

30 B

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 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 Vericbrome Film.

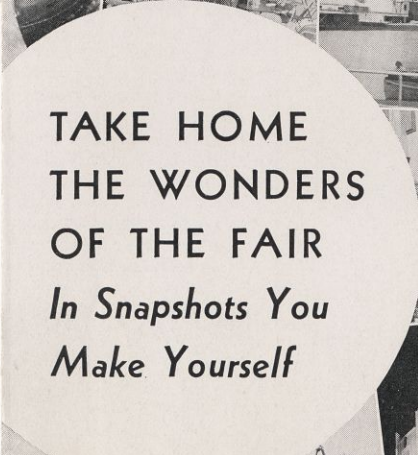
For snapshots on hazy days, use a large stop opening and for extremely dull, gray days, Kodak Super Sensitive Panchromatic Film has the speed you need.

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 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*



HIGH SPOT PICTURE SUBJECTS FOR YOUR KODAK AT THE FAIR

BE SURE TO SNAP THESE SUBJECTS
... THERE ARE HUNDREDS MORE



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.

NOTE: *The Eastman Kodak Company Exhibit is in this building.*



AVENUE OF FLAGS

Good view—horizontal— from short way up approach to Hall of Science. "Click" it 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 halfway out from building. Another and closer view from ground level on Sixteenth Street. One shown made from latter viewpoint.

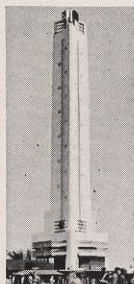


TOWER—HALL OF SCIENCE

Many excellent positions for this; take one, vertical, from court and a more general view, horizontal, from bridge.

SKY RIDE

Snap the tower across lagoon from position near boat landing of court of Hall of Science. A boat in foreground will add to composition and interest.

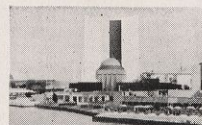


THERMOMETER TOWER

Take this from in front of the Walgreen Store 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 the larger animals from low viewpoints to heighten dramatic effect.



BYRD'S POLAR SHIP AND THE HUSKIES

Take a horizontal picture of ship from roadway—just back of hedge; better view, vertical, down by water in front of the ship. Snap the huskies in their cages.



PICTURES AT NIGHT

THE night "shots" in this folder were taken on both Verichrome and Kodak Super Sensitive Panchromatic Film. Stop 16 was used in each instance.

The picture above was exposed 3 minutes on Verichrome Film. The camera was placed on rail at gondola landing near Court of Honor.

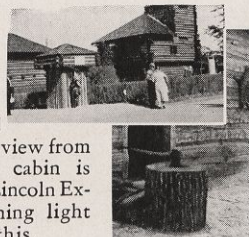
Below, left, and also one at right, each exposed 1 minute. Camera placed on gondola landing rail, north of bridge, for former; and on railing at top of staircase, Court of Honor, for latter. Center—the fountain, exposure 3 minutes. Kodak placed on chair and tipped up. All three made on "Pan" film.

To record fireworks, merely point camera toward display—open shutter and, after burst, close shutter. With stationary pieces, place camera on solid support.



FORT DEARBORN

Horizontal view from road. The cabin is inside the Lincoln Exhibit; morning light is best for this.

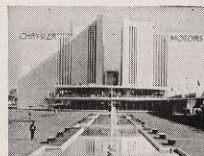


MAYA TEMPLE

A fairly close up, vertical shot of a bit of ornamental detail will be interesting. Full front view, horizontal, may be taken from roadway of Indian Village.

MOTORS BUILDINGS

Take from courts; horizontal of Chrysler, vertical of General Motors.



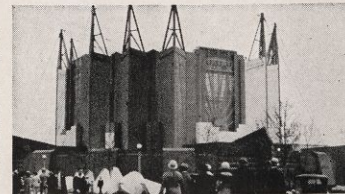
FOREIGN SCENES

Old World sights can be snapped from Midway. Take Belgian Group, Midget and Oriental Villages, Cairo, Streets of Paris, and Old Heidelberg Inn from roadway.



TRAVEL AND TRANSPORT BUILDING

Make horizontal picture from opposite side of road—near General Motors Building. A vertical of middle section from court will show interesting detail. Morning or late afternoon best time.



INDIAN VILLAGE

Include tepees and Indians in a horizontal view; take separate shots of groups and adobe house.



BELGIUM

This "shot" taken from a position in front of Old Heidelberg from other side of road.

ENCHANTED ISLAND

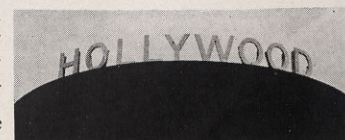
Castle Mountain—can get in peak from position in front of the entrance to theatre. Snap the Clown, Giant, and a Toy Soldier Man. For large image of grotesque statue of boy in cart, snap from near entrance to Marble House. Point camera up. Best view of entire island from boat in lagoon or from south bridge.



MAKE CINÉ-KODAK MOVIES OF THE FAIR

THERE are just as many subjects for your movie camera as for your snapshot camera. There are especially fine shots to be recorded in full color on Kodacolor Film.

In addition to the daytime movies, striking night pictures may be made on Ciné-Kodak Super-sensitive "Pan" Film using f.1.9 lens aperture and the half-speed device on Ciné-Kodaks and other cameras so equipped.



HOLLYWOOD

Picture productions to be filmed daily provide excellent material for Ciné-Kodaks as well as for snapshot cameras.

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.

NO. 7700

3013
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