



# Guide to the Wayne P. Ellis Collection of Kodakiana, 1886-1989 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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## Summary

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**Collection Title:**

Wayne P. Ellis Collection of Kodakiana, 1886-1989 and undated

**Creator:**

Ellis, Wayne P.

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Extent:**

8 Linear Feet  
6620 Items

**Language:**

English.

**Collection ID:**

RL.00360

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1kp6q>

**Preferred Citation**

[Identification of item], Wayne P. Ellis Collection of Kodakiana, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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**Scope and Content**

The Wayne P. Ellis Collection of Kodakiana spans the dates 1886 to 1989, and was created by Mr. Ellis over the period of nearly four decades. Whereas many photographic collectors concentrate on cameras and photographs, Ellis emphasized advertising and marketing material. As a consequence, the collection is especially rich in print advertisements for Eastman Kodak products that were published in general interest periodicals beginning in the late 19th century. More unusual items are the product catalogs, how-to manuals for both amateur and professional photographers, serial publications for salesmen and photographers, and a variety of marketing and promotional items. There are

several scrapbooks of advertising materials with considerable marginalia. The collection also includes training manuals and other publications for Kodak employees. In addition, many items in the collection deal with various aspects of the corporate history of Eastman Kodak from its earliest years up to the mid-20th century.

The collection contains little or no correspondence. There are scattered groups of photographs throughout the collection, though they are few in number. Many are formal and casual black and white photographs of Kodak staff members. Others were used for promotional or sales activities.

### Processing Note

Some of Mr. Ellis's material was in excellent order; other items were in greater disarray. The collection has been arranged, as far as practical, according to the type of material. The series names given to each category are as clear and descriptive as possible.

No items were removed from the collection except for some duplicates. Decisions were made early in the processing of this collection, however, to separate several titles for individual cataloging. Notable among these is the entire run of the early periodical Kodakery (v. 1-19, 1913-1932) as well as many issues of the variably titled Photographic Review and Photographic Digest, and several others. All of these titles are part of the Rare Book, Manuscript and Special Collections Library and may be located using that library's online catalog by searching "Wayne P. Ellis" as a keyword. The separation of items may cause some small inconvenience to users of the collection, but it has been deemed impractical to reverse the situation after the fact.

Mr. Ellis also contributed over 160 books on various aspects of advertising to the Duke University Libraries; the titles have been cataloged in the usual fashion as individual books, and are identified in the library catalog as being part of the Wayne P. Ellis collection.

### Biographical/Historical

<b>Date</b>	<b>Description</b>
1915	Born in Des Moines, Iowa
1937	B.S. in chemistry from the University of Maryland
1937	Became a member of the American Society for Testing and Materials. Also eventually became a member of the

<b>Date</b>	<b>Description</b>
	American Chemical Society, the American Society of Heating, Refrigerating and Air-Conditioning Engineers, and a Fellow of the American Institute of Chemists.
1939-1989	Worked for H. B. Fuller Company
1940-1990	Began collecting Kodakiana and related materials because of a "personal interest in business history and American entrepreneurs."
1974-1977	Served as Member of Board of Directors, American Society for Testing and Materials (ASTM)
1977-1979	Vice-President, ASTM
1989	Retired and became consultant on stands for materials such as thermal insulation, packaging, adhesives, building sealants and other materials.
1993 25 Sept.	Died in Sellersville, Pa.

Wayne P. Ellis was a professional chemist who spent 45 years in industrial research, product development, and marketing of coatings, adhesives, and sealants. He was widely known as an expert in standards and was a leader in the American Society for Testing and Materials. He won awards in the field, published many articles and coauthored a book. Mr. Ellis also was an extraordinary collector in several areas, including Eastman Kodak Company advertising-related materials. He was well known to photographic history enthusiasts and dealers in photographic and advertising ephemera.

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## **Administrative Information**

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### **Publication Statement**

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

URL: <https://library.duke.edu/rubenstein/>

### **Access Restrictions**

Collection is open for research.

### **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

The Wayne P. Ellis Collection of Kodakiana was acquired by the David M. Rubenstein Rare Book & Manuscript Library as a purchase in 1993. The processing of this collection was supported in part by gifts from the John and Kelly Hartman Foundation.

### **Processing Information**

Processed by Imke Rissop-Nickelson, Catherine Saleeby, Stacey Clarke, and Paula Jeannet

Completed August 12, 2001

Encoded by Paula Jeannet

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## Names and Subjects

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- Advertisements
- Marketing
- Display of merchandise
- Scrapbooks
- Advertising
- Sales promotion
- Publicity
- Eastman Kodak Company -- History
- Advertising -- Photographic apparatus -- History
- Photographic industry -- United States -- History
- Professional photographers
- Black-and-white photographs
- Eastman, George, 1854-1932
- John W. Hartman Center for Sales, Advertising & Marketing History
- Ellis, Wayne P.

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## Collection Inventory

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### Advertisements Series, 1886-1977 and undated

#### Scope and Contents

Chiefly single-sheet loose advertisements related to photographic products. Color and monochromatic illustrations. Organized chronologically within boxes or folders. Several collections of advertisements are housed in scrapbooks. NOTE: Serials titles given in boxes 11-14 represent full issues of these titles; issues contain at least one Kodak advertisement (many are on back covers).

[circa 1890]-[circa 1909] and undated	Box 1
<b>Physical Description:</b> 12 folders	
1905-1909	Box 2
<b>Physical Description:</b> 8 folders	
1910-[circa 1920]	Box 3
<b>Physical Description:</b> 9 folders	
1914-1916	Box 4
<b>Physical Description:</b> 8 folders	

1917-1920 <b>Physical Description:</b> 9 folders	Box 5
1920-1923 <b>Physical Description:</b> 9 folders	Box 6
1923-1929 <b>Physical Description:</b> 11 folders	Box 7
1930-1940 <b>Physical Description:</b> 12 folders	Box 8
1940-1952 <b>Physical Description:</b> 14 folders	Box 9
1953-1977; international materials [197-] <b>Physical Description:</b> 12 folders	Box 10
Ladies Home Journal, June 1905 <b>Physical Description:</b> 7 folders	Box 11
Youth's Companion, July 1900-Nov. 1913	Box 11
Youth's Companion, 1914 June 19-1926 August 5 <b>Physical Description:</b> 5 folders	Box 12
Outlook, 1898 June 4	Box 13
Popular Photography, Sept. 1937, Aug. 1948	Box 13
Life, 1911 June 15	Box 13
Saturday Evening Post, 1942 Aug. 2	Box 13
U.S. Camera, Apr. 1947	Box 13
Illustrated London News, 1926 Oct. 16	Box 13
Country Life In America, 1902-1903	Box 13
Harper's, Dec. 1888, June 1905	Box 14
National Geographic, Mar. 1908	Box 14

