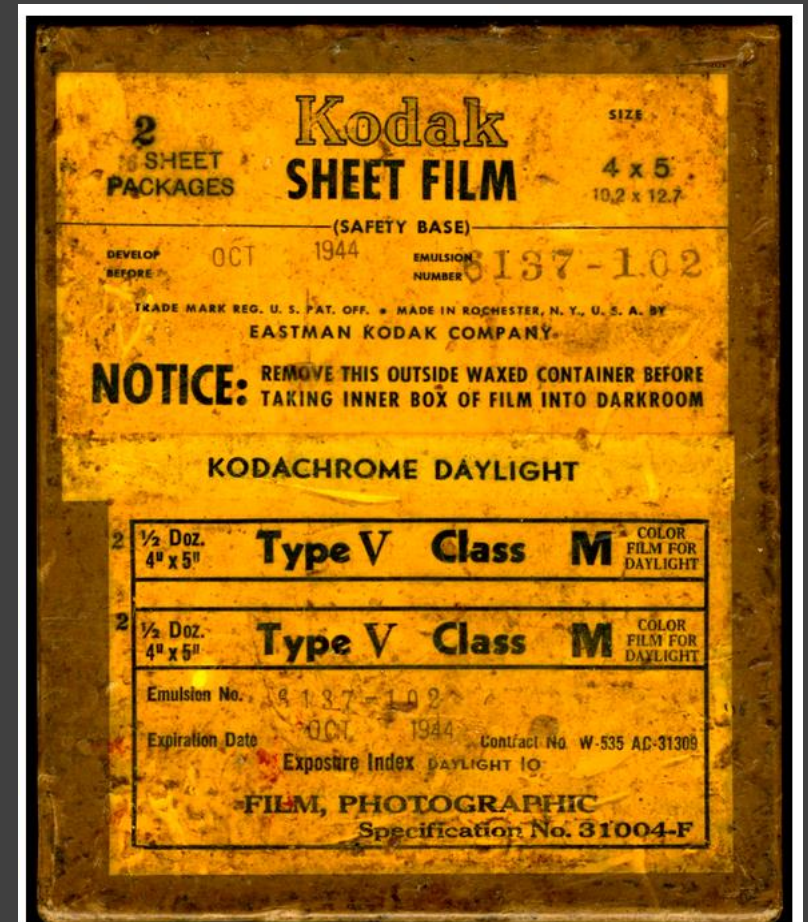


# Kodachrome

*Presented by Jennifer Santry*

- Introduced by Eastman Kodak in 1935
- Type of reversal film (positive image on a transparent base) used by professional photographers
- Usage peaked during the 1960's and 70's
- Phased out in 2009 with the rise in digital photography and other methods



4x5 Kodachrome box from October 1944

# Kodachrome

- Color photography was invented back in the 1860s but photographers had to use heavy glass plates, tripods, and long exposures resulting in dull, tinted images.
- Kodachrome film made color photography more achievable but processing was still complex.
- Used widely by professional photographers because of archival ability – color said to last 100 years if stored correctly.



“Seems as if she could walk right out of the picture”

THIS SUMMER—don't fail to bring back some Kodachrome color movies from your vacation.

There's a fascination about Kodachrome color movies that holds you spellbound when you see them on the screen. Their beauty. Their reality.

That stretch of sand glowing in the sunlight—you can almost feel the heat waves rising from it. People seem vividly alive—as if you could reach out and touch them. Your Kodachrome Film catches every subtle hue of tree and flower, earth and sky—even the delicate tints of a child's face.

If you haven't yet taken Kodachrome color movies—get started this week. Don't put off this great experience. They're easy to take—just load your Ciné-Kodak with Kodachrome instead of black-and-white. No extra equipment.

Go in today and ask your dealer to show you some of his sample reels. Only actually seeing them will give you any idea.

**ALL THESE MOVIE CAMERAS TAKE PICTURES IN KODACHROME, AS WELL AS BLACK-AND-WHITE . . .**

You can use Kodachrome Film with any of the following home movie cameras: Ciné-Kodak Eight, the economy movie maker, Model 20, at the new low price of \$29.50; Model 25, at \$42; Model 60, at \$67.50. Ciné-Kodak "E," the low-priced "sixteen" that has so many high-priced camera features, \$39.50. Ciné-Kodak "K," the world's most widely used 16 mm. home movie camera, \$80—the new low price. Magazine Ciné-Kodak, 3-second magazine loading, \$117.50 . . . Eastman Kodak Company, Rochester, N.Y.



