



KODAK



*Your Kodak keeps vividly alive
that joyous afternoon at the shore.*

Keep a Kodak Record of Summer's Good Times

WITH your Kodak, all happy memories remain vividly alive. Every time you open your album, picnics repeat themselves, vacation joys troop back and the children really are children again.

And yet how often you hear, "Oh! if we only had our Kodak along!" Don't let that lament be yours.

And remember that Modern Kodaks make you independent of the weather—that you don't need bright sunlight. Their fast lenses allow you to make good pictures from dawn to dusk, in sunshine or in rain.

After you read about them here, be sure to see them at your Kodak dealer's. You'll find that much has been accomplished toward making successful snapshots all the easier.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

May, 1928

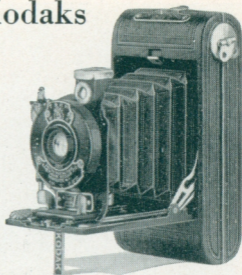


FROM VEST
POCKET KODAK
NEGATIVES

*Your Vest Pocket Kodak tucks in any-
where—no matter how you travel.*

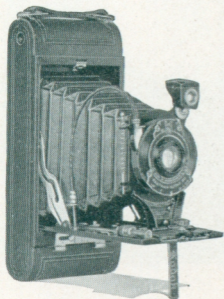
Vest Pocket Kodaks

So small you never know you have it with you until the picture chance bobs up. And you'll like the ease and speed with which it makes the picture.



(Picture Size $1\frac{5}{8} \times 2\frac{1}{2}$ inches)

MODEL B—Meniscus lens	\$ 5.00
SERIES III—Kodak lens <i>f.7.9</i> and Kodex shutter.....	12.00
Kodak Anastigmat lens <i>f.6.3</i> and Diomatic shutter	17.00
SPECIALS—Kodak Anastigmat lens <i>f.5.6</i> and Diomatic shutter	23.00
Kodak Anastigmat lens <i>f.4.5</i> and Diomatic shutter	28.00



Pocket Kodaks

EARLY or late, in sunshine or in rain, you get the picture with a Pocket Kodak, equipped with the fast Kodak Anastigmat *f.6.3* lens. These are the Modern Kodaks of moderate price.

Picture Size	Single Lens	Kodak <i>f.7.9</i>	Kodak Anastigmat <i>f.6.3</i>
No. 1 $2\frac{1}{4} \times 3\frac{1}{4}$	\$11.00	\$14.00	\$19.00
No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$	12.00	15.00	20.00
No. 2C $2\frac{7}{8} \times 4\frac{7}{8}$	15.00	18.00	23.00
No. 3A $3\frac{1}{4} \times 5\frac{1}{2}$	17.00	20.00	25.00



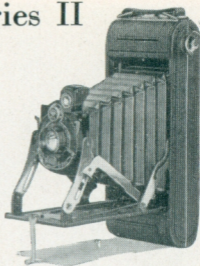
FROM A KODAK NEGATIVE

We're On Our Way

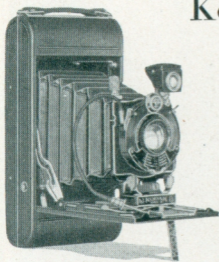
In addition to pictures of sunlit scenes, Modern Kodaks with the fast Kodak Anastigmat f.6.3 lens, make good snapshots in dim light.

Pocket Kodaks, Series II

NO SOONER seen than taken. That's the way this speedy camera works. Open and snap, the picture is made before the scene has time to change.



	Picture Size	Single Lens	Kodar <i>f.7.9</i>	Kodak Anastigmat <i>f.7.7</i>
No. 1	2¼ x 3¼	\$15.00	\$19.00	\$24.00
No. 1A	2½ x 4¼	17.00	21.00	26.00



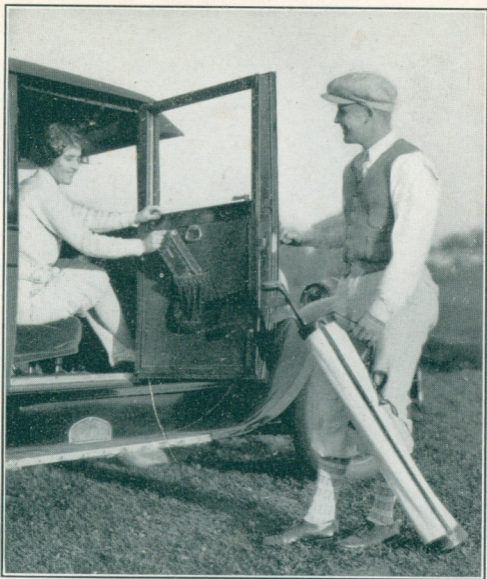
Kodaks, Series III

DISTINCTIVE and efficient, good picture makers any and every day. Featured by the *f.6.3* lens, they are Modern Kodaks throughout.

