The
Kodak
Primer.
Kodak
Trademark, 1888.

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THE EASTMAN DRY PLATE AND FILM CO.,
Rochester, N. Y.,
1888.

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Kilbourne Tompkins,
49 Liberty St., N. Y.
The Kodak.

THE KODAK is a Camera that has within it the material for a hundred Photographic Negatives.
THE KODAK SYSTEM is the separation of the work that anyone may do, in making a Photograph, from the part that only an Expert can do.

To furnish anybody and everybody, (man, woman and child,) who has sufficient intelligence to

point a small box straight and press a button,

the material that will make a hundred fine Negatives.

Beyond that to do the other work necessary to develop the negatives and print photographs from them.
All this has been accomplished, however, and is ready for you to enjoy.

With the Kodak you can picture nearly everything your fancy determines.

It is no larger than an ordinary field glass, and you can carry it with you from your house to your store or office and catch the incidents of daily life; you can journey with it for days, weeks and months and secure for future pleasure and reference the scenes that impress and interest you.
With the Kodak you can re-live:
Your wedding trip;
Your summer in the Catskills, White Mountains, Adirondacks, at the Seashore;
Your trip abroad; scenes on ship board, in Great Britain or on the Continent;
Your visit to California;
Your bicycle journey,
Your winter in the South.
The Kodak System removes from the practice of Photography the necessity for exceptional facilities, so that anyone may take photographs without need of study, experiment, trouble, dark room, chemicals and without even soiling the fingers.
SUCH a division of labor has never been attempted before in the Art of Photography, and to render the plan practicable, it has been necessary to invent new material as well as apparatus. Four important inventions are embodied in the KODAK:

The Kodak Sensitive Flexible Film on which the negatives are made;
The Kodak Roll-holder for feeding the band of sensitive film into place behind the lens;
The Kodak Lens always in focus, requiring no adjustment;
The Kodak Revolving Instantaneous Shutter, opening and closing the lens.
FOR A NOVICE to be able to make a photograph of fair quality in this way and by these simple instrumentalties and this division of labor would have been a remarkable feat; but to make the finest quality of photographs in this way is wonderful.
When you have finished the simple part allotted you, in making the hundred negatives, we will relieve you of the burden of completing them and fill the KODAK with another band of sensitized film, to be repeated as often as you like.
The Kodak as a Present.

The novelty, beauty and usefulness of the Kodak renders it especially appropriate as a gift on a wedding, holiday or other occasion.

In order that the present may be a complete one, we issue for ten dollars a certificate good on presentation, covering the reloading, development and finishing the pictures.

The Eastman Dry Plate and Film Co.,
Rochester, N. Y.

Branch, 115 Oxford St.,
London.
T
dese photographs were made with the Kodak.

You can make as good if you are able to

hold the camera steady for a fraction of a second, point it toward the object, press a button,

That is all that is required of you—the rest we will do.
With it can be photographed

Moving objects,
Still objects,
Objects indoors,
Objects outdoors,
Buildings,
Machinery,
Scenery,
People,
Portraits,
Groups,
Animals,
Anything,
Everything.
This shows the Interior construction of the Kodak.
The Kodak will be sent C. O. D., with privilege of examination, to any Express office East of the Mississippi River.
WHEN you have made the hundred exposures for which the Kodak is prepared, send it by mail or express to

THE EASTMAN DRY PLATE AND FILM CO.,
Rochester, N. Y.

We will remove the exposures, reload it with a fresh spool of sensitive film, develop the exposures and print and finish one photograph from each negative, and return to you; or you can remove the spool of film yourself and send it by mail to the company.
The price of the KODAK filled is, including hand-stitched sole-leather case with shoulder strap, - $25.00.

After the exposures are made we will do all the work, supply the material and furnish 100 pictures for - 10.00.

The above price includes refilling the KODAK. The pictures will be finished like sample in this book.
While this primer is in the main addressed to persons who may never have thought of attempting to make photographs, the KODAK is equally adapted to the use of Professionals and Amateurs, as it will do work that can be done with no other Camera.

The offer to develop negatives and make photographs by THE EASTMAN COMPANY, and so relieve purchasers of trouble, expense and study is one of the great features in the KODAK system. But anyone who desires may learn to finish his own photographs and will be furnished with a Manual of Instructions, to aid him in so doing.

A complete outfit consisting of utensils and materials for developing KODAK negatives and printing 100 photographs will be furnished for $10.00. Extra spools of film, each $2.00.