George Eastman, as an amateur, rigged up his first portable photographic outfit while working in a bank in Rochester, N.Y.
“YOU PRESS THE BUTTON, WE DO THE REST”
George Eastman’s company made the Kodak camera in 1888. Film was loaded onto the roll holder inside the camera. One roll of film could make 100 pictures. The key was used to wind the film.
“You Press the Button, We Do the Rest” was the Kodak advertising slogan.
An example of a Kodak advertisement from the early 1900s.

Take a Kodak with you

The Kodak Girl