Outing, May 1905, June 1906, May 1907	Box 14
F. Leslie's Popular Monthly, July 1902	Box 14
Advertisement Scrapbook, 1913-1914 and undated	Box 15
<b>Scope and Contents</b>	
<p>The two scrapbooks in boxes 15 and 16 contain many corporate ads for the Eastman Kodak Company, with considerable marginalia that detail aspects of publication. Includes many slight variants (near duplicates) of ads, order lists for ad publishing, clipped articles, typed speech on "The Romance of Photography, " personally created ads, and magazine article about George Eastman.</p>	
Advertisement Scrapbook, 1914-1915 and undated	Box 16
Advertisements in National Geographic Still cameras, 1916-1973	Box 17
Movie cameras, 1920-1967 and undated	Box 17
"We do the rest" 1900-1943	Box 17
1940-1973	Box 17
Photography advertisements, Kodak and other, 1889-1911	Box 18
Kodak camera ads by camera type, 1892-1959	Box 18
Kodak lenses and filters, [1901?]-[1954?]	Box 18
Graflex-Graphic, [1908?]-[1946?]	Box 18
Hawk-eye cameras, [1892?]-[1934?]	Box 18
Premo cameras and film, [1893?]-[1922?]	Box 18
Kodak developing machines, [1902?]-[1912?]	Box 18
Kodak film and paper, [1892?]-[1968?]	Box 18
Kodak advertisements from Punch (London), [ca. 1920]-1931	Box 18

Kodak Bulletin, [1939?]-[1945?]	Box 18
Scrapbook #1 (advertisements) 1886-1901	Box 94
Scrapbook #2 (advertisements) 1907-1924	Box 95

### **Eastman Kodak Company History Series, 1897-1986 and undated**

#### **Scope and Contents**

Reports, pamphlets, employee handbooks, and various other printed materials related to Kodak's corporate history. Includes annual reports and directors' reports, and several biographical works about George Eastman. Contents of title folders arranged chronologically.

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Annual reports: Eastman Kodak Company, 1927-1946	Box 19
<b>Physical Description:</b> 20 items	
Directors' Annual Report: Eastman Kodak Company 1902-1914,	Box 19
1906-1910,	Box 19
1913-1916,	Box 19
1918-1925	Box 19
<b>Physical Description:</b> 19 items	
Kodak Works, 1897	Box 19
The Home of Kodak, 1928-1934	Box 20
<b>Physical Description:</b> 6 items	
George Eastman, 1930	Box 20
George Eastman: A Brief Biography, 1953	Box 20
<b>Physical Description:</b> 3 items	
George Eastman and the Research Bureau, 1954	Box 20
Aristotle to Eastman, [1945?]	Box 20

The Kodak Museum, 1947	Box 20
Hawk-Eye..Kodak's Optical Works, 1951	Box 21
Booklets about the George Eastman House, 1954, 1979	Box 21
<b>Physical Description:</b> 2 items	
Kodak Milestones, 1967-1977	Box 21
<b>Physical Description:</b> 5 items	
Welcome to Kodak Park, 1976	Box 21
How Your Pictures are Processed at Kodak, 1975-1976 and undated	Box 21
<b>Physical Description:</b> 3 items	
A Brief History: Eastman Kodak Company, 1978, 1957, [ca. 1966]	Box 21
<b>Physical Description:</b> 3 items	
How Kodak Got Its Name, 1980	Box 21
Click! A Story About George Eastman, 1986	Box 21
C. E. Kenneth Mees: Pioneer of Industrial Research, undated	Box 21
Kodak Park: Its Products and People, 1949-1959	Box 21
<b>Physical Description:</b> 4 items	
Story of the Kodak Camera, 1951	Box 21
Various employee handbooks, 1919, 1925, 1935, 1938, 1942, 1947, 1985, undated	Box 22
<b>Physical Description:</b> 12 items	
Honorary Master's Degree in Color Processing for employees completing informational assignment, 1965	Box 22
Kodak Photographic Training Department Orientation (notebook), 1952	Box 22

Kodak Color Print and Processing and  
Photographic Technology Informational  
Assignment (notebook), 1965

Box 22

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## **Periodicals Series, 1907-1985 and undated**

### **Scope and Contents**

Publications relating to photography and commercial activities related to photography. The majority are published by Kodak. Audiences include amateur and professional photographers, employees, and salespersons. Holdings are not complete in most cases. Arranged alphabetically by periodical title, and therein by volume numbers and dates. When it is not clear how many issues there are of each title by reading the volumes and dates, item numbers are given after the title.

### **Applied Photography** **Scope and Contents**

For professional photographers. A "source book of examples." Contains short articles on photographs in advertising, many large illustrative photographs featuring various photographers and art directors, and highlights from Kodak Roundtable discussions of photographic issues. First run of each issue features a theme (Composition, Lighting and Interiors, etc.).

Old run: 1:2 (July 1931), 2:2 (Apr. 1932), 2:4  
(Oct. 1932), No. 9-13 (July 1933-Sept. 1935)

Box 23

New Run: 1-7 (1954-1957), 9-12 (1957-1959),  
14 (1960)

Box 23

### **Applied Photography** **Physical Description:** 55 items

17 (1962), 19-23 (1963-1964), 25 (1965),  
28-29 (1966), 34 (1967), 36 (1968), 46 (1970),  
49 (1972), 54 (1973), 60-61 (1975-1976)

Box 24

### **Camera Works Bulletin** **Scope and Contents**

For employees. Contains lists of employee suggestions adopted with monetary reward, articles on safety, information on employee clubs (Glee Clubs etc.), inspirational poems and paragraphs.

2:3 (Nov. 25, 1913), 6:3-6:4 (June-Sept. 1916),  
7:1-7:2 (Jan.-Mar. 1917), 7:4 (July 1917)

Box 24

The Cine-Kodak News  
**Scope and Contents**

For amateurs and the general public. Some original mailing envelopes. Contains how-to articles (stills, shooting in sunlight, focusing techniques, seasonal film hints, etc.), advice columns, information on new products and Kodak services, and "Good Shots" section featuring amateur photos.

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4:5 (Oct. 1927), 5:4 (Sept. 1928), 5:8-6:6 (Jan. 1929-Nov. 1929), 6:9-7:7 (Feb. 1930-Dec. 1930), 7:9-8:5 (Feb. 1931- Nov./Dec. 1931)

Box 24

---

The Cine-Kodak News  
**Physical Description:** 80 items

8:6 ? 8:12 (Jan./Feb. 1932-Jan./Feb. 1933), 9:2 (June/July 1933), 9:5 (Dec. 1933), 10:2-10:6 (Mar./Apr.-Nov./Dec. 1934), 11:1 (Feb. 1935), 11:3-11:5 (May/June-Nov./Dec. 1935), 12:1-13:1 (Feb. 1936-Feb./Mar. 1937), 13:3 (July/Aug. 1937), 14:1-17:2 (Jan./Feb. 1938-Mar./Apr. 1941), 17:4-18:2 (July/Aug. 1941-June 1942)

Box 25

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New Run: 19:1-19:2 (June-Fall 1946), Holiday Issue 1946, 20:3 (Fall 1947)

Box 25

---

Commercial Camera Magazine; subsequent run entitled Commercial Camera: A Supplement to Applied Photography (later called Commercial Camera)  
**Scope and Contents**

For professionals (commercial and industrial photographers). Contains many illustrative photographs, information on various types of commercial photography (food illustrations, architectural illustration, etc.), information on new Kodak products, articles on the current trends of photography in advertising (color vs. black-and-white, industry vs. consumer ads, etc.). "Supplement" is thinner, more focused on Kodak products than information by and for colleagues (though some is still present).

