

G. EASTMAN  
KODAK CO (Eastman Kodak Co)  
Film list.

Eastman Kodak Company: Pamphlets

## IMPORTANT NOTICE.

### Dating Film.

ROCHESTER, N. Y., July, 1894.

*To Our Customers:*

In order to more fully protect our customers, and make sure of their getting film not more than six months old when purchasing, we now label each package with the date beyond which it will not be replaced in cases of deterioration, thus:

**30 SENSITOMETER.**

**This Film must be used  
before February 1st, 1895.**

This system is proving perfectly satisfactory as customers can tell at a glance just how much time remains in which to use the film. After the date on the label, film should not be put to any important use without testing.

Film that is incapable of making good negatives will always be replaced free of charge, *provided it is returned to us prior to the date on the label.* But no film will be exchanged simply because it has become old on the customer's hands.

Recognizing the fact that films, like all highly sensitized products, are liable to deteriorate to a greater or less extent with age, we have established the above rules for the protection of consumers of, dealers in and manufacturers of Eastman's Transparent Film.

Nearly One Year Ago we adopted the above system of dating each package of film. Since that time not a single case of "slow" film has come to our knowledge and uniformly successful results have been obtained. Without a doubt four-fifths of the trouble experienced with our film in former years was due to its being kept for an unreasonable time before using. The new system obviates this, and is meeting with the approval of prominent users and dealers the world over. It has checked the tendency to keep film over from season to season and has thus reduced the number of complaints to a minimum.

**If You Fail to Get Good Results** with film that is not over six months old you can be pretty sure the fault lies somewhere else besides in the film. Before condemning it look your camera over. Make sure that the lens is clean; that you have not been making snap shots with too small a stop opening, or that there is not something else the matter with your instrument. If you cannot find the trouble write to us, or better still send on the film, and let us test it. *We know that our film is as nearly perfect as such a highly sensitized product can be and we want you to know it.*

**“PLATES SHOULD BE DATED.”**

In the December 22nd number of the *British Journal of Photography* is a letter from Mr. Alfred Watkins commenting upon our system of dating films. Mr. Watkins is the inventor of the famous Watkins' exposure meter and has probably a greater experience than anybody else in testing the sensitiveness of dry plates. He says :

*“ To the Editor :*

SIR:—I have recently received a roll of this film from the United States, with a number of various brands of plates for speed testing. The point of interest is that this package—dated October, 1893,—bears the following printed warning: '20—Sensitometer. This film must be used *within six months* from date hereon.' Probably this is the first instance of a maker making reference to the non-keeping quality of a gelatine emulsion.

In justice to films, however, I may state my decided opinion that all the different brands of 'the quickest plate made' sold in England ought to be labeled in a similar manner. I find most of them are deteriorated after six months' keeping. I am, yours, etc.,

ALFRED WATKINS.”

*Hereford, December 16, 1893.*

Mr. Watkins thus sustains our claim that *sensitized products do deteriorate* with age, and evidently believes, with us, that six months is the limit of time that either plates or films should be expected to retain their speed and quality. Beyond a doubt much of the trouble heretofore experienced with films has been caused by their being kept for an unreasonable time before using. People who were unfamiliar with the facts in the case have unfortunately been in the habit of keeping films over from season to season, dissatisfaction being too frequently the result. We believe that with our new system of labeling all packages, this trouble will be entirely overcome.

Respectfully,

**EASTMAN KODAK COMPANY**

## Dated Film. How it Succeeds.

### Dated Film is What We Want.

EASTMAN KODAK CO.,  
Rochester, N. Y.

*Gentlemen:*

I have just finished developing four hundred and forty-eight 4 x 5 Eastman films (dated). I am more than pleased to say that every one was perfect. The Eastman dated film is what we want.

Owosso, Mich., Jan. 27th, 1894.  
Yours respectfully,  
H. A. COSSITT.

### It's Only Fault is Now Removed.

I am and always was a user of your film and find it excellent. The only fault I have to find is that it does not have the date of the emulsion, so I never know whether I receive old or new stock when I am buying in New York.

COLLEGE POINT, N. Y., Jan. 6th, 1894.  
HERMAN BUCHER, Jr.

### Commends Dating Film.

I think your plan of dating the film with the expiration date of the six months the best yet. I am one of the fortunate ones who never had any bad film.

ROME, N. Y., Jan. 23d, 1894.  
F. B. HODGES.

### Success Easy With The New Film.

EASTMAN KODAK COMPANY,  
Rochester, New York.

*Gentlemen:*

Your new film seems to me to be perfect. On a recent trip to Florida, I took my No. 4 Kodak with me, and my son, a lad of eleven years, took along his No. 2 Kodak. I secured seventy-six first-class negatives, sharp, clear and full of detail, each one a perfect gem. My son did nearly as well, getting seventy-two splendid negatives. Our percentage of failures was practically naught, and what few failures we had were not in any respect chargeable to the film. Though an amateur I readily learned to operate the Kodak and had great success from the start. With the film you are making, success is easy to the novice, especially if he only presses the button and lets "you do the rest."

