

You Can't Take a Snapshot of the MARCH WIND...

*....but You CAN Get Many an
Attractive Picture This Month
with Kodak Film in Your Camera*

No matter what kind of pictures you plan to take this month—flashlights, silhouettes, outdoor subjects—you will have better success if you load your camera with dependable Kodak Film in the yellow box, the film that gets the picture.

Kodak Film, with its speed, serves to reduce the danger of under-exposed negatives. Indoors, in making flashlight pictures and silhouettes, you will appreciate the wide latitude of Kodak Film. It is a big help in overcoming the possibility of over-exposed negatives.

These special qualities of speed and latitude are al-

ways uniformly present in Kodak Film. Each roll is exactly the same as every other one. Thus, under like picture-making conditions, you may always expect like results.

Such uniformity in Kodak Film is due to the care which attends its every stage of manufacture, and to the constant experimentation of Eastman scientists—ever on the alert for improvements.

You will find Kodak Film in the proper size for your camera at all good photographic dealers'. Call for it by name and recognize it by its familiar yellow box.



EASTMAN KODAK COMPANY
ROCHESTER, N. Y., *The Kodak City*

KODAKERY

A
MAGAZINE *for* AMATEUR
PHOTOGRAPHERS



MARCH 1930



EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK
The Kodak City

Let MARCH COME IN Like a Lion...

MORE often than not, March "comes in like a lion." Bitter winds roar defiant warning to stay indoors. Just the time to make interior Kodak pictures—flashlights, close-ups, silhouettes; an excellent opportunity to color prints, to bring your album up to date!



Flashlights



Close-ups



Silhouettes

Your Kodak dealer has countless simple, inexpensive Eastman accessories to help you get more pleasure from your Kodak.

Eastman Flash Sheets and Kodak Flash Sheet Holder put flashlight- and silhouette-making within the easy reach of anyone.

Kodak Portrait Attachment slips over your camera lens and makes pleasing close-ups.

Velox Water Color Outfits offer a practical, easy way of tinting your prints.

Optipods and Tripods assure a firm support for your camera at the correct height.

Kodak Self Timer automatically clicks the shutter and allows you to photograph yourself.

Eastman Albums keep your prints in order, safe from loss or damage.

See these and other Eastman accessories at your Kodak dealer's today.



EASTMAN KODAK COMPANY

ROCHESTER, N. Y., *The Kodak City*

*It's Easier to do Your Own Developing
and Printing With These Accessories*



Kodak Amateur Printer

PLAG the Printer into your home circuit. Place the negative and paper on the top glass window. Adjust the margins with the simple masking device. Close the hinged frame, and an electric lamp is automatically turned on to make the exposure.

Kodak Amateur Printer, with $5\frac{1}{2}$ feet of electric cord and one red pilot bulb, sells for \$10.00 at your dealer's (60-watt bulb, for exposing, is not supplied).

Kodak Film Tank

WITH the Kodak Film Tank, you obviate the necessity of a darkroom for developing negatives. Full directions which come with each outfit tell you how to obtain the finest results from the first.



Kodak Film Tank, complete, is priced at \$3.50 to \$8.00 (according to size of film to be accommodated). Available at your Kodak dealer's.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y., *The Kodak City*



FIRE DRAMA

A chance shot made possible because the Kodak was in the author's automobile

1/25 second, stop f.11, hazy sun

Kodak Film Negative



PUBLISHED MONTHLY—SUBSCRIPTION, ONE YEAR, 60 CENTS; TWO YEARS, ONE DOLLAR

VOL. XVII

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No. 7



1/25 second, stop f.8

Made with a Hawk-Eye Camera

Kodak Film Negative

UNUSUAL PICTURE

CHANCES FOR YOU AND YOUR KODAK

HAVE THE KODAK ALWAYS LOADED AND HANDY

BY J. HEWLETT CORNWALL

AMATEUR photographers are told when they begin to take pictures, to have the sun behind the back or over the shoulder. This is correct for a beginning as it eliminates a factor

which tends to spoil otherwise attractive pictures. As one becomes more expert with the Kodak, however, and the Kodak album accumulates its many interesting snapshots, the wish to get pictures



1/100 second, stop f.22

THE LONE RANGER

Kodak Film Negative

that are "different" becomes urgent.