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8:6-8:12 (Jan./Feb. 1932-Jan./Feb. 1933), 9:2 (June/July 1933), 9:5 (Dec. 1933), 10:2-10:6 (Mar./Apr.-Nov./Dec. 1934), 11:1 (Feb. 1935), 11:3-11:5 (May/June-Nov./Dec. 1935), 12:1-13:1 (Feb. 1936-Feb./Mar. 1937), 13:3 (July/Aug. 1937), 14:1-17:2 (Jan./Feb. 1938-

Mar./Apr. 1941), 17:4-18:2 (July/Aug. 1941-  
June 1942)

Box 25

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Eastman Photographic Bulletin for Salesmen  
**Physical Description:** 30 items

**Scope and Contents**

For professional salespersons. Contains product information (new, updated, replaced) and suggested uses; tables and charts; pictures of products, and sales hints (e.g. recommending Super Ortho-Press Films for medical photography).

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3:1-3:6 (Jan.-June 1939), 3:8-3:9 (Aug.-Sept.  
1939), 7:1-7:9 (Jan.-Sept. 1943), 1944:1-4

Box 26

---

Home Movies and Professional Cine-  
Photographer; by July, 1959 called Home  
Movies (non-Kodak serial)

**Scope and Contents**

For amateurs and the general public using 8 mm and 16 mm films. Features many advertisements for photo products; information on world-wide 8mm and 16mm movie clubs; "Cine Capsules" column with short tips on film-making; features on professionals ("Hollywood Pros at work"); articles on angles, make-up use, splicing, caring for your equipment, etc.; and letters from the public.

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25:1-26:10 (Jan. 1958-Oct. 1959)

Box 26

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The Kodak Magazine  
**Physical Description:** 53 items

**Scope and Contents**

For employees. Contains photographs of employees in the armed services during war years; articles on wartime issues (bonds, conditions in England, rationing, etc.); information on employee clubs and events; information on Kodak Company growth, history, and branches around the world; sections devoted to events and people of each factory (Hawk-Eye, Kodak Park, etc.); and tips for employees on safety, home building, health and hygiene, interior decoration, and even vegetable cookery.

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1:1-1:3 (June-Aug. 1920), 1:5-3:2 (Oct. 1920-  
July 1922), 3:4-5:7 (Sept. 1922-Dec. 1924)

Box 27

---

The Kodak Magazine  
**Physical Description:** 60 items

5:8-6:1 (Jan.-June 1925), 6:3 (Aug. 1925),  
6:5-6:11 (Oct. 1925-Apr. 1926), 7:1-10:9 (June  
1926-Feb. 1930), 10:11-11:1 (Apr.-June 1930)

Box 28

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The Kodak Magazine (circa 1935 became  
Kodak: A Magazine for Eastman Employees)  
**Physical Description:** 47 items

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11:2-11:9 (July 1930-Feb. 1931),  
11:11-12:10-11 (Apr. 1931-Mar./Apr. 1932),  
13:1-2 (June/July 1932), 13:4 (Sept. 1932),  
14:1-2 (June-Aug. 1935), 17:4 (Aug. 1938),  
18:1 (Jan. 1939), 18:3 (Mar. 1939), 18:6-18:8  
(June-Aug. 1939), 18:10 (Oct. 1939), 19:6-19:8  
(June-Aug. 1940), 19:10 (Oct. 1940), 19:12  
(Dec. 1940), 20:2-20:3 (Feb.-Mar. 1941), 21:4  
(Apr. 1942), 21:9 (Sept. 1942), 21:12-22:6  
(Dec. 1942-June 1943), 23:3 (Mar. 1944),  
23:5-23:6 (May-June 1944), 23:8 (Aug. 1944)

Box 29

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Kodak Movie News  
**Scope and Contents**

For amateurs and the general public taking 8mm and 16mm films. Comes with plastic magazine holder. Contains basics of film-making (pacing, distance, hot weather filming and other seasonal techniques etc.); "Good Shots" pages with amateur film clippings; information on Kodak movie aids, viewers, and other products; ideas for amateur films; letters to the editor; advice columns; and public contests.

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2:4-3:5 (July/Aug. 1954-Christmas 1955),  
4:1-5:1 (Winter 1956-Winter 1956/7), 6:1-16:3  
(Winter 1958-Winter 1968/9)

Box 30

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Kodak Park Bulletin  
**Scope and Contents**

For employees. Contains lists of employee suggestions implemented and monetary awards given; employee events; patriotic articles on the military and the war; features on specific employees; and humorous cartoons.

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20:5 (May 1917), 21:1 (Jan. 1918), 22:2-22:3  
(Feb.-Mar. 1919), 22:7 (July 1919),  
22:11-23:3-4 (Nov. 1919-Mar./Apr. 1920)

Box 30

---

The Kodak Salesman  
**Scope and Contents**

For professional sales staff. Comes with some original mailing envelopes. Contains humorous comics, poems, and stories conveying sales morals ("A

fellow ought to know his game well enough to play it outside of hours"); information about and sneak previews of Kodak ads and promotions (e.g., campus ads, seasonal ads, photo contests, etc.); hints on sales (allow the customer to handle the merchandise, show related items in pairs, etc.) and targeting specific markets (farmers, boy scouts, sportsmen, new parents); and information on new Kodak merchandise.

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5:11 (Nov. 1919), 6:3-4 (Mar.-Apr. 1920), 6:6 (June 1920), 8:7 (July 1922), 9:1-11:1 (Jan. 1923-Jan. 1925), 12:12 (Dec. 1926), 14:6 (June 1928)

Box 30

---

The Kodak Salesman (by 1930 has tear-sheet in front of "confidential" Kodak Trade Circular every month)

16:1-9 (Jan.-Sept. 1930), 16:11-17:9 (Nov. 1930-Sept. 1931), 17:11-12 (Nov.-Dec. 1931), 19:12 (Dec. 1933), 21:11 (Nov. 1935), 22:2 (Feb. 1936), 23:1-12 (Jan.-Dec. 1937), 24:2-9 (Feb.-Sept. 1938), 24:11-12 (Nov.-Dec. 1938), 29:1 (Jan./Feb. 1943), 32:2 (Mar./Apr. 1946), 34:10-12 (Oct.-Dec. 1948)

Box 31

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Photo Marketing; formerly Photo Developments (non-Kodak serial)  
**Scope and Contents**

For professionals (dealers/finishers); official magazine of the Master Photo Dealers' and Finishers' Association. Contains "Sales Scents" idea column; advice from experts and colleagues; many ads for photographic products (as well as section devoted to them called "Scouting the Market"); column on retail advertising; articles on customer service; and information on convention of MPD and FA.

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40:2-5 (Feb.-May 1965), 40:7-8 (July-Aug. 1965), 41:2-5 (Feb.-May 1966)

Box 32

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The Professional Photographer (non-Kodak serial)  
**Scope and Contents**

For professional photographers; official journal of the Photographers' Association of America Contains many ads for photography products; information on exhibits and conventions; professional advice with such issues as price setting and coping with film shortages; series of analyses of one photograph per issue giving constructive criticism; features on individual photographers.

70:1659-71: 1591 (Feb. 1943-Dec. 1944),  
73:1604-1615 (Jan.-Dec. 1946) Box 33

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**Studio Light**  
**Scope and Contents**

Various titles: until 1908, Aristo Eagle; circa 1909, Studio Light and the Aristo Eagle; circa 1913, Studio Light, incorporating the Aristo Eagle and the Artura Bulletin; by 1931, Studio Light; between 1946 and 1950, called Studio Light Bulletin and/or Studio Light.

