tripod Avenue

Free on request. Specify mat or electro.

Ad complete, illustration and text: double column, No. 4A; single column, No. 4B. Illustration only: double column, No. 457A; single column, No. 457B.

CAMERAS

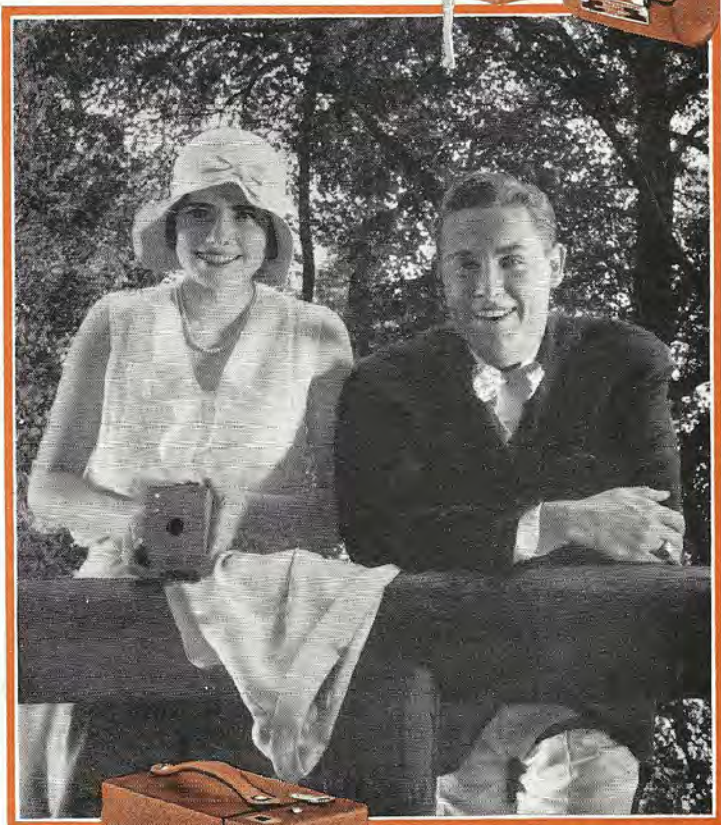
for the contest!

Rainbow Hawk-Eyes Provide The Direct Tie-up You Need

THIS spring *everyone* will be talking picture-taking. Cameras will click louder and faster than ever, because the Eastman \$100,000 contest will spur the usual interest to new heights.

In capitalizing on this competition Hawk-Eye cameras will be one of your best bets. Eastman-made, they provide the logical camera tie-up for this big event, sponsored by Eastman.

You've used Hawk-Eyes before . . . use them more than ever this year! And, though you may emphasize one model for the contest, get acquainted with the whole line. There are models to suit picture-takers of every age and class. Send for literature and prices, and get your order in promptly for a representative assortment of types and colors.



Carry box Hawk-Eyes for beginners and children . . . and *folding* Hawk-Eyes for more exacting picture-takers.

EASTMAN KODAK COMPANY

Special Sales Division

Rochester, N. Y.