By taking pictures against the light source (the sun usually), some very interesting and unusual results can be obtained. I am going to tell you how easy it is, with a little care, to take pictures this way.

First, the equipment required is merely a good camera, good film, and, if you have one, a tripod or Kodapod. Other equipment such as a Kodak Sky Filter, Kodak Color Filter and Kodak Pictorial Diffusion Disk is also useful. Now, we will look at the lens on the Kodak. It should be clean at all times, but it is particularly important that it be clean now as we wish to get all possible detail in the

shadows, with no fear of fogging the film from light reflections from dust particles on the lens. Use a piece of soft linen with which to wipe it clean.

Your own good judgment will tell you what subjects are best adapted to be photographed against the sun; and, after you have decided what you wish to take, study it for a minute from different angles to decide from what point you can make the best picture. Remember, that with the sun slightly to one side, trees and other objects requiring a certain amount of roundness or plasticity will stand out better than with the sun directly in front.



THE ICE STORM PICTURE

Made with a No. 3A Kodak, 1/50 second, stop f.22

Sun partly obscured by clouds directly in back of tree trunk



IN WINTER'S GRIP

1/25 second, stop f.16

Here also the photographer stood so that the lens was protected from the sun's rays by the tree trunk

It is important now when we are ready to make the picture, that we shade the lens during exposure. This usually can be accomplished by having the lens in the shadow of some object such as a branch or fringe of leaves or it may be shaded by the hand or hat.

In the "Ice Storm" picture,

shading was done by the tree trunk itself. The importance of shading is that if strong light falls on the lens, reflections from the glass surfaces are apt to cause light areas on the finished print, and sometimes the negative is hopelessly fogged.

Now to make the exposure. If there is a tree or other object in the foreground in which you wish to get detail, two or three times normal exposure will be needed. If photographing a brilliant snow scene, a seascape or clouds, use one quarter normal exposure. Kodak Film will take care of a considerable amount of under- or over-exposure, due to its great speed and latitude. A word here in regard to stopping the motion of birds, aeroplanes or speed-boats taken against the light. A much greater speed can be used in such cases to advantage, and a very sharply defined silhouette effect will be the result. For purposes not requiring high shutter speed we will use a small

stop, say f.22, because this will give us extremely sharp images.

The pictures on pages four and five were made at stop f.22.

A Kodak Pictorial Diffusion Disk gives beautiful results especially in pictures taken against the light where there are trees and other foliage.

THE ROOMS OF THE HOME

HINTS ON PHOTOGRAPHING THEM

YOU will value pictures of the rooms of the home long after they are taken. It is always interesting to look back through the album and see the changes in furnishings and arrangement. Pictures of interiors may be made in the daytime or at night. The manual that came with your camera gives definite exposure directions for daytime pictures. Night time pictures are also easy to make but perhaps require a little more experimenting in the matter of exposure.

Here are a few general rules that will aid towards getting good results in either day or night pictures.

The camera must, of course, be

placed on a tripod, table or other rigid support for making the time exposures required.

The camera must be *level*, so that the vertical lines of the walls, as seen in the finder, are parallel with the sides of the finder.

More of the floor than of the ceiling must be shown, or the room will appear to be top-heavy.

Before making the exposure, place your head squarely in front of the lens and look for reflections in pictures or mirrors and, if any are seen, place a wad of paper behind one corner of the frame, thus changing its angle.

Never place large pieces of furniture in the foreground.



A NIGHT TIME INTERIOR PICTURE

10 minutes, stop f.16. Room lights included six 40-watt lamps in all, four of which were in the ceiling fixture, out of range of the lens



Kodak Film Negative

WITH A BACKGROUND OF HISTORY

This house, near the beautiful Wissahickon Creek, in Philadelphia's Fairmount Park, was built in 1707. It is the birthplace of David Rittenhouse, Astronomer, Mathematician, Treasurer, State of Pennsylvania 1777-1789 and Director U. S. Mint 1792-1795. Near this site, in 1690, the first paper mill in America was built.

You will value pictures of historic spots in your locality



AS MARY ASTOR

OUR MOVIE STAR PARTY AS RECORDED BY THE BROWNIE

Kodak Film Negatives
BY LOUISE MERRILL

EDITOR'S NOTE: *This is indeed a clever idea for an evening of fun, and the pictures made will keep the memory of the occasion fresh for the years to come. Those who have Ciné-Kodaks can, of course, make actual movies of the stars impersonated and get a truly realistic record.*

A CLEVER friend of mine gave a movie star party the other night. Naturally, we expected something different, and we were not disappointed.

