

Was bisher geschah: Werbung der ersten Stunde

Ladies first oder: Kodak erfindet das Girl

Das Who-is-Who der Fotografen für Kodak

Flotter Strich: Die Illustration in der Kodak Werbung

Geschichte prägt die Welt. Und die Kodak Werbung!

"Nur" zur Erinnerung: Momentaufnahmen der Kodak Werbung

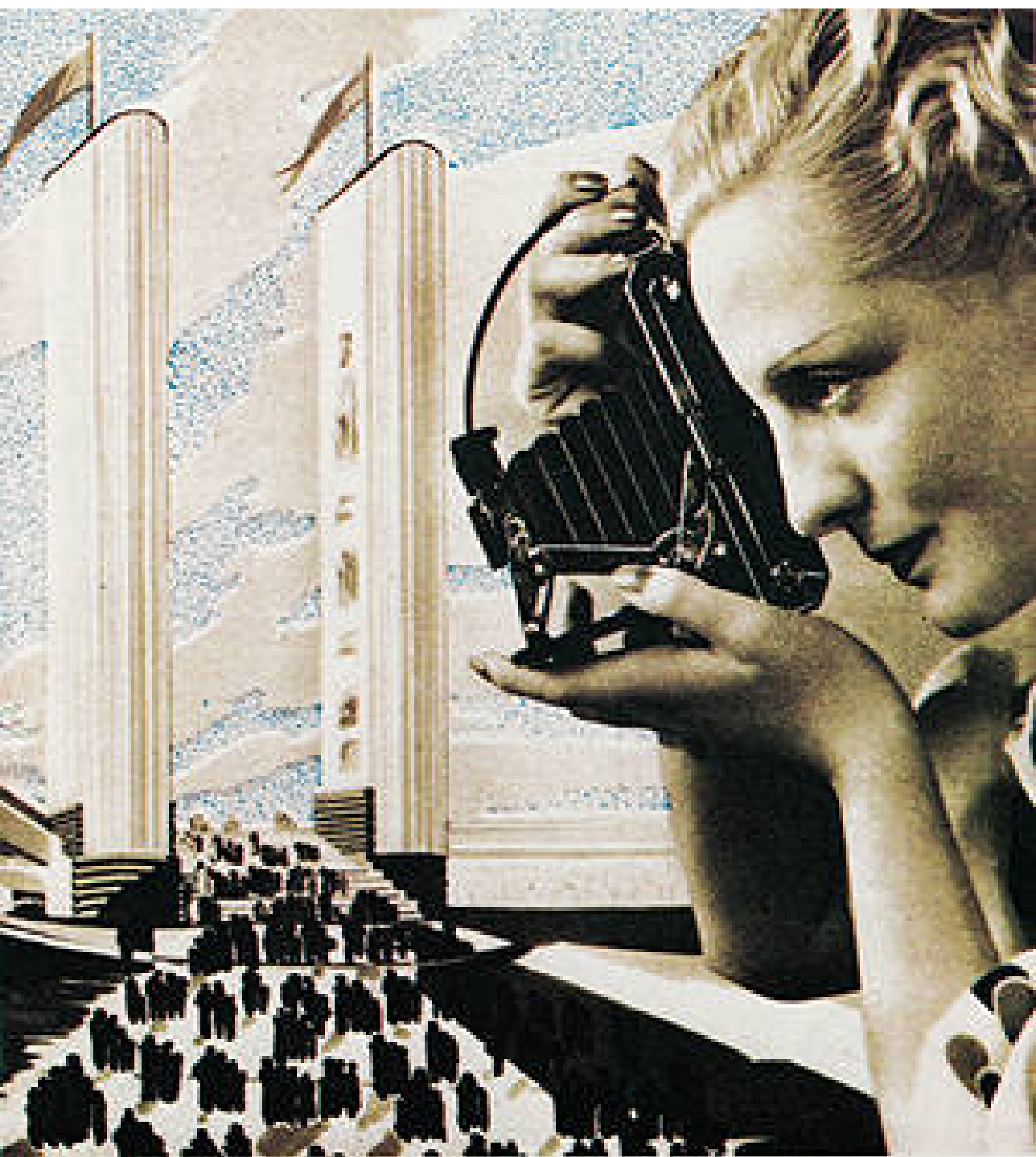
100 Jahre Kodak Werbung: Eine Motivauswahl

