

# Kodak

**COLOR**

**FILMS**

**PRINTS**

**ENLARGEMENTS**

**1953**



Reproduction of Kodachrome Enlargement 5 x 7



Reproduction of Kodachrome Enlargement 5 x 7

# Kodachrome Film

## for color with miniature cameras

Kodachrome Film is supplied in *two types*. Daylight Type for outdoor use, Type A for indoor use with flash or flood. In sizes for cameras using 135, 828, or 35mm. stereo films. Price of film includes processing and mounting color transparencies (if in standard size frames).

### KODACHROME FILM PRICES

Film No.	*List Price Per Roll
K135, K135A—20 exposures . . . . .	\$3.50
K135, K135A—36 exposures . . . . .	5.50
K828, K828A—8 exposures . . . . .	1.88
K335, K335A—20 stereo pairs . . . . .	4.75

\*Price includes processing and return by mail. For fast mail service, exposed film should be sent to laboratory by first-class or air mail. The addresses of Kodak Processing Laboratories and other details are given in the film instructions.

NOTE: See back cover for additional information on Kodachrome Film, Prints, and Enlargements.



Kodachrome transparencies from Kodachrome Film can be screen-projected and also used for making Kodachrome or Kodacolor Prints and Enlargements.

Kodacolor negatives can be made from 35mm. or Bantam mounted color transparencies.

EACH NEGATIVE 25¢



### KODACHROME PRINT

Reproduced in the popular 2X size, made on durable cellulose acetate base. From 24 x 36mm. and 28 x 40mm. transparencies.

EACH PRINT 50¢

# Kodacolor Film

## for color with most roll-film cameras...

Kodacolor Film comes in *two types* to fit most roll-film cameras. Daylight Type is for outdoor use; Type A for indoors with flash or flood. Price of film includes developing; Kodacolor Prints are extra (see next page).

### KODACOLOR FILM PRICES

Film No.	*List Price Per Roll
C127, C127A . . . . .	\$1.86
C620, C620A, C120, C120A . . . . .	2.14
C616, C616A, C116, C116A . . . . .	2.51
C828, C828A . . . . .	1.60

\*Price includes cost of development to color negatives, but not the making of Kodacolor Prints or Enlargements. Details are given in the film instructions.

All prices in this folder are manufacturer's list prices. They are subject to change without notice and include Federal Tax where applicable.



Kodacolor negatives from developed without add

### KODACOLOR PRINT

Actual size obtained from square negatives on 127, 620 or 120 film. Rectangular 127, 620 or 120 negatives yield 3 1/2 x 5-inch Kodacolor Prints.

EACH PRINT 37¢

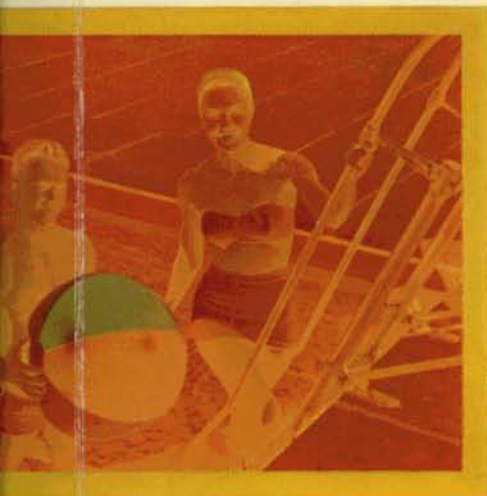


**PRINTS AND ENLARGEMENTS FROM COLOR TRANSPARENCIES**



YOU CAN GET . . .	Kodachrome Prints		Kodachrome Enlargements				Kodacolor	
	Standard Sizes		Standard Sizes		Special Sizes		Prints	Enlargements
FROM these sizes of color transparencies:	2X (2 1/4 x 3 1/4)	3X (3 x 4 3/8)	5 x 7	8 x 10	Up to and including 5 x 7	Over 5 x 7 up to and including 8 x 10	(3 1/2 x 5)	5 x 7
35mm. (24 x 36mm.) 828 (28 x 40mm.)	\$.50	\$.75	\$2.25	\$4.75	\$2.75	\$5.75	\$.37*	\$1.75*
35mm. (18 x 24mm.) (24 x 24mm.) and 35mm. stereo	.55	.85	2.75	5.75	2.75	5.75		
†Roll and sheet film up to and including 4 x 5 inches		.85	2.75	5.75	2.75	5.75		

\*Plus 25¢ for Kodacolor negative required for making first Kodacolor Print or Enlargement. See back cover.  
 †Note: Kodachrome Contact Prints are available from standard areas up to and including 4 x 5 inches. List Price, \$1.95.  
 Kodachrome Enlargements, 2 1/4 x 3 1/4 and 4 x 6 inches, are available from 8 and 16mm. Kodachrome frames respectively at \$2.75 each.



**KODACOLOR PRINTS**

All Kodacolor Prints are "oversize"—measuring 3 1/2 inches in width—the length dependent upon the negative proportions. Contact prints are not available.

Kodacolor Prints can be made from cropped negatives equal to smaller standard negative areas: 1 3/8 x 1 1/8, 1 5/8 x 1 1/8, 1 5/8 x 2 1/4, 2 1/4 x 2 1/4, 2 1/4 x 3 1/4. The cropped area should be indicated with masking tape. An addition-

al charge of 20 cents is made for the first print made from each cropped negative.