Each guest was given a costume to don, and told to impersonate a certain star for the evening. When all were in costume, we were led before the camera by the "director," that business-like person, cap turned with peak towards the back; puttees and megaphone. Everyone laughed.



AS RUDOLPH VALENTINO



AS JEANETTE LOFF

The little 2A Brownie camera looked so absurd and inadequate—but we were to find it most capable for the purpose.

A table was heaped with paraphernalia for the various pictures already selected by the hostess to be "filmed." Settings as well as costumes and poses were copied as closely as possible from pictures in movie magazines. Then the fun of posing began, and the director got

into action. When all was in readiness, he called sternly through his megaphone for "camera."

Here are the stars: Dolores Del Rio as an immigrant; Colleen Moore as Selina Peake in "So Big"; Anna Q. Nilsson as Desmond steps right out of "Ponjola." A boyish bob and a cigarette did the trick. Valentino as "The Sainted Devil," posed by one of the girls; William Haines in a sailor suit; Marion Davies as a bell



AS COLLEEN MOORE



AS MARY BRIAN

hop; Mary Brian in pajamas; Janet Gaynor and Charles Farrell in a tender scene from a recent picture. Then Lois Moran, our hostess, being proposed to by a handsome Warner Baxter.

It was a glamorous party and one to be long remembered. It isn't often one has an opportunity to play Marion Davies or Billie Dove for a night and get away with it.

And I can tell you, we have a great respect for that little Brownie camera. The pictures are much

valued by all of us. We are going to have another such party soon at which we will portray different movie stars.

Eastman Flash Sheets were used to make the exposures. They are simple to handle and safe if the precautions given are closely adhered to.

Incidentally, the Brownie used for these pictures is sixteen years old.

For unique entertainment, try a Kodak Movie Star Party.

"LOVE ME, LOVE MY DOG!"

LUCKY DOGS AND LUCKY FRIENDS
CAPTURED ON KODAK FILM
NEGATIVES





AN AERIAL PICTURE OF KODAK PARK
The Eastman plant where Kodak Film is manufactured

WHAT MAKES THE PICTURE WHEN YOU "CLICK" THE KODAK SHUTTER

This is written for those who would like to know something about that magic material we use in our cameras to make good pictures. Lack of space makes it necessary to give but a brief account of how film is made.

HAVE you ever wondered just what the magic is, in Kodak Film, that makes it possible to record an image and perfect likeness of little Betty or to capture the beauty of a landscape by the mere click of the Kodak shutter?

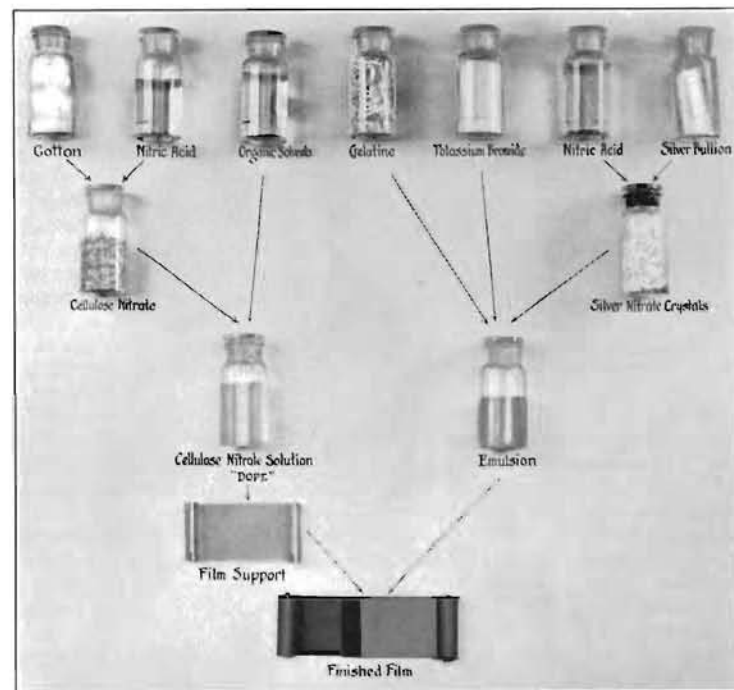
The lens, as we know, forms an image of the object or the scene at which we point the camera, and projects that image onto the film at the back of the camera. Let's see now just what the "magic" is, in the strip of film that records the picture. By looking at the bottle chart, page 15, we see the various

chemical ingredients that go into Kodak Film.