For professional photographers; official journal of the Photographers' Association of America Contains many ads for photography products; information on exhibits and conventions; professional advice with such issues as price setting and coping with film shortages; series of analyses of one photograph per issue giving constructive criticism; features on individual photographers.

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Aristo Eagle: 7:11 (Dec. 1907), 8:4 (May 1908), 8:10 (Nov. 1908) Box 34

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Studio Light (and the Aristo Eagle): 1:9 (Nov. 1909) Box 34

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Studio Light (incorporating other titles): 4:11 (Jan. 1913), 5:2-4 (Apr.-June 1913) Box 34

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Studio Light: 23:7 (Sept. 1931), 23:9-10 (Nov.-Dec. 1931), 27:2 (June 1936), 27:5 (Dec. 1936), 28:5 (Apr. 1938), 29:1-3 (Oct. 1938-May 1939), 29:5 (Sept. 1939), 29:1-30 (Jan./Feb.-Aug./Sept. 1940), 30:4 (Dec. 1940), 30:5-6 (Mar.-June 1941), 31:1 (June 1942), 32:1 (Aug. 1943) Box 34

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Studio Light Bulletin (and Studio Light): Mar. 1946, May-June 1946, Mar. 1947, July 1947, Sept. 1947, Nov. 1947, Apr. 1948, July 1948, Sept. 1948, Dec. 1948, Mar. 1949, July 1949, Sept. 1949 Box 34

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Studio Light: Jan. 1950, Mar. 1950, Aug. 1950, Dec. 1950, Spr. 1951, Fall 1951, Spr. 1952, Fall 1952, Spr.-Summer 1953, Winter 1953, Spr. 1954, Fall 1954-Winter 1954/5, Summer 1955, Winter 1955/6-Spr. 1956, Fall 1956-Winter 1956, Fall 1957, Spr. 1958, Fall 1958 Box 34

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**Studio Light**

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48:2 (1959), 49:1-2 (1960), 50:1-3 (1961),  
52:1-3 (1963), 53:2-3 (1964), 54:1-3 (1965),  
55:4 (1967), 56:3 (1967), 57:1-3 (1968-1969)

Box 35

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New Run: 2-4 (1971-1972), Anniversary Issue  
(1901-1976), Centennial Issue (1880-1980)

Box 35

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**[Untitled] (covers missing, title undetermined)**  
**Scope and Contents**

For professional photographers. Contains many ads, chiefly for Kodak products. Also offers trade articles (sales methods, hot weather developing, etc.), information on photographic tools (printing papers, innovations in color photography), and information on new Kodak products and sales.

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18:4 (Feb./Mar. 1940), 18:6 (July 1940), 19:3-4  
(Jan./Feb.-Mar./Apr. 1941), 20:1 (Apr. 1942)

Box 36

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**Audio-Visual Notes From Kodak**  
**Scope and Contents**

For professionals. Contains information on Kodak products, and articles on using audio-visual equipment (slide cropping, loading slide trays, storyboarding, presentation design).

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1977, 1978

Box 36

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**Bulletin for the Graphic Arts**  
**Scope and Contents**

For professional photographers. Features articles on professional topics (halftones, stopping lenses, etc.) linked to highlights of useful Kodak products; illustrative photographs; and features on Kodak services.

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7 (1945), 13 (undated)

Box 36

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**Eastman Organic Chemical Bulletin**  
**Scope and Contents**

For professionals. Includes article presented at International Quantum Electronics Conference in June 1974 (highly technical information on quantum yields, etc.), and a list of laser dyes available from Kodak (several of which are mentioned in the article).

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46:3 (1974)

Box 36

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**Kodak**

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**Scope and Contents**

Seems to be for employees. Contains information on policies relating to Kodak employees in the military, new Kodak military teaching films, excerpts from speeches by Lincoln.

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21:2 (Feb. 1942)- excerpt

Box 36

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**Kodak Bulletin for the Graphic Arts**  
**Scope and Contents**

For professional photographers. Contains articles based on technical memoranda or convention papers, on professional topics (halftones, duotones, posterized negatives, mechanized film processing, etc.). Also offers information on Kodak products and articles on their use, with many illustrative photographs.

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2-6 (undated), 8-9 (undated), 13 (1968), 15 (1968), 17 (1969), 19 (undated)

Box 36

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**Kodak Camera Club News**  
**Scope and Contents**

For amateurs and the general public. Contains picture-taking tips (taking photographic membership cards, creative still-lives or reflections, etc.), information on new Kodak books and products, and information on specific camera clubs (e.g., Toronto Camera Club). Issues lack volume numbers and other issue identifiers.

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[cover with sunlight effect], [circa 1970],  
[cover with child's face], [ca. 1975]

Box 36

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**Kodak Dealer-Finisher News**  
**Scope and Contents**

For professional sales staff. Contains advance information on the new Kodak Instamatic Camera and Kodapak Film Cartridges, with parts breakdown, selling-point highlights, reasoning behind the products, promotional signs to purchase, and questions and answers about the products.

---

April 1963

Box 36

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**Kodak International Photography**  
**Scope and Contents**

For professional photographers. Contents include photographs from professional international photographers; essays on specific photographers; and articles on photographic exhibits, types of commercial photography (record jackets), and types of camera.

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10 (1974)

Box 36

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**Kodak Magazine for the Graphics Professional  
Scope and Contents**

For professional photographers. Contains informational articles on photography (halftones, phototypesetting, etc.), and information on Kodak products, trade shows, etc.

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3 (1985)

Box 36

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**Kodak News (by 1954 entitled Kodak Dealer  
News)  
Scope and Contents**

For professional sales staff. Contains advance notice of new Kodak products; information on promotional items, contests, displays; and sales ideas (TV ads, showing related accessories, etc.).

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35:8 (Aug. 1949), 35:12 (Dec. 1949), 40:5-7  
(June/July-Oct. 1954), 41:3-4 (Mar.-May 1955)

Box 36

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**Kodak Photo  
Scope and Contents**

For amateur photographers. Contains educational articles on photography (primarily color photography) in non-technical language; advertisements for Kodak products; many illustrative photographs; and section with suggestions for individuals about submitted photographs.

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1:1 (1946)

Box 37

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**Kodak Photo Magazine  
Scope and Contents**

For amateur photographers. Contains many articles on photography (mounting in albums, seasonal photography, series shots, indoor v. outdoor lighting, etc.); many illustrative photographs; information about new Kodak products; and "Good Shots" section with amateur photographs.

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Fall 1946, Holiday 1946, Feb./Mar. 1947, Fall  
1947

Box 37

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**Kodak Photo News  
Scope and Contents**

For amateurs. Contains primarily detailed information on new Kodak products and shows (including "Profile '76," a multimedia show focusing on people across the country for the bicentennial), also "Tear-Out Tips" on photography.

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1975:2-3, 1976:1, 1976:3, 1983:1, 1985:1

Box 37

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**Kodak Trade Circular**  
**Scope and Contents**

For professional sales personnel, labeled "Confidential-For Trade Circulation Only-Read and file for future reference." Contains information on new and discontinued Kodak products, price changes, advance information about Kodak ads and promotions, display window and sales suggestions.

