

Photographic Catalogue



**SHEFFIELD PHOTO CO
LTD**

6 Norfolk Row (Fargate)

SHEFFIELD 1

Telephone 22079

Kodak
Regd. Trade Mark



Taken on 'Kodachrome' film with a 'Bantam' Colorsnap camera. It's as easy now to shoot in colour as in black-and-white. See page 12.

You **press**



the button...

... WE DO THE REST. With that world-famous slogan the first 'Kodak' camera was launched nearly seventy years ago. Today it's as true as ever — with this difference. Today, when you press the button, you can do things undreamt of by the first 'Kodak' user. You can take pictures under a much wider range of lighting conditions. You can take pictures in colour — full, glowing true-to-life colour. You can take pictures by flash — indoors, at night, anywhere, any time — in black-and-white *or* colour. All by simply 'pressing the button'.

Never has a 'Kodak' camera been such a good investment as in 1957. Whichever model you choose, it will give you years of enjoyment.

Which model for you ?

The simplest cameras of all are those in the '*Brownie*' range (pages 4-7). These are ideal for snapshots of people, views, and other everyday subjects which make up the bulk of a family picture collection. Many models have flash contacts, so that with the addition of a simple accessory you can take snaps indoors as easily as out. Some models, too, have a built-in close-up lens and cloud filter, which increase their picture-taking scope without detracting from their basic simplicity.

Popular with many amateurs is the reflex-type camera with its extra-large viewfinder. Examples of this are the '*Brownie Reflex* and *Duaflex II* cameras (pages 8 and 9).

The folding camera has always been a favourite, and you may decide the '*Kodak Junior* or *Sterling II* (pages 10 and 11) is the one for you.

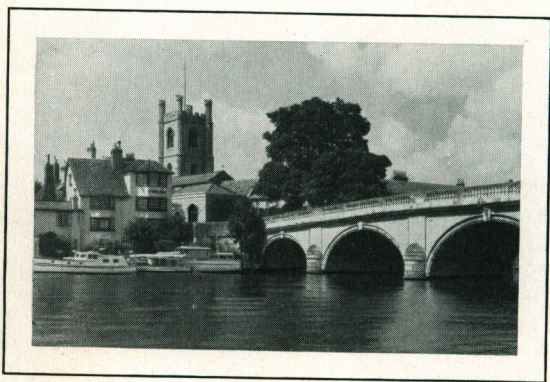
Most people would agree that photography's biggest thrill is shooting in colour — and that's where the '*Bantam Colorsnap* camera comes in (page 12). Simply pop in a roll of 'Kodachrome' film, consult the built-in exposure guide, aim and press the button. You get brilliant, true-to-life colour pictures you'll be proud to show your friends.

We shall be happy to show you this or any other camera in the Kodak range.

Prices in this catalogue are correct at the time of going to press but are subject to alteration without notice.

Guide to picture sizes

Here are the actual sizes of pictures taken by some of the most popular 'Kodak' and 'Brownie' cameras listed in the following pages



$1\frac{5}{8} \times 2\frac{1}{2}$ inches

Pictures this size are taken by the 'Brownie' 127 camera (eight exposures on 'Kodak' Film No. 127). See page 4.

$1\frac{5}{8} \times 1\frac{5}{8}$ inches

Pictures this size are taken by the 'Brownie' Reflex camera (twelve exposures on 'Kodak' Film No. 127). See page 8.

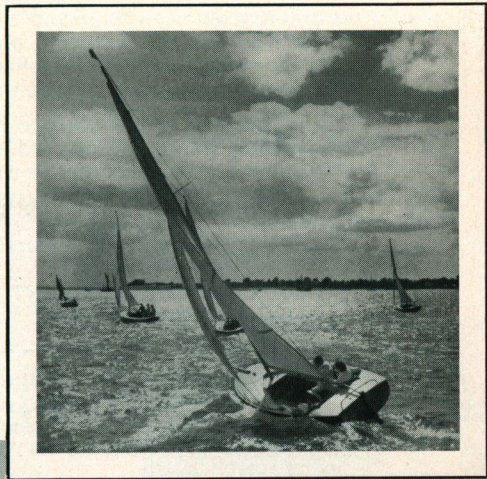




2¼ x 3¼ inches Pictures this size are taken by Six-20 'Brownie' cameras Model C, D, E and F; Six-20 'Kodak' Junior I and II; 'Kodak' Sterling II; (eight exposures on 'Kodak' Film No. 620). See pages 7, 10, 11.

2¼ x 2¼ inches

Pictures this size are taken by the 'Brownie' Cresta (twelve exposures on 'Kodak' Film No. 120) and by the 'Kodak' Duaflex II (twelve exposures on 'Kodak' Film No. 620). See pages 5 and 9.



These illustrations show the size of the contact print in each case. Whichever camera you choose, you can, of course, always have enlargements made of your pictures. Ask us for details of our enlarging service.

'Brownie' CAMERAS



*The most popular
cameras in the world*

KODAK 'BROWNIE' 127 camera

THE simplest 'Brownie' camera—and the most inexpensive. The camera for the man or woman, boy or girl, who wants to spend the minimum on equipment, who has no wish to bother about lens and shutter speeds or picture-taking refinements, who simply aims to take clear bright snaps the easiest possible way.

The 'Brownie' 127 camera has a fixed-focus lens, smooth-working press-button shutter release and all-enclosed eye-level viewfinder which frames the scene before it with brilliant clarity. All you have to do is point the camera and press the button. The resulting pictures are crisp and sparkling, worthy of a much more expensive camera.

The 'Brownie' 127 is good to look at, too, with its modern styling and jet black finish. A neck-cord is supplied which enables the camera to be slung over the shoulder or round the neck.

The 'Brownie' 127 takes eight pictures $1\frac{1}{8} \times 2\frac{1}{2}$ in. on 'Kodak' Film No. 127.

Price 25s 9d inc. tax

'Kodak' Canvas Case (Code 841)

4s 2d inc. tax

'Brownie' 127 Camera Gift Outfit

Includes 'Brownie' 127 camera, canvas case and two rolls of 'Verichrome' Pan film. A grand way to give anyone years of happy snapshotting.

Price 35s 9d inc. tax



'BROWNIE' CRESTA camera



HERE'S a smart looking camera with lots of up-to-the-minute picture-taking refinements, yet, like a true 'Brownie', essentially simple to use.

Hold the 'Cresta' to your eye and you see a big clear image of the picture framed in the all-enclosed eye-level viewfinder. The lens is fixed focus, which means that everything beyond about eight feet comes out sharp. When you want to take a close-up, just pull out a slide on the camera front. This brings the built-in close-up lens into position. To make white clouds stand out against a blue sky in a landscape picture, pull the slide in the opposite direction, and the built-in cloud filter comes into use.

With the accessory 'Kodak' Flashholder (see page 24) the 'Cresta' will take snaps, indoors as well as out — parties, baby in the bath, portraits.

There is a smooth-working shutter release on the camera top, and the camera body is smartly styled in glossy black. The 'Cresta' gives you twelve pictures $2\frac{1}{4} \times 2\frac{1}{4}$ in. on 'Kodak' Film No. 120.

Price 48s 8d inc. tax

'Kodak' Canvas Case (Code 847) 9s 9d inc. tax

'Brownie' Cresta Camera Gift Outfit

Includes 'Cresta' camera, canvas case and two rolls of 'Verichrome' Pan film.

Price 65s 1d inc. tax

5

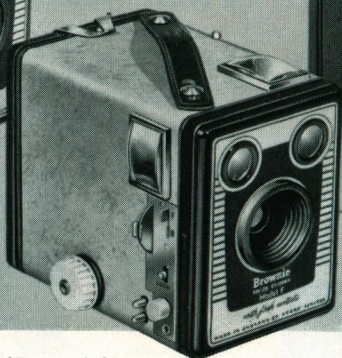




Six-20 'Brownie'
Model D



Six-20 'Brownie'
Model C



Six-20 'Brownie'
Model F



Six-20 'Brownie'
Model E

SIX-20 'BROWNIE' cameras

MILLIONS of people swear by these cameras, and with reason, for the quality of the pictures they take is extremely high and they are extraordinarily easy to use. All four models are of sturdy metal construction, smartly finished, and will give excellent service for years. All models have a fixed focus lens and a plunger shutter release which helps you to take crisp pictures free from 'camera shake'. The shutter gives instantaneous and brief-time exposures. Standard equipment are two large brilliant viewfinders for use at waist level. Six-20 'Brownie' cameras take eight $2\frac{1}{4} \times 3\frac{1}{4}$ in. pictures on 'Kodak' Film No. 620.

Six-20 'Brownie' camera Model C

The simplest, most inexpensive of the box 'Brownie' range, ideal for the beginner.

Price 41s 8d inc. tax

Six-20 'Brownie' camera Model D

This model has the additional attraction of built-in flash contacts for use with the accessory 'Kodak' Flashholder (see page 24) so that you can take pictures any time, anywhere. It also has a built-in close-up lens, which allows pictures to be taken at from five to ten feet.

Price 48s 8d inc. tax

Six-20 'Brownie' camera Model E

The Model E has flash contacts for indoor and night pictures, and a built-in close-up lens. In addition there is a built-in yellow filter, a considerable help in scenic shots as it makes white clouds stand out clearly against a blue sky. Other features are the safety catch which prevents accidental exposures; two tripod bushes; and a socket for a cable release.

Price 58s 5d inc. tax

Six-20 'Brownie' camera Model F

Similar in specification to the Model E described above, it has a handsome *de luxe* finish in light brown leather cloth and gilt metal.

Price 62s 7d inc. tax

'Kodak' Canvas Case (Code 838) 9s inc. tax

'Kodak' Plastic Case (Code 901) Brown 13s 2d inc. tax

(Code 902) Brown and white 13s 2d inc. tax

(These cases hold any of the above cameras)

'Brownie' Flash Camera Gift Outfit

Includes the new 'Brownie' II Flash camera, carrying case, Flashholder, battery, five flashbulbs and two rolls of 'Verichrome' Pan film. **Price £5 3s 7d inc. tax**

Reflex-type CAMERAS

*with extra-large
easy-to-see viewfinders*

'BROWNIE' REFLEX camera



TO many people, the chief attraction of the reflex-type camera is the large viewfinder. This gives a big clear pre-view of the picture, enables you to see quite clearly what will, and what will not, come out in the finished snap.