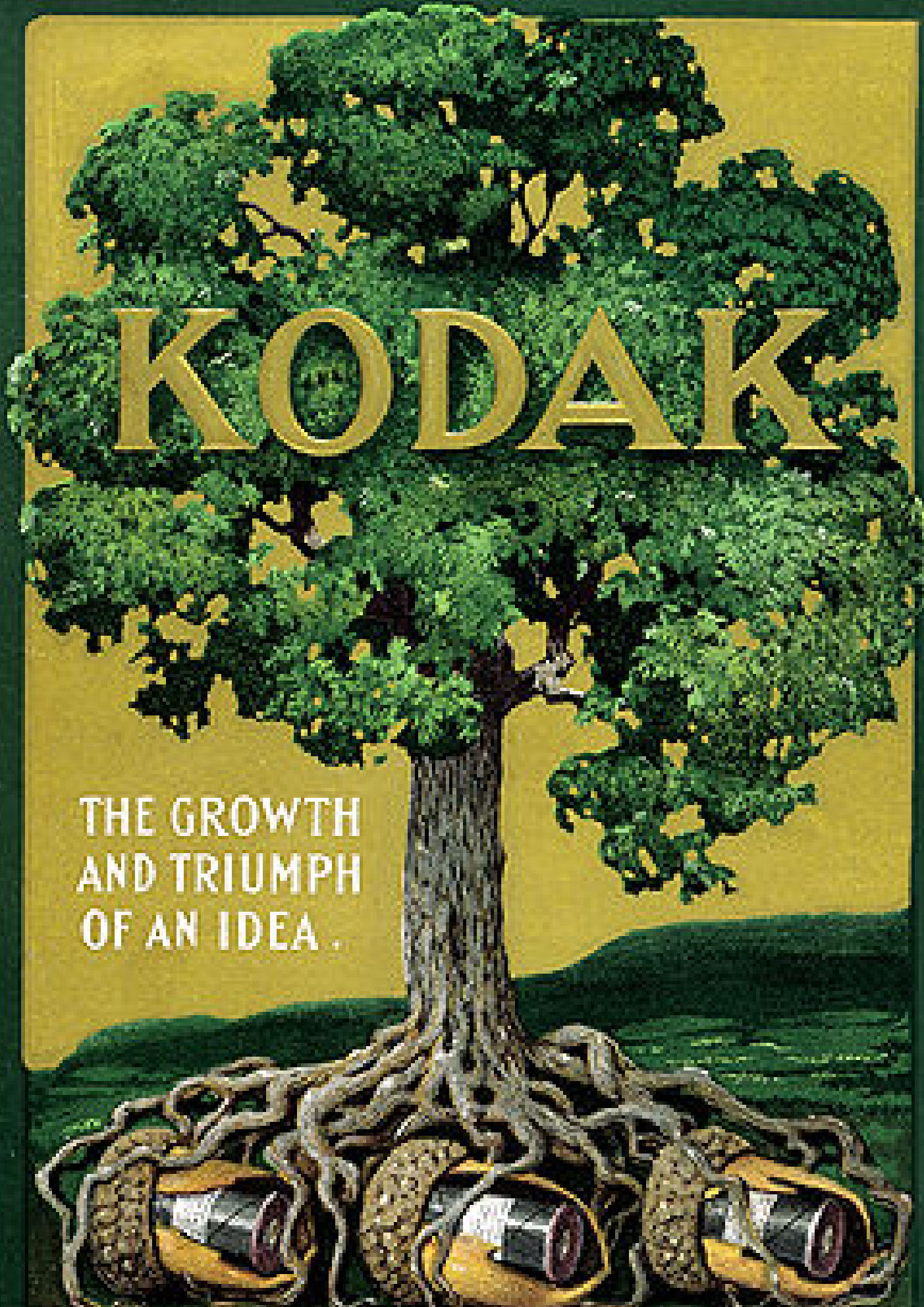
Kodak

für
Farbenphotos



Art Director





KODAK

THE GROWTH
AND TRIUMPH
OF AN IDEA.

1906



Kodak



BOY SCOUT KODAK



HERMANN
KODAK

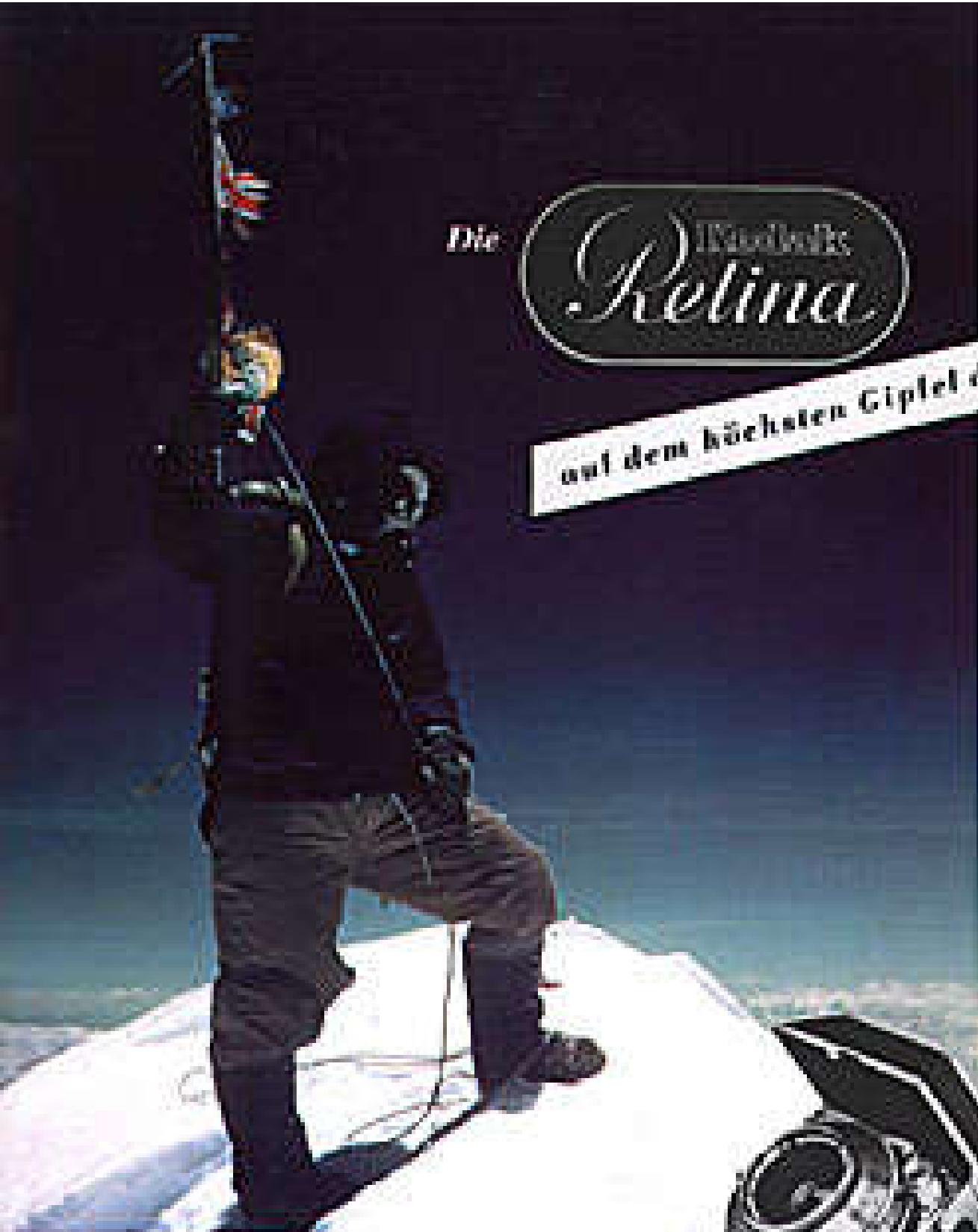


Für Ferien oder
Wochenende einen
»Kodak«

Die

Kodak *Retina*

auf dem höchsten Gipfel der Welt



Tenzing von Hillary auf dem Gipfel des Mount Everest am 29. Mai 1953, um 11.30 Uhr, aufsteigend. Welt copyright Hanser Verlag.

In der eisigen Kälte des Mount Everest wie in der tropischen Hitze des indischen Dschungels ist die RETINA jederzeit Ihre Pflicht und schenkt der Welt einzigartige Bildbeobachtungen von der historischen Besteigung des höchsten Berges der Welt. Gibt es einen überzeugenderen Beweis für die Güte dieser Kleinbildkamera, die durch die Konstruktion der KODAK A.G. auf einem vom Modell zu solcher Leistungsfähigkeit hergeleitet wurde, es sich auch bei den von den Expeditionen gebildeten besten Kameramännern vorzüglich bewährt. RETINA, die einst bei Photokameras gebräuchlich waren.



