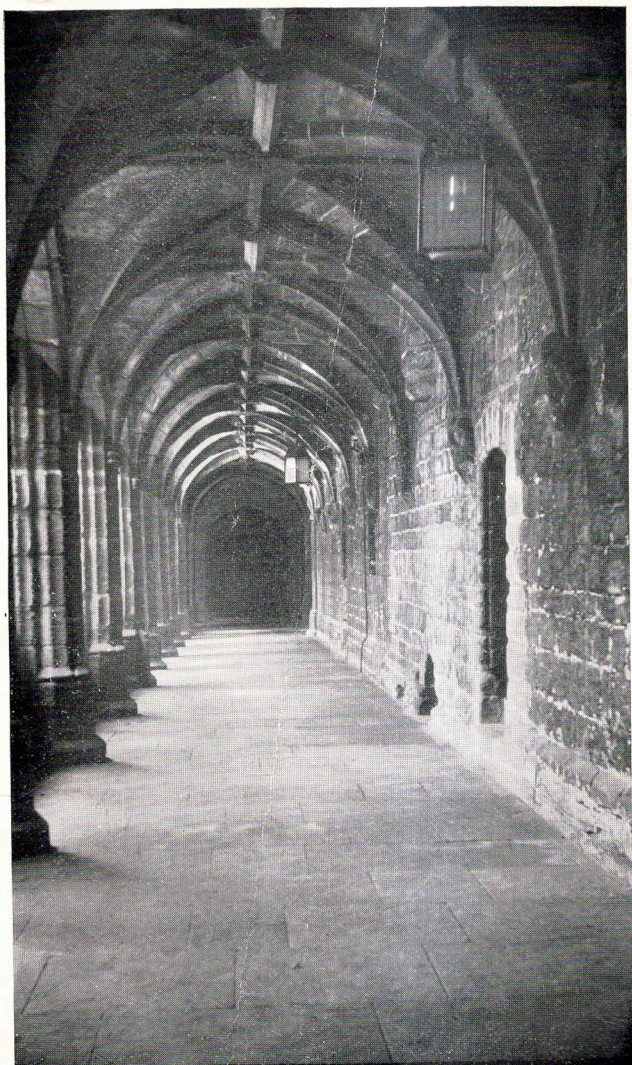


Autographic Kodaks





Cloisters Chester July 30

AN Autographic Kodak is a Kodak and a note-book in one. It takes pictures and it takes notes, the notes being written directly on the film beneath each picture.

An Autographic Kodak tells the whole story. It gives you the picture and it answers the insistent questions—*Who? When? Where?*

There is a little spring door in the back of an Autographic Kodak; the door is shown open in the cover illustration of this booklet and closed in the illustration on page 19. When you have taken a photograph, you open the door and write the date or title of your picture, or whatever particulars you wish, and hold the writing to the light for a few seconds. The writing is automatically impressed or photographed by the light on the sensitive film and lasts as long as the picture which it describes.

A single instance will illustrate the value of an Autographic Kodak to the traveller or holiday-maker. Suppose you are interested in architecture, for example, and decide to spend a month visiting fifteen or twenty of the cathedral cities of England. You will naturally wish to keep a picture-record of such a delightful tour. At each stopping place you will probably take twenty or thirty pictures—say 400 or 500 in all. When they are developed and printed, will you be able to identify every one of them?

That all depends upon whether you take them with an Autographic Kodak. If you trust to your memory alone, you are bound to get confused—but there will be

no confusion if all your pictures are taken with an Autographic Kodak on Autographic Film. On each film, beneath the picture itself, you will have an indelible record :

Christchurch Gateway, Canterbury, July 13
North Porch, Salisbury, July 18
Lady Arbour, Hereford, July 28
Cloisters, Chester, July 30
The Five Sisters, York, Aug. 3
The Dean's Eye, Lincoln, Aug. 7
Bishop Salmon's Gateway, Norwich, Aug. 12

Every picture will have its Autographic note. Years afterwards you will be able to say positively when and where each picture was taken.

Of course, a simple Kodak picture, without any Autographic note, will recall the scenes visited—but every photographer has negatives which he cannot identify. He may remember the scenes, but he has forgotten all the attendant circumstances—he has forgotten the *who?* *when?* and *where?* of his pictures. The Autographic Kodak remembers for him. The note about each picture is written at the time it is taken, and once it is written it cannot be lost because it forms a part of the negative.

The traveller, at home or abroad, can have no better companion than an Autographic Kodak. The people he meets, the places he visits, the interesting things he sees are all pictured by his Kodak. But only the Autographic Kodak can tell the whole story of his travels—*who* it was he met, *when* it was that he did this or that, and *where* each picture was taken.

Many parents keep Kodak pictures of their little ones, showing their progress week by week, and year by year, from the first snapshot of the long-robed infant in the

nurse's arms. But only the Autographic Kodak can tell the exact date when each picture was taken, and so do away with all guessing on any future occasion.