Kodacolor Prints are made from Kodacolor negatives only. The negatives are exposed-and-developed Kodacolor Film. Kodacolor negatives (at 25 cents each) can also be made from standard 35mm. (24 x 36mm.) and 828 (28 x 40mm.) mounted color transparencies.

**EACH PRINT 37¢**



**Kodacolor Enlargements, Standard Sizes**

Kodacolor Enlargements 5 x 7 and 8 x 10, when ordered without special instructions, are made from the largest area of the negative that can be printed to the desired size. Magnification in making Kodacolor Enlargements is limited to approximately five diameters. If the customer wishes to indicate the specific negative area to be enlarged, this can be done by following the instructions on the Kodacolor Enlargement Masking Guide, available on request.

Kodacolor Enlargements 5 x 7, each . . . . . \$1.75  
 Kodacolor Enlargements 8 x 10, each . . . . . 4.00

**Kodacolor Enlargements, Special Sizes**

Occasionally it is not possible to include all of the principal subject in a standard-size Kodacolor Enlargement of the size ordered. When this occurs, a special-size enlargement is made within the dimensions of the size ordered but using approximately the entire negative area. From 616 or 116 negatives, 4 x 7 or 6 x 10 enlargements will be made instead of 5 x 7 or 8 x 10. From 620, 120, or 127 negatives, 7 x 10 enlargements will be made instead of 8 x 10. From square negatives, 5 x 5 or 8 x 8 enlargements will be made instead of 5 x 7 or 8 x 10. The price of any such Enlargement is the same as that of the standard-size Enlargement ordered.

Prints from exposed Kodacolor Film are . . . . .  
 . . . . . out additional charge. Prints are extra.

## Kodachrome Enlargements, Standard and Special Sizes

• To make a full 8 x 10-inch standard-size Kodachrome Enlargement from a 35mm. (24 x 36mm.) or 828 (28 x 40mm.) transparency, it is necessary to crop a little from the long dimension of the picture. If it is not possible to include all of the principal subject in a standard-size Kodachrome Enlargement, a special-size Enlargement will be made using the entire slide area. The Enlargement will measure about 7 x 10 and will be charged at the special-size 8 x 10 price. Kodachrome Enlargements 5 x 7 from 35mm. (24 x 36mm.) or 828 (28 x 40mm.) transparencies that cannot be cropped will measure 5 x 7¼ inches and will be charged at the special-size 5 x 7 price.

Transparencies sent in for 5 x 7- or 8 x 10-inch Kodachrome Enlargements are generally cropped as necessary to produce such Enlargements. However, some square transparencies cannot be cropped without cutting off part of the principal subject. In such cases, 5 x 5- or 8 x 8-inch special-size Enlargements will be made.

Kodachrome Enlargements, Special Sizes, are also made in accordance with special cropping requirements. If cropping is desired, it should be indicated by a masking tape or a paper overlay.

**All genuine Kodachrome Prints or Enlargements are identified on the back as follows: "This is a Kodachrome Print (or Enlargement)—Made by Eastman Kodak Company."**

## Mounting of Transparencies for Printing

• Kodachrome 828 (28 x 40mm.), 35mm. (24 x 36mm.), and half-frame (18 x 24mm.) transparencies must be mounted in regular 2 x 2-inch slides (glass or standard cardboard slides). If they are received unmounted or in nonstandard mounts, a charge of ten cents each is added for mounting them in 2 x 2-inch cardboard mounts.

Transparencies 24 x 24mm. must be mounted by the customer. Stereo transparencies are acceptable in cardboard or glass stereo mounts. Sheet- or roll-film transparencies do not require mounting and *should not* be in glass mounts.

## Kodacolor Prints from Miniature Transparencies

• Kodacolor Prints 3½ x 5 inches (including borders) and Kodacolor Enlargements 5 x 7 inches can be obtained from 35mm. (24 x 36mm.) or 828 (28 x 40mm.) positive color transparencies.

A Kodacolor negative (at 25 cents list) is made from each color slide to be printed. Kodacolor Prints and Enlargements are made from these negatives at regular Kodacolor prices. This means that after the initial purchase of the Kodacolor negative, your customers can get 37-cent Kodacolor Prints slightly larger than the 75-cent Kodachrome Prints 3X. Any number of Kodacolor Prints and Enlargements (5 x 7-inch only) can be made from the same Kodacolor negative.

Send color slides for Kodacolor negatives, Prints, and Enlargements to Kodacolor Finishing Department, Building 65, Kodak Park, Rochester, N. Y.

**All genuine Kodacolor Prints or Enlargements are identified on the back as follows: "This is a Kodacolor Print (or Enlargement)—Made by Eastman Kodak Company."**

**IMPORTANT:** The making of Kodachrome Enlargements, Special Size, from 8mm. and 16mm. Kodachrome frames is not generally recommended. A strip of at least three frames must be cut from the roll and placed in a 2 x 2-inch mount. The picture should be evenly lighted and extremely sharp. The enlargements are rarely satisfactory if 8mm. frames are printed larger than 2¼ x 3¼ inches or 16mm. frames larger than 4 x 6 inches.

**NOTICE:** If color films are damaged or lost by us or any associate company, they will be replaced with unexposed film. Except for such replacement, films will be processed or otherwise handled without warranty, guarantee, or other liability of any kind. The dyes used in Kodak color films, prints, and enlargements, like other dyes, may change in time. These products, therefore, will not be replaced or otherwise warranted against any change in color.

*It's Kodak for Color!*

**Eastman Kodak Company**  
**Rochester 4, N. Y.**

"Kodak" is a trade-mark