---

24:4 (Apr. 1923), Index for 30 (Jan.-Dec. 1929),  
39:1 (Jan. 1938), 39:10 (Oct. 1938), 42:1 (Jan.  
1941), 43:11-12 (Nov.-Dec. 1942)

Box 37

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**New England Photographer**  
**Scope and Contents**

For professional photographers. Contains professional articles (doretype processing, darkroom efficiency, fluorescent lighting), many advertisements for Kodak products, and commercial articles (training apprentices, boosting business. etc/)

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19:3 (Jan./Feb. 1941)

Box 37

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**The Photo Finisher**  
**Scope and Contents**

For professional photographers (finishers). Contains advance information on new Kodak products, services, and promotions with ordering information; professional articles (hot weather finishing, copying photographs, coloring photos, etc.); and commercial articles ( advertising, keeping agents interested).

---

3:3 (July 1929), 3:7 (Nov. 1929), 3:9 (Jan.  
1930), 3:11 (Mar. 1930), 4:2 (June 1930),  
5:1 (Jan. 1931), 5:7 (July 1931), 5:11 (Nov.  
1931), 6:3 (Apr./May 1932), 7:2-3 (Mar.-Apr.  
1934), 8:3 (Apr. 1935), 8:5 (June 1935), 9:1  
(Jan. 1936), 10:3-5 (Apr.-Sept. 1937), 11:6  
(Nov./Dec. 1938), 12:2 (Mar. 1939), 13:2 (Mar.  
1940), 15:1 (Jan./Feb. 1942), 20:5 (Nov. 1948)

Box 37

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**Photographic Review/Photographic Digest**  
**Scope and Contents**

For professional photographers. Contains many ads for Kodak photographic products, information on conventions, commercial articles (national advertising, training apprentices, gift certificates), professional articles (hot weather fixing, focusing wide angle lenses), joke page entitled "Retouching

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Some Old Ones." Regionally published magazine with slightly differing cover design, but virtually identical contents. Titles vary with region.

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Photographic Review: (Chicago, Ill.)  
4:12 (June 1926) Box 37

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Photographic Review: (Jacksonville, Fla.)  
[vol. page cut off] (June/July 1938) Box 37

---

Photographic Digest: (Philadelphia)  
6:4 (Oct. 1927), 8:7 (Jan. 1930), 9:6 (Dec. 1930), 9:11 (May 1931), 10:1 (July 1931), 11:7 (Jan. 1933), 11:10 (Apr. 1933) Box 37

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Photographic Digest: (San Francisco)  
16:4 (Feb./Mar. 1938) Box 37

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#### Tech Bits **Scope and Contents**

For professional scientists and engineers. Contains highlights of Kodak products and articles on photography topics (cleaning plates, washing photographic materials, making microscopic reticles, splicing films, etc.). Technical language used throughout and illustrated with many graphs.

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1963:3, 1964:1-4, 1965:2, 1966:1-4, 1968:2-3,  
1969:1, 1969:4 Box 37

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### **Product Catalogs Series, 1890-1985 and undated**

#### **Scope and Contents**

Contains a variety of catalogs describing a wide array of photographic products. Audiences are both professional persons and the general public. Arranged chronologically within folders or boxes.

### **Kodak Product Catalogs Subseries, 1890-1985 and undated**

---

Multi-product catalogs, 1890-1916 Box 38  
**Physical Description:** 26 items

---

Multi-product catalogs, 1917-1931 Box 39  
**Physical Description:** 21 items

---

Multi-product catalogs, 1932-1955	Box 40
<b>Physical Description:</b> 34 items	
Multi-product catalogs (oversize), 1931, 1955, 1961, 1966, 1971-1973, undated	Box 41
<b>Physical Description:</b> 9 items	
Cine-Kodak equipment catalogs (oversize), 1927-1941, 1946-1947, 1950, 1957, undated	Box 42
<b>Physical Description:</b> 59 items	
Kodascope Library catalogs 1924-1938	Box 43
<b>Physical Description:</b> 9 items	
Kodascope Library Review, undated	Box 43
<b>Physical Description:</b> 2 items	
Kodak schools, teaching guides, contests, 1905-1980	Box 44
<b>Physical Description:</b> 12 items	
Multi-product catalogs for graphic arts professionals (oversize), 1910-1985 and undated	Box 45
<b>Physical Description:</b> 14 items	
Materials for the graphic arts (oversize), 1948-1967 and undated	Box 46
<b>Physical Description:</b> 7 items	
Photographic products catalogs (oversize), 1977-1983 and undated	Box 46
<b>Physical Description:</b> 4 items	
Kodak Products for the Professional (oversize), 1953-1974	Box 46
<b>Physical Description:</b> 6 items	
<b>Non-Kodak Product Catalogs Subseries, circa 1860-1972 and undated</b>	
AnSCO, 1906-1918 and undated	Box 47
<b>Physical Description:</b> 4 items	

E. and H. T. Anthony, [1860?]-1891	Box 47
<b>Physical Description:</b> 3 items	
Blair Camera, 1895-1911	Box 47
<b>Physical Description:</b> 10 items	
Borsum Camera, 1900	Box 47
Burke and Ames (Rexo Camera), undated	Box 47
Calumet Photographic, [1970?]	Box 47
<b>Physical Description:</b> 4 items	
Camera Place, undated	Box 47
Canadian Card Company, 1907, 1911	Box 47
<b>Physical Description:</b> 2 items	
Central Camera, 1930-1938	Box 47
<b>Physical Description:</b> 3 items	
Century Camera, 1901-1910	Box 47
<b>Physical Description:</b> 4 items	
Commercial Camera Company (Photostat Camera), undated	Box 48
Conley Camera Company (Kewpie Camera), undated	Box 48
Dallmeyer, undated	Box 48
<b>Physical Description:</b> 4 items	
Elko, 1942	Box 48
GAF Corporation, 1972	Box 48
<b>Physical Description:</b> 2 items	
Gundalch Optical (Korona Camera), 1899-1915	Box 48
<b>Physical Description:</b> 7 items	
Hasselblad, [1966?], undated	Box 48
<b>Physical Description:</b> 2 items	

Horne, Thornwaite and Wood, 1890	Box 48
Ilex Optical, undated	Box 48
International Photo Sales Company (Ipsco Camera), undated	Box 48
<b>Physical Description:</b> 2 items	
Manhattan Optical, 1895-1900	Box 48
<b>Physical Description:</b> 3 items	
Minox, undated	Box 48
George Murphy, Inc., 1900-1932	Box 48
<b>Physical Description:</b> 3 items	
Photo Printer Manufacturing Company, undated	Box 48
James W. Queen and Company, 1892	Box 48
Ray Camera, 1898, 1900	Box 48
<b>Physical Description:</b> 2 items	
Riley Brothers, 1896-1897	Box 48
Scovill Manufacturing Company, 1883	Box 49
Seneca Camera, 1904-1925, undated	Box 49
<b>Physical Description:</b> 13 items	
Solar Cine Products, 1970-1972	Box 49
<b>Physical Description:</b> 3 items	
Stirn and Lyon, reprint, undated	Box 49
Sunart Photo, 1896	Box 49
Vives Camera Company, 1901	Box 49
Voigtlander, [1906?]-[1910?], undated	Box 49
<b>Physical Description:</b> 7 items	

