

Kodak



FILM EXPOSURE GUIDE

for roll and miniature films

Light Subjects :

Distant scenery, near-by people in marine, beach and snow scenes. Mainly light-coloured objects.



Average Subjects :

Near-by people, gardens, houses, scenes not in shade. Light and dark in about equal amounts. Use this class if in doubt.



Dark Subjects :

Brightly coloured or dark clothing, flowers, foliage, animals and buildings.

Subjects shaded from sun but lit by a wide angle of sky. Larger lens openings are needed as the sky angle decreases.



KODAK 'VERICHROME' PAN & 'PLUS-X' FILM

Never load or unload in sunlight or strong artificial light.

DAYLIGHT

With simple cameras having a fixed lens opening and shutter speed, set the shutter to "1" for snapshots in sunshine or on cloudy (but bright) days. Set adjustable cameras as below.

BRIGHT SUN	HAZY SUN	CLOUDY BRIGHT	OPEN SHADE ON BRIGHT DAYS
f/22	f/16	f/11	f/8

light subjects: set the shutter speed to 1/100th second.

average subjects: set the shutter speed to 1/50th second.

dark subjects: set the shutter speed to 1/25th second.

FLASHSNAPS

FLASH-TO-SUBJECT DISTANCES: with the shutter set at "1"

Flashbulb	No. 1 or PF. 1	PF. 14	No. 5 or PF.25
Distances	5-10 feet	7-14 feet	9-18 feet

GUIDE NUMBERS: for use with between-lens shutters

To find the lens *f*/number, divide the guide number by the flash-to-subject distance in feet, or to find the flash distance, divide the guide number by the *f*/number; e.g., a guide number of 80 at a distance of 10 feet would indicate an aperture of *f*/8, or *f*/16 at 5 feet.

FLASHBULB GUIDE NUMBERS

shutter set to 1/25

No. 1 PF. 1	PF. 14	No. 5 PF. 25	No. 22 PF. 60
80	110	144	280

KODAK 'TRI-X' FILM

Never load or unload in sunlight or strong artificial light.

DAYLIGHT

Users of box cameras will find that subjects in bright sunlight will be over-exposed on 'Tri-X' film: for preference use 'Verichrome' Pan or 'Plus-X.' Set adjustable cameras as below.

BRIGHT SUN	HAZY SUN	CLOUDY BRIGHT	OPEN SHADE ON BRIGHT DAYS
f/22	f/16	f/11	f/8

light subjects: set the shutter speed to 1/200th second.

average subjects: set the shutter speed to 1/100th second.

dark subjects: set the shutter speed to 1/50th second.

FLASHSNAPS

FLASH-TO-SUBJECT DISTANCES: with the shutter set at "1"

Flashbulb	No. 1 or PF. 1	PF. 14	No. 5 or PF.25
Distances	8-16 feet	10-20 feet	15-30 feet

GUIDE NUMBERS: for use with between-lens shutters

To find the lens f/number, divide the guide number by the flash-to-subject distance in feet, or to find the flash distance, divide the guide number by the f/number; e.g., a guide number of 230 at a distance of 20 feet would indicate an aperture of f/11, or f/22 at 10 feet.

FLASHBULB GUIDE NUMBERS

shutter set to 1/25

No. 1 PF. 1	PF. 14	No. 5 PF. 25	No. 22 PF. 60
125	175	230	450

KODAK 'PANATOMIC-X' FILM

Never load or unload in sunlight or strong artificial light.

DAYLIGHT

With simple cameras having a fixed lens opening and shutter speed, set the shutter to "1" for snapshots in sunshine or on cloudy (but bright) days. Set adjustable cameras as below.

BRIGHT SUN	HAZY SUN	CLOUDY BRIGHT	OPEN SHADE ON BRIGHT DAYS
f/11	f/8	f/5.6	f/4.5

light subjects: set the shutter speed to 1/100th second.

average subjects: set the shutter speed to 1/50th second.

dark subjects: set the shutter speed to 1/25th second.

FLASHSNAPS

FLASH-TO-SUBJECT DISTANCES: with the shutter set at "1"

Flashbulb	No. 1 or PF. 1	PF. 14	No. 5 or PF.25
Distances	3-5 feet	4-8 feet	5-10 feet

GUIDE NUMBERS: for use with between-lens shutters

To find the lens f/number, divide the guide number by the flash-to-subject distance in feet, or to find the flash distance, divide the guide number by the f/number; e.g., a guide number of 60 at a distance of 15 feet would indicate an aperture of f/4, or f/11 at 5½ feet.

FLASHBULB GUIDE NUMBERS			
shutter set to 1/25			
No. 1 PF. 1	PF. 14	No. 5 PF. 25	No. 22 PF. 60
42	60	80	155

KODAK 'VERICHROME' (ORTHO) FILM

Never load or unload in sunlight or strong artificial light.

DAYLIGHT

With simple cameras having a fixed lens opening and shutter speed, set the shutter to "1" for snapshots in sunshine or on cloudy (but bright) days. Set adjustable cameras as below.

BRIGHT SUN	HAZY SUN	CLOUDY BRIGHT	OPEN SHADE ON BRIGHT DAYS
f/16	f/11	f/8	f/5.6

light subjects: set the shutter speed to 1/100th second.

average subjects: set the shutter speed to 1/50th second.

dark subjects: set the shutter speed to 1/25th second.

FLASHSNAPS

FLASH-TO-SUBJECT DISTANCES: with the shutter set at "1"

Flashbulb	No. 1 or PF. 1	PF. 14	No. 5 or PF.25
Distances	3-5 feet	4-8 feet	5-10 feet

GUIDE NUMBERS: for use with between-lens shutters

To find the lens f/number, divide the guide number by the flash-to-subject distance in feet, or to find the flash distance, divide the guide number by the f/number; e.g., a guide number of 90 at a distance of 11 feet would indicate an aperture of f/8, or f/16 at 5½ feet.

FLASHBULB GUIDE NUMBERS

shutter set to 1/25

No. 1 PF. 1	PF. 14	No. 5 PF. 25	No. 22 PF. 60
50	70	90	175

There is a 'Kodak' film to
suit every occasion.

'VERICHROME' (ORTHO) An
orthochromatic film for all occa-
sions, giving consistently good
results under varying conditions.

'VERICHROME' PAN & 'PLUS-X'
Excellent fully colour-sensitive
panchromatic films for both day-
light photography and flashsnaps,
combining good speed and lati-
tude with fine grain.

'PANATOMIC-X' The correct
choice for very fine grain
negatives giving first-class
enlargements.

'TRI-X' A high-speed panchro-
matic film for flashsnaps at ex-
treme distances, or snaps in
room lighting or poor daylight.

... they come out
best on



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