K O D A K A. G. S T U T T G A R T - W A N G E N

TOUJOURS VAINQUEUR



STANLEY A. DOBSON

EN BOITE JAUNE

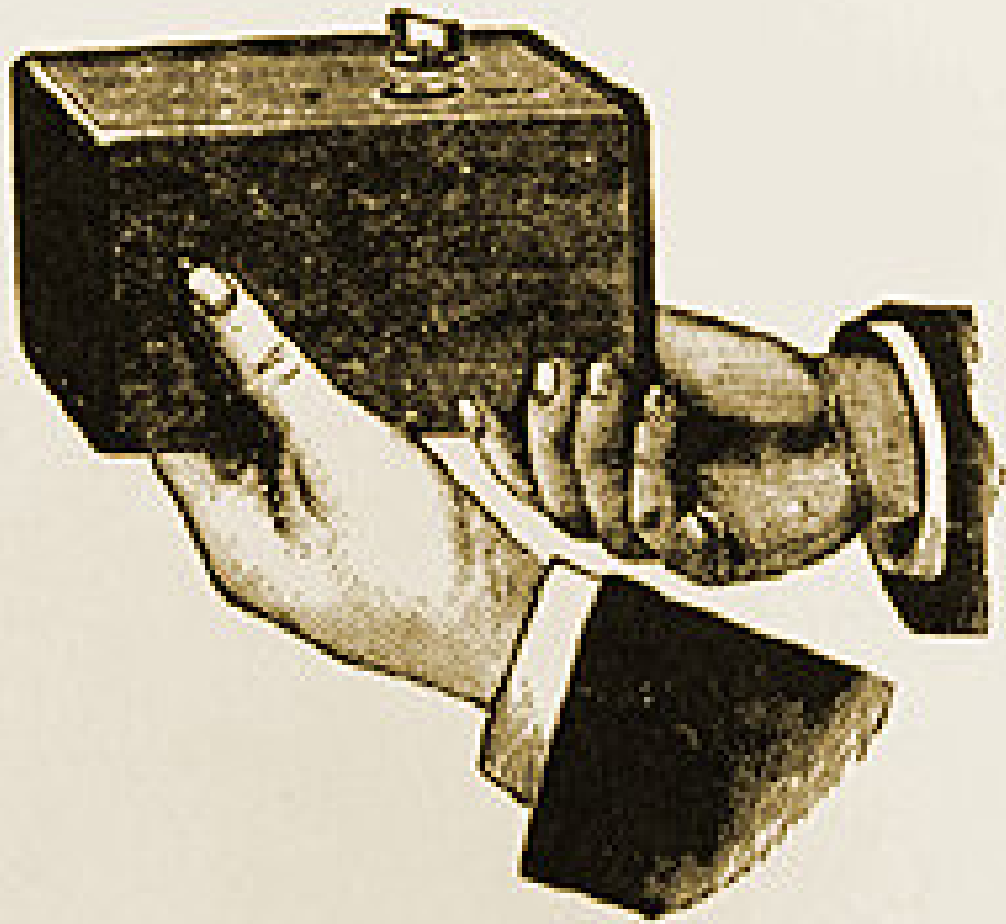
EN VENTE ICI

Das größte
Abenteuer des Jahrhunderts
wurde nur auf
KODAK Filmen festgehalten.

Die Apollo-Missionen auf dem Mond
wurden mit den besten Kameras
auf der Welt gefilmt. Und das
war nicht ohne Grund. Die Apollo-
Missionen waren das größte
Abenteuer des Jahrhunderts.
Und es wurde nur auf KODAK
Filmen festgehalten. Die Apollo-
Missionen waren das größte
Abenteuer des Jahrhunderts.
Und es wurde nur auf KODAK
Filmen festgehalten.