FROM A KODACHROME ORIGINAL

**KODAK'S COLOR SHOW—HIT OF THE NEW YORK FAIR**

Greatest Photographic Show on Earth at the Kodak Building—Kodachrome full-color pictures projected on a 187-foot screen, the longest in the world.

Take your Ciné-Kodak to the Fair and while you're at the Kodak Building, Eastman experts will advise you what to take and how to take it.



## Kodachrome Film

EASTMAN'S FULL-COLOR HOME MOVIE FILM



# Kodachrome

- Kodachrome provided vivid colors that represented life.
- Photographers loved its rich, warm light and its attention to details – especially skin tone accuracy.

“I don’t think there has ever been, in the history of photography, a better film, a better way to actually look at the world, than with Kodachrome 64 or 25 ... this was the only way I shot for decades. Even till today, you can’t make a better picture on any film or digital, Kodachrome is the best. It is the gold standard of imagery.”

– Photographer Steve McCurry

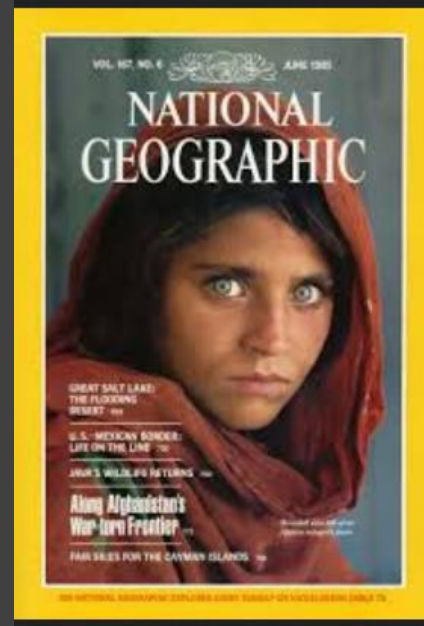
Photo copyright: DJ Florek

<http://dave-florek.artistwebsites.com/index.html>

# Famous Kodachrome Photos



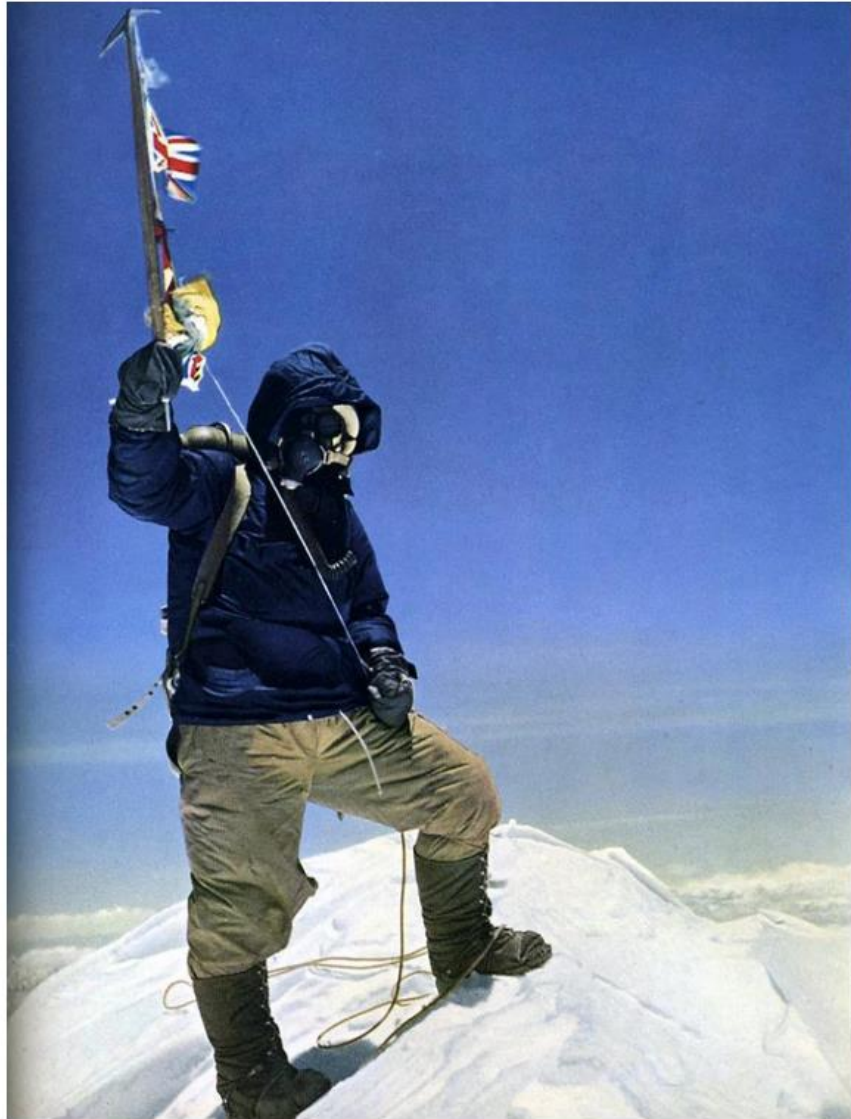
Steve McCurry, Afghanistan, 1985



- Hindenburg's fireball explosion in 1936.
- Edmund Hillary's Mount Everest climb in 1953.
- Abraham Zapruder's 8-mm Kodachrome film of President Kennedy's assassination.
- National Geographic's Steve McCurry's green-eyed Afghan refugee girl in 1985.
- Nickolas Muray's vivid images of lover Frida Kahlo in 1935.

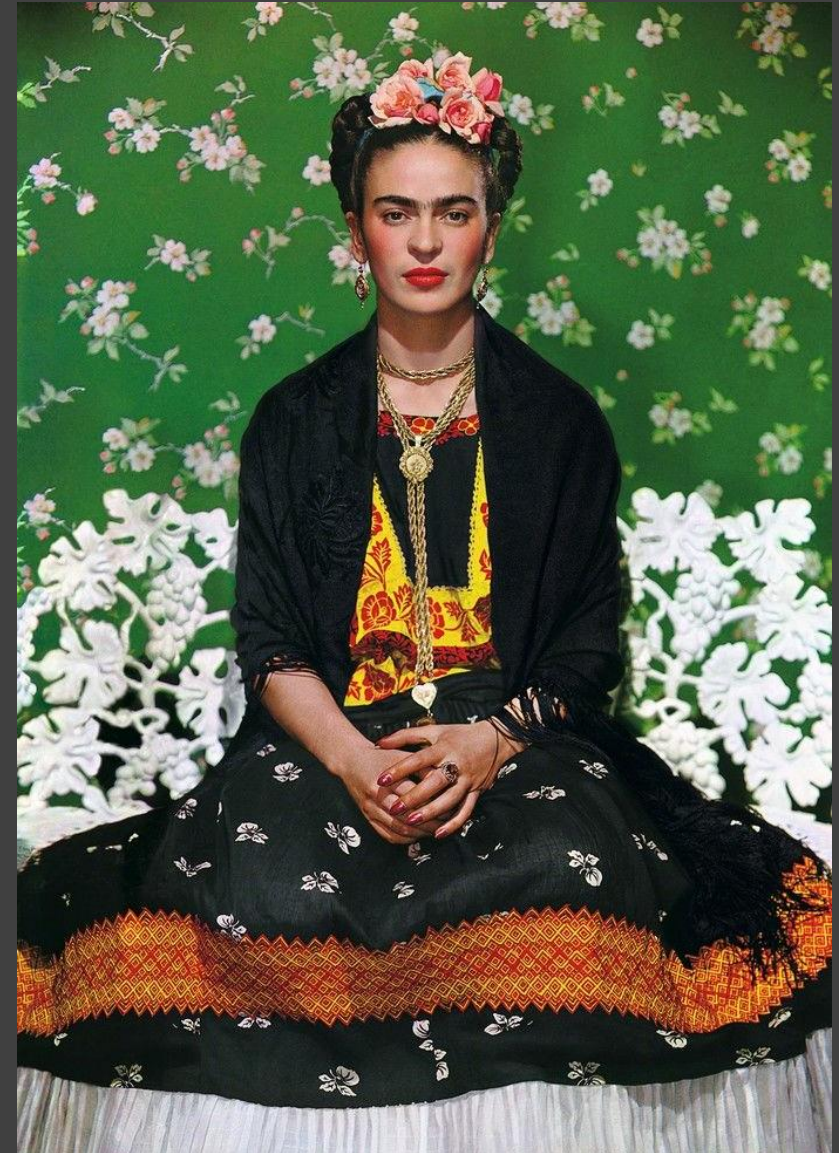


Vanity Fair, 2010  
Steve McCurry



Edmund Hillary, Mount Everest, 1953

Nickolas Muray's Frida Kahlo on White Bench, New York  
(2nd Edition), 1939 - Throckmorton Fine Art



Kodachrome was the film roll in *Edmund Hillary's* camera  
when he successfully topped Mount Everest in 1953



New Haven, Vt. 1973.

Nathan Benn



Cleveland, Miss.  
1973.

Nathan Benn



Pattison, Miss. 1973.

Nathan Benn