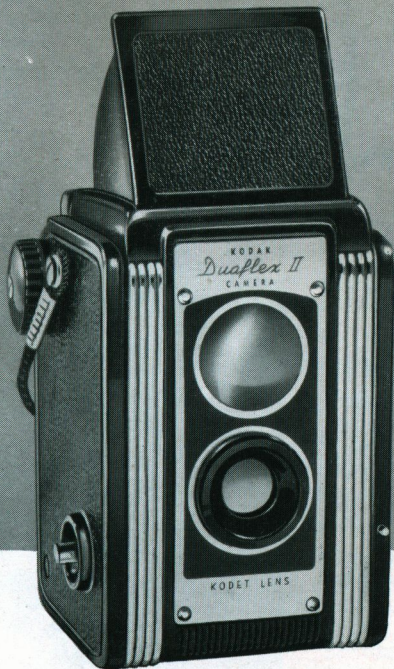
The large viewfinder on top of this model has a hinged shield, which acts as a hood when open, to make the image easier to see, and when closed guards the viewfinder against damage. The fixed focus lens takes sharp pictures of all subjects five feet away and farther. The shutter is worked by a plunger-type release at the side of the camera; it gives instantaneous and brief time exposures. Flash contacts are fitted so that with the accessory 'Kodak' Flashholder (see page 24) you can take pictures right round the clock, all the year round. A neck-cord is supplied which enables the 'Brownie' Reflex to be 'worn' conveniently slung at waist level. The camera body is of black morocco-grained plastic; metal parts have an attractive satin chrome finish.

The 'Brownie' Reflex is a most economical camera to run; it takes twelve $1\frac{3}{8} \times 1\frac{3}{8}$ in. pictures at a loading on 'Kodak' Film No. 127.

Price £3 9s 6d inc. tax

'Kodak' Canvas Case (Code 801) 9s 5d inc. tax

Leather Case (Code 755) 29s 2d inc. tax



**'KODAK'
DUAFLEX II
camera**

ANOTHER attractive reflex-type camera that has proved very popular with holiday-makers and others. The big viewfinder has a protective hood which shields it from the light and helps you to see the image clearly as you snap. Normally, the camera is used at waist level, but a mirror, fixed under the hood, makes it possible to shoot at eye level.

The 'Kodet' lens is always in focus for pictures beyond about six feet; the shutter gives snapshot and brief time exposures. As with most modern 'Kodak' cameras, flash contacts are fitted, so that with the aid of the accessory Flashholder (see page 24) you can take pictures anywhere, any time; on the beach, at the party, by the fireside. A black braided neck-cord is included with the camera. Attractive black leather-cloth and polished aluminium put the finishing touch.

Picture size is the popular $2\frac{1}{4} \times 2\frac{1}{4}$ in. The 'Duaflex' takes twelve on a roll of 'Kodak' Film No. 620.

Price £4 3s 5d inc. tax

'Kodak' Canvas Case (Code 845) 11s 10d inc. tax

Leather Case (Code 764) 39s 7d inc. tax

Folding CAMERAS

—compact, easy to carry

THE type of camera that folds up slim and compact for convenience in carrying is understandably popular. On this and the opposite page are three modern models.

'KODAK' JUNIOR cameras

With their smooth styling and easy functioning, these Junior cameras have a flair for making friends. They look attractive, with smoothly polished grey side panel, and their robust construction means satisfactory service for year after year after year.

Both models open fully, ready for picture-taking, at the touch of a button. They have built-in optical direct-vision viewfinders giving a clear and accurate view of the subject; there is a black plastic carrying handle; the camera body is finished in black enamel and fine morocco-grained black leather cloth. Both models have a tripod bush. Picture size is the ever-popular $2\frac{1}{4} \times 3\frac{1}{4}$ in. (8 on a roll of 'Kodak' Film No. 620).

The *Model I* is an extremely simple camera, very suitable for beginners. The single meniscus lens is always in focus for subjects from eight feet to infinity. The shutter gives instantaneous and brief-time exposures.

Price £6 1s 8d inc. tax

The *Model II* is for the rather more ambitious amateur. It has a faster $f/6.3$ lens, with full focusing range from $3\frac{1}{2}$ feet to infinity. The 'Dakon' shutter has speeds of $1/25$ and $1/50$ second, time and brief-time, and is fitted with flash contacts for night snaps with the accessory 'Kodak' Flashholder (see page 24). The shutter release is on the body of the camera, for extra-smooth operation.

Price £8 15s 2d inc. tax

'Kodak' Canvas Case (Code 846) 11s 1d inc. tax
Leather Case (Code 760) 41s inc. tax
(Cases will hold either Junior I or II camera)



'KODAK' STERLING II camera

THE 'Kodak' Sterling II camera appeals to the amateur who wants a versatile high-performance model without having to pay a lot for it.

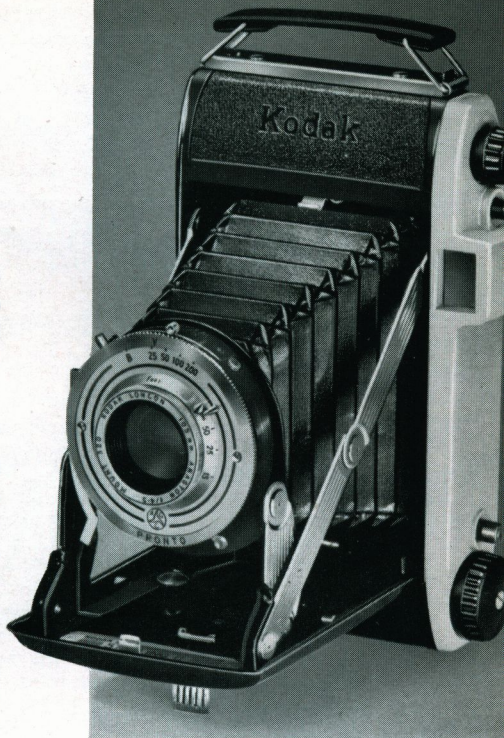
The lens is the fast 'Kodak' Anaston f/4.5, with full focusing range from $3\frac{1}{2}$ ft. to infinity. This lens, in conjunction with high-speed 'Kodak' Films such as Tri-X, gives considerable scope for photography under adverse lighting conditions. Focusing is by rotating the front lens element. Distance markings are engraved on the lens mount, and the iris diaphragm stops down to f/32. The shutter is the 'Pronto' 4-speed, giving exposures of 1/25, 1/50, 1/100 and 1/200th second, and brief-time. The shutter release button is on the body of the camera, for smooth jerk-free action. There is also a delayed-action mechanism which allows the user to include himself in the photograph. Flash contacts are built into the shutter, to take the accessory 'Kodak' Flashholder (see page 24).

The Sterling is attractively finished in chromium-plate, black enamel, and fine morocco-grained leather cloth, with a side panel of polished grey plastic. In short, a good-looking versatile camera for all-round day and night photography; excellent value for money.

Picture size — $2\frac{1}{4} \times 3\frac{1}{4}$ in. (8 on a roll of 'Kodak' Film No. 620).

Price £12 3s 3d inc. tax

'Kodak' Leather Case (Code 760) 41s inc. tax



KODAK BANTAM 'COLORSNAP' camera

*The simple
camera
for
colour snaps*



THIS is the first camera ever designed to make colour photography as easy as black-and-white.

No technical knowledge whatever is necessary to use the 'Colorsnap' camera with complete success. It opens the fascinating new world of colour to everyone — including beginners.

There's no bothering with even the simplest technicalities, such as 'f' number and shutter speeds. An ingenious exposure calculator is built into the back of the camera. All you have to do is to 'dial' the prevailing weather conditions and read off a single number. Setting the scale on the camera front to this number automatically adjusts lens stop and shutter speed. Set the distance scale to 'views', 'groups' or 'close-ups', sight through the eye-level viewfinder, press the button — and the picture's yours — in gorgeous glowing colour.

The 'Colorsnap' camera uses 'Kodachrome' Film — the world-famous colour film, favourite choice of professionals and advanced amateurs for many years. 'Kodachrome' Film comes in handy 8-exposure rolls for this camera.

The film is returned after processing (the cost of which is included in the price of the film) made up into 'slides' — colour transparencies ready for viewing or showing. From these you can have 'Kodak' Colour Prints or Enlargements made (see page 29).

Additional refinements on the camera that help to make good pictures easy to get are the double exposure prevention device, which stops you inadvertently taking two pictures on top of one another, and the film indicator which reminds you what type of film is inside.

The shutter is synchronised for flash, so that with the accessory 'Kodak' Flashholder (see page 24) you can take colour pictures indoors as well as out.

The lens is a 'Kodak' Anaston f/4.5, with full focusing range from three feet to infinity. It gives beautifully clear sharp pictures.

Designed though it is to make colour pictures easy, the 'Colorsnap' camera offers all the joys of black-and-white picture-taking too. You can have sparkling black-and-white prints and enlargements of excellent quality made from your 'Kodachrome' colour pictures. Or you can load the camera with one of the black-and-white 'Kodak' Films ('Verichrome' Pan is recommended for all-round use) and so get black-and-white pictures in the normal way. In other words, the 'Colorsnap' camera puts the best of both worlds — colour and black-and-white — at your finger tips.

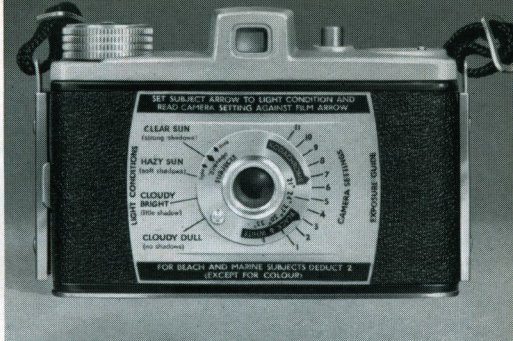
The camera is smoothly styled in black morocco-grained leather cloth, with a grey top panel and glossy black and chromium plated fittings. It takes eight pictures (size 28 x 40 mm.) on 'Kodak' Film No. 828.

Full details of 'Kodachrome' Film are on page 19. For black-and-white 'Kodak' Film see pages 16-18. For aids to the enjoyment of colour pictures, see page 28.

Kodak Bantam 'Colorsnap' camera

Price £12 10s 2d inc. tax

'Kodak' Plastic Case (Code 903) 25s 9d inc. tax



Built-in exposure guide on camera back tells you how to set the camera



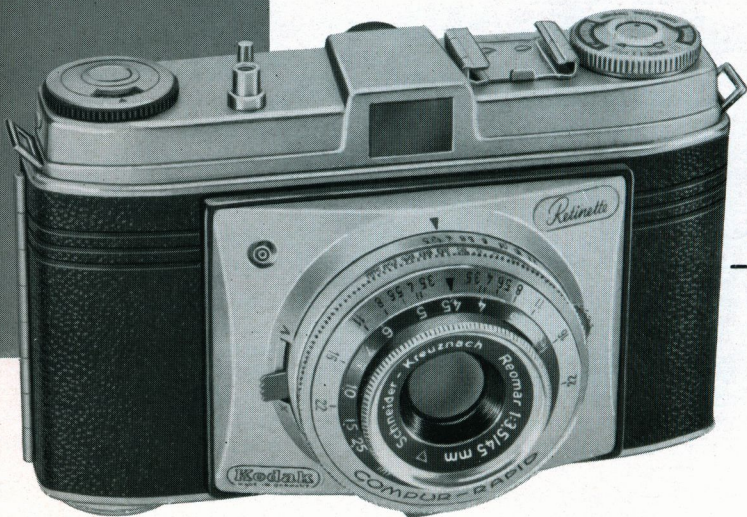
Kodak Bantam 'Colorsnap' Gift Outfit

Includes 'Colorsnap' camera, carrying case, Flashholder, four flashbulbs, battery and two rolls of 'Kodachrome' film.

