



EASTMAN  
ANNOUNCES

# KODATOY...

—an efficient 16mm. toy  
movie projector for \$12

HERE is the big news of the year for youthful movie fans. Eastman, maker of the famed Ciné-Kodak, has designed and perfected a toy projector that's amazingly efficient.

It's no longer necessary for the youngsters to plead that they be given a movie show with Dad's projector. They can have their own movies whenever they like with Kodatoy.

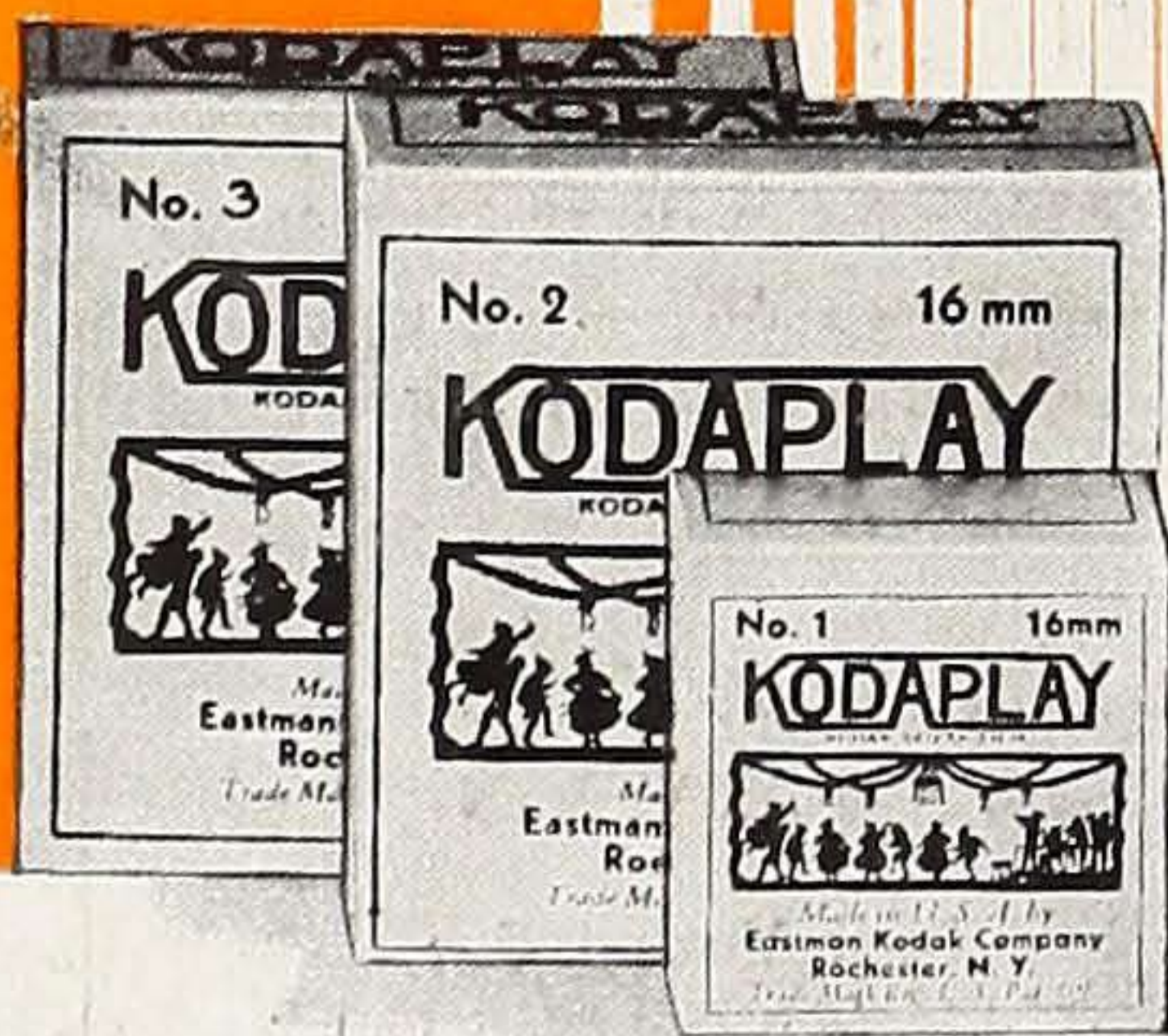
Kodatoy uses any length of 16mm. safety film up to 100 feet. It has optical and mechanical features found only on much more costly models. There are good quality condensing and projection lenses and a three blade shutter assuring clear, flickerless pictures. Framing is automatic. Focusing is done by sliding the lens barrel in its mount. Kodatoy is strongly constructed . . . perfectly safe. Any youngster can thread and operate it with ease.

While the new Eastman product

is primarily a toy, there is nothing "toyish" about the pictures it shows. Even grown-ups will marvel at its excellent projection qualities. And there is still another surprise! Kodatoy has its own miniature theater with a "silvered" screen surface.

The Kodatoy owner has his professional film subjects, too. Kodaplays, they're called. Well known movie comedians... animal pictures ... travel... animated cartoons. Each of them carefully selected for juvenile audiences. They're available in three sizes—priced at 30, 60 and 90 cents.

You parents who own movie-making equipment will be quick to recognize Kodatoy as an ideal gift. The projector, complete with screen and two empty 100-foot metal spools, retails at \$12. Ciné-Kodak dealers, toy and department stores will gladly put a Kodatoy through its paces for you.



EASTMAN KODAK COMPANY  
ROCHESTER, NEW YORK

**KODATOY** *the children's movie projector by* EASTMAN