

17B

**YOUR CHANCE
TO WIN A
KODAK**

**CENTURY OF PROGRESS
EXPOSITION, CHICAGO
1934**

The Eastman Kodak Company through its Market Research Staff is eager to learn your camera experiences. To assist you in expressing your opinions we have made up this questionnaire which we hope you will find interesting to answer. If you do not own a camera, we hope you will find the questionnaire a help in choosing one.

To add material interest, we are giving away each week a Six-20 f.6.3 Kodak loaded with Panatomic Film, the retail value of which is \$18.30. Each Saturday night at 7:45 we will draw a questionnaire from those filled out the preceding week. The person whose name appears on the questionnaire will be the fortunate winner of the Kodak.

You may win next week's Kodak by simply answering these few questions.

CAMERA CENSUS

Check (✓) Answer

1. Do you own a camera? Yes..... No.....
2. If you do not own a camera, do you borrow one occasionally?
Yes..... No.....
3. What type of camera do you own or use? Box..... Fold-
ing..... Miniature.....
Any other.....
4. What is the name of the camera or cameras you own or use?
(Please give model, lens, or other means of identification,
if possible.).....
.....
5. Did you purchase your camera....., or was it a gift?.....
6. How long have you had your present camera?..... Years

PICTURE SIZE

(See album on display)

Size of picture
you make with
your present
camera

Size of picture
you would like to
have for yourself
and give to friends

- | | | |
|-------|---------------------------------------|-------|
| | 1. $1\frac{5}{8} \times 2\frac{1}{2}$ | |
| | 2. $2\frac{1}{4} \times 3\frac{1}{4}$ | |
| | 3. $2\frac{1}{2} \times 4\frac{1}{4}$ | |
| | 4. $3\frac{1}{4} \times 4\frac{1}{4}$ | |
| | 5. $3\frac{1}{4} \times 5\frac{1}{2}$ | |
| | 6. 4 x 5 | |
| | 7. | |
| | Any other size | |

CAMERA SIZE

As to the camera itself, when you are carrying it around and using it, do you feel that it is

Just the right size?.....

Too small?.....

Too large?.....

CAMERA OPERATION

From the standpoint of ease of operation of the camera and the nature of the pictures desired, which of the following types of camera would you buy if you wanted a new camera?

.....Fixed-focus camera. (This type of camera is illustrated by the present box camera and all folding models with which you simply snap the picture without estimating the distance. It is easy to use but ordinarily it does not permit the making of pictures under poor lighting conditions, of fast moving objects, or snapshots at night.)

.....Focusing camera. (This type of camera usually involves setting the shutter speed, lens opening, and focusing scale before taking the picture. While more complicated in operation, it is capable of taking pictures under poor lighting conditions, of fast moving objects, and snapshots at night.)

PICTURE SUBJECTS

A. What subjects do you use in picture taking?

1. Children.....

2. Sports.....

3. Family groups.....

4. Scenery.....

5. Friends.....

6. Buildings.....

7. Special events, such as weddings, parties, etc.

8. Other subjects

B. Do you take pictures at night? Yes..... No.....

INTEREST IN PHOTOGRAPHY

1. What is your chief motive for taking pictures?

The enjoyment of the activity itself.....

Or to have the finished picture which is a record of people and passing events.....

2. Approximately how many rolls of film, or film packs do you use in a year? (If you use cut film or plates, answer in dozens.)

Two or less.....

Three to six.....

Seven to twelve.....

More than twelve.....

3. How many pictures would you like to have on each roll of film?

Four..... Six..... Eight..... Twelve.....

Sixteen.....

Any other

4. Do you develop and print your own pictures?

All of them..... Part..... None.....

5. Do you have enlargements made? Yes..... No.....

6. Are you using your camera more....., less....., or about the same....., as during the first year of its possession?

7. If you are not using your camera more often now than at first, is it because of

1. Lack of suitable subjects?.....

2. Lack of time?.....

3. Inconvenience of carrying camera?.....

4. Cost of film?.....

5. Cost of finishing?.....

6. Dissatisfaction with results?.....

7. Camera not in good working order?.....

8. The depression?.....

9. Now taking moving pictures?.....

10. Indifference?.....

11. Any other reason?.....

CAMERA PERFORMANCE

Are you satisfied with the general performance of your camera?

Yes..... No.....

If there is anything about the operation of your present camera that you would like to have improved or changed, please tell us about it. For example, do you have any difficulties in the operation of the shutter, in focusing, in film loading, or in using the view finder?

.....
.....
.....
.....

ODDS AND ENDS

The following information will be very helpful in classifying your preferences.

Are you—1. Male?..... Female?.....

2. Single?..... Married?.....

If married, have you

3. Children under nine years of age?.....

4. Children over nine years of age?.....

Are you—5. Under 18 years of age?.....

Between 18 and 30 years of age?.....

Over 30 years of age?.....

What is your occupation?.....

Have you your camera with you at the Exposition? Yes.....No.....

If not, would you care to tell us why?.....

.....

*NAME AND ADDRESS

Name.....

Address.....

Street

City

State

*If you are the fortunate winner, your name and address will be used to deliver the prize and will be posted as one of the winners in the Hall of Photography at the Century of Progress Exhibition.