Wollensak Optical, 1919, undated (online item available)	Box 49
<b>Physical Description:</b> 2 items	
<b>Digital Object:</b> <a href="#">Wollensak Optical, 1919, undated</a>	
American Optical (oversized), [1946?]	Box 50
E. and H. T. Anthony (oversized), 1896	Box 50
Bausch and Lomb Optical (oversized), 1913	Box 50
Bell and Howell (Filmo Camera, oversized), 1939	Box 50
Burke and James (oversized), 1969	Box 50
Calumet Manufacturing (oversized), 1966	Box 50
Central Camera Company (oversized), undated	Box 50
Century Camera (oversized, plus close-ups of cover), 1905	Box 50
<b>Physical Description:</b> 2 items	
Graflex (oversized), 1967, undated	Box 50
<b>Physical Description:</b> 7 items	
Andrew Lloyd and Company (oversized), [1901?]	Box 50
Montgomery Ward (oversized), 1898-1952	Box 50
<b>Physical Description:</b> 3 items	
Photo-Porst (oversized), [ca. 1937]	Box 50
Rieztschel (oversized), 1909, undated	Box 50
<b>Physical Description:</b> 2 items	
Premo (Rochester Optical Company) catalogs, 1890-1909	Box 51
<b>Physical Description:</b> 26 items	
Premo catalogs, 1910-1922	Box 52
<b>Physical Description:</b> 18 items	

Graflex ( Folmer and Schwing Division of Kodak), 1907-1929, 1935, 1940, 1956, 1967, and undated

Box 53

**Physical Description:** 30 items

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## **Kodak Products Leaflets Series, 1912-1989 and undated**

### **Scope and Contents**

Ephemeral publications promoting a variety of Kodak products, including cameras, lenses, photographic papers and films, darkroom equipment, and photography albums. Arranged by date within folders.

Kodak Instamatic, 1963, 1969, 1974

Box 54

**Physical Description:** 3 items

Kodak Signet 40, 1953, 1956

Box 54

**Physical Description:** 4 items

Kodak Retina Cameras, 1955, 1957

Box 54

**Physical Description:** 3 items

Kodak Medalist and Medalist II, 1941, 1947, 1949

Box 54

**Physical Description:** 3 items

Kodak Bantam Special, 1931, 1936

Box 54

**Physical Description:** 3 items

Continental Kodaks, 1930, undated

Box 54

**Physical Description:** 2 items

Kodak Ektra, undated

Box 54

Super Kodak Six-20, undated

Box 54

Kodak Brownie Cameras, 1958, 1962

Box 54

**Physical Description:** 2 items

Kodak Stereo Camera, 1957

Box 54

**Physical Description:** 2 items

Kodak Miniature Cameras, 1938, 1940, 1941, 1955, undated <b>Physical Description:</b> 5 items	Box 54
Kodak Reflex, 1946	Box 54
Kodak Tourist Cameras, 1949	Box 54
Kodak 35mm Cameras, 1957	Box 54
Kodak Movie Cameras, 1960, 1973, undated <b>Physical Description:</b> 3 items	Box 54
Kodachrome, 1936, 1938, 1939, 1964 <b>Physical Description:</b> 4 items	Box 54
Eastman Professional Films, 1918, 1928, 1931-1933, 1936-1938, undated <b>Physical Description:</b> 10 items	Box 55
Kodak Films, 1936, 1938, 1939, 1949, undated <b>Physical Description:</b> 5 items	Box 55
Vitava Portrait Papers, 1925, 1930, undated <b>Physical Description:</b> 4 items	Box 55
Eastman Plates, 1924, 1930, 1935-1938, undated <b>Physical Description:</b> 8 items	Box 55
Eastman Photographic Papers, 1935	Box 55
Velox Papers, 1912, 1915, 1922, 1928, 1934, undated <b>Physical Description:</b> 7 items	Box 55
Eastman Professional Films, Plates and Papers, 1938, 1940, 1942, undated <b>Physical Description:</b> 8 items	Box 56
Kodak Movie Projectors, 1941, 1953, 1954, 1964, 1936, undated <b>Physical Description:</b> 6 items	Box 56

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Kodak Slide Projectors, 1937, 1947-1950, 1952, 1954-1956	Box 56
<b>Physical Description:</b> 11 items	
Kodak Filters, 1938, 1940, 1946-1947, 1954	Box 56
<b>Physical Description:</b> 6 items	
Lens Attachments, undated	Box 56
<b>Physical Description:</b> 2 items	
Kodak Albums, 1948	Box 56
Kodak Enlarging Equipment, 1941-1942, 1945, 1948-1950, undated	Box 56
<b>Physical Description:</b> 10 items	
Kodak Pola-Lights, 1949	Box 56
Kodak Darkroom Equipment, 1947-1948, undated	Box 56
<b>Physical Description:</b> 4 items	
Kodak Accessories, 1951, 1964	Box 56
<b>Physical Description:</b> 2 items	
Eastman X-Ray Materials and Accessories, 1922	Box 56
Kodak Programs for Home Viewing, 1979, 1989, undated	Box 56
<b>Physical Description:</b> 3 items	
Guide to Kodak How-To Books, 1974	Box 56
Kodachrome and Kodacolor from All Angles (book), 1942	Box 57
Kodachrome and Ektachrome from All Angles (book), 1949	Box 57
Miscellaneous oversized leaflets, 1948, 1950, 1959, 1966, 1984	Box 57
<b>Physical Description:</b> 5 items	

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## Photography Manuals Series, [circa 1890]-1987 and undated

### Scope and Contents

Pamphlets, bound volumes, and audio-visual publications aimed chiefly at amateur photographers, although some are also directed at professionals. Includes both general reference works and works relating to specific photographic techniques such as flash photography and portraits. Many of these publications are connected with specific equipment. Arranged in chronological order within folders or boxes.

## Amateur/General Public Subseries, 1898-1987 and undated

### General Topics

How to Make Good Pictures, 1912, 1928, 1935-1940	Box 58
<b>Physical Description:</b> 7 items	
How to Make Good Pictures, 1941, 1943	Box 59
<b>Physical Description:</b> 6 items	
How to Make Good Pictures, 1951-1952, 1957, 1967, 1972, 1981	Box 60
<b>Physical Description:</b> 6 items	
How to Make Good Pictures, undated	Box 61
<b>Physical Description:</b> 6 items	
<b>Scope and Contents</b>	
Includes one copy in Spanish.	
Picture Taking and Picture Making , 1898 (5th and 7th editions)	Box 61
<b>Physical Description:</b> 2 items	
Picture Taking and Picture Making, 1898 (8th and 11th editions)	Box 62
<b>Physical Description:</b> 2 items	
How to Make Good Movies, [1953?]	Box 62
<b>Physical Description:</b> 2 items	

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How to Make Good Home Movies, 1958-1966	Box 63
<b>Physical Description:</b> 3 items	
Junior Scenarios for Home Movies, 1928	Box 63
Home Movies Made Easy, 1970	Box 63
How to Make Good Sound Movies, 1973	Box 63
Better Movies in Minutes, 1972	Box 63
Maintaining Your Still and Movie Camera and Projector, 1975	Box 63
Kodak Pocket Guide to Video, 1987	Box 63
The Modern Way in Picture Making, 1905, 1907	Box 64
The Fundamentals of Photography, 1928	Box 64
At Home with Your Kodak, [1935?]	Box 64
The Modern Kodak - How to Make the Most of It, [1928?]	Box 64
<b>Physical Description:</b> 4 items	
Photography, 1937, 1942	Box 64
<b>Physical Description:</b> 2 folders	
The Way to Better Pictures, undated	Box 65
Photography Simplified, 1938	Box 65
Photography in Wartime, 1944	Box 65
What to Photograph, 1945	Box 65
X-Rays and You, 1948	Box 65
Photo Tips, 1950	Box 65
The Kodak Camera Guide, 1959	Box 65
The Here's How Book of Photography, 1971	Box 65