The Transparent Base

The base of all films, whether used for "still" or motion pictures, is cellulose, and the particular variety of cellulose used is cotton. This cotton receives a chemical treatment, followed by very thorough washing, so as to remove all impurities, and after drying is then ready to be treated so as to render it soluble in solvents for the production of the transparent film base.

The purified cotton is next treated with a mixture of nitric and



HOW TO FOLLOW THE "BOTTLE CHART"

The cotton and nitric acid make cellulose nitrate. Cellulose nitrate with the organic solvents makes cellulose nitrate solution which in turn is formed into sheets, making the transparent film base or support.

Next come the chemicals that make the light sensitive emulsion with which the support is coated. Gelatin and potassium bromide are combined; these with silver nitrate (which is formed by the combination of nitric acid and silver bullion) make the light sensitive or picture recording emulsion which is spread on the transparent film support.

sulphuric acids which renders it soluble in alcohol. This changes the cotton to what is technically known as "cellulose nitrate." The cotton, obtained by this treatment, must be given a very thorough washing

with repeated changes of water to remove all traces of the acids.

After this thorough washing or purification treatment, the cotton is ready to be dissolved in solvents by thorough mixing, and wood al-



A FORTUNE IN SILVER
Pure silver bullion is used to make
film sensitive to light

cohol is one of the chief solvents employed to accomplish this solution. The solution which results has the consistency of syrup, which is pumped through mechanical filter presses to render it absolutely free from all dirt, dust or other foreign particles.

Extreme cleanliness is necessary in every step in the manufacture of film to protect the picture taker from getting specks or spots or other blemishes on his pictures.

The solution, known as "dope," is now glass-clear and is poured on the surface of great heated, polished wheels or drums, and thus the sheets of film support are formed.

"Buried Treasure"

Silver is the active element in the sensitizing material, called the "emulsion," with which the film is coated—the magic material that brings you a negative. The pure silver bullion comes in bars, each weighing about 42 pounds. These bars of silver are dissolved in nitric acid and silver nitrate results. Other ingredients of the emulsion

are potassium iodide, potassium bromide, and gelatin. The "buried treasure" of silver is, however, the thing that is sensitive to the light that comes through the camera lens and records a latent image which is eventually brought out by development in certain solutions.

Gelatin Holds It All Together

Photographic gelatin is usually prepared from calf skins by soaking the skins in lime water and subsequently extracting with hot water. The gelatin is dissolved in water, and the bromide and iodide solutions carefully mixed with it. To this mixture, heated to the correct temperature, is added the silver nitrate solution. The sensitive silver salt is held in suspension by the gelatin, and hence receives the term "emulsion."

After the film is coated with the light sensitive emulsion it is carried in large loops through the chilling rooms to set and harden or become "conditioned."

Film for Kodaks is cut to necessary widths, spooled and boxed.



KODAK FILM IN ITS FAMILIAR
BOX AS IT COMES TO YOU



THE PORTAL

Kodak Film Negative

Doorway pictures are always attractive

This one made with a No. 3, Series III, Kodak
1/50 second, stop f.11

HOME PORTRAITURE

HOW THE PICTURES WERE MADE

HOME portraiture is truly one of the most interesting phases of amateur photography, and regardless of the type camera you possess indoor pictures can be made if it is equipped with a "time" exposure mechanism.

Naturally in such work, especially when picturing young children, the Kodak with a fast lens has decided advantages, though it is surprising what can be done even with the little box type camera.

