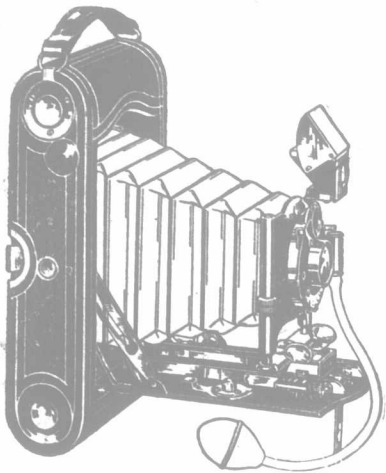


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means photography with the bother left out—means that the once difficult processes have been so simplified that you can readily take good pictures by following the perfectly simple directions that accompany each camera.

The Kodak Advantage

Kodaks load in daylight; plate cameras require plate holders which must be loaded in a dark-room. Kodak films are light; glass plates are heavy; Kodak films are non-breakable; glass plates are fragile. Kodak films may be developed in a dark-room but are preferably developed in the Kodak Film Tank in broad daylight. Glass plates must be either developed in a dark-room or loaded into a tank in the dark-room—the film cartridge system is the only practical means of entirely eliminating the dark-room. You may easily develop your own films or may send them by mail for development. Sending glass plates by mail is risky.

With a Kodak there are no extra attachments to buy; it is complete, ready for use. With a plate camera you must buy extra plate-holders or it is of no use to you—remember this in counting the cost.

Kodak films give better results for the amateur than glass plates because they have the orthochromatic and non-halation qualities that help overcome the harsh lighting conditions that he encounters.

Plate camera manufacturers advertise the fact that professional photographers use glass plates and that therefore you should. It's true that professional photographers use plates in their studios for their regular work because their dark-room is only a few feet from the spot where their camera stands. For their vacation trips they use Kodaks mostly, the same as other folks.

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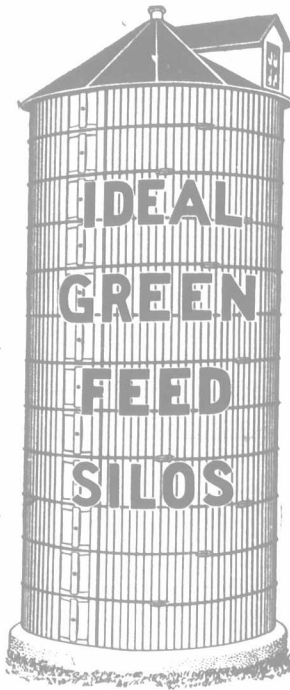
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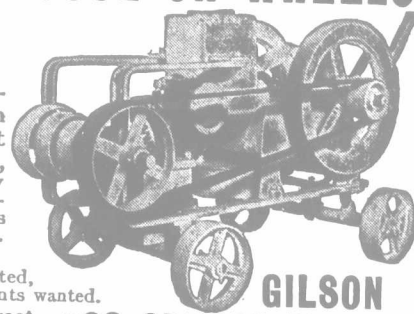
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