The Here's How Book of Photography, vol. 2, 1977	Box 65
Kodak Master Photoguide, 1981	Box 65
Kodak Pocket Guide to Great Picture Taking, 1984	Box 65
Kodak Reference Handbook, 1940-1949, [1943?], 1948	Box 66
<b>Physical Description:</b> 3 items	
Kodak Photographic Handbook, [1952?], [1964?], [1973?]	Box 67
<b>Physical Description:</b> 3 items	
Kodak Information Book, 1943	Box 68
The Joy of Photography, 1979	Box 68
More Joy of Photography, 1981	Box 68
What You Can do With a Kodak, undated	Box 68

### Specific Topics

About Lenses, 1921-1922, 1923, 1925	Box 69
<b>Physical Description:</b> 4 items	
Artura Results, undated, 8th, 9th, 17th, 19th eds.	Box 69
<b>Physical Description:</b> 4 items	
Cine-Kodak, 1923-1924, 1928, 1931-1932, 1936, 1946, undated	Box 69
<b>Physical Description:</b> 15 items	
Kodak Films, 1947, 1952-1954, 1956, 1975, 1978	Box 69
<b>Physical Description:</b> 8 items	
Seed Plates, undated	Box 69
Slide Showmanship with a Kodak Carousel Projector, 1975	Box 69

Kodak Filters, 1956	Box 69
Picture Taking at Night, 1935	Box 69
Let's Take Kodacolor Pictures, 1952	Box 69
Enlarging, 1897, 1910, 1915, 1921-1922, 1924, 1926, 1934-1935, 1952	Box 70
<b>Physical Description:</b> 10 items	
Kodascope, 1926-1927, 1929, 1932, 1934, 1937, 1945	Box 70
<b>Physical Description:</b> 7 items	
Brownie Hawkeye Camera, 1952-1955	Box 70
<b>Physical Description:</b> 4 items	
Kodak Duraflex II and III, 1952-1954	Box 70
<b>Physical Description:</b> 5 items	
An Amateur Photoplay in the Making, [ca. 1927]	Box 70
Flash Photography, 1915, 1917, 1965	Box 70
<b>Physical Description:</b> 3 items	
Picture Taking with Still Cameras, 1948	Box 70
Better Snapshots of Your Children, 1954	Box 70
Travel Pictures, 1963	Box 70
The Photography of Colored Objects, 1923, 1928, 1938	Box 71
<b>Physical Description:</b> 3 items	
Kodak Guide to 35mm Photography, 1986	Box 71
Photography by Polarized Light, 1938	Box 71
How to Make Ten Dollars a Day with Your Kodak, 1926	Box 71
Adventures in Existing-Light Photography, 1978	Box 71

Kodak Pocket Guide to Sports Photography, 1984	Box 71
Minitography and Cinetography, 1931	Box 71
The Kodak Manual for No. 4 Folding Kodak, 1891	Box 72
Printing, Developing and Enlarging, 1947-1948, 1982	Box 72
<b>Physical Description:</b> 3 items	
Graphic Graflex Photography, 1944	Box 72
Picturing the Times of Your Life, 1980	Box 72
Picturing People, 1976	Box 72
The Joy of Photographing People, 1983	Box 72
<b>Non-Kodak Product Manuals</b>	
Agfa/Ansco, 1943-1958, undated	Box 73
<b>Physical Description:</b> 9 items	
Argus, 1954, undated	Box 73
<b>Physical Description:</b> 3 items	
Bausch and Lomb, undated	Box 73
DuPont Film, undated	Box 73
Federal Manufacturing and Engineering Company, 1948	Box 73
Flashlight Portraiture, 1912	Box 73
General Electric, [1939?]	Box 73
Kalart Company, 1955	Box 73
Medo Photo Supply, undated	Box 73
Sears, Roebuck and Company, undated	Box 73
<b>Physical Description:</b> 4 items	

Sylvania Electric, 1954-1966 <b>Physical Description:</b> 3 items	Box 73
Practical Photography, 1919, 1923 <b>Physical Description:</b> 2 items	Box 73
Photography Outdoors, 1911	Box 73
The New Photo-Miniature, [ca. 1890]	Box 73
<b>Audio-Visual Product Manuals (Kodak)</b>	
How to Process Color Negatives (audiocassette), 1975	Box 74
How to Process Black and White Films and Prints (audiocassette), 1975	Box 74
How to Process Color Prints (audiocassette), 1977	Box 74
Introduction to Photography (videotape 101), 1985	Box 74
Basic Picture-Taking (videotape 102), 1985	Box 74
The Art of Photo Composition (videotape 103), 1985	Box 74
Effective Use of Lenses (videotape 104), 1985	Box 74
Existing-Light Photography (videotape 105), 1985	Box 75
Photographers and Their Films (videotape 108), 1985	Box 75
Prize-Winning Pictures (videotape 110), 1985	Box 75
Action Photography (videotape 112), 1985	Box 75
Advanced Existing-Light Photography (videotape 113), 1985	Box 75
Scenic Photography (videotape 115), 1985	Box 75

The Way I See It (videotape 116), 1985	Box 75
Images with Imagination (videotape 123), 1985	Box 75
Glamour Photography (videotape 124), 1985	Box 75
Creating the Print (videotape 502), 1987	Box 75

### **Trade and Technical Subseries (some non-Kodak) 1917-1980 and undated**

From Dry Plates to Ektachrome Film, 1921	Box 76
The Silver Bromide Grain of Photographic Emulsions, 1921	Box 76
Gelatin in Photography, 1923	Box 76
The Physics of the Developed Photographic Image, 1924	Box 76
Motion Picture Laboratory Practice, 1936	Box 76
Photographic Sensitometry, 1934	Box 77
Photomicrography, 1944	Box 77
Photographic Chemistry, 1980	Box 77
Commercial Photo and Amateur Finishing, 1924?-1925?, 1935, 1938	Box 77
<b>Physical Description:</b> 4 items	
Films, Plates and Papers for Commercial Photography, 1920, 1923, 1927, 1930, 1934-1935, 1937-1938	Box 77
<b>Physical Description:</b> 8 items	
Color Printing with Wash-Off Relief Film, 1938-1939	Box 77
<b>Physical Description:</b> 2 items	
Kodak Lenses for Professional Photography, 1951	Box 77
Cinematographer's Field Guide, 1978	Box 77