Price £17 19s 4d inc. tax

Handwritten notes in red ink: an arrow pointing up and another pointing left, with the text '28mm' and '40mm' written next to them.

'KODAK' *Retinette*



THIS is a brilliantly versatile precision-made 35 mm. camera that equips you for black-and-white and colour photography . . . high-speed and dull-light photography . . . flash photography . . . the widest choice of subjects and lighting conditions outdoors and in.

The 'Retinette' is a camera with a high reputation at home and abroad — a reputation that this latest model, with its up-to-the-minute refinements, is going to enhance considerably. Not the least attractive thing about it is the price — surprisingly modest for so beautifully made and technically advanced a camera.

The lens is a three-element $1\frac{3}{8}$ in. (45 mm.) Schneider Reomar f/3.5 anastigmat. This gives definition of impeccable quality and has all the speed you need for the vast majority of subjects. It is coated to ensure image brilliance in both black-and-white and colour work. Focusing is from 'infinity' down to $3\frac{1}{2}$ ft. and the diaphragm stops down to f/22. A depth of field scale is combined with the focusing scale.

A fine lens deserves a fine shutter and the 'Retinette' has it — the 10-speed 'Compur-Rapid' shutter with settings of B (Brief Time) 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, 1/15, 1/30, 1/60, 1/125, 1/250 and 1/500 second. It is synchronised for flashbulbs and electronic flash equipment.

The automatic coupling of shutter speeds and lens apertures, in conjunction with an 'exposure value' ('light value') scale, is an important new feature. In addition to normal shutter speeds and 'f' numbers, the shutter is scaled in 'exposure values'. The correct exposure for any light can be read from a suitable exposure guide or meter. Setting the shutter to this number automatically adjusts both lens aperture and shutter speed. If, after the shutter is set, the lens aperture is altered, a compensating alteration is automatically made to the shutter speed, and vice versa. For example, one of the aperture/speed combinations for an exposure value of 12 is 1/60 second at f/8. This may be a suitable exposure for, say, a landscape. If you then want to take a sports shot at 1/250 second, you simply turn the speed setting ring to 250. The aperture automatically changes to f/4, so that the effective exposure remains the same.

The shutter also has a built-in self-timer, so that you can take a picture and be in it yourself.

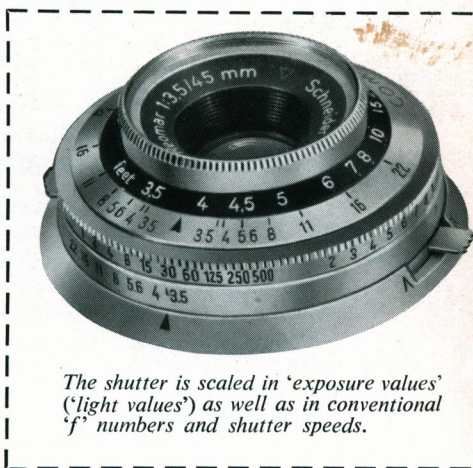
One movement of the rapid film winder on the bottom of the camera takes care of three operations. (1) It moves the film on one frame; (2) sets the shutter; (3) advances the exposure counter. The winder also controls the double-exposure lock which prevents you from accidentally taking 'two on one'. (This can be thrown out of action for intentional double-exposure effects.)

The 'shoe' on top of the camera holds the 'Kodablitz' Flashholder, an invaluable accessory for indoor and night-time flash shots.

The all-enclosed optical direct-vision viewfinder gives a clear bright view of the subject, and the body shutter release makes it easy to give a steady jerk-free exposure.

The 'Retinette' takes the standard daylight-loading 35 mm. film cassette (picture size 24 × 36 mm.). It can be loaded with 35 mm. 'Kodachrome' film in 20 or 36-exposure cassettes, and 35 mm. 'Kodak' Plus-X, Tri-X or Panatomic-X film in 36-exposure cassettes, thus giving you a wide choice of films for every variety of colour and black-and-white work.

Handsomely styled, smartly finished in black leather cloth and satin chrome, neat and compact in the hand, the 'Retinette' looks every bit as good as it is; a gem of a model to delight every photographer who knows a good camera when he sees one.



The shutter is scaled in 'exposure values' ('light values') as well as in conventional 'f' numbers and shutter speeds.

Price complete with Ever-Ready Case £25 0s 5d inc. tax

Kodak FILM

TO-DAY, as on every day since 1888, more pictures are being made the world over with 'Kodak' film and cameras than with any other.

Why is this? Because millions of people have proved with millions of snapshots that a 'Kodak' film in a 'Kodak' camera is the best recipe for picture-making success.

Experts choose 'Kodak' film for its speed, its generous exposure latitude, its ability to capture detail in every part of the subject from deep shadows to brilliant highlights. Beginners choose it simply because it gives them the clear, sparkling life-like snaps they're proud to show to their friends.

'Kodak' Film has behind it all the technical 'know how' of the world's largest photographic firm. That's why it's so outstandingly good, so consistently reliable.

Kodak research has recently perfected a brilliant new range of films that help any camera-user to get better-than-ever pictures. No matter when or where you shoot — summer or winter, outdoors or in — whether you shoot in black-and-white or in colour — there's a 'Kodak' film to give you pictures of superb quality.



'KODAK' VERICHROME PAN FILM

For first-class pictures in any light — sunlight, dull light or flash — our first recommendation is 'Verichrome' Pan Film.

It's the finest *all-purpose* film for general use. It has a fast panchromatic emulsion, gives brilliant true-to-life pictures in sparkling black-and-white, and is particularly good at rendering skies and flesh tones.

With high speed go remarkably fine grain and sharpness of definition; 'Verichrome' Pan gives top-quality enlargements. And the wide latitude of the film helps to take care of exposure errors.

Exposure indices To daylight 30°...80
 To tungsten light 29°...64

Film No.	Price		Film No.	Price	
	<i>inc. tax</i>			<i>inc. tax</i>	
	<i>s</i>	<i>d</i>		<i>s</i>	<i>d</i>
127	2	11	116	4	1
120	3	4	616	4	1
620	3	4	828	2	7



'KODAK' TRI-X FILM

An extreme-speed panchromatic film, ideal for taking photographs under 'difficult' lighting conditions. Its speed is conservatively rated at 34°, but 'Tri-X' can in fact be rated at 37° or even 40° and will still give excellent results. It enables pictures to be taken in winter or dull weather, and indoors by ordinary domestic room lighting, under conditions which would formerly have spelt failure. For action shots on the sports field, too, 'Tri-X' is the film to use. Colour sensitivity is well balanced, and grain is fine enough for moderate degrees of enlargement. When you want extreme speed *plus* quality, load with 'Tri-X'. Whatever camera you have, 'Tri-X' makes it more versatile.

Exposure indices To daylight 34°...200
To tungsten light 33°...160

Film No.	Price inc. tax
127	3 4
120	3 8
620	3 8
828	2 11

Also for 35 mm. cameras in 36-exposure cassette, No. 135, 9s 2d inc. tax; unspooled film for darkroom loading into cassette, No. 935, 5s 8d inc. tax.



'KODAK' PLUS-X FILM

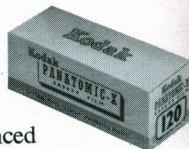
'Plus-X' Film is to the 35 mm. camera-user what 'Verichrome' Pan is to the roll film user—the ideal general-purpose film. It combines high speed with fine grain and gives negatives of excellent enlarging quality.

Exposure indices
To daylight 30°...80
To tungsten light 29°...64

Prices: 36-exposure cassette, No. 135, 8s 3d inc. tax; unspooled film for darkroom loading into cassette, No. 935, 4s 8d inc. tax.



'KODAK' PANATOMIC-X FILM



The new 'Panatomic-X' Film represents a big technical advance even on its famous predecessor. It is a unique high-definition fine-grain moderate-speed film of balanced colour sensitivity. Its grain structure and thin coating produce negatives of unparalleled image sharpness, which can be enlarged to an unprecedented degree, while retaining full gradation and all the detail that the camera lens can record.

'Panatomic-X' Film can be used in simple cameras in sunshine and by flash — though 'Verichrome' Pan is more widely useful and will give as good results with such cameras. In adjustable cameras, 'Panatomic-X' is the film to use whenever you want, above all else, negatives of superb enlarging quality.

Exposure indices

To daylight 25°...25
To tungsten light 24°...20

Film No.	Price inc. tax
	s d
127	3 4
120	3 8
620	3 8

Also for 35 mm. cameras in 36-exposure cassette, No. 135, 9s 2d inc. tax; unspooled film for darkroom loading into cassette, No. 935, 5s 8d inc. tax.

For pictures of supremely fine quality, 'Panatomic-X' Film is the experts' choice



— And for superb colour pictures

'KODACHROME' FILM

'KODACHROME' Film makes it as easy to take pictures in gorgeous full colour as in black-and-white. It has been used by professional and advanced amateur photographers for years; now, thanks to the 'Kodak' Bantam 'Colorsnap' camera (see page 12), the delights of colour photography with this famous film are brought within everyone's reach.



'Kodachrome' Film is processed by Kodak Limited without extra charge. The same film that is exposed in the camera is returned to you, made up into slides, ready for viewing and projecting. (For the various ways you can enjoy your 'Kodachrome' pictures see pages 28-29.)

'Kodachrome' Film is supplied for 35 mm. miniature cameras in 20 and 36-exposure cassettes, and for the Bantam 'Colorsnap' camera in 8-exposure rolls. There are two types — Daylight Type and Type A (the latter for Photoflood lighting). 'Kodachrome' Film Daylight Type is suitable for flash photography if you use *blue*-coated flashbulbs.

Exposure indices

Daylight Type — To daylight 21°...10 (Weston 8)

Type A — To Photoflood light 23°...16 (Weston 12)

To Daylight 21°...10 (Weston 8)

(with 'Wratten' 85 Filter)

Film No.		Price	
		inc. tax	
		s	d
135	20 exposures	25	2
135	36 exposures*	37	8
828	8 exposures	13	4

Prices include processing

* Daylight Type only

'Kodachrome' Film is also available for Double 8 mm. and 16 mm. cine cameras (see page 22).

A wide range of 'Kodak' Sheet Films and 'Kodak' Plates (including Lantern Plates) is available. Full details will be gladly given on request.



Filming is fun

—and easy too

MOVIE-MAKING is one of the biggest thrills in photography. Through the magic of personal movies you can hold on to memorable moments for ever. You can bring them dancing back on to your movie screen as lively as life itself . . . action and colour too . . . whenever you choose. You can live your holidays, week-ends, outings, over and over again. You can watch your children growing up before your very eyes once more, simply by flicking a switch.