June 23, 1894.  
Very truly yours,  
J. N. BECKLEY.

### Sell it With Confidence.

THE EASTMAN KODAK CO.,  
*Gentlemen:*

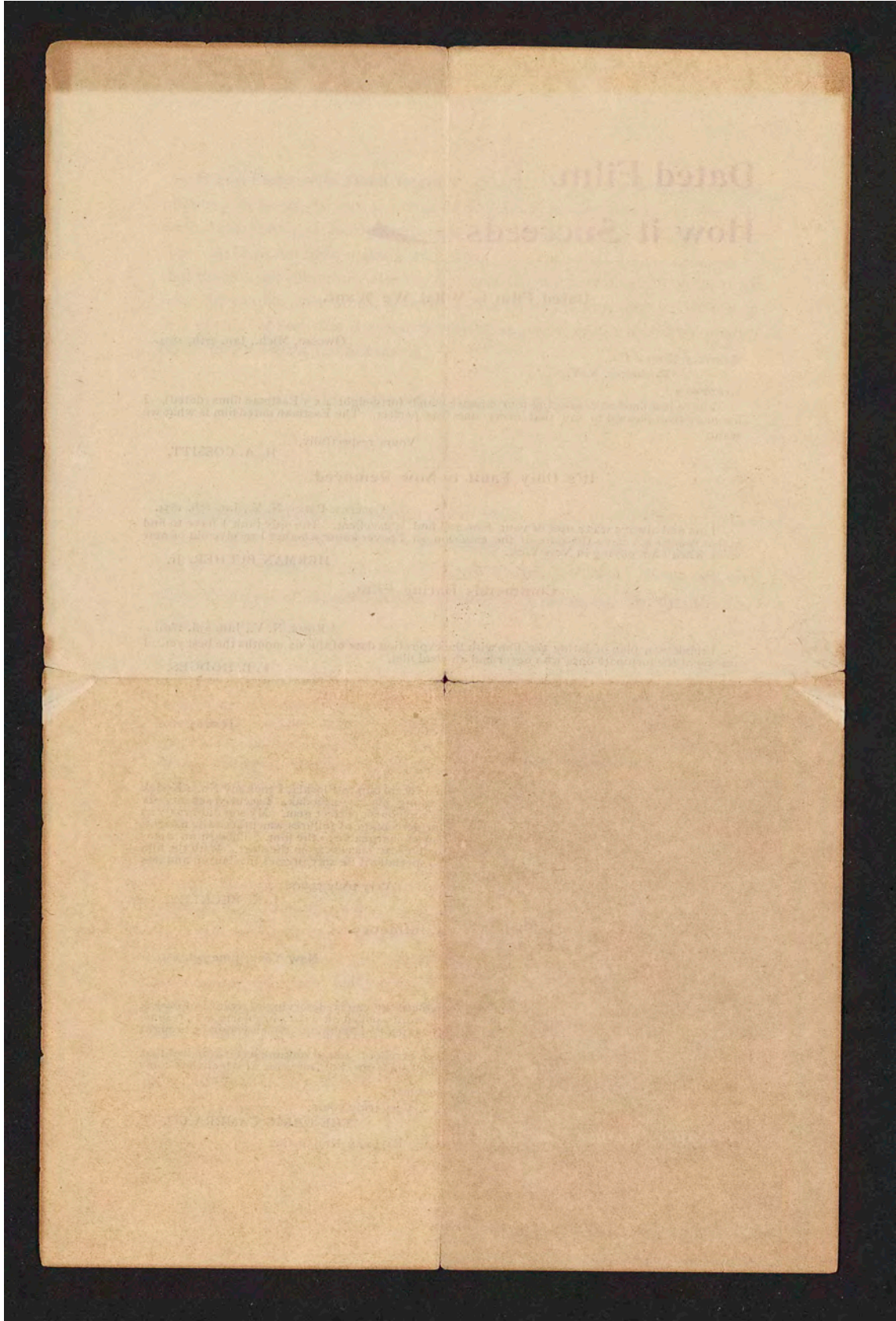
The excellent quality of film now being produced by you is deserving of a word of praise, and as it is usually not unpleasant to hear a good word spoken of us or our efforts, we presume that the expression of our appreciation of the high state of perfection to which you have brought this film, will not be amiss.

During periods in the past this product has been excellent, but at no time has it equalled that of the present, or in fact any that you have marketed since July\* of last year, at which time complaints and trouble regarding it ceased.

It is with confidence we now offer it to our customers.

Very truly yours,  
THE OBRIG CAMERA CO.

\* The time at which we began dating the film.-- EASTMAN KODAK CO.



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