Kodak

Produkt
Glas

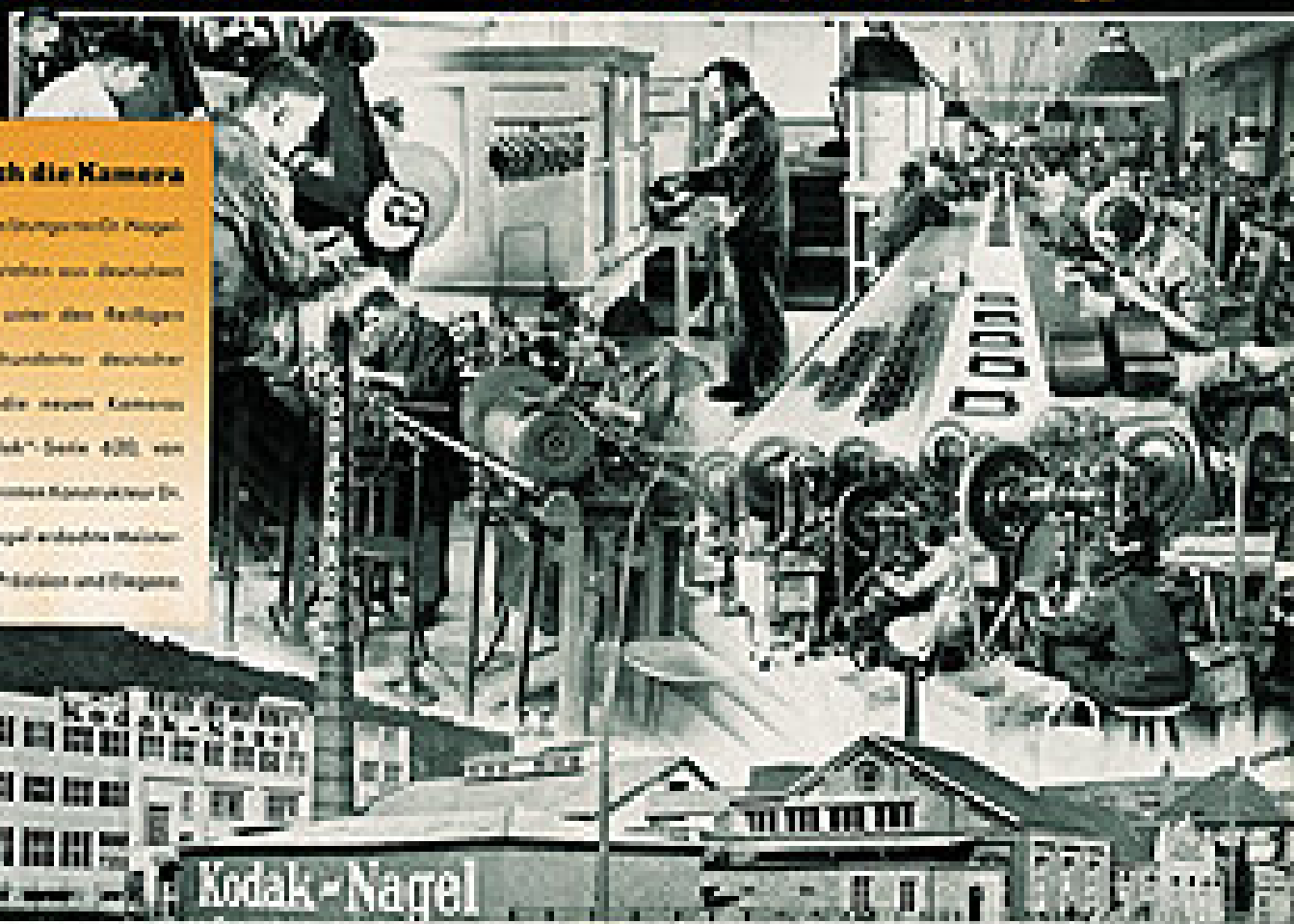


"You press the button
We do the rest"

Deutsch die Kamera

Deutsch die Kamera

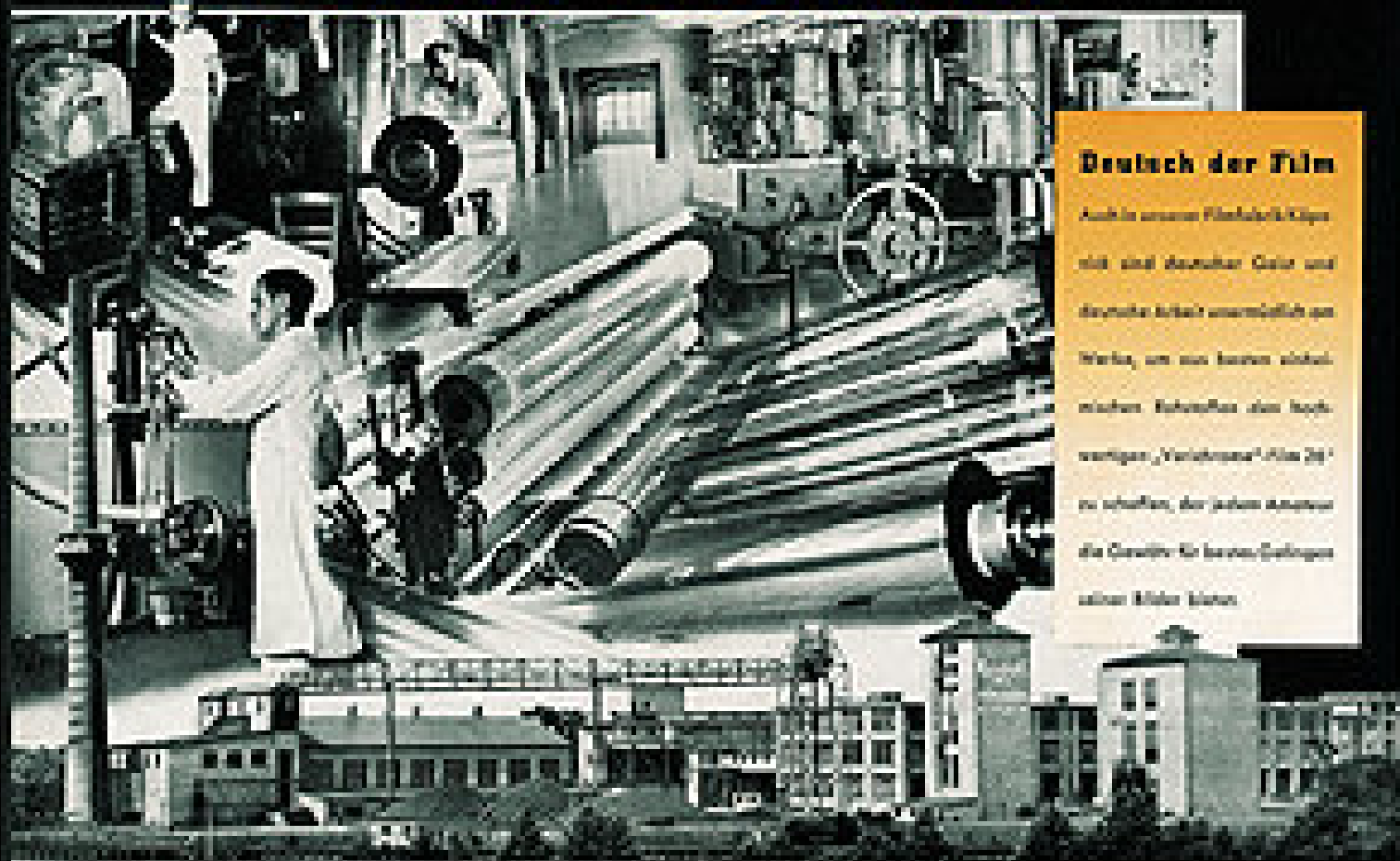
In unserem jüngsten Heft
"Welt" berichten aus deutschen
Kodak-Fabriken über die
Männer, die die deutsche
Arbeitskraft die neuen Kameras
der „Kodak“-Serie 400, von
dem bekannten Konstrukteur Dr.
August Nagel, in der Welt
verbreiten und tragen.



Deutsch der Film

Deutsch der Film

Aus der ersten Filmdruck-Klasse
sind zwei deutsche Filme und
drei deutsche Filme entstanden aus
Hamburg, um aus ihnen einen
neuen, bahnbrechenden Film
zu schaffen, der jedem Amateur
die Chance für einen Erfolg
gibt.



THE KODAK CAMERA



"YOU
PRESS
THE
BUTTON
WE
DO THE
REST."

AN APPROPRIATE WEDDING PRESENT

THE EASTMAN CO.

ROCHESTER, N.Y.

THE KODAK.

ANYBODY can use the KODAK. The operation of making a picture consists simply of pressing a button. One Hundred instantaneous pictures are made without re-loading. No dark room or chemicals are necessary. A division of labor is offered, whereby all the work of finishing the pictures is done at the factory, where the camera can be sent to be re-loaded. The operator need not learn anything about photography. He can "*Press the button*"—*we do the rest.*

Send for copy of KODAK Primer, with sample photograph.