Is this magic hard to work? Not a bit. If you can press a button you can make movies. And it costs surprisingly little when you use the 'Brownie' Movie or 'Cine-Kodak' Eight camera and economical 8 mm. film.



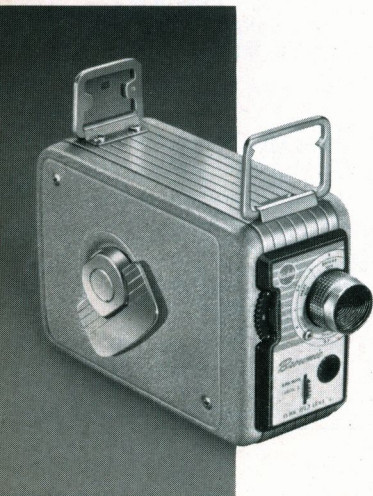
'BROWNIE' MOVIE camera MODEL II

A NEW, beautifully trim, inexpensive little 8 mm. movie camera with all the traditional simplicity and reliability associated with 'Brownie' cameras.

Features

- * 'Lumenized' 13 mm. 'Kodak' Cine-Ektanon lens $f/2.7$, fixed focus.
- * Loads with 25 ft. of double-run 8 mm. 'Cine-Kodak' black-and-white or 'Kodachrome' colour film.
- * Easy, sprocketless loading; no sprocket teeth to engage, no threading.
- * All-purpose exposure guide for indoor and outdoor shots.
- * Easily-read built-in lens aperture control with click settings.
- * Direct-vision frame-type eye-level viewfinder with close-up indicators.
- * Handy finger-tip exposure button can be locked into running position so that the user can get into the picture.
- * Accurate, clearly legible, film footage indicator.
- * Tripod socket.

Price £21 17s 10d inc. tax
Case £2 1s 8d inc. tax



'CINE-KODAK' EIGHT-55 camera



THE critical cine enthusiast will admire this camera as a precision-built job; the novice will be delighted to find it as easy to use as a snapshot camera. All you have to do is load, aim, and press the button.

Everything beyond a few feet comes out sharp and clear. The Cine-'Ektanon' f/2.7 lens is 'Lumenized'—hard coated to ensure maximum light transmission.

The viewfinder is built into the top of the camera. A small built-in frame on the camera side holds the exposure guide card packed with every roll of 'Cine-Kodak' Film. You slip the card into the frame when you load the camera, dial the prevailing light conditions, and adjust the lens to the aperture indicated.

The camera body is of sturdy die-cast solid light alloy construction; it has a smart finish in satin chrome and durable black leather cloth.

The camera takes economical 'double run' 8 mm. film in 25 ft. rolls.

Price £41 14s 0d inc. tax

'Kodak' Leather Case (Code 753) £2 18s 5d inc. tax

'KODASCOPE' EIGHT-500 projector

THIS is the 'other half' of the 'Kodak' home movie team, and is just as simple to use as the 'Cine-Kodak' camera itself. Thread up the film — a matter of moments — plug in, switch on. The screen leaps to life with the scene as you filmed it. You get a clear sparkling picture, just the right size and brightness for the average room.

The 1-inch 'Kodak' Projection 'Ektanon' lens f/1.6 is 'Lumenized' to give maximum light transmission, and in conjunction with the 500-watt lamp assures a brilliant screen picture, crisp from corner to corner.

A turn of the lens mount focuses the picture sharply. Framing is controlled by a lever. A powerful but quiet fan keeps the lamp and rheostat cool. The electric motor is suppressed to prevent interference with radio and television.

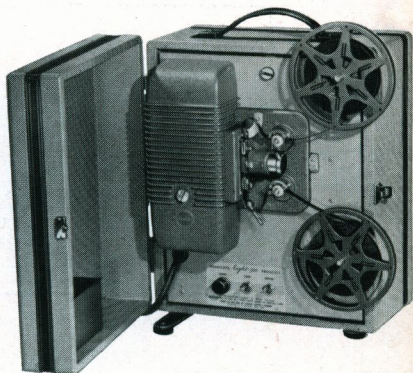
The 'Kodascope' is built into its neat wooden case and forms a complete self-contained easily transportable unit.

A rapid motor rewind spins the film back on to its original reel after projection. The projector holds 400 ft. 8 mm. film, and can be used on A.C. or D.C. mains of most common voltages.

Price — 'Kodascope' Eight-500, complete with 500-watt lamp, 6 ft. lead, one 8 mm. 200 ft. reel, 'Kodascope' Splicing Outfit, and camel hair brush.

(Not liable to Purchase Tax)

£45 0s 0d





'CINE-KODAK' FILM

JUST as 'Kodak' Film is supreme for 'still' photography, 'Cine-Kodak' Film is unsurpassed for movie-making. It has the same qualities of outstanding reliability and consistency.

'Cine-Kodak' Films are available for both 16 mm. and 8 mm. cameras. 16 mm. film is normally used by more advanced amateur movie-makers, while 8 mm. is preferred by those who want an extremely simple and economical way of making family and holiday movies of excellent quality. 8 mm. film is, in fact, supplied as film of 16 mm. width, but is run through the camera twice, one half-width being exposed each time, and is slit during processing to give 8 mm. film for projection.

DOUBLE-8 mm. 'KODACHROME' FILM

'Kodachrome' Film gives gorgeous full-colour movies at the touch of a button. The processed film is free from mosaic, pattern or grain, and on projection can fill a large home movie screen with pictures of great beauty and brilliance. Processing is carried out by Kodak Limited at no extra charge.

'Kodachrome' Film is made in two types — Daylight Type and Type A (latter for movies by Photoflood lighting).

Exposure indices

Daylight Type — To daylight 21°...10 (Weston 8)

Type A — To Photoflood light 23°...16

To daylight 21°...10 (Weston 8)
(with 'Wratten' 85 filter)

DOUBLE-8 mm. 'CINE-KODAK' SUPER-X FILM

'Super-X' is a fast panchromatic film giving a reversal image of fine grain and excellent detail, which ensures sparkling black-and-white movies.

Exposure indices

To daylight 27°...40

To tungsten light 26°...32

		Prices	
Double 8-mm.		<i>'Super-X'</i>	<i>'Kodachrome' and</i>
	'CINE-KODAK' FILMS		<i>'Kodachrome' Type A</i>
	25-ft. spool	£1 6s 8d	£1 9s 0d
16 mm.		<i>'Super-XX'</i>	<i>'Kodachrome' and</i>
	'CINE-KODAK' FILMS	<i>'Super-X'</i>	<i>'Kodachrome' Type A</i>
	100-ft. spool	£2 17s 9d	£3 18s 10d
	50-ft. spool	£1 14s 4d	£2 5s 7d
	50-ft. magazine	£2 5s 7d	£2 16s 9d



Flashsnaps are so easy

the Kodak way

THERE are still people who regard photography as a hobby for the summer time—for days at the seaside or picnics in the country. What a lot of fun they miss! Nowadays you can fix your own private little 'sun' to the camera in the form of a flash attachment, and take pictures any time, anywhere.

Baby in the bath, or in the cot; the family having Christmas dinner; parties; dances; they're all splendid subjects for pictures, and now they're all well within the scope of the snapshotter. This revolution has come about because nowadays many 'Kodak' cameras—even simple inexpensive ones—are synchronised to take flash pictures ('flashsnaps') with the aid of an accessory Flashholder. As you press the button, the Flashholder gives an intensely brilliant flash of light, at the precise fraction of a second the shutter is open. There's no fuss, no smoke, no fumes; the flash takes place inside a totally enclosed bulb.

Your own 'clerk of the weather'

In some ways flashsnaps are actually easier to take than sunshine pictures. Daylight is a variable quantity—but with flash you're your own 'clerk of the weather'. Follow the few simple instructions that come with the 'Kodak' Flashholder and you get the same sparkling perfectly exposed pictures every time. The split-second flash happens so quickly that there's no need to pose your subjects or ask them to stay rigidly still. You get them in natural positions and with natural expressions—and you can even take them unawares.

Incidentally, it's just as easy to take flashsnaps in colour as in black-and-white if you have a Bantam 'Colorsnap' camera (page 12) loaded with 'Kodachrome' Film.

The latest 'Kodak' flash accessories are described overleaf.





'KODAK' FLASH EQUIPMENT

'KODAK' FLASHHOLDER Model II

This accessory enables pictures to be taken with the same certainty and ease as pictures by sunlight. It can be used either for synchro-flash pictures with cameras fitted with flash contacts, or for 'open flash' pictures with any camera that has a 'time' or 'brief time' adjustment.

The Flashholder comprises a metal reflector, a transparent safety-guard, and a battery case. It is designed to take the 'midget' type of flashbulb with S.C.C. cap, and the 'Kodak' Flashpack (see below) or two U.11 cells. A bracket is available for attaching the Flashholder to the camera.

Connection between Flashholder and camera is made by means of a cable. *Type A* cable, with bayonet-type connector, fits Six-20 'Kodak' A cameras; *Type B* cable, with two-pin socket, fits the Six-20 'Brownie' D, E and F and 'Brownie' Reflex cameras; *Type J* cable, with miniature coaxial plug, fits the Bantam 'Colorsnap', 'Brownie' Cresta, 'Kodak' Junior II and Sterling II cameras, and most shutters of recent continental manufacture.

		£	s	d	
'Kodak' Flashholder Model II	1	9	2	Battery
'Kodak' Flashholder Camera Bracket	4	10		and
'Kodak' Flashholder Cable	6	11		bulbs
					extra

'KODAK' FLASHPACK

This battery capacitor unit ensures that there is always ample power to fire the flashbulb throughout the useful life of the battery, and eliminates the risk of flashbulbs firing late or not at all. It fits in place of the two U.11 cells in the Flashholder and can be used in all makes of flash attachment which take batteries of this kind end-to-end. The capacitor is kept fully charged by a standard 22½ volt hearing-aid battery (type B.122 or equivalent).

Price (excluding battery) 8s 4d *inc. tax*

'KODAK' DUAFLEX FLASHHOLDER

Fits the 'Duaflex' and 'Duaflex' II cameras only

Price 32s 8d *inc. tax* Battery and bulbs extra

'KODABLITZ' FLASHHOLDER

Fits the 'Kodak' Retinette camera and other cameras with a suitable 'shoe'. A battery-capacitor unit, it takes a 22½ volt hearing-aid battery. For more elaborate lighting effects, two or three extension units can be connected to the Flashholder by a cable and fired simultaneously.