The picture on this page was made with a snapshot exposure



AN INDOOR SNAPSHOT

Sunlight through window at right. Time of day, 2:30 p. m. Exposure, 1/25 second, with Kodak Anastigmat Lens f.6.3, Kodak Cut Film, Super-Speed

(1/25 second) with a No. 3A Kodak, having a lens with a speed rating of f.6.3. What is known as a combination back, permitting of the use of Kodak Cut Film (Super-Speed) was employed to catch the vivacious action of this tiny tot. Sunlight was streaming in through the window to the right, the shade of which was rolled all the way up, and a sheet thrown over a folding screen was placed to the left to reflect the strong light to the shadow side of the face. The shade on the window in back of the child was drawn down. The white dress and the white bedspread in the crib (the side of which was let down) aided considerably in lighting up the features to give a fully exposed negative. The shades of all other windows in the room were up, to flood the room with all available light. Judging from the density of the negative obtained it is believed that quite sufficient exposure to yield a good print could have been made under these conditions with regular Kodak roll film which, in itself, has remarkable speed.

The writer has seen pleasing snapshots with Brownie cameras made under like conditions.

When actual sunlight is not on the subject however, a short time exposure will be required. The manual of directions with each camera gives definite data concerning exposure.

With a few trials you will be

surprised what can be accomplished with your camera.

The portrait to the right was made at night with the illumination afforded by a Kodalite. The Kodalite is the light unit manufactured by the Eastman Kodak Company, to aid amateur movie enthusiasts to make indoor motion pictures.

This "still" required but one second exposure with the lens stop at f.8. The Kodalite, which is equipped with a special

500-watt lamp, was placed at five feet to the right of the subject and a reflector (a tablecloth over a high-backed chair) was used on the opposite side. The camera was eight feet from the subject.

The cloth diffuser, furnished with the Kodalite, was placed in front of it to soften the illumination. If you are a Ciné-Kodak owner and have Kodalite equipment, try some "stills." Pictures of this kind can also be made by using ordinary high-powered electric bulbs with a reflector of some kind behind them.



A HOME PORTRAIT

One second exposure at f.8 with Kodalite

A pie pan or dish pan could be employed to act as reflector. White enameled ware will do almost as well as tin. A piece of linen or muslin or, better still, a piece of buckram held a few inches in front of the lamp will properly diffuse the light. The correct exposure with the equipment you assemble can be determined after a trial or two. Once you have the data, it will be easy to make numbers of interesting pictures at night. Notice the "interior" picture reproduced on page seven of this issue of KODAKERY.



SERVICE DEPARTMENT TALKS

"HUNDRED PER CENT ENTERTAINMENT"

A MOTION PICTURE enthusiast received a high compliment the other night. He had put up his Kodascope and was showing a reel of pictures made with his Ciné-Kodak before a home audience of old and young, of family and friends.

One of the visitors (he had his little daughter with him) said: "You have given us what I consider a one hundred per cent entertainment, and I will tell you why I think so. Nothing in words can hold the attention of children *and* grown-ups alike. Nothing in music can hope to hold *all* ages and conditions. But pictures of friends in action, and, in this case, *pictures of the children themselves*, are bound to score a hit. When I see myself on the silver screen, I'm bound to be attentive. Children as young as three or four are fascinated by pictures of themselves, and I have discovered that they never tire of seeing these pictures repeated. Pleasing them once would be worth the price. But I have never known a kid who wouldn't sit entranced any time he was called to see himself and his chums at play. This is why I say that a home-movie show can lead all forms of entertainment."

How fortunate that this hundred per cent entertainment is within easy reach! A Ciné-Kodak to get the pictures which are such fun to make, and a Kodascope to show them solves the problem.

The Service Department is composed of a corps of experts in both Kodak and Ciné-Kodak photography, and is ready to give helpful information in either phase of picture taking. Address:

SERVICE DEPARTMENT, EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

A Dog Picture *among a million!*

H. ARMSTRONG
ROBERTS, well known
photographer, made
this study with his
GRAFLEX



He says:

"To record the character and dignity of the hounds, to get them at the instant when their muzzles were closed, to get them both with alert, interested and natural expressions—that was the problem. Nothing short of a reflecting camera could be used in the making of such a picture. I use the Graflex in the greater part of my work."



3¼ x 4¼ Graflex
Series B

This photographer knew *when* the instant had arrived because he *saw it* on the ground glass of his Graflex. You, too, can make interesting pictures easily with a Graflex. They are priced from \$80 up, and you can see them at your dealer's.

EASTMAN KODAK COMPANY

*Graflex cameras are made by
The Folmer Graflex Corporation*

ROCHESTER, N. Y.