The Eastman Dry Plate and Film Co.
Price, \$25.00. ROCHESTER, N. Y.





THE

KODIAK

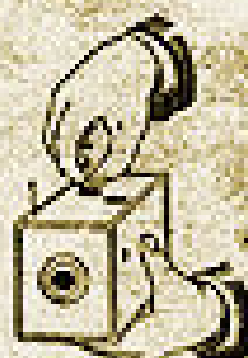
CAMERA.

*Silver Medal at Mississippi Convention
J. A. of A. for most important invention
of the year.*

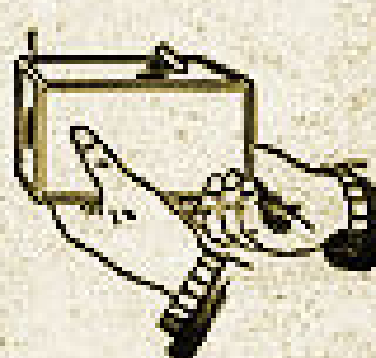
PHOTOGRAPHY REDUCED TO THREE MOTIONS.



1. Pull the Cord.



2. Turn the Key.



3. Press the Button.

And so on
for 100
Pictures.

ANYBODY CAN USE IT.

Size of Camera, $3\frac{1}{4} \times 3\frac{1}{2} \times 5\frac{1}{4}$ inches.

Weight, 1 lb. 10 oz.

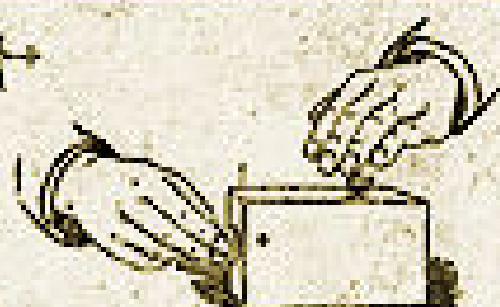
Size of Picture, $2\frac{1}{4}$ in. diameter.

PRICE, \$25.00.

Price includes hand-sewn sole leather Carrying Case,
with shoulder strap and film for 100 exposures.

PRICE

For Developing, Printing and Mounting 100 Pictures,
including spool 100 film for re-loading Camera. \$10.00
Spool for re-loading only 2.00



Unwinding for First Exposure.



THE EASTMAN DRY PLATE AND FILM CO.,

25 Oxford Street, London.

Rochester, N. Y.



**All Out-Doors
Invites Your Kodak**

EASTMAN KODAK CO., Rochester, N. Y., *The Kodak City*



Kodak



At the moment—the fun of picture taking—afterward the joy of possession. There's all this for those who keep the personal story of their outings with a

KODAK

Catalogue free at your dealer or by mail.

EASTMAN KODAK CO., Rochester, N. Y., *The Kodak City.*





SMALL *Cameras*
BIG *Pictures*

KODAK



KODAK

VERICHROME

FILM



K O D A K





Fred M. ...

© 1941 Kodak ...

Pour choisir votre



“Kodak”



KODACHROME transparencies for projection and reproduction ushered in true full-color photography. The related Minoxcolor and Kolorachrome processes yielded the first direct photographic color prints and enlargements. Now Kodacolor has contributed the long-sought full-color snapshots on paper from negatives made with ordinary roll-film cameras. Together these Eastman processes signal a brilliant new era in photographic history. Eastman Kodak Company, Rochester, N.Y.

IT'S KODAK FOR COLOR

Kodak



"You don't know, darling, what this snapshot means to me"

Keep looking for the
Kodak yellow box with
the checkered stripe.



◆ Something to keep, and look at often... Snapshots are important to so many people. Anything which makes them better is important, too. Kodak Verichrome Film does this. It gives you pictures in cloudy weather or in shade as well as in sunlight. People needn't be posed, or squint into the sun. You get their natural expressions, true to life. Try Verichrome for your next pictures... pictures someone will want to keep. Eastman Kodak Company, Rochester, New York.

KODAK VERICHROME FILM



“Oh, chéri, toute la vie nous garderons cette photo”

Un simple instantané... rien qu'un petit carré de papier, mais qui sera devenu toute la douceur du plus adorable bébé du monde... votre bébé tel qu'il est aujourd'hui et qui demain ne sera plus le même.

Toute la vie, vous conserverez cette image. Elle a tant d'importance pour vous. Vous ne pouvez jamais échanger les brèves et fugitives de la première enfance... mais en gardant délicatement le souvenir de cet

Les instantanés sont tellement précieux que vous ne pouvez pas vous passer de la célèbre “Vraie Image” de Kodak. La “Vraie Image”, par sa technique unique et son incomparable rapidité, double vos chances de succès et vous gardera les beaux d'expansion. Kodak Polaroid S. & F., 11, rue François I^{er}, Paris.

Prenez IMMEDIATEMENT les photos qui vous seront chères. DEMAIN, les instantanés les plus précieux seront les “Kodak” que vous aurez pris.

Kodak



Your snapshots will always remember...

The liking for each other, and the laughter... the words that meant so
little... and meant so much... those first steps into the wonderful future...
snapshots will bring it all back. They'll keep precious memories for
you always.

All the world has learned that the surest way to get great snapshots
is to use Kodak Film. It makes your camera a better camera...
Kodak Kodak Company, Rochester, U.S.A.

*The snapshots you'll want tomorrow,
you must take today*



For bright and clear snapshots
Kodak Ektachrome Film

For soft and gentle snapshots
Kodak Ektachrome Film



Goldfinch



Northern Parula Warbler

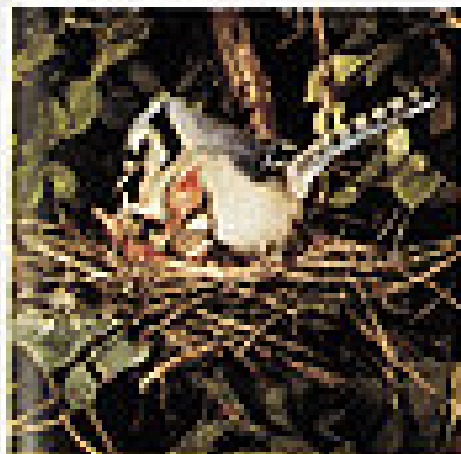
It is a pleasure to share with you these enchanting bird studies made on Kodachrome Film by Elliot Porter . . . You yourself will find an excursion into color an exciting, satisfying experience. Try it—anywhere, any time.

You'll be delighted with what you get.

