

The Kodak Camera



*“You press the button, -
- - - we do the rest.”*

The only camera that anybody can use without instructions. Send for the Primer free.

A Transparent Film ●

● *For Roll Holders.*

The announcement is hereby made that the undersigned have perfected a process for making transparent flexible films for use in roll holders and Kodak Cameras.

The new film is as thin, light and flexible as paper and as transparent as glass. It requires *no stripping*, and it is wound on spools for roll holders. It will be known as *Eastman's Transparent Film*. Circulars and samples will be sent to any address on receipt of 4 cents in stamps.

Price \$25.00—Loaded for 100 Pictures.

The Eastman Dry Plate and Film Co.

ROCHESTER, N. Y.

Figure 5

A star is born: “You press the button, we do the rest.” After the Kodak photography would never be quite the same. The product was so popular that George Eastman later added “Kodak” to the company name.

(Frangos and Bennett 1993, p. xv)