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Book of Formulas for Professional Films and Plates, 1932-1934, 1937-1938	Box 78
<b>Physical Description:</b> 5 items	
Kodacolor Portraiture, undated	Box 78
X-Rays, 1922, 1924, 1929, 1933, 1936	Box 78
<b>Physical Description:</b> 5 items	
Motion Picture Films, 1931, 1935, 1938-1939, 1942, 1945, 1947	Box 78
<b>Physical Description:</b> 8 items	
Lantern Slides, 1919, 1927	Box 78
<b>Physical Description:</b> 4 items	
Collodion and the Making of Wet Plate Negatives, 1929	Box 78
Kodachrome Professional Film, 1941	Box 78
Making Service Pictures for Industry, 1952	Box 78
Photomicrography, 1932	Box 78
Professional Enlarging, 1917-1918, 1926	Box 78
<b>Physical Description:</b> 3 items	
Advice for Photographic Studios, 1927, undated	Box 78
<b>Physical Description:</b> 2 items	
Stains on Negatives and Prints, 1938	Box 78
Materials for the Construction of Photographic Processing Apparatus, 1929	Box 78
A Way to Do It Better, [196-]	Box 79
Photo Topics and Techniques, 1980	Box 79
Clinical Photography, 1972	Box 79
Photography from Light Planes and Helicopters, 1971	Box 79

Ultraviolet and Fluorescence Photography, 1972	Box 79
Photomicrography of Metals, 1971	Box 79
Basic Scientific Photography, 1973	Box 79
Photography in ..., 1954	Box 79
<b>Physical Description:</b> 4 items	
Photographic Surveillance Techniques for Law Enforcement Agencies, 1972	Box 79
High-Speed Photography in Product Development, 1955	Box 79
Kodak Plates for Scientific and Technical Applications, 1968	Box 79
Expand Applications of High Speed Photography, 1955	Box 79
Incidental Intelligence About Kodak Resists, 1968, 1969	Box 79
Promotional Programs for the Professional Studio, 1966	Box 79

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### **Kodak Sales/Dealer Manuals Series, 1910s-1956 and undated**

#### **Scope and Contents**

Training materials for sales personnel and Kodak dealers. Arranged in chronological order within folders.

Sales/dealer manuals, [191-]-[194-]	Box 80
<b>Physical Description:</b> 7 items	
Promotional materials and catalogs for dealers, [194-]-[195-]	Box 80
<b>Physical Description:</b> 10 items	

Eastman Photographic Course for Salesmen, 1938-1944	Box 80
<b>Physical Description:</b> 3 folders	
Conference notes from Kodak photographic sales training, 1956	Box 81
Loose materials from notebook above, 1956	Box 81
Eastman Reference Manual for Salesmen, [1937?]-[1941?]	Box 81

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### **Other Kodak-Related Publications Series, 1888-1983 and undated**

#### **Scope and Contents**

Chiefly ephemeral non-serial publications related to Kodak products, company history, or photographic activities sponsored by Kodak. The novels listed were acquired by Mr. Ellis in order to document the unauthorized use of the Kodak trade name. Arranged in original order.

Proceedings of the Golden Anniversary Convention of the Photographers Association of America, 1930	Box 82
Stereo Photography in Rochester NY up to 1900, 1975	Box 82
The Gospel Kodak Abroad (novel), 1893	Box 82
Down in Porto Rico With a Kodak (novel), 1898	Box 82
Captain Kodak (novel), 1899	Box 82
PublicitÃ©s Kodak, 1910-1939, 1983	Box 83
Invoices, 1910	Box 83
Classroom Projects Using Photography, 1975	
Part 1 - Elementary	Box 83
Part 2 - Secondary	Box 83
Hawk Eye Club Awards programs (25-year Kodak service club), 1952-1953	Box 83

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**Scope and Contents**

Includes handwritten manuscript of presentation speech by President J. Kowalski.

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Kodak Park 50 Years Ago: A Boy's Eye View of 1904, [1954?]	Box 83
20 Years of the Kodak Camera Club of Rochester, 1940	Box 83
Program from Army-Navy Production award presentation, 1942	Box 83
The American Boy Photographer, undated	Box 83
Photographic Mosaics: An Annual Record of Photographic Progress, 1888	Box 83

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**Marketing Samples and Promotional Materials Series, [189-?]-[198-?] and undated**

**Scope and Contents**

Wide variety of Kodak artifacts such as samples books, albums, and promotional novelties. Arranged in original order.

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Velox books (sample black and white photographs), undated	Box 84
<b>Physical Description:</b> 3 items	
Photographic paper samples book, 1953	Box 84
Kodak Portfolio: Sample black and white photographs from exhibition, 1897	Box 84
Album of Dekko prints ( black and white photographs shot with various Kodak cameras), [189-]	Box 84
Kodak photo albums, [circa 1939], [195-], and undated	Box 85
<b>Physical Description:</b> 4 items	
Negative book, 1929	Box 86

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Empty photo album, undated	Box 86
Empty negative book, undated	Box 86
Photo album, 1902	Box 86
Sample packaging/film processing envelopes, photos printed as promotional materials, [189?]- [192?]	Box 87
<b>Physical Description:</b> 76 items	
<b>Novelties</b>	
<b>Scope and Contents</b>	
Wide variety of Kodak promotional materials used as giveaways and for in-store use. Almost all have no date, but most are 20th century artifacts.	
Stuffed kangaroo with Pocket Kodak in pouch	Box 88
Counter mat	Box 88
Pocket Instamatic matchboxes, various matchbooks	Box 88
Kodak "facts" playing cards	Box 88
Negative pencil, Kodak pen	Box 88
Kodaslide noise-making postcard	Box 88
Kodak Park postcard	Box 88
"Photographic oracle"	Box 88
Processing/calendar cards	Box 88
Kalart sunlight guide for taking pictures	Box 88
Ads/instructions for Kodak Bank	Box 88
Pocket coin bank	Box 88
Kodak coin	Box 88
Instamatic mini-notebook	Box 88
"Filmsbee" (frisbee with film)	Box 88

Magnifying glass	Box 88
65th anniversary buttons	Box 88
Kodak pin	Box 88
French calendar, 1973	Box 88
French paperweight	Box 88
"German Schnapps Novelty" (for New Year's?)	Box 88
Kodak T-shirt	Box 88
Calendar holder	Box 88
Kodak medal	Box 88
Kodak lighter	Box 88
Kodak keychains	Box 88
Kodak puzzle pieces	Box 88
Filter test chart	Box 88
Ma-Time Computer	Box 88
Kodak Banner	Box 88
Kodak reflector	Box 88
"Brownies in Stock!" stamp	Box 88

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## **Oversize Materials, circa 1918-1988 and undated**

### **Scope and Contents**

Chiefly photographs used by Kodak for promotional campaigns, but also includes counter signs and some company history materials, including employee photographs.

Promotional materials, 1931-1978 and undated Box 89

**Physical Description:** 4 folders

**Scope and Contents**

Includes advertisement samples, sample scripts for demos, and some foreign advertising materials.

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Framed black and white photograph - "No. 4  
Panorama," undated Box 90

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Unframed black and white photographs -  
includes Kodak girl, Velox display, undated Box 90

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Framed photograph - Kodak girl, undated Box 91

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Promotional materials, store-printed, circa 1920 Box 92  
**Physical Description:** 22 items

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Kodak employee photographs, circa 1918-circa  
1924 Box 93  
**Physical Description:** 3 items

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Biographical information about George  
Eastman, 1954, 1976, 1988 Box 93  
**Physical Description:** 3 items

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Early Kodak advertisements scrapbook 1,  
1880s-1912 Box 94

**Scope and Contents**

[Contents digitized in the Emergence of Advertising in America online  
collection, numbers K0525-K0565.]

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Early Kodak advertisements scrapbook 1,  
1905-1919 Box 95

**Scope and Contents**

[Contents digitized in the Emergence of Advertising in America online  
collection, numbers K0566-K0579.]

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