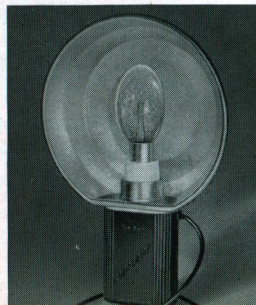
	£	s	d		£	s	d
'Kodablitz' Flashholder	2	18	5	Extension Units, each	1	14	9
Carrying Case		18	1	Extension Cables, each		16	0

Battery and bulbs extra

BATTERIES AND FLASHBULBS

The 'Kodak' Flashholder Model II takes two 'Ever-Ready' U.11 or similar batteries end-to-end. Alternatively, it takes the 'Kodak' Flashpack with standard 22½ volt hearing-aid battery (type B.122 or equivalent). The 'Kodak' Duaflex Flashholder takes two 'Ever-Ready' U.11 or similar batteries side by side.

Flashbulbs cost from 8d each upwards. Full details on request.



OTHER 'KODAK' LIGHTING AIDS

As an alternative to flash the following lighting aids can be used for picture-taking at night.

'KODAFLECTOR' ASSEMBLY

A telescopic tubular stand fitted with two horizontal arms, each swivelling independently in either direction. (A third arm is available as an accessory.) A lamp-holder is fitted to each arm. The assembly is collapsible for storage and easy carrying.

The lamps can be set at any height between 2 ft. and 6 ft. 6 in. from the floor. Standard No. 1 Photoflood lamps are recommended. Nine feet of two-core flex is supplied with the assembly.

Price	£	s	d
'Kodaflector' Assembly, without lamps ..	5	17	6
Spare 'Kodaflector' reflectors, per pair ..	0	9	6
Spare arm, with one reflector and two fixing cones	2	5	0
No. 1 Photoflood Lamp, 275-watt, B.C. ..	0	2	6



'KODAFLECTOR' STANDETTE

Consists of a pivoted lamp-holder and 'Kodaflector' reflector supported on a plastic-covered wire stand. Can be hung from a picture rail, hooked over the back of a chair, or stood on the floor or table. Six feet of two-core flex is supplied.

Price	£	s	d
'Kodaflector' Standette, without lamp ..	1	1	0
No. 1 Photoflood Lamp, 275-watt, B.C. ..	0	2	6

(Above items not liable to Purchase Tax)



Both these units are suitable for use with 'Kodachrome' Type A Film, which is balanced for Photoflood lighting.

'KODAK' ACCESSORIES

to make your pictures more interesting

HERE'S an easy way to improve your snapshots — simple accessories which are easy to use, inexpensive to buy, and make all the difference to the pictures you take. Have you envied that 'professional' quality of a friend's snapshots . . . or wished you could take life-like head-and-shoulder studies . . . or dramatic against-the-light shots? If you have, the lens attachments listed on this and the opposite page are for you.

No. 235 'BROWNIE' COLOUR FILTER

Designed for the 'Brownie' 127 camera and other cameras with a lens mount of approximately 23 mm. diameter. This is a pale yellow filter which darkens the rendering of a blue sky to bring out the white clouds. It is also useful for photographing through haze and improving pictorial rendering in landscape photography. The filter is permanently fixed in a bright nickel-plated mount which clips over the lens mount of the camera.

Price 6s 3d inc. tax

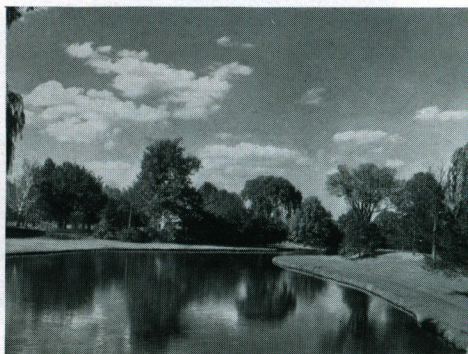
No. 235 'BROWNIE' CLOSE-UP LENS

This enables the 'Brownie' 127 camera to take sharp pictures of subjects as close as $2\frac{1}{2}$ –4 ft. from the camera. It can also be used with a focusing camera, when the distance can be reduced to 20–39 in., according to the setting of the focusing scale. Ideal for close-range head and shoulder portraits, flower studies, etc.

Price 4s 2d inc. tax



Without Filter



With Filter

'KODISK' LENS ATTACHMENTS

THESE accessories fit all cameras with standard size lens mounts. Each attachment can be fitted to any other attachment of the same size in the 'Kodisk' range.

'KODISK' FILTERS

A range of inexpensive filters for improving the rendering of clouds, or reducing the risk of over-exposure when a fast film, such as 'Tri-X', is used in bright light. 'Kodisk' filters are available in the following colours — Cloud (Yellow), Green, Deep Yellow and Red.

For more advanced work, a wide range of the famous 'Wratten' filters can be obtained in 'Kodisk' Lens Attachments. Details on request.

'KODISK' CLOSE-UP LENS

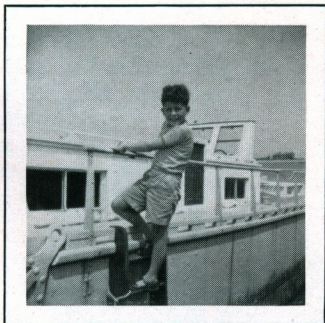
Enables a fixed-focus camera to be used as near as 39 inches from the subject, and a focusing camera to be used at distances from 20 to 39 inches.

'KODISK' LENS HOOD

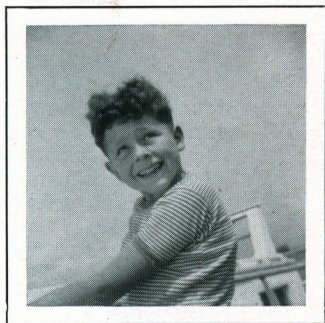
Used to shade the lens from the direct rays of the sun, this enables you to take striking pictures 'against the light'.

The 'Kodisk' range of accessories is made in four sizes —

- No. 250 To fit lens mounts
22–25 mm. diameter
- No. 285 To fit lens mounts
25.5–28.5 mm. diameter
- No. 320 To fit lens mounts
29–32 mm. diameter
- No. 370 To fit lens mounts
33–37 mm. diameter



Without Close-up Lens



With 'Kodisk' Close-up Lens

Following are the sizes to fit current 'Kodak' cameras —

'Brownie' 127	250	'Kodak' Junior I	250
Six-20 'Brownie' C, D, E or F	370	'Kodak' Junior II	320
'Brownie' Cresta	250	'Kodak' Sterling II	320
'Brownie' Reflex	250	'Kodak' Bantam 'Colorsnap'	320
'Kodak' Duaflex II	285	'Kodak' Retinette	320

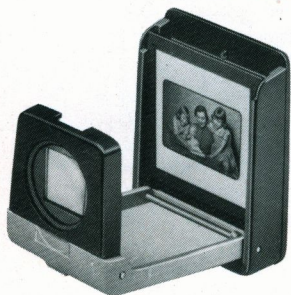
Price inc. tax

Lens Attachment	'Kodisk' Filter		'Kodisk' Close-up Lens		'Kodisk' Lens Hood	
	s	d	s	d	s	d
No. 250	11	6	9	0	6	7
285	12	10	10	9	6	11
320	14	3	11	10	8	8
370	16	8	12	10	11	1

Details of other 'Kodak' Lens Attachments on request

Ways to enjoy your 'KODACHROME' COLOUR PICTURES

'Kodachrome' Film is processed without extra charge by Kodak Limited and returned to you in the form of colour transparencies mounted in 2 x 2 in. card mounts. You can view these transparencies ('colour slides') in enlarged form by means of one of the accessories described here. You can also have colour prints and enlargements made from them — see opposite page.



'KODASLIDE' POCKET VIEWER

This handy device enables you to view 'Kodachrome' transparencies in enlarged form any time, anywhere. The transparency is placed in the slide holder and viewed at a 4-times magnification through the eye-piece simply by holding the viewer up to a window or electric light. The viewer folds up compactly for carrying in pocket or handbag.

Price 12s 6d

'KODASLIDE' TABLE PROJECTOR

A self-contained projector unit which enables several people to share the fun of viewing transparencies at the same time. Slides are projected at a 4-times magnification on to a 6½ in. square built-in screen. The brilliant picture can be seen in ordinary room lighting or even in daylight. The projector is smartly styled in beige and brown plastic material. It plugs into the ordinary house A.C. electric supply.

Price £18 18s 0d

An accessory 'Kodaslide' Chute can be attached to the projector, to receive and stack projected slides.

Price 25s 0d



'KODASLIDE' HOME PROJECTOR

Undoubtedly the best of all ways to enjoy 'Kodachrome' colour pictures is to project them on a screen. The new 'Kodaslide' Home Projector provides an easy, inexpensive means of doing this. Its 'Lumenized' 4-inch f/3.5 lens, aspheric condenser system and 150-watt lamp ensure a bright, crisp picture, needle-sharp all over. A turn of the lens barrel focuses the picture. Handsome finish in beige plastic.

(Available shortly)



Price complete with lens and 6 ft. length
of 3-core cable... .. £10 10s 0d
150-watt projection lamp £1 1s 9d

(Above items not liable to Purchase Tax)

'KODAK' COLOUR PRINTS AND ENLARGEMENTS

'Kodak' Colour Prints are enlarged prints in full colour made by Kodak Limited from colour transparencies size 135 (24 × 36 mm.) or 828 (28 × 40 mm.). (The latter is the size taken by the Bantam 'Coloursnap' camera.)

The print measures 3½ × 5 in. (just under postcard size). This includes a narrow margin which 'frames' the colour picture and adds to its attractiveness. Prints are made from the full area of the transparency, less the minimum needed for masking. They have a semi-glossy surface.

Price 'Kodak' Colour Prints 3s 6d each *Minimum order 4 prints*

'Kodak' Colour Enlargements 5 × 7 measure, in fact, 5 × 7¼ in. (including ¼-in. margin). They are made in the one size only from colour transparencies size 135 or 828, and are supplied in attractive wallets, each enlargement individually protected in a glassine folder.

Price 'Kodak' Colour Enlargements 5 × 7 12s 6d each

Associated Processing Services

'Kodachrome' Duplicate Transparencies These are same-size copies of original colour transparencies. They enable irreplaceable originals to be preserved untouched. Each duplicate transparency is supplied in a 2 × 2 in. card mount.

Price from the same original

1 to 3 duplicates ordered at one time **3s 0d each**

Prices for larger quantities on request

Black-and-White Negative Strips Sparkling black-and-white prints and enlargements can be made from colour transparencies. To enable these to be produced, intermediate black-and-white negatives have first to be made.

Such negatives are supplied in strips of not less than 10, each negative measuring 24 × 36 mm. 28 × 40 mm. transparencies are optically reduced to 24 × 36 mm.

Price 1s 0d per negative

Minimum order 10 negatives on one strip

All orders for 'Kodak' Colour Prints and Enlargements, 'Kodachrome' Duplicates and Black-and-White Negative Strips made by Kodak Limited from colour transparencies must be sent through your Kodak Dealer. Orders by post direct from amateur photographers will not be accepted by Kodak Limited.