	Picture Size	Kodar <i>f.7.9</i>	Kodak Anastigmat <i>f.6.3</i>
No. 1	2¼ x 3¼	\$29.00
No. 1A	2½ x 4¼	32.00
No. 3	3¼ x 4¼	\$26.00	33.00
No. 2C	2⅞ x 4⅞	35.00



*Even though the fish are shy,
your Kodak catch is sure.*



Be sure the Kodak goes along; the snapshot score is always the feature of the day's play.

Kodak is the Ally of All Other Sports

NO MATTER what you do with your summer days, you may enjoy them over and over again, if your Kodak takes part in the fun.



*Snap-shots like this keep him as he
is today, as he never will be again.*

Brownies



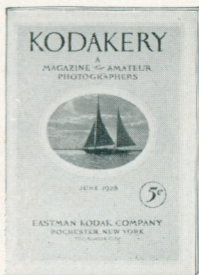
JUST the picture, that's all—no fuss, no bother—that's why they are so popular with youngsters and grown-ups alike. The "simplest real camera" makes real pictures.

	Picture Size	Price
No. 0	$1\frac{5}{8} \times 2\frac{1}{2}$	\$2.00
No. 2	$2\frac{1}{4} \times 3\frac{1}{4}$	2.50
No. 2A	$2\frac{1}{2} \times 4\frac{1}{4}$	3.50
No. 3	$3\frac{1}{4} \times 4\frac{1}{4}$	4.50
No. 2C	$2\frac{7}{8} \times 4\frac{7}{8}$	5.00

Make Sure of Kodakery

Send in the coupon

EVERY purchaser of an Eastman camera receives a free subscription to Kodakery, the little magazine filled with ways to have more fun with your Kodak, if the subscription blank in the manual is filled out and sent in.





The Ciné-Kodak Makes Movies

Let your dealer show you how easy it is to make your own movies with a Ciné-Kodak.

THE Ciné-Kodak, Model B, offers a choice of three lens equipments, including the ultra-rapid $f.1.9$, which will make splendid pictures even on dull days and can also be used indoors under favorable light conditions.



Ciné-Kodak, Model B	
Kodak Anastigmat	
$f.6.5$	\$70.00
Kodak Anastigmat	
$f.3.5$	\$100.00
Kodak Anastigmat	
$f.1.9$	\$150.00

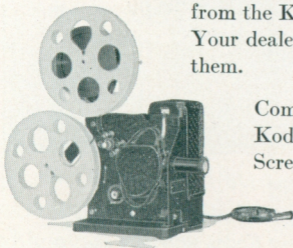


Kodascope Projects Movies

JUST plug in the Kodascope on your house circuit, snap the switch and the movies you made yourself flash up on the silver screen before you.

Kodak Cinegraphs—a wide variety of drama, comedy and travel on 16 mm. safety film, from 100 to 400 feet in length—are \$7.50 per 100 feet.

For an evening's entertainment, supplement your short subjects with a feature picture, rented from the Kodascope Libraries. Your dealer will tell you about them.



Complete outfit—Ciné-Kodak, Kodascope and Screen as low as \$140.

Kodascope
Model C, \$60.00.



FROM A KODAK NEGATIVE

*You enjoy the cruise over and over
again if your Kodak sails with you.*



“Remember when—”

Your album tells your Kodak story best.

Kodak Film—Always Dependable

ON YOUR summer trips, use Kodak Film and be sure of the people and places you may not see again.

Every quality you need—speed, latitude, uniformity—is found in every roll.

Kodak Film, the dependable film in the yellow box, is available everywhere.



At the Kodak Counter

YOU may choose from a wide variety of Modern Kodaks and Brownies. The salesman will be glad to show you how simply they work.

Kodak Film

the dependable film in the yellow box, is always available in every size.

*Developing and printing
of the quality kind*