

KODAK EKTACHROME Film

KODAK EKTACHROME 50 HC Film



Vivid, Crisp Colors

When you want color slides that show your summer scenes exactly as you saw them, Kodak Ektachrome films are the ones to use. They provide vibrant colors, and a wide choice of film speeds to suit any shooting situation. And you can have them processed quickly at minilabs or pro labs everywhere.

Have you ever wondered why films are offered in different speeds? The answer is, to provide you with optimum image quality for the task at hand. The slower the film speed, the sharper and finer-grained the film. But the slower films require more exposure than faster ones, and so have less action-stopping power, and provide less depth of field. For optimum image quality, use the slowest film that will let you shoot at the desired shutter speed and lens aperture for the scene's given light level.

Kodak Ektachrome 50 HC film offers the best image quality in the Ektachrome film family—the sharpest images, with the finest grain. It's ideal for shooting when optimum image quality is of more importance than short shutter speeds and small lens apertures.

Ektachrome 100 HC film is a great general-purpose film, providing an additional stop or double the



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shutter speed with very nearly the same image quality as Ektachrome 50 HC film.

Ektachrome 200 film offers outstanding colors at the popular ISO 200 film speed. It's an ideal general-purpose film for shooting all kinds of summer photos, from dawn to dusk—and even beyond.

Ektachrome 400 film provides additional film speed for those summer action subjects, and for difficult lighting conditions.

Ektachrome 160 film is balanced for tungsten lighting, and provides superb colors under indoor illumi-

nation for those summer family get-togethers, stage shows, circuses, and the like.

Kodak Ektachrome films provide a versatile selection of summer-image-recording materials for color-slide enthusiasts. □