The Autographic Kodak appeals also to gardeners, farmers, stock-breeders and fanciers. It gives records of the growth of plants and the feeding of animals at different dates which leave no room for doubt. Similarly, the Autographic Kodak appeals to architects, engineers, contractors and builders who keep "progress photographs" showing the state of their work at different dates. Indeed there are thousands of useful purposes, in work and in play, which can be served by the notes taken with an Autographic Kodak.

If you are a photographer already, you know that you often want to note details of purely photographic interest such as the subject, light, stop and exposure. You can easily make an Autographic note of these points if you use abbreviations. For instance, after writing the date and title of your picture, you could add "8—25—D," which would mean that you used stop $f8$ and gave $1/25$ of a second exposure in a dull light.

Very often your negatives will not need a title: the date alone will be sufficient. Even the date will not be needed when you take a number of almost identical pictures at the one time. The great point is that the Autographic feature is on the Kodak ready for use when you want it—and there are bound to be occasions when it will prove of inestimable value.

In the following pages the writing is shown below the photographs. This is done only to give some idea of the ways in which the Autographic feature can be used. Generally speaking, you need not print the Autographic note with the photograph.



You take the photograph in the ordinary way, then open the little door in the back of the Kodak—see page 8



*Only the Autographic Kodak can tell the date when
each picture was taken with no possibility of mistake*



*Open the little door in the back of the Kodak and write
whatever particulars you wish as shown on page 10*



*It is easy to get the signature as well as the photograph
of your friends when you use an Autographic Kodak*



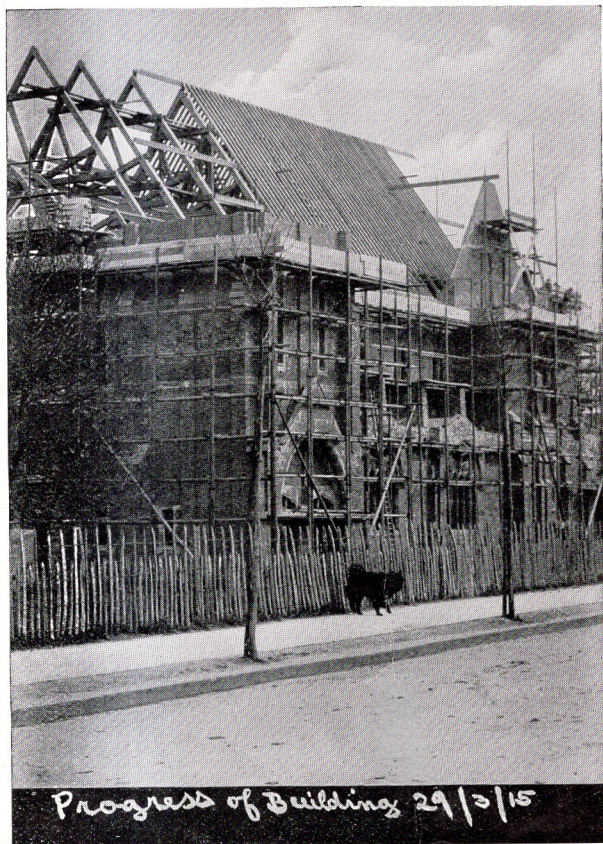
Write the date and title of the photograph, then hold the writing for a few seconds to the light—see page 12



*The gardener will appreciate the Autographic Kodak;
it will add to his enjoyment to have records like this*



Hold the writing to the light; this imprints it on the film and makes it a permanent part of your photograph



The Autographic Kodak gives technical records which are invaluable to architects, engineers and contractors

The Autographic Kodak Explained

The principle of the Autographic Kodak is ingenious but exceedingly simple. This wonderful invention depends partly on the Autographic feature in the back of the Kodak itself, and partly on Autographic Film. Hence it is that you can use Autographic Film in an ordinary Kodak and you can use ordinary Kodak Film in an Autographic Kodak—but, to make Autographic notes, you must use Autographic Film in an Autographic Kodak.

Autographic Film has the same speed and quality and also costs the same as ordinary Kodak Film. In the case of Autographic Film, a strip of sensitive film is wound on the spool together with a strip of thin red paper to protect it from the light. This thin red paper is not completely light-proof in itself. It is therefore supplemented by a strip of black displacing tissue between it and the thin red paper. As may be gathered from its name, the coating of this black tissue becomes displaced wherever it is written upon, and wherever this displacement occurs, light can pass through it.

You see the thin red paper when you open the spring door in the back of the Autographic Kodak. When you write on the red paper, you displace the coating of the black tissue immediately underneath it. Consequently, when you hold your writing to the sky, the light passes through the red paper and the displaced black tissue, and the Autographic note is impressed on the sensitive film. It is *photographed* upon the film in the literal sense—that is, *it is written by the light*.