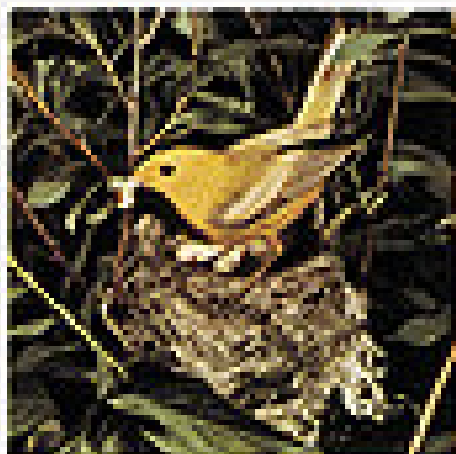
Kodak color includes Kodachrome Film for most miniature, short-film, and home-movie cameras . . . Kodacolor Film for most roll-film cameras . . . Kodak Dektachrome Film for processing in your own darkroom.

Information on bird photography available on request

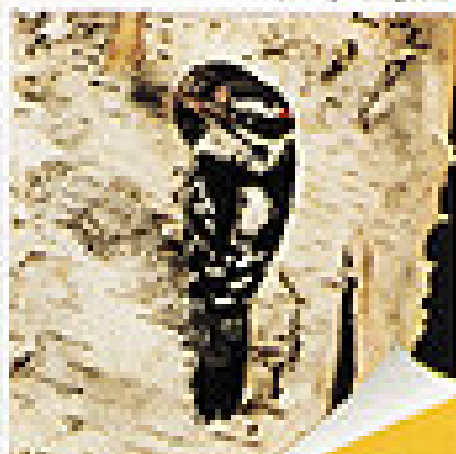
It's Kodak for Color



Blue Jay



Yellow Warbler



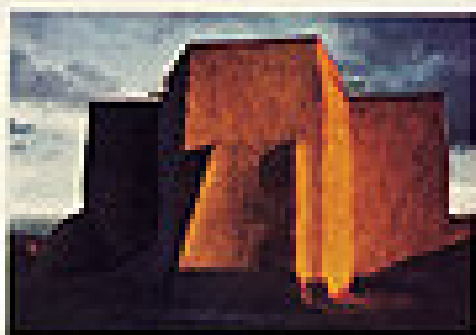
Downy Woodpecker

Kodak



Yosemite National Park—Cloud shadows are used to separate groups and give added depth to the picture.

Ansel Adams' America...in Kodak Color



El Capitan, El Capitan, El Capitan—El Capitan

FOR YEARS Ansel Adams has been living in Yosemite, conducting a school of photography in San Francisco . . . and making magnificent pictures without end. He holds a Guggenheim Fellowship Award, with the mission of depicting the National Parks of America.

To his mastery of the photographic technique Adams adds a rare sensitivity to nature. He has a deep and instinctive understanding of the plains, river valleys, mountains, forests,

Kodak

Kodak
It's what's inside that counts



Keep Christmas in snapshots

More than ever, this Christmas will be a day for snapshots; now you can take them either indoors or out . . . in black-and-white or its beautiful full color.

For indoor pictures, use a flash camera, or most any camera plus an inexpensive Kodak Photo Flasher. Now is a good time to get ready—with flash bulbs and an ample supply of Kodak Film. . . Remember, the snapshots you'll want tomorrow, you must take today.

Estimate Kodak Company, Rochester 10, N. Y.

A Kodak Camera is the "wanted" gift, and so is Kodak Film

For the best color snapshots
Kodak Vericolor Film

For the better snapshots
Kodachrome Film
(Developed Type A)



Kodak

Schutzmarke
seit 1888



Ihre Kindheit lebt weiter . . . weil jemand knipste.

Auch heute—wie an jedem Tag
seit 1888—werden auf der ganzen Welt
die meisten Photos mit Kodak-Cameras
und auf Kodak-Film gemacht.

*Hervorragende Farbaufnahmen gelingen stets mit
der Kodak—"Retina" auf Kodachrome-Film.*



KODAK AKTIENGESELLSCHAFT • Stuttgart-Wangen



*Modell – gut
* Film – gut
Fotograf – gut
Bier – gut
Alles – gut*

** Pellicule **KODAK T MAX** – tout va bien.*

Der Mann: F.C. Gundlach. Der Film: von Kodak.



Er ist einer der deutschen Fotografen erster Klasse. Hier bei der Arbeit am großen Hofbismarckstift der Zeitschrift «Brigitte».

Er verwendet dabei den Farbfilm erster Klasse, denn solche Projekte vertragen kein Risiko.

Ist es nicht eigenartig? Überall auf der Welt, wo die Besten um die besten Ergebnisse ringen, werden Filme aus der gelben Packung eingelegt – Filme von Kodak.

Kodak Filme
- oder leben Sie Probleme?

Kodak

KODACOLOR GOLD FILM.



Jetzt ist das Rot rotter,
das Gelb gelber,
das Blau blauer und
das Grün grüner.
Der neue
KODACOLOR GOLD
Film zeigt die
beste Welt in Ihren
schönsten Farben.

DAS FARBWUNDER.





Kodacolor M1 100 Film.
Ideal für
Hobbykameras.



Kodacolor M1 200 Film.
Ideal für
Hobbykameras.



Kodacolor M1 400 Film.
Ideal für
Hobbykameras.



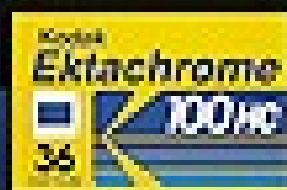
Kodacolor M1 1000 Film.
Ideal für
Hobbykameras.

KODAK hat Filme, die besser sehen als das menschliche Auge.



WER IDEEN HAT,
HAT ZUKUNFT.



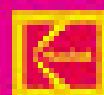


Der neue High Color Diafilm.

**KODACOLOR GOLD Filme sehen Augenblicke
besser als der Mensch.**



KODACOLOR GOLD
Filme sehen die
beste Welt in Ihren
schönsten Farben
so scharf und
detailliert, daß
unsere Augen viel
davon lernen kann.





“Oh, chéri, toute la vie nous garderons cette photo”

Un simple instantané... rien qu'un petit carré de papier, mais qui sera devenu toute la douceur du plus adorable bébé du monde... votre bébé tel qu'il est aujourd'hui et qui demain ne sera plus le même.

Toute la vie, nous conserverons cette image. Elle a tant d'importance pour vous. Vous ne la perdrez jamais: c'est ainsi les braves et loyales de la première enfance... nous en gardons délicatement le souvenir à vie.