'Kodak' Colour Print Wallet

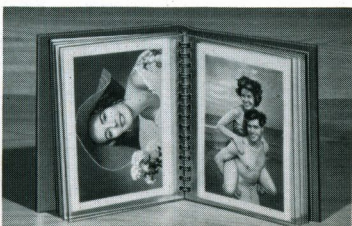
A neat 2-fold plastic container for 3 'Kodak' Colour Prints. Ideal for carrying round in the pocket to show friends. Attractive chocolate-brown finish.

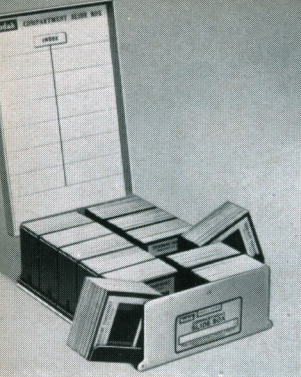
Price 4s 2d inc. tax

'Kodak' Colour Print Album

A special album for storing 'Kodak' Colour Prints safely and displaying them attractively. It contains 16 separate pockets, each holding two Colour Prints back to back. Neat chocolate-brown plastic cover.

Price 14s 11d inc. tax





STILL PROJECTION ACCESSORIES

'KODAK' COMPARTMENT SLIDE BOX

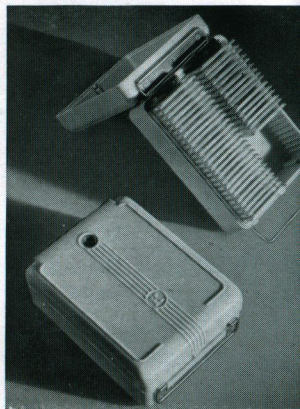
A quick-reference compartment file. Total capacity is 240 cardboard-mounted slides or 96 glass-mounted slides. The lid has been designed to remain upright when opened, so that the printed index card on the inside of the lid is clearly visible. Hinged compartments can be swung out, so that the slides can be easily extracted.

Price £1 5s 6d (Not liable to Purchase Tax)

'KODAK' MINIATURE SLIDE BOX

Holds 50 2×2 in. slides mounted between glass, or 100 slides in cardboard mounts, in numbered grooves. The lid can be turned back and clipped on to the box, so that it supports the box at an angle of 45 deg. as shown in the illustration (right); this makes it easy to remove and insert slides during projection. A numbered index card is supplied. The box is attractively moulded in cream plastic.

Price 30s 0d (Not liable to Purchase Tax)



'KODAK' MINIATURE SLIDE FRAMES

If slides are to be frequently projected, it is advisable to bind the transparencies between glass, by means of 'Kodak' Miniature Slide Frames. Each frame consists of a pair of 2×2 in. aluminium cover plates which are clipped together by simple pressure. Fitted between the cover plates are two 35 mm. \times 47 mm. cover glasses.

Price 'Kodak' Miniature Slide Frames

Box of 12 **12s 0d**

Spare cover glasses

Box of 50 **6s 6d**

(Not liable to Purchase Tax)

'KODAK' TRANSPARENCY MASKS

For masking 'Kodachrome' transparencies preparatory to binding them between plain cover glasses for projection

Box of 50 masks, size 135 or 828 **5s 6d**

DO IT YOURSELF . . .

Developing and printing at home is one of the most fascinating aspects of photography



TAKING pictures is only part of the fun of photography. Developing and printing them is fun, too—and quite easy.

If you've never tried it, it's a good plan to start by making some prints on 'Velox' paper. You probably have some negatives of snaps from which you would like additional prints. The operation of making prints can be carried out in very much brighter light than the developing of films, which must be handled under dim red or green illumination, if not in total darkness. While you are developing prints, you are learning a process which is fundamentally the same as that of developing film, and you have the advantage of actually seeing the image 'grow' on paper.

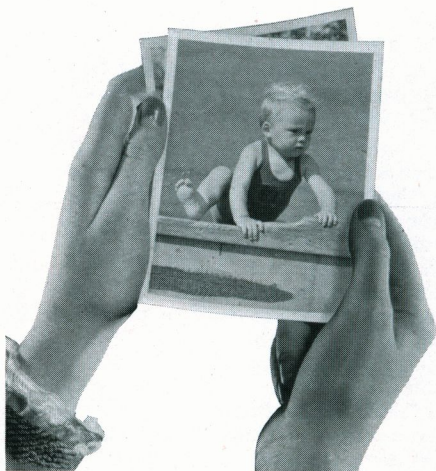
A few simple accessories are all that is required to start with; a printing frame, three dishes, 'Velox' paper, 'Universal' developer, 'Kodak' Acid Fixing Salt, 'Brownie' Safelight Lamp. Later you may also like to invest in a thermometer and darkroom timer. The bathroom or kitchen will probably prove the most suitable place to carry out these operations.

Later, when you have gained experience, you will want to go on to the developing of films. This involves making a temporary darkroom from which all trace of white light is excluded. And when you are familiar with the process of printing and developing you will almost certainly want to make your own enlargements too, on 'Bromesko' or 'Kodak' Bromide Paper. Turning snapshots into 'real pictures' by enlargement is one of the most fascinating operations in photography.

Material, equipment and accessories for home developing, printing and enlarging are listed in the following pages. You will find a lot of helpful information on 'how to do it' in the Kodak publication 'How To Make Good Pictures' (7s 6d). See page 43.

‘KODAK’ PRINTING AND ENLARGING PAPERS

As mentioned on the preceding page, it's a good plan to start off by making contact prints for the album, and having gained practice, go on to enlarging. For contact prints you cannot do better than choose ‘Velox’ paper.



‘VELOX’ PAPER

‘Velox’ is made specially to give sparkling prints from amateur snapshot negatives. It is extremely easy to handle and gives prints with a rich blue-black image. ‘Velox’ is available in Soft, Normal and Hard grades to give the best possible prints from negatives of widely different characteristics. It is made in White Smooth Glossy, White Smooth Lustre and Cream Smooth Glossy surfaces, in single weight only.

Size Inches	Number of Sheets per Packet	Price inc. tax
		s d
$1\frac{7}{8} \times 2\frac{3}{4}$	25	2 1
$2\frac{1}{2} \times 2\frac{1}{2}$	25	2 1
$2\frac{1}{2} \times 3\frac{1}{2}$	25	2 9
$2\frac{3}{4} \times 4\frac{1}{2}$	25	3 6
$3\frac{1}{2} \times 4\frac{1}{2}$	25	3 10
$3\frac{1}{2} \times 5\frac{1}{2}$	25	4 6

Prices of other sizes and packings on request

Note—Not all papers are available in all packings shown here
Full details gladly given on request

'BROMESKO' PAPER

'Bromesko' paper is first choice for enlargements, whether for exhibition, home decoration or to give to friends. It yields a lovely rich image with an extremely long range of tones. And it has the special attraction that you can get either a warm or cold tone image, according to which developer is used.

Another advantage of 'Bromesko' is the variety of tints, textures and surfaces it offers. For brilliant tone quality there is 'Bromesko' White Smooth Glossy, White Velvet Lustre and Ivory Velvet Lustre. An extra touch of quality is offered by the Cream and Ivory Fine Lustre surfaces. 'Bromesko' Silk Paper has a beautiful 'silk' texture and lustrous surface finish. The full range is as follows —

'BROMESKO'		'BROMESKO' SILK
White Smooth Glossy S.W.	Ivory Smooth Matt D.W.	White Lustre
White Smooth Glossy D.W.	White Fine Lustre D.W.	D.W.
Cream Smooth Glossy S.W.	White Fine Low Lustre D.W.	Ivory Lustre
White Velvet Lustre D.W.	Ivory Fine Lustre D.W.	D.W.
Ivory Velvet Lustre D.W.	Cream Fine Lustre D.W.	
White Smooth Matt D.W.	White Rough Lustre D.W.	

(S.W. = Single weight. D.W. = Double weight)

All the above in Soft, Normal and Hard grades. White Smooth Glossy S.W. and Cream Smooth Glossy S.W. also in Extra Hard.

'KODAK' BROMIDE PAPER

Another first-class enlarging paper offering a wide variety of tint-texture-surface combinations. It gives a rich neutral-black image. The range is as follows —

White Smooth Glossy S.W.	White Smooth Matt D.W.
White Smooth Glossy D.W.	White Fine Lustre S.W.
White Velvet Lustre S.W.	White Fine Lustre D.W.
White Velvet Lustre D.W.	Ivory Fine Lustre D.W.
White Smooth Matt S.W.	White Smooth Lustre D.W.

(S.W. = Single weight. D.W. = Double weight)

All the above in Soft, Normal and Hard grades. White Smooth Glossy S.W. also in Extra Soft and Extra Hard; D.W. in Extra Hard.

'BROMESKO' and 'KODAK' BROMIDE PAPERS

Size Inches	Number of Sheets per Packet	Price (inc. tax)			
		Single Weight		Double Weight	
		s	d	s	d
3½ × 4½	25	3	10	4	6
3½ × 5½	25	4	6	5	3
4¾ × 6½	25	6	11	7	8
6½ × 8½	10	5	7	5	11
8 × 10	10	7	8	8	4
10 × 12	10	10	9	12	2
12 × 15	10	16	0	18	1

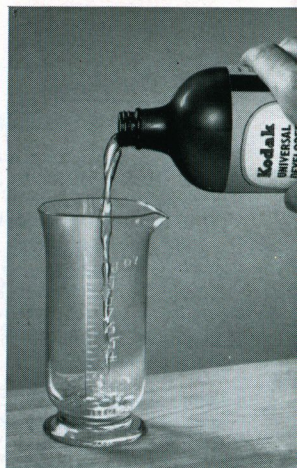
Prices of other sizes and packings on request

'KODAK' CHEMICALS

MANY things go to the making of good pictures. There's your own skill, the film in your camera and—when you 'do your own'—the printing paper and the chemicals you use.

Because photography is basically a chemical process, even the finest photographic materials are dependent on the quality of the chemicals used to process them. If you want to get every ounce of quality out of your films and printing papers, use 'Kodak' chemicals. They provide you with accurately compounded factory-fresh developers and fixers in a convenient easy-to-mix form. What's more, because 'Kodak' chemicals are made by the firm that makes film and papers too, they're backed by the special 'inside knowledge' that only manufacturers of sensitised materials have.

'Kodak' films and papers naturally give of their best when processed with 'Kodak' chemicals. They're made to work together. But these chemicals are excellent for use with all other sensitised materials, too.



FOR DEVELOPING YOUR FILMS

'Kodak' Universal Developer

A highly-concentrated liquid developer which is economical to use, and has a long working life. The developer contains a wetting agent and anti-fog constituent. It can also be used for papers. Dilution 1+15 for films, 1+3 for contact papers, 1+7 or 1+9 for enlarging papers.

250 cc. (8 $\frac{3}{4}$ fl. oz.) size .. 3s 3d

500 cc. (17 $\frac{1}{2}$ fl. oz.) size .. 5s 0d

'Kodinol' Developer

The most highly-concentrated developer of its kind on the market. It is specially notable for its freedom from fogging tendencies. Unlike similar developers 'Kodinol' gives particularly pleasing results with papers. Dilution 1+30 or 1+50 for films, 1+16 for contact papers, 1+24 for enlarging papers.

