

# Kodak Bulletin

for the  
graphic arts

36



The cover

*Flower picture taken on  
35mm 'Kodachrome' Film  
by William MacQuitty.*



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"But they're all 35 mm!"

We are sure there are very few process houses around who haven't said just that to a client at some time or another. With justification, too.

So often the kind of 35 mm colour slide offered is one taken by the client's daughter on her trip to Spain and he wants you to use it in his travel brochure.

But things are changing; professional photographers are turning more and more to 35 mm work. Why? Because they find it is flexible. They don't have to carry bulky equipment around with them. They can get mood shots and records of events that would be impossible with bulky cameras and lighting equipment. The colour supplements, magazines, books and advertising literature use 35 mm. It is coming into the studio as well. With better 35 mm it should be perfectly feasible to produce first class work. In this issue we have set out to show you some examples of this type of work. We are sure that you are going to get more and more 35 mm originals in the next few years.