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 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 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 facade 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. “Click” is when people are not close to your camera.

GOLDEN TEMPLE OF JEHOL
Nice “shot” of this from terrace of Hall of Science, about half a block from building. Another and closer view from ground level on Sixteenth Street. Open shown made from latter viewpoint.

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 trails from both viewpoints to heighten dramatic effect.

BYRD'S POLAR SHIP AND THE HUSKIES
Take a horizontal picture of ship from roadway — just back of keel; better view, vertical side by water in front of ship. Snap the huskies in their cages.

WHY A FRAME?

PITCURES AT NIGHT
The night “shots” in this folder were taken on both Verichrome and Kodak Super Sensitive Panatomic Film. Stop 16 was used in each instance.

AVIATION SCENE
Good view — horizontal — from bridge.

INDIAN VILLAGE
Include reenactment at end of street.

MOTOR BUILDING
Take from courts-horizon of Chrysler, vertical of General Motors.

FOREIGN SCENES
Old World sights can be snapped from Mid-way. Take Belgian Group, Malger and other villages, Castro, Streets of Paris, and Old Heidelberg Inn from roadway.

BELGIUM
This “shot” taken from position in front of the Heidelberg from other side of road.

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

MADE KINE-KODAK MOVIES OF THE FAIR
These 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 Kodakolor Film.

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

ENCHANTED HILL
Castle Mountain is a must to frame up 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 water, snap from near entrance to Marble House. Point camera to left.

MAKING KINE-KODAK MOVIES OF THE FAIR
Picture productions to be filmed daily provide excellent material for Ciné-Kodaks and other cameras so equipped.

HOLLYWOOD
Every shutter click on Ciné-Kodak makes a Kodak picture, just as it does on the still camera. 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.
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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.

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down as desired.
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as vertical camera positions.

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lenses or stop No. 1 with single lens.
Use 1/5 speed except for nearby moving
objects, then 1/100 or 1/500, with 1/1000 use
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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 lenses or at stop 1/6 with
double lenses will range from 10 seconds to
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ALWAYS...YOU GET BETTER PICTURES WITH...

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