Les instantanés sont tellement importants de votre temps de vous que avec la célèbre "Vox" de Kodak. La "Vox" est la plus petite, la plus légère, la plus facile à utiliser, double son champ de vision et vous garderez les images d'exception. Kodak Polaroid S. & J., 11, rue François I^{er}, Paris.

Prenez **AMUCHETTI** les photos qui vous seront chères. **DEMAIN**, les retrouverez à coup sûr avec une "Kodak". Sur 20 rue de la République.













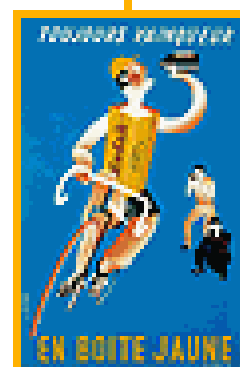
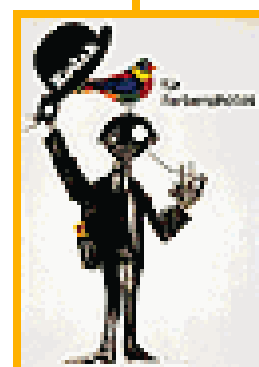
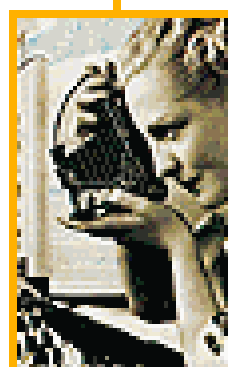
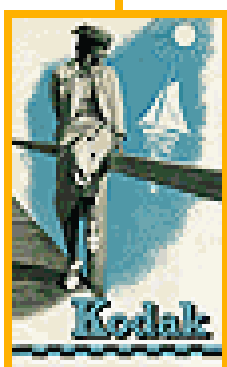
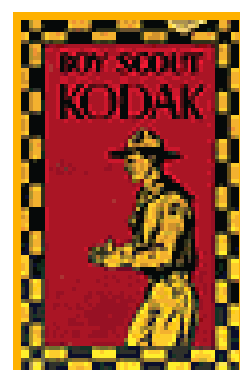
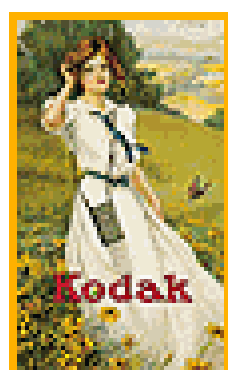
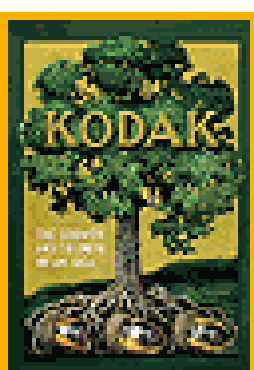


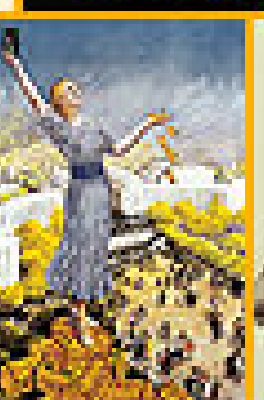
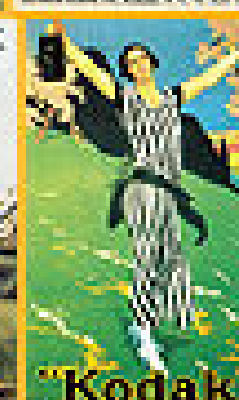
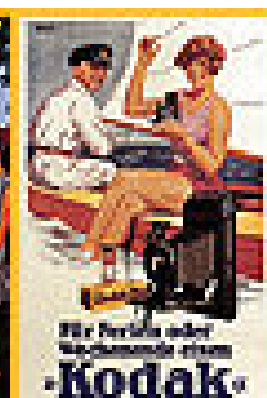
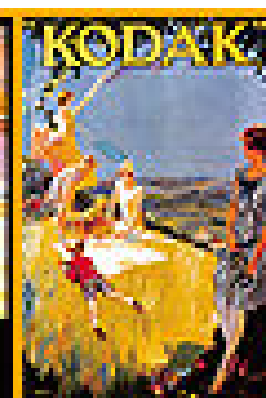
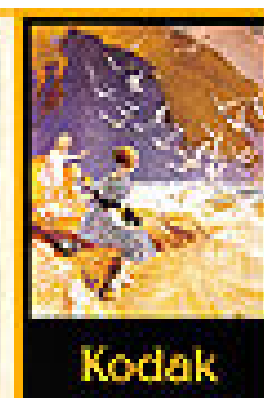
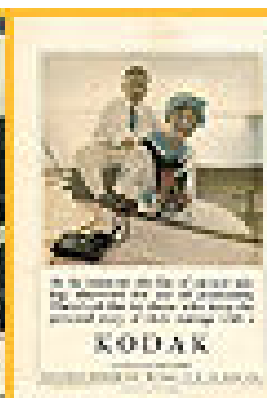
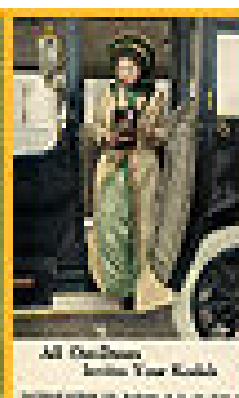














Christmas Tree

For many people, the Christmas tree is the centerpiece of the holiday season. It is a tradition that has been passed down for generations. The tree is usually decorated with lights, ornaments, and garlands. Some people also hang stockings and a star on top. The tree is often placed in a living room or a dining room. It is a symbol of hope and joy during the winter months.

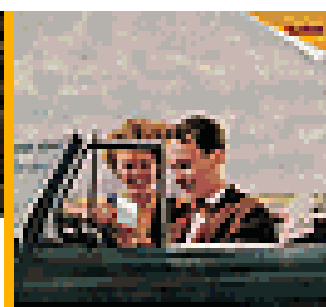






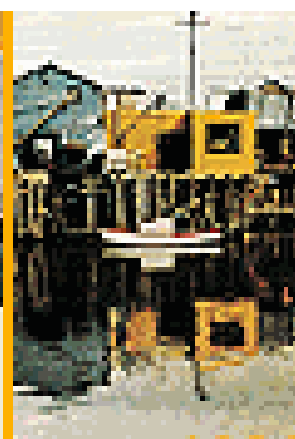




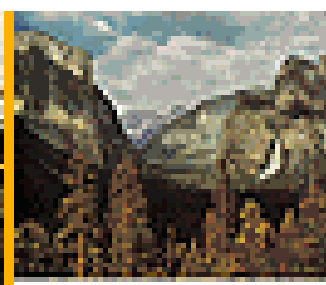
For a special day...

