

# VERICHROME<sup>®</sup>

(DOUBLE-  
-COATED)

# FILM

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-COATED)**

# FILM

*- the film  
that beats  
all records*





# VERICHROME FILM — the film that beats all records

## Kodak's Latest Invention

### "Verichrome" Film—the Faster Film—the Master Film

Ever since the first Kodak Film made amateur photography the pastime of peer and peasant alike and enabled everybody to enjoy the fun of picture-making, the Kodak Company have used every means that science could invent to improve their product. They were never satisfied—the best was never good enough. They improved Kodak Film step by step. They made it daylight-loading, daylight-developing, non-curling—they made it of such a high speed and such a remarkable quality that it became known the world over as "The dependable Film in the yellow carton." Now comes, in addition, the Master Film—the Film that beats all records—"Verichrome."

#### A DOUBLE-COATED FILM

"Verichrome" Film is Double Coated. It has two layers of sensitive silver emulsion. These two emulsions will catch, hold and record all you want to get into your snapshots—finer detail in the bright portions of your picture, finer detail in the dark portions, with all the delicate intermediate tones.

#### SPEED — SPEED — SPEED !

The speed of "Verichrome" Film upsets all your accepted standards. It is equivalent to more sunlight, a clearer atmosphere, longer days, a more powerful camera: it is the most powerful weapon ever placed in your hands to fight your old enemy **under-exposure**. Whatever your rank as a photographer, "Verichrome" Film means instant promotion.

#### LATITUDE — TOLERANCE

"Verichrome" Film allows you more latitude than you have ever enjoyed with any other film. It makes a generous allowance for your errors. Its amazing speed reduces to a minimum your chances of under-exposure and its tremendous range enables you to over-expose twenty, fifty, or even a hundred times, and still be sure of getting a good picture.

#### COLOUR-SENSITIVITY

"Verichrome" Film gives Nature's colours their true values in monochrome—it is not "colour-blind." It sees the greens and yellows, which predominate in Nature, as bright, cheerful hues; it reproduces in the picture a sunlit cornfield or green pasture as a light tone, not as a dull heavy patch. It distinguishes white clouds against a blue sky and enables you to avoid that "bald-headed" effect in your landscapes.

To obtain the maximum amount of colour values you should use a Kodak Colour Filter in front of your lens.

**Note.**—The increased exposures to give when using "Verichrome" Film with Wratten yellow filters or the Kodak Colour Filter are as follows :—

With K.1 Filter	...	...	2 times.	K.2 Filter	...	...	8 times.
K.1½ "	...	...	4 "	Kodak Colour Filter	4 "		

#### NON-HALATION

"Verichrome" Film has a red coating on its non-sensitive side (the colour disappears when the film is developed) to prevent light from being reflected back to the picture. This reflected light produces what is known as "halation." You will have noticed it in your photographs when a very bright object comes near a shadow—a window in a dark church, a white dress against a dark background, branches of trees against a clear sky. The light portions seem to spill over into the shadows and produce a "fuzz." "Verichrome" does away with this; it gives clear-cut detail even in the brightest parts of your picture—it doesn't allow the light to spread out and degrade the shadows.

#### TRANSLUCENCE

"Verichrome" Film is translucent, not transparent. Notice the sparkling ground-glass appearance of the negative, which enables the superiorities listed above to be seen at a glance. This translucence, with the fine grain of the emulsion, makes "Verichrome" Film negatives exceptionally good for enlarging.

The red and black checkered band on the familiar yellow carton indicates VERICHROME FILM



The Red Backing of VERICHROME FILM prevents Halation 'Fuzz' —the blurring of the edges of bright subjects. This means finer detail in the high lights.







## "VERICHROME" FILM—the still better film for still better pictures.

Here are five reasons why :

- (1) "Verichrome" Film is double coated. This gives finer detail in the high-lights, the brighter portions of the subject, and finer detail in the shadows, the darker portions of the subject.
- (2) "Verichrome" Film is Faster. This gives more opportunities for picture making, and prevents under-exposure failures.
- (3) "Verichrome" allows such wonderful latitude that you can over-expose

to an enormous degree and still get good pictures.

- (4) "Verichrome" Film is Non-Halation : the two emulsions and the red backing prevent blurring of the edges of brightly-lit subjects.
- (5) "Verichrome" is highly sensitive to the yellows and greens that predominate in Nature. It makes lovely glowing landscape pictures in true monochrome values.

"Verichrome" Film is made in all the most popular amateur sizes in both Roll Film and Film Packs.

### ROLL FILMS.

No.	Size. Ins.	For	Exp. s. d.	No.	Size. Ins.	For	Exp. s. d.
V127	2 1/2 x 1 3/8	V.P. "Kodak" and No. 0 "Brownie" ...	8 1 2	V130	4 3/8 x 2 7/8	No. 2C "Kodak" and No. 2C "Brownie" ...	6 2 4
V120	3 1/4 x 2 1/4	No. 1 "Kodak" and No. 2 "Brownie" ...	6 1 2	V118	4 1/4 x 3 1/4	No. 3 "Kodak" ...	6 2 4
V116	4 1/4 x 2 1/2	No. 1A "Kodak" and No. 2A "Brownie" ...	6 1 6	V124	4 1/4 x 3 1/4	No. 3 "Brownie" ...	6 2 4
V116	4 1/4 x 2 1/2	Ditto ...	12 3 0	V122	5 1/2 x 3 1/2	No. 3A "Kodak" ...	6 3 0
				V122	5 1/2 x 3 1/2	Ditto ...	10 4 8
				V117	2 1/4 x 2 1/4	No. 1 "Brownie" ...	6 1 0
				V129	3 x 2	No. 2 "Ensignette" ...	6 1 2

### FILM PACKS.

No.	Size.	Exd.	s. d.
V500	2 3/8 x 1 3/8 in. (4 1/2 x 6 cm.)	12	2 3
V520	3 1/4 x 2 1/4 in. (6 x 9 cm.)	12	2 11
V516	4 1/4 x 2 1/2 in. (6 1/2 x 11 cm.)	12	3 6
V518	4 1/4 x 3 1/4 in. (8 x 10 1/2 cm.)	12	5 0
V522	5 1/2 x 3 1/2 in. (8 x 14 cm.)	12	6 4
V523	5 x 4 in. (10 x 12 1/2 cm.)	12	6 4
V515	7 x 5 in. (13 x 18 cm.)	12	11 0
V541	4 3/4 x 3 3/4 in. (9 x 12 cm.)	12	5 9
V543	6 x 4 in. (10 x 15 cm.)	12	7 9

**Note.**—"Verichrome" Film does not supersede ordinary Kodak Film, which will still be obtainable everywhere at the usual prices.