100 cc. (3 $\frac{1}{2}$ fl. oz.) size .. 3s 6d

500 cc. (17 $\frac{1}{2}$ fl. oz.) size .. 11s 0d

D61a 'Kodak' Negative Developer Powder

A clean-working negative developer for dish or tank use. Dilutes 1+1 for dish use. 1+3 for tank use.

To make 20 fl. oz. (570 cc.) stock solution 2s 6d

To make 80 fl. oz. (2.25 litres) stock solution 5s 0d

FOR FINE GRAIN DEVELOPING

D76 'Kodak' Fine Grain

Developer Powder One of the most popular fine-grain developers. Gives highest possible emulsion speed, moderate contrast and a definite advantage in fineness of grain.

To make 20 fl. oz. (570 cc.) 2s 0d

To make 80 fl. oz. (2.25 litres) 4s 6d

'Kodak' Microdol Developer Powder

An extra-fine-grain developer unmatched for its ability to produce negatives of low graininess and high resolution with a minimum effect on emulsion speed. Particularly suitable for negatives from which exhibition prints are to be made.

To make 20 fl. oz. (570 cc.) 2s 0d

To make 80 fl. oz. (2.25 litres) 4s 6d

FOR DEVELOPING 'VELOX', 'KODAK' BROMIDE and 'BROMESKO' PAPERS

'Velox' Developer The standard developer for use with 'Velox' paper, giving the characteristic blue-black image tone and brilliant quality. It contains an anti-fog constituent. Dilute 1+1 for use.

Concentrated solution —

8 fl. oz. (225 cc.) size .. 3s 3d

Powder — To make 4 fl. oz.

(115 cc.) stock solution, per carton of 6 packets .. 3s 9d

To make 20 fl. oz. (570 cc.) stock solution 2s 9d

'Kodak' Special Developer D163

An extremely popular developer for 'Kodak' Bromide and 'Bromesko' papers. Clean-working and economical; contains wetting agent. Dilute 1+3. This developer can also be used for developing films, plates and lantern plates, and for contact papers when a neutral tone is required.

Concentrated solution —

250 cc. (8¾ fl. oz.) size .. 3s 3d

500 cc. (17½ oz.) size .. 5s 0d

Special Developer (cont.). Powder —

To make 4-8 fl. oz. (115-225 cc.) working solution, per carton of 6 packets.. 3s 9d

To make 20 fl. oz. (570 cc.) stock solution 2s 9d

'Kodak' Warm Tone Developer Powder.

Gives a rich warm image with 'Bromesko' and other warm tone papers. Dilute 1+1.

To make 80 fl. oz. (2.25 litres) stock solution .. 4s 3d

'Kodak' Extra Warm Tone Developer

Gives very warm tones by direct development with 'Bromesko' and other warm tone papers. The warmth of tone can be controlled by varying the strength of the solution. Dilute liquid 1+7.

Concentrated solution —

8 fl. oz. (225 cc.) size .. 3s 6d

Powder — To make 80 fl. oz. (2.25 litres) stock solution 5s 6d

FOR FIXING and HARDENING FILMS and PAPERS

'Kodak' Acid Fixer Powder For the preparation of a general purpose acid fixing bath. For films and plates dissolve 100 grams (4 oz.) in 750 cc. (30 fl. oz.) of water. For papers dissolve 50 grams (2 oz.) in 750 cc. (30 fl. oz.) of water.

250 grams (8¾ oz.) .. 2s 6d

500 grams (17½ oz.) .. 3s 6d

'Kodak' Acid Fixing Salt with Hardener Makes an excellent combined acid hardening and fixing bath for films, plates and papers.

Dissolve 100 grams. (4 oz.) in 750 cc. (30 fl. oz.) of water.

250 grams (8¾ oz.) .. 2s 6d

500 grams (17½ oz.) .. 3s 6d

Other 'Kodak' chemicals include Anti-Fog Solution, Wetting Agent, Glazing Solution, Retouching Medium, Sepia Toner, Opaques, Mounting Cement, Lens Cleaning Solution, Spotting Black, White Ink. Full details on request.

(Above items not liable to Purchase Tax)

'KODAK' EQUIPMENT for the HOME DARKROOM



'BROWNIE' SAFELIGHT LAMP Model 2

This is designed specially to meet the amateur's darkroom requirements. It is neat, handy, and can be placed on a standard lamp-holder and secured in position by means of the shade-ring—a feature which amateur photographers will readily appreciate.

The lamp consists of two parts, a black moulded plastic top, and a coloured cup-shaped plastic moulding. These two parts screw together in a light-tight joint to form the complete safelight lamp. Models are available for either B.C. or E.S. lamp-holders.

'Brownie' Safelights are available separately for screwing into the top portion. They are supplied in red, for orthochromatic negative materials, and in orange, for bromide and chloride papers such as 'Kodak' Bromide and 'Velox', and chloro-bromide papers such as 'Bromesko'. Either a 15-watt pearl or pygmy lamp is suitable.

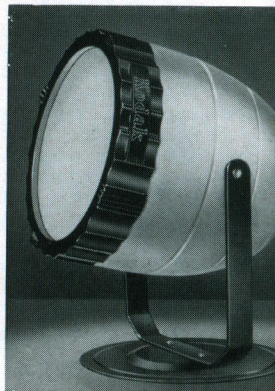
	Price
'Brownie' Safelight Lamp-holder Model 2, without safelight.	3s 6d
'Brownie' Safelights, red or orange	7s 6d

(Above items not liable to Purchase Tax)

'KODAK' BEEHIVE SAFELIGHT LAMP

This highly adaptable lamp has been designed for standing on a bench or shelf, attaching to the wall, or suspending from the ceiling. It consists of a dome-shaped metal reflector into which is fitted a circular safelight, 5½ in. in diameter, the whole unit being pivoted in a stirrup fitting. The stirrup is fixed to a detachable base-plate, enabling the lamp to stand on any flat surface.

A special flanged plate is provided for screwing to the wall. The base-plate of the safelight lamp can be slid into this fitting when the lamp is to be used as a wall lamp. The lamp can then be tilted to any angle, or lifted straight out for use on the bench.



	Price
'Kodak' Beehive Safelight Lamp, without safelight	£3 3s 0d
'Kodak' Safelight, 'Wratten' Series, 5½ in. diameter, each	7s 6d

('Wratten' Safelights are available in the following series numbers —
 00—yellow; 0B—lime yellow; 1—red; 1A—medium red; 2—dark red;
 3—dark green; 5—light green; 6B—brown; 6BR—light brown. For
 safelight recommendations see opposite.)

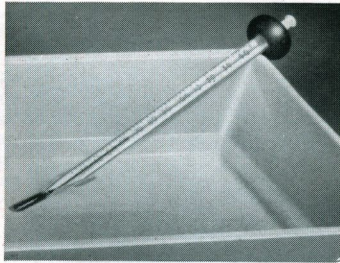
Details of other 'Kodak' Safelight Lamps on request.

(Above items not liable to Purchase Tax)

'KODAK' FI40 THERMOMETER

Specially designed for use in the photographic darkroom, this thermometer has a solid rubber ring round the upper edge to prevent it sliding into the developing dish. The scale is graduated from 30 deg. to 140 deg. F.

Price 8s 6d

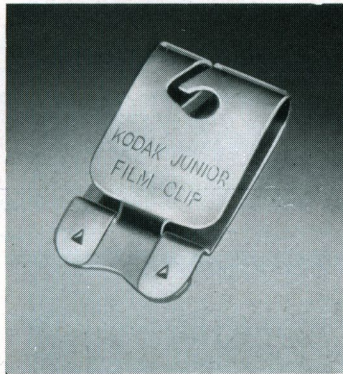


'KODAK' JUNIOR FILM CLIP

A stainless steel clip invaluable in film developing. Two spikes in the jaw ensure that the clip grips the film firmly. The cut-out portion at the top allows the clip to be suspended conveniently from a rod or nail.

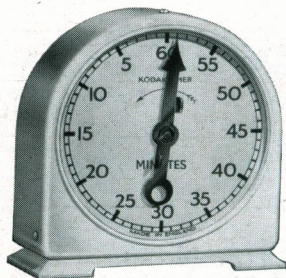
Price 1s 6d

(Above items not liable to Purchase Tax)



'KODAK' SAFELIGHT RECOMMENDATIONS

<i>Material</i>	<i>Handle by this safelight</i>
'Verichrome' Pan Film 'Panatomic-X' Film 'Plus-X' Film 'Tri-X' Film	Total darkness or 'Wratten' Series 3 (green)
'Kodak' Bromide Paper	'Brownie' Safelight (orange) or 'Wratten' Series 0B (lime-yellow)
'Bromesko' Paper	'Brownie' Safelight (orange) or 'Wratten' Series 0B (lime-yellow)
'Velox' Paper	'Brownie' Safelight (orange) or 'Wratten' Series 00 (yellow)



'Kodak' Minutes Timer with Alarm

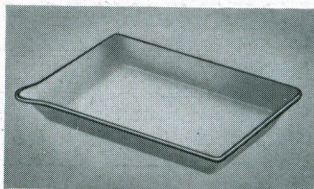
The indicator hand is simply turned to the number of minutes required. This action automatically winds the clock and alarm; the hand then works its way back to zero and rings the bell when zero is reached. The white dial is four inches in diameter, and is boldly graduated in black in minutes up to 60.

Price £2 15s 0d

'Artex' Enamelled Steel Dishes

These dishes are glazed with hard, resistant enamel which withstands the action of chemicals and heat.

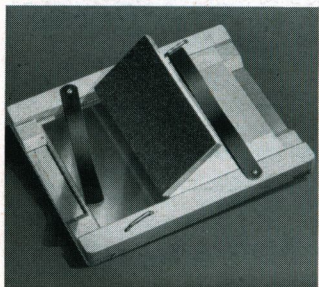
Price according to size, from 11s 0d upwards



'Kodak' Plastic Print Paddle

Useful for keeping prints submerged in the fixing bath. Made of durable plastic material unaffected by chemicals.

Price 8s 0d



'Jaynay' Printing Frame

'Jaynay' Printing Frame

A strongly constructed wooden frame for contact print making.

Price according to size, from 5s 3d upwards

'Fotonic' Photographic Paper

This is a special type of blotting paper for drying prints. The paper is chemically pure, so there is no risk of staining the prints, and is free from fluff.

Price per quire 18s 0d

'Kodak' Enlarging Exposure Scale

This is a practical device for arriving at the right exposure when enlarging. It consists of a negative, made on a sheet of $4\frac{3}{4}$ in. \times $6\frac{1}{2}$ in. film, of a graduated circle of ten sectors, ranging progressively from light tone to dark, and each carrying a number. This is placed over the sensitised paper on the easel, and with a negative in the enlarger, exposure is made in the usual way for one minute. After development, the paper will bear an image similar to the one

(Above items not liable to Purchase Tax)

shown in the illustration (top right), and the correct exposure time in seconds can be read directly from the sector on the enlargement which shows the most pleasing depth of tone.

