keep a KODAK STORY
OF THE FAIR

What to take
How to take it

CAMERAS
ADMITTED FREE
PRACTICAL TIPS ON PICTURE MAKING

Most subjects at the Fair can be taken any time of day. Just be sure that the sun does not shine into the camera lens.

When shooting against the light, shade lens and use next larger opening.

Hold camera steady; and hold it level if you want the vertical lines of buildings straight. Odd angles of certain subjects are interesting; for these, point camera up or down as desired.

Make judicious use of horizontal as well as vertical camera positions.

EXPOSURE GUIDE

With box type cameras such as the Brownie or Hawk-Eye merely locate subject in finder and, with sunlight, use largest stop. Push lever one way for snapshot. Across water use next stop opening.

With folding camera on which lens may be focused, set at 100 foot mark for general views about the Fair. For nearby subjects, shift pointer to proper mark.

In sunlight, use stop f.16 with double lenses or stop No. 2 with single lenses. Use 1/25 speed except for nearby moving objects, then 1/50 or 1/100; with 1/100 use f.11 (U.S.8) or No. 1 stop.

With Jiffy Kodaks, use second stop, with bright sunlight, for views across lagoons.

All exposures suggested above are for 1 hour after sunrise until 1 hour before sunset with Kodak Verichrome Film.

For snapshots on hazy days, use a large stop opening and for extremely dull, gray days, Kodak Super Sensitive Panchromatic Film has the speed you need.

HOW TO MAKE NIGHT PICTURES

Striking night pictures may be made with any camera equipped for time exposures. The manual with your camera tells how to set shutter—or the salesman where you buy your film will show you.

The camera must not be held in the hand; place it on any solid support. A Kodak Metal Tripod, an Optipod, or a Kodapod will be found convenient.

Time exposures at largest aperture with all single lens cameras or at stop f.16 with double lenses will range from 20 seconds to 3 minutes. Relatively shorter exposures can be given with the larger openings of the faster lenses. See details over the page.

TAKE HOME THE WONDERS OF THE FAIR
In Snapshots You Make Yourself
HALL OF SCIENCE
North façade with blue tower in background as shown. Make horizontal view. Take picture from position to include trees on either side.

AVENUE OF FLAGS
Good view — horizontal — from short way up approach to Hall of Science. Camera is when people are not close to your camera.

ELECTRICAL BUILDINGS
Snap from the south side of bridge by Sky Ride.

GOLDEN TEMPLE OF JEHOL
Nice "shot" of this from terrace of Hall of Science, about half way out from building. Another and closer view from ground level on Sixteenth Street. One shown made from latter viewpoint.

TOWER—HALL OF SCIENCE
Many excellent positions for this; take care, vertical, from court and a more general view, horizontal, from bridge.

SKY RIDE
Snap the tower across lagoon to your right position near base landing of court of Hall of Science. A boat in foreground will add to composition and interest.

THERMOMETER TOWER
Take this from in front of the Walgreen foot on opposite side of road. For an odd angle shot, stand near tower and point camera up to include top.

FEDERAL AND STATES GROUP
Take horizontal view from bridge.

PREHISTORIC ANIMAL FIGURES
Good light any time of day. Take several of this from low viewpoint to heighten dramatic effect.

BYRDS POLAR SHIP AND THE MUSKES
Take a horizontal picture from roadway—just back of hedge, better view, vertical, down by water in front of the ship. Snap the hulks in their cages.

PICTURES AT NIGHT
The night "shots" in this folder were taken on both Varicolor and Kodak Super Sensitive Panachromatic Film. Spot 16 was used in each instance.

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Always...you get better pictures with...

Verichrome Film

Double-guard your snapshots of the Fair by using Verichrome—the double-coated film. Two sensitive coatings instead of one. One coating for dull light, another for bright light give Verichrome amazing picture-taking range. In sun or shade, bright days or dull, Verichrome Film protects your snapshots.

Have you tried Eastman’s latest—Kodak Super Sensitive Panchromatic Film? Its extra speed and sensitivity to all colors make it ideal for every kind of work, but particularly for extremely dull days and night pictures.

Eastman Kodak Company, Rochester, N. Y.