You'll Find This Advice Well Worth Taking...

You, in common with every person who uses a camera, are anxious to get the finest results possible from your picture-making.

You use your camera according to directions, and you exercise your best judgment in making the exposures. Yet, sometimes you wonder if your pictures are always made as well as they can be, if the prints are always as good as the negatives will afford.

The next time you take a roll of exposed films to a photo finishing agency, just specify that your prints shall be made on Velox paper.



Then, you'll need to have no such doubts.

Velox paper is made by Eastman expressly for one purpose—printing from amateur negatives. It comes in four degrees of contrast to fit every type of exposure.

Photo finishers who use Velox paper in their printing select the degree that they know will bring out the good points of your negatives to best advantage. There is no guess work—no necessity for

"making the negatives suit the paper." With Velox, the paper always suits the negative.

Look for
VELOX
On the Back

EASTMAN KODAK COMPANY

ROCHESTER, N. Y., *The Kodak City*

BOOKS WHOSE STORIES *Never* Grow Old...



Many new styles of EASTMAN ALBUMS, in stunning color combinations, are on display at your Kodak dealer's.

...EASTMAN ALBUMS for Your *Precious Prints*



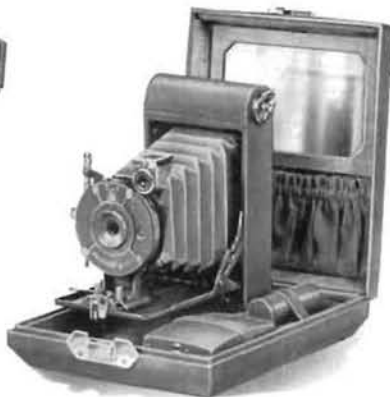
PEOPLE never tire of looking at snapshots of loved ones. Albums full of such subjects are truly books whose stories never grow old. And albums keep your prints permanently in order, secure from damage or loss. Eastman Albums, identifiable by the oval trademark on the inner back cover, are durably and handsomely made. They are priced from \$.25 up at Kodak dealers'.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y., *The Kodak City*



A Kodak Petite for snapshots. Accessories for make-up. Choice of beige, old rose or green.



Kodak Ensemble...

...Smart, Colorful, Useful

SMART in appearance, the Kodak Ensemble lends a most appealing touch to any feminine costume. The beautifully simple case, covered with soft fabric suede, is as easily and comfortably carried as any handbag.

Colorful, the Kodak Ensemble is offered in three of the most fashionable shades, beige, old rose and green. All details of the outfit—case, fittings and contents—have been made to contribute to

the beauty of the whole.

Useful, this unique combination provides the wherewithal for both snapshots and make-up. The trim Kodak Petite capably fills the first role, while famous Tre Jur cosmetics—compact and lipstick—combine with mirror and change pocket to add the final touch.

Kodak Ensembles, priced at \$15 complete, are stocked by Kodak dealers everywhere. See one of these outfits today.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y., *The Kodak City*



A Movie Camera That Understands Amateurs

Anybody Who Can Press a Lever Can Operate It!

Even the Moderate Purse Can Afford It!

A Remarkably Simplified Home Movie Outfit, Developed by the People Who Made Still Photography So Easy that Picture-Taking Became a Game for Children

Its simplicity is amazing. For it is made for amateurs, by people who understand the requirements of amateurs. A movie camera made for those who know but little about picture-taking.

Look through a finder and press a lever; and you are taking movies... in black-and-white or in full color, just as you choose. You can operate it, even if you have never had a movie camera in your hands. For, with this remarkable camera, movies are as easy as a snapshot is with your child's Brownie!

And—you can afford it, even if your income is one that permits only the minor nice things of modern life.

Don't deny yourself the great thrill of seeing the ones you love most in the ways you love most to see them.

Any dealer will be glad to demonstrate the Ciné-Kodak and to show you Kodacolor on the screen. To permit buying from income rather than capital, many offer an attractive deferred payment plan.



You simply press a lever.



You can get a projector for only \$60.

EASTMAN KODAK COMPANY
Dept. K, Rochester, N. Y.

Please send me, FREE and without obligation, the booklet telling me how I can easily make my own movies.

Name.....
Street.....
City..... State.....

Ciné-Kodak
Simplest of Home Movie Cameras