For Clear Sparkling Snapshots—Use
KODAK VERICHROME the All-Round Film

For snapshots at 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 unusual picture-taking range. In sun or shade, bright days or dull, Verichrome Film protects your snapshots. It is the standard film used by thousands—beginners and experts.

KODAK SUPER-XX FOR NIGHT SHOTS

This film, made especially for night photographs, is about four times as fast as ordinary film. It is truly panchromatic and has a special antihalation property. Super-XX is the film for your night pictures...also recommended for snapshots on extremely dull days.

KODACHROME FILM FOR GORGEOUS COlOR

There is much at the Fair to take in color...both day and night.
Kodachrome Film yields full-color pictures ( transparencies) of amazing fidelity. It is available for the Kodak Retina and similar 35 mm. cameras also for the Kodak Instamatic and in 10 sheets in standard slots...also for 10 mm. and 16 mm. Ciné-Kodaks.

EASTMAN KODAK COMPANY
KODAK BUILDING
New York World's Fair, 1939

PRACTICAL TIPS ON PICTURE MAKING

As most everything at the Fair is light in tone, less exposure is required than for ordinary subjects. Follow these simple rules, and the exposure recommendations.

1. Hold camera steady and hold it level if you want vertical lines of buildings straight. Odd angle shots (obtained by pointing camera up or down) often make interesting studies.

2. Make judicious use of horizontal as well as vertical camera positions. A number of subjects are worthy of two or three "shots" from carefully chosen different viewpoints.

3. If subject is back-lighted, use larger lens opening than if front-lighted. Be sure that sun does not strike lens.

4. With folding cameras, on which lens may be focused, set at you-final mark for general views about the Fair. For nearby subjects, shift pointer to proper mark.

A color filter may be used to advantage to improve pictorial effects and by darkening sky tone will make white buildings, statues, and fountains stand out more vividly.

EXPOSURE SUGGESTIONS

If you use camera having two or more stop openings, make snapshots with second stop opening for subjects in full, bright sunlight. Also use second stop opening on Jiffy Kodak, Le Deca sunlight or where the subject is in the shade, on days of bright sunlight, use the largest stop opening.

With folding cameras use the 1/50 shutter speed at f/16 or the 1/100 at f/11 in bright sunlight. U.S. 8 is the same as f/11. Stop No. 1 is comparable to f/11 and Stop No. 2 is comparable to f/16. In hazy sunlight or with subjects in the shade, on bright days, use the 1/25 speed and a large lens opening.

These exposures are recommended up to one hour before sunset with Verichrome or Panatomic-X Film. When using color filters increase the time of exposures according to directions with your filter.

With Plus-X Film (for miniature cameras) 1/100 second at f/16 is right for practically all subjects in bright sunlight. For extremely dull, grey days, Kodak Super-XX Film has the speed you need. This very rapid film is recommended for use in bright sunlight with cameras having but two stop openings.

INDOOR EXHIBITS

There is sufficient light in many of the buildings to permit taking pictures indoors. Shutter speeds of 1/25 and 1/100, with f/6.3 and faster lenses, will yield good negatives on Kodak Super-XX Film. For exhibits in which there is no motion, short time exposures may be made with the slower lenses.
Fountains — Lagoon of Nations: You'll want to snap several of these from different vantage points. A good way to do it is to position the camera from above and shoot from the railings. A color filter can be used to advantage at the fair. A deep sky tone will provide contrast.

Statues — Bas Reliefs — Murals: Your picture story of the Fair would not be complete without a few pictures of the statues. You may photograph your friends and relatives—by day or night. Don't miss the bas-relief, a photography lesson where you can take a picture in 1/10,000 second or a baseball crashin a pane of glass.

Farms in Midst of Fair: Cattle, chickens, ducks, and sheep roam about in typical rural settings. Snap them, the windmill, and the quaking lanterns. The rolling countryside is a huge canvas which blends realistically into the sky.

Eastman Garden: Interesting background settings are provided in the rear of the Kodak Building against which you may photograph your friends and relatives—by day or night. Don't miss the fast photography lesson where you can take a picture in 1/10,000 of a second or a baseball crashing a pane of glass.

Motor and Railroads: Each of these exhibits is easily worthy of several pictures. Be ready to click off a few views of the Fair itself, from a height; if you take the auto ride provided at one of the motor buildings.

U. S. R. T.: The Soviet Pavilion presents much to picture aside from general views which may be taken from varied positions. The huge stone statue the pylons call for a separate "angle" shot, as do the groups in front of each wing of this splendid building.

On Plaza of Lights: This delightful waterfall is one of a dozen shots for your camera on the Plaza of Lights. Directly opposite is another water subject, a series of lacy fountains against the curved blue facade of the City of Light Building. People in the picture add to its interest and realism.

High Spot Picture Subjects
There Are Hundreds More Awaiting Your Kodak

PICTURES AT NIGHT

STRIKING night pictures may be made with any camera equipped for "time," placed on tripod or solid support. With Super-XX film, exposures of from 10 to 20 seconds, with f/16, aperture by f/16, Super-XX film, relatively shorter exposure may, of course, be made with relative larger openings. With slow fast-lens "miniatures," slow snapshots can be taken.

For fireworks only, point camera toward display, open shutter on "time"; after burst close it, wind film.

British Pavilion: In addition to "long" shots there are chances for close studies of architecture, buildings. Don't miss the opportunity. Offered by the French, Belgians, and United States Pavilions.

The Kodak Building: This interesting bit of the Eastman Building which shows the tower, a great snapshot-fight by eleven feet, and the Tyrolean in the distance, was taken from Rainbow Avenue. There is also a good front view of the building farther along the avenue...from the front of the Puerto Rican Pavilion.

A Bit of Holland: This quaint old world setting on the Zulder Zee is easily worth a couple of pictures. It is just over the bridge as you approach the Play Centre or amusement area. There are costumed Netherlanders and a typical Dutch fishing boat.

The Goddesses: One of several "villages" in the amusement area which are excellent camera subjects—even the entrances. Inside there is much to take of the life, customs, buildings, and scenes represented. In some, outdoor costumed plays and dances are given.

The Court of States: There is much to take here—stately north, east, south and west are represented by beautiful buildings and distinguished architecture. This picture was snapped across the reflecting pool toward Independence Hall.

Marjor Old England: One of several "villages" in the amusement area which are excellent camera subjects—even the entrances. Inside there is much to take of the life, customs, buildings, and scenes represented. In some, outdoor costumed plays and dances are given.