

"Goodbye Guesswork"



Before our fighting men close with the enemy, aerial photographs help point the way—where to shell . . . to bomb . . . to land . . . and advance. This picture is from a series made while bombing the Japs on Wake Island.

As shown in the more detailed illustrations below, made near Buka and Munda Airfields, colors themselves are so important that much photographic reconnaissance is in full color—using Kodacolor Aero Reversal Film, with which these pictures were made.



You're 4 miles up in a Navy plane, shooting straight down through a telephoto lens at an Army bomber as it lays its eggs near Jap-held Buka Airfield, north of Bougainville. Notice the details—even the bombs in the air below the plane's left wing—in this Kodacolor Aero vertical. Official U. S. Navy Photographs



The Navy reports that capture of the Munda Airfield was facilitated by information gained from photographs filmed on Kodacolor Aero; and that increasing quantities will be needed as our amphibious operations expand toward Japan. This vertical of white shoals and green islands near Munda Airfield shows how Kodacolor Aero Film penetrates below the surface, "charting" unknown waters preliminary to landing operations.

Kodak's new color aerial film answers a lot of military questions

Because of its pioneer research in color photography—research that had produced Kodachrome Film, and had Kodacolor Roll Film well under way—Kodak was "ready to go" when asked by the armed forces, before the war, for a new aerial film

- ... a full-color aerial film which could be processed in the field
- ... would have haze-penetrating contrast
- ... and with speed and sensitivity enough for use in modern military airplanes.

Kodak met these specifications—and more—with Kodacolor Aero Reversal Film. It is entirely new; the fastest color film by far; rapidly processed in the field.

The Kodacolor Aero shots shown here

only suggest its military importance . . .

Just as earlier research contributed to Kodacolor Aero Reversal, the additional knowledge gained, in turn, helped to perfect Kodacolor Roll Film—for full-color snapshots with ordinary cameras. You may occasionally get a roll—though it's still scarce—and see what these color accomplishments mean to you.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

REMEMBER THE U. S. S. NEW ORLEANS?—how, in action off Guadalcanal, the explosion from a Jap torpedo sheared off her whole bow—and with 178 men dead or dying, flames shooting above her foremast, and water 4½ feet over her main deck, she was yet kept afloat by the almost superhuman efforts of her officers and crew . . . saved to fight another day?—A stern example for us at home. BUY MORE WAR BONDS.

Officers checking "The Lay of the Land," as shown on Kodacolor Aero Reversal Film. More detailed examination is made over the ground glass of a "light box."



Serving human progress through Photography