...the perfect gift is a Kaffee Kaffee. It's a delicious, aromatic coffee that's perfect for any occasion. Whether you're looking for a gift for a friend or a special treat for yourself, Kaffee Kaffee is the answer. It's a coffee that's made with the finest beans and brewed to perfection. It's a coffee that's perfect for any occasion.

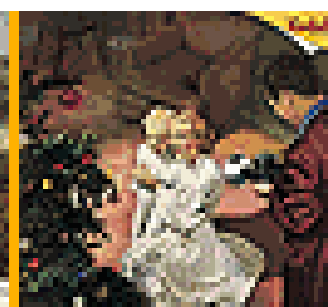
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For a special day...

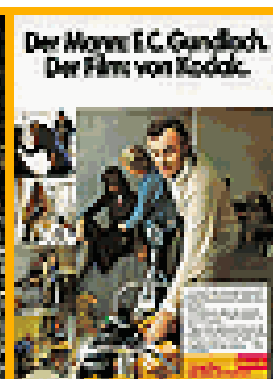
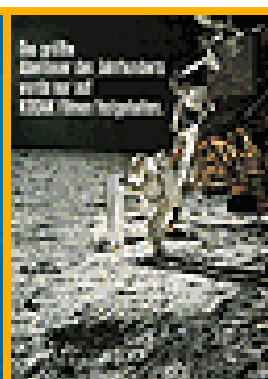
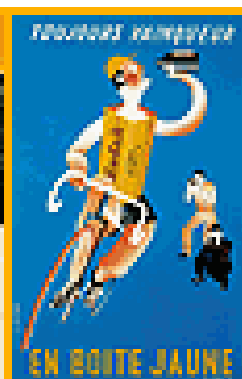
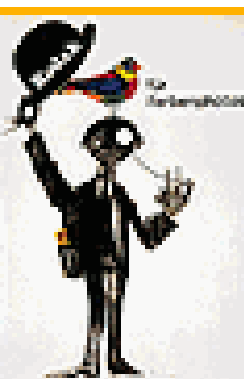
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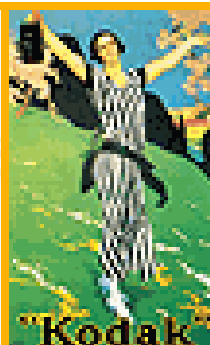
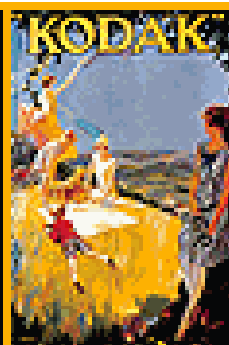



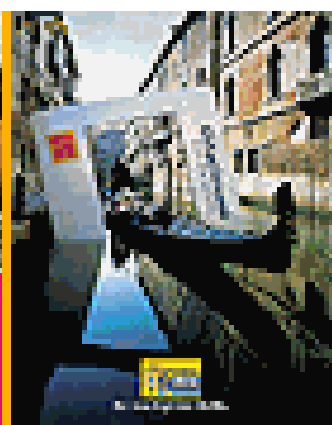
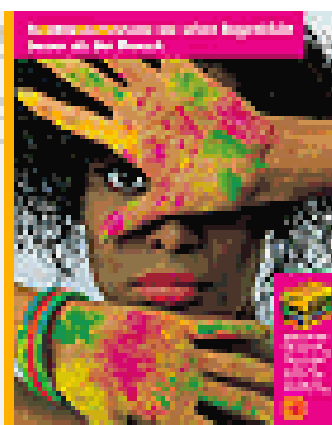
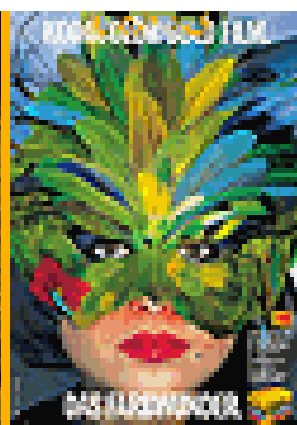
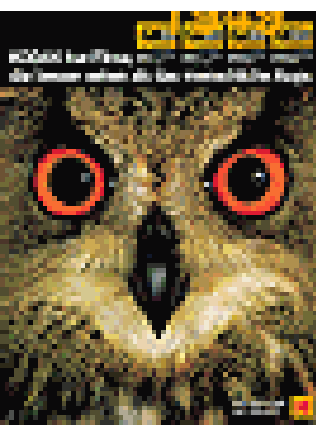
For a special day...

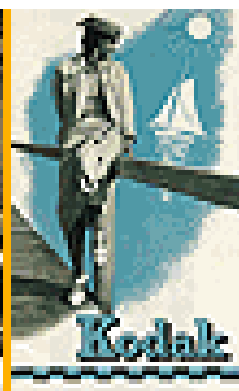
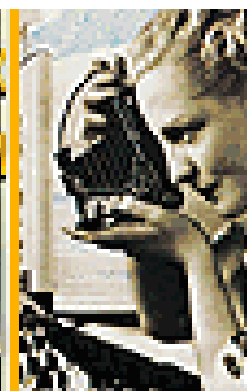
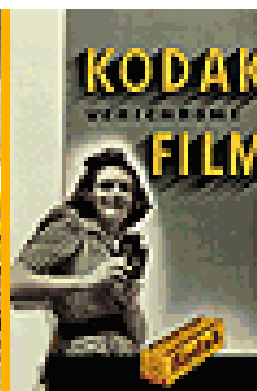
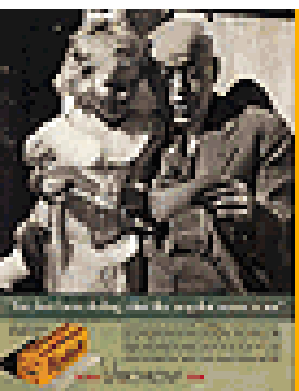
...the perfect gift is a Kaffee Kaffee. It's a delicious, aromatic coffee that's perfect for any occasion. Whether you're looking for a gift for a friend or a special treat for yourself, Kaffee Kaffee is the answer. It's a coffee that's made with the finest beans and brewed to perfection. It's a coffee that's perfect for any occasion.











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