

CHAPTER

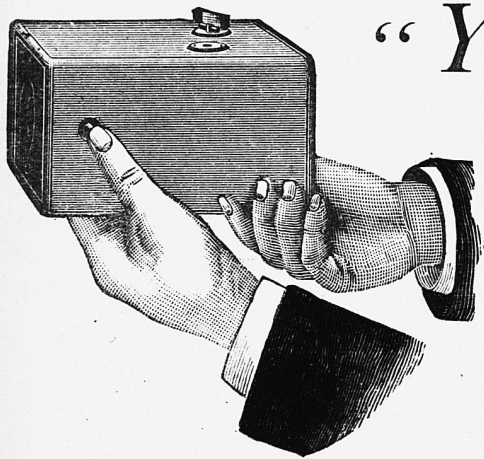
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Section 1

PRIMARY SOURCE *Advertisement*

George Eastman invented the Kodak camera in 1888. After a photographer snapped a roll of film, he or she shipped the film for processing—and the camera for reloading—to the Eastman factory. To learn more about the Kodak camera and its features, examine this early advertisement.

The Kodak Camera



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

OR YOU CAN DO IT YOURSELF.

The only camera that anybody can use without instructions. As convenient to carry as an ordinary field glass. World-wide success.

The Kodak is for sale by all Photo stock dealers.

Send for the Primer, free.

The Eastman Dry Plate & Film Co.

Price, \$25.00 — Loaded for 100 Pictures.

ROCHESTER, N. Y.

Re-loading, \$2.00.

Corbis-Bettmann

Activity Options

1. Find camera ads in an advertising circular or a current newspaper or magazine. Then make a Venn diagram in which you compare and contrast the features and prices of today's cameras with those of this Kodak camera.
2. Imagine you are an amateur photographer in the early 1900s. Write a letter to George Eastman in which you express your opinion of his Kodak camera.
3. Using this ad as a model, design your own ad for an early Kodak camera. Before you begin, refer to your textbook (page 281) for additional information.