Using the Autographic Feature

After you have taken the photograph, open the little spring door in the back of the Kodak. (See page 8.) Then, on the red paper which shows in the opening, write your Autographic note with the little stylus provided or with a suitable pencil. (See page 10.) Hold the stylus or pencil in as upright a position as is convenient, *pressing firmly on both the up and the down strokes.*

Then, having finished the writing, hold the back of the Kodak, with the door open, to the light for from 2 to 5 seconds if the light is brilliant, and for from 5 to 10 seconds if it is very dull. (See page 12.) Close the door, and wind another section of film into position in readiness for the next picture.

Always use the stylus or a fairly hard, well-pointed and absolutely dry pencil.

Always press firmly on both the up and the down strokes, using as much pressure as possible without tearing the red paper.

Never use a copying pencil, nor moisten the stylus or lead pencil.

Never allow the direct rays of the sun to fall upon the Autographic notes either when writing or holding them to the light.

The Autographic notes come in the margin of the film at the bottom of an upright picture, and at the side of a horizontal picture.

What to Write

To reap the full benefit of the Autographic Kodak, you should write only information which is not obvious from the photograph itself. "By the Shore" is truthful enough, but there isn't a chance in a million that anyone will look at the picture and *not* know that it is by the shore. But it may not be so easy to say whether the picture was taken on the sands at Saltburn or at Lowestoft, or under the cliffs at Folkestone or at Eastbourne.

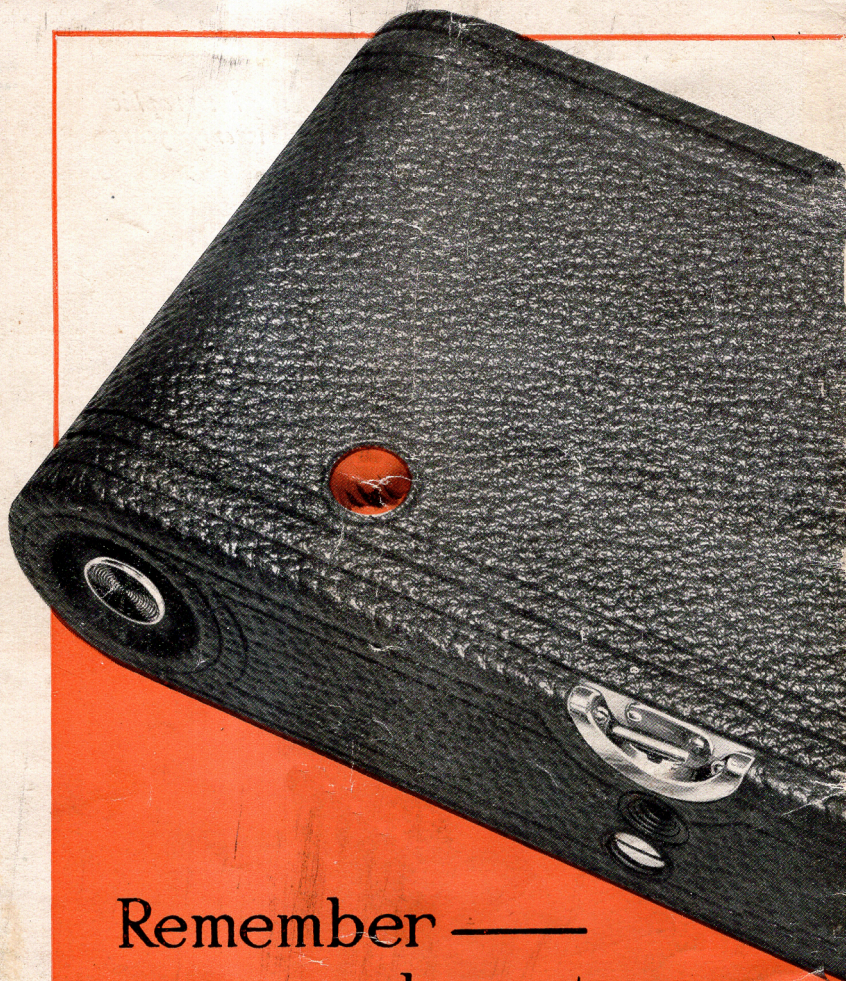
"Where and When" or "Who and When"—are to be borne in mind when writing your Autographic notes. Not "A Riverside Bungalow"—both river and bungalow are in the picture—but "Maidenhead, 11/8/17." Not "View from hill," but "Lynmouth from Lynton, 30/7/17."

The illustration on the inside front cover of this booklet shows the size and kind of picture taken with a 3a Autographic Kodak. The illustrations on pages 6 to 13 show the size and kind of picture taken with a 3 Autographic Kodak. The prices of these, as well as other models, are given on the next two pages.

*The greatest photographic
advance in twenty years*



The No. 3a Autographic Kodak



Remember —
you can learn to use a
Kodak in half-an-hour.