Price 5s 6d

'Merrett' Lightweight Guillotine

A handy guillotine for trimming prints and enlargements straight and true. The pivoted steel cutting blade is spring-tensioned to give a scissor action. The scale, graduated in inches and centimetres, is covered in clear plastic. Made in three blade lengths.

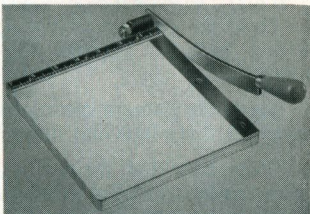
Price with	7 in. cut	..	25s 0d
	9 in. cut	..	30s 0d
	11 in. cut	..	40s 0d

Details of 'Ademco' dry mounting equipment and materials, for quick, easy mounting of prints and enlargements, will be supplied on request



KODAK ENLARGING EXPOSURE SCALE.
PLACE THE ENLARGING EXPOSURE SCALE OVER THE SENSITIZED PAPER ON THE EASEL, WITH A NEGATIVE IN THE ENLARGER EXPOSE IN THE USUAL WAY FOR ONE MINUTE. AFTER DEVELOPMENT THE CORRECT EXPOSURE TIME IN SECONDS MAY BE READ DIRECTLY FROM THE BEST APPEARING SECTOR ON THE ENLARGEMENT.
MADE BY KODAK LTD. LONDON ENGLAND.

Enlarging Exposure Scale



'Merrett' Lightweight Guillotine



'Velox' Water Colour Outfit

'Velox' Water Colour Outfit

These colours are particularly easy and effective for tinting photographs and lantern slides. The outfit consists of 12 transparent water colour leaves packed inside a plastic box. The tray is divided into 12 palettes for using the colours, which are as follows —

Scarlet	Foliage Green
Brown	Dark Green
Flesh Tint	Light Blue
Brilliant Red	Dark Blue
Light Yellow	Violet
Orange	Stone Grey

Price
'Velox' Water Colour Outfit **6s 6d**

Replacement leaves of one colour, packet of ten ... **3s 0d**

'Kodak' Oil Colour Set

This consists of 12 tubes of colour, one tube of transparent medium, one bottle of sizing fluid and one of cleaning fluid, orange sticks for applying colours, cotton wool, and a palette. A comprehensive instruction booklet is included. The colours are as follows —

Yellow	Raw Sienna	Flesh Tint Fair
Flesh Tint Normal	Scarlet	Violet
Cobalt Blue	Chinese Blue	Medium Green
Warm Brown	Neutral Grey	White

Price 16s 0d

(Above items not liable to Purchase Tax)

A page of

PICTURE-TAKING TIPS

GENERAL

Hold the camera *steady*. Even a slight camera movement can spoil a fine picture. Squeeze the shutter release gently — never jerk it suddenly.

Keep the camera clean. At the seaside, guard it from sand and salt spray. A dirty lens can mean fuzzy pictures.

Take care that the sun is not shining directly into the lens as you press the button. (But attractive 'against the light' pictures can be made if you stand in the shadow of a tree or building, or — better still — use a lens hood.)

Watch the background. A poorly chosen background can sometimes mar an otherwise good picture, as when a telegraph pole appears to be sticking out of somebody's head.

COLOUR

Colour pictures are usually most successful when taken in fairly 'flat' lighting, i.e. with the sun behind the camera or a little to one side.

The best light for colour pictures is hazy sunlight — when the sun's disc is bright but softened by a slight overcast and thin clouds.

If the sun is brilliant, try to avoid hard black shadows in the subject. You can sometimes lighten these by reflection from a sheet of white paper or white towel.

FLASH

Stand or seat your subject at least 5 or 6 ft. away from a wall, otherwise a dark shadow may be cast on the wall, with displeasing results.

Pictures of children in their bath are usually very successful, because the white surfaces 'bounce' the light all round the child, softening the shadows.

For flash pictures in colour —

With 'Kodachrome' Film, Daylight Type, use BLUE flashbulbs.

With 'Kodachrome' Film, Type A, use CLEAR flashbulbs, together with a 'Wratten' No. 81C filter over the camera lens.

EXPOSURE GUIDE

for black-and-white pictures

(For colour pictures see overleaf)

WEATHER	EXPOSURE	BRIGHT SUBJECT	AVERAGE SUBJECT	DARK SUBJECT
'KODAK' VERICHROME PAN and PLUS-X FILMS				
Bright sun ..	1/100th	f/22	f/16	f/11
Hazy sun ..	1/100th	f/16	f/11	f/8
Cloudy bright ..	1/100th	f/11	f/8	f/5.6
Cloudy dull ..	1/50th	f/11	f/8	f/5.6
'KODAK' PANATOMIC-X FILM				
Bright sun ..	1/100th	f/11	f/8	f/5.6
Hazy sun ..	1/100th	f/8	f/5.6	f/4
Cloudy bright ..	1/100th	f/5.6	f/4	f/2.8
Cloudy dull ..	1/50th	f/5.6	f/4	f/2.8
'KODAK' TRI-X FILM				
Bright sun ..	1/100th	f/32	f/22	f/16
Hazy sun ..	1/100th	f/22	f/16	f/11
Cloudy bright ..	1/100th	f/16	f/11	f/8
Cloudy dull ..	1/100th	f/11	f/8	f/5.6

It is preferable not to use 'Tri-X' Film in a box camera for snapshots in summer sunshine — its extremely high speed would result in very dense negatives.

NOTES ON USING TABLE

These exposures are for use in summer. In winter the lens aperture should be opened by about one stop. Within two hours of sunrise or sunset the aperture should be opened by one stop further than the setting for the season.

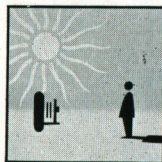
The 'I' or snapshot setting provided on many simple cameras is equivalent to about 1/50th second.

'Hazy sun', as used in the table, is sufficient to cast a slight shadow of well-defined objects, such as posts, tree-trunks, etc, while 'cloudy bright' is not.

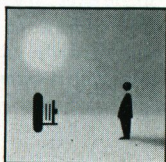
'Bright subjects' include coastal, marine and snow scenes; distant landscapes and mountains without prominent dark objects in the foreground; and nearby objects at sea or on the coast.

'Average subjects' include landscapes with foreground objects, groups, garden scenes, buildings, etc, in the open. This classification should be used if in doubt.

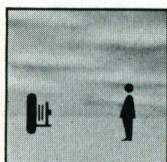
'Dark subjects' include groups, garden scenes, buildings, etc, in which the main subject matter is shaded but not in heavy shadow.



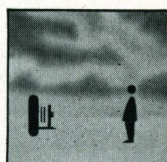
BRIGHT SUN
strong shadows



HAZY SUN
soft shadows



CLOUDY BRIGHT



CLOUDY DULL

EXPOSURE GUIDE for 'Kodachrome' Film

WITH 'Kodachrome' Film you need to estimate exposures rather more carefully than with black-and-white film if you want to enjoy the full beauty and brilliance of colour rendering of which the film is capable*.

The following exposures are recommended for use during the summer months. In spring and autumn the aperture should be increased by half a stop and in winter by a whole stop.

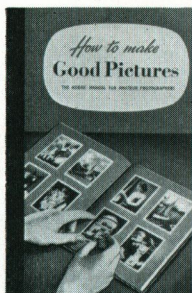
Best results with 'Kodachrome' Film are usually obtained when the subject is lit by a flat frontal lighting (i.e. when the sun is behind you as you take the picture). Avoid deep shadows and very bright highlights.

Exposures are for a 'Kodachrome' Film Daylight Type, or 'Kodachrome' Film Type A with 'Wratten' Filter No. 85 over the camera lens.

WEATHER	EXPOSURE	FRONTAL LIGHTING			SIDE LIGHTING	BACK LIGHTING
		Light Coloured Subjects	Average Subjects	Dark Coloured Subjects	Average Subjects	Average Subjects
Bright sun	1/50th	f/8	f/6.3	f/5.6	f/4.5	f/3.5
Hazy sun	1/50th	f/5.6	f/4.5	f/4	—	—
Cloudy bright	1/25th	f/5.6	f/4.5	f/4	—	—
Open shade on bright day	1/25th	f/4	f/3.2	f/2.8	—	—

* With the 'Bantam' 'Colorsnap' camera (page 12) all you have to do is to 'dial' the prevailing light conditions and read off a single exposure number. Setting the camera to this number automatically adjusts the lens stop and shutter speed.

Some helpful books



'HOW TO MAKE GOOD PICTURES'

This is a photographic best-seller. It tells you everything you want to know about picture-making, from pressing the button to mounting the finished print. There are sections on choosing a camera, the different kinds of films, how to photograph children, composition, how to make pictures interesting, landscapes, colour filters, photographing flowers, indoor pictures by daylight, flash and floodlight, outdoor pictures at night, stunt pictures, colouring, and developing, printing and enlarging at home. All written in simple, non-technical language, with hundreds of examples of good pictures scattered through the book's 256 pages. **Price 7s 6d**

'COLOUR PHOTOGRAPHY'

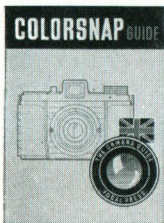
How it works and how to work it

A 48-page book with pictures and diagrams in colour and black-and-white. It explains clearly in simple non-technical language the basic principles on which colour photography depends, and gives practical guidance to the photographer on the handling of colour materials which will help him to get the best possible results. In view of the growing importance of colour, this is a book which should be on every keen amateur's shelf. **Price 5s 6d**



'COLORSNAP' GUIDE

The simple instructions that come with the 'Colornap' camera enable anyone to take first-class colour pictures right from the word 'go'. To supplement these instructions, and to enable you to extract every ounce of fun and enjoyment from this versatile camera, it's well worth investing in the 'Colornap' Guide. This handy little book (it slips easily into the pocket) covers in more detail every aspect of photography with the 'Colornap' camera, and has in addition a lot of general hints and tips of interest to every picture-taker. **Price 4s 6d**



(Publishers — The Focal Press)

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The following names used in this catalogue are trade-marks —

'Bantam'	'Duaflex'	'Kodinol'	'Plus-X'
'Bromesko'	'Kodachrome'	'Kodisk'	'Tri-X'
'Brownie'	'Kodak'	'Lumenized'	'Velox'
'Cine-Kodak'	'Kodascope'	'Microdol'	'Verichrome'
'Colorsnap'	'Kodaslide'	'Panatomic'	'Wratten'



The Kodak Girl says

**Remember — they come out
best on 'Kodak' Film**



A final tip...

*Bring your films to us
for expert developing
and printing. You'll
like our enlarging
service, too.*