

# Kodak

## AT THE FAIR

UNDER THE PICTURE TOWER  
A WORLD OF ADVENTURE  
IN THE KODAK PAVILION

New York World's Fair 1964-1965





# walk right into adventure... at the Kodak Pavilion

Welcome to the Kodak Pavilion. We hope you will find it to be one of the most imaginative and exciting of all the splendid pavilions at the Fair. Enjoy it to the fullest . . . in the modern Tower Theatre . . . on the fairy-tale Moondeck roof . . . in the exhibits that show you adventures in picture-taking, and how photography, the universal language, contributes to the Fair's theme of "Peace Through Understanding." Here is a short index of the many things you may enjoy as Kodak's guest.

1. See the world's largest outdoor color prints displayed on the spectacular Kodak Picture Tower . . . from all over the world.
2. See a movie such as you have never seen before — "The Searching Eye" — in the comfortable, air-conditioned Kodak Tower Theatre.
3. Discuss photography with experts at the Kodak Information Center — and get answers to any photo questions you may have.
4. See how photography can add extra fun to all your leisure hours, in Kodak's "Adventures in Photography" exhibit.
5. Enter the atomic world of Eastman chemicals, plastics, fibers, in the Dome Theatre. See fashion shows featuring Eastman fibers.
6. See how easy it is, and how little it costs, to take sparkling personal movies — in the Kodak Amateur Movie Exhibit.
7. In the History Exhibit, see how photography has developed from the first box camera to today's KODAK INSTAMATIC Cameras.
8. See special demonstrations of the new KODAK INSTAMATIC Cameras — with new instant, automatic loading of film.
9. See how tomorrow's weather is forecast from outer space, by teamwork between photography and the Tiros weather satellite.
10. See and hear a robot astronaut demonstrate how microfilm can store 80 tons of reading matter in less than 90 pounds of film.
11. See the story of how x-rays and photography join to protect your health and safety.
12. See the day's news pictures come in by wire — just as they are being received by newspapers and TV stations all over the country.
13. Take a brief look at how Hollywood and TV convert film into entertainment for the whole world.
14. See collections of the most outstanding pictures ever brought together, in the Salon Area of the Pavilion.
15. Visit the International Area of the Pavilion with its beautiful sunken garden, and see how photography's story is told around the world.





In the  
Tower Theatre,  
see . . .

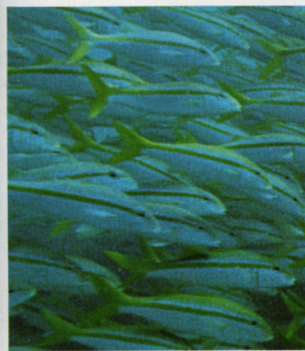


## The Searching Eye

**A movie like no movie  
you've ever seen!**

Discover the world through the eyes of a small boy as he explores the world around him . . . and go beyond to see new miracles of vision as aided by special cameras and color film, far beyond the capacity of the unaided eye!

"The Searching Eye" is produced by Hollywood's famed Saul Bass, and shows continuously in the Kodak Tower Theatre. Admission is free.



Take your Camera  
up to the

## Magic Moondeck of the Kodak Pavilion

On the roof of the Kodak Pavilion is a fairyland of domes and pinnacles, great sweeping curves, perfect backgrounds for pictures to take home — and a fine vantage point for pictures of other Fair buildings. **Don't miss this!**





SEE HOW PHOTOGRAPHY

explores  
discovers  
reveals  
records  
instructs  
forecasts  
entertains

Today, photography extends into and contributes to every phase of society. In various exhibits in the Kodak Pavilion, you will see many of these contributions . . . some familiar, some quite new . . .

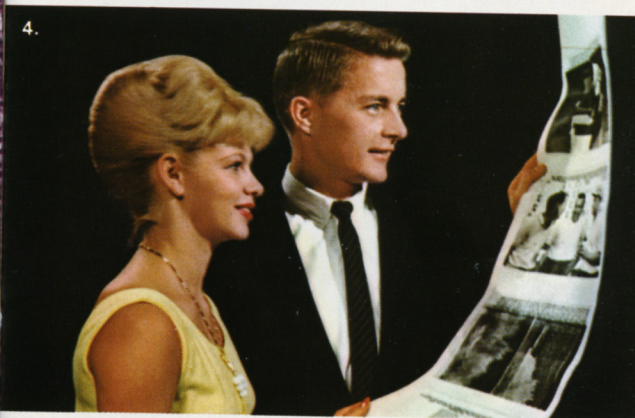
1. See how aerial photos can capture everything from horizon to horizon — as in this end-to-end view of Manhattan Island.

2. See how Tiros VII, the weather satellite, relays pictures to earth, to help tell tomorrow's weather. This picture shows the east coast of the U. S.

3. See how color pictures are taken apart — and then put back together to print the magazines you read.

4. Scan the day's news — in pictures — as it comes hot off the wires.

*And many other things!*



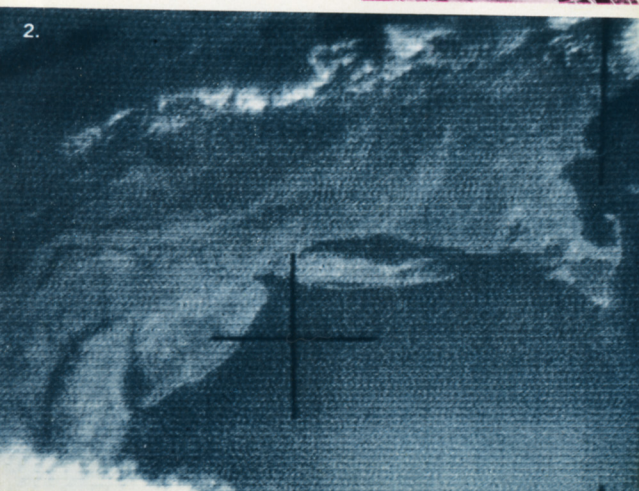
## find adventure in photography here

Visit the "Adventures in Photography" section, to see the fascinations of close-up photography... sports... humor... night... underwater... all pictures you can take yourself!

### ... and if you have questions

Bring your photo-problems to the experts in the Kodak Information Center. They are there to help you. They will be glad to demonstrate photo equipment for you; can give you useful tips on picture-taking at the Fair — or anywhere.

... and for picture-taking  
at the Fair



2.





## new Kodak Instamatic cameras

Superb new KODAK INSTAMATIC Cameras — instant-loading, just drop film in, with no threading, no fumbling. Many models, some with automatic electric-eye exposure and automatic film advance. From less than \$18 for a complete KODAK INSTAMATIC 100 Outfit.



## special World's Fair camera

New for the Fair — a special KODAK World's Fair Flash Camera! Smart, sturdy, and simple to operate — just aim and shoot. Flash is built in, and panel has World's Fair symbol identification. In unique souvenir box, less than \$8.00.

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## and for movies... a special package

Here is an unusual special offer—a BROWNIE FUN SAVER Movie Camera, color film, and idea book — everything you need to take sparkling action-filled movies at the Fair — all for less than \$20. You can film your whole visit in color and action — at the touch of a button — everything you see at the Fair!

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y.**

Prices subject to change without notice.