



The Call of The Kodak

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**With Illustrations
from Kodak Snapshots**

**Kodak, Ltd.
Kingsway, London, W.C.2.**



REFLECTIONS

The Call of the Kodak

WHEN the fresh breeze meets us in the street, and whispers of yellow gorse and romping lambs, we know that Spring has come.

There is something in our nature that responds to the call of Spring—we want to get away from smoke and fogs; we want the clear cool air; we want the open country, with its spaciousness and freedom.

Many of us can gratify this longing only by snatching a Saturday afternoon, or a week-end, now and again. We cannot enjoy the delights of Spring for a fortnight or a month at a time—our regular holidays must wait till later in the



SOUTH DOWNS

year. The owner of a Kodak, however, can preserve for his future happiness the charm and beauty of every hour he spends in the country. He can gather up the happy scenes, and turn fleeting pleasures into permanent joys.



WOODLAND

Fancy yourself out for a tramp over the Downs with a Kodak in your pocket. There's a bracing snap in the air. The sunlit slope on your right is made golden by the blossoming gorse. Across the green turf on your left a shepherd is driving his sheep to the uplands; his collie is rounding up the stragglers with a smartness that irritates the

older members of the flock. At the foot of the slope stands the farmstead; and farther on, a field where the cattle are browsing on the fresh green grass that comes with Spring.

You don't want to leave scenes like these behind you when you return to town; you want to look at them again and again—you want to take back to your ordinary work - a - day life the freshness of Spring, and to enjoy again that spacious-

ness and freedom of the open Downs. And you need not



THE LONELY BIRCH



WHO ARE YOU ?



ON THE DOWNS

leave them behind. You can take out your Kodak and make a happy little picture of every scene that pleases you. You can, as it were, gather up the joys of Springtime in your Kodak and preserve them for your future happiness.

The Kodak at Home

It isn't only on your week-end trips to the country that you will find the Kodak such a delightful companion. If your interests are confined to your home and your garden, the Kodak will enable you to increase your happiness a hundred-fold. It will give you priceless pictures of the things you cherish above all others—pictures of your family and your home, your garden and your pets.

You are proud of your tulip bed ; you know that your

wallflowers are the best in your district; and you are watching and tending those rose bushes which you expect to give you such a brilliant show in June—and if the kind stork has called at your house, you will have a chubby-faced little fellow to help you in your work. He will hide your trowel now and again, and occasionally upset a box of seedlings which you are carefully pricking out. But what does it matter? You know that he means well—hasn't he told you that he's "helping Daddy"?

Just look at him as he sits there in the sun, filling flower-pots with mould and turning them out on your gravel path to make what he calls "little mountains." He looks a bit grimy; a grubby little hand has left a decided smear on one of his plump round cheeks, and the white socks of



THE MORNING TUB



THE GARDENER

half-an-hour ago have taken on the colour of the gravel path. He's not quite as trim and tidy as his mother would make him for the drawing-room at a children's party; but he's happy—and he's just the little fellow as you want to remember him.

Wouldn't you like to keep a picture of him just as he is? He will be a year older next year, you know, and will have lost many of his fascinating little ways. In a few years time you will not be able to call him a "little chap" without offending his dignity. He will be a "big boy" and will not condescend to play with flower-pots and mould. Make Kodak pictures of him now. Think how his mother and you will value those happy little snapshots when the



MISCHIEF



WE TWO

time comes for that grubby little fellow to smarten himself up, pack a trunk and go away to school!

You cannot get drawings or paintings to show those hundreds of attitudes and expressions that belong to your boy, and to him alone. But you can secure them all with a Kodak, and know that every one of them will be natural and true to life. You will catch your little fellow unawares. There will be no forced posing, no trimming and smartening up for the occasion; the Kodak pictures will show him just as he is—just as you have learned to love him.



HELPING DADDY

The Kodak in the Motor

It may be that Spring calls you to the open road. You want to feel the keen air in your face, and enjoy the bright, fresh scenery as you whizz along the King's Highway. If you go motor-touring, however, without a Kodak, you miss one of the greatest pleasures of the road—a trip without a Kodak is a wasted trip. To go on a tour of a day, a week, or a month, and come back without a record of the places you visit and the persons you meet, is to miss the real joys of motoring—the lasting pleasures of the tour.



IN CONSTABLE'S COUNTRY



A PASTORAL SCENE



A CONSULTATION

Think what a spin in the open country means to you. Think of the happy little pictures that you pass on your way. The cattle in the pasture, the group of sheep and lambs on the hillside, the winding river with the old lichen-covered, stone bridge, the little thatched cottage, with its garden already a blaze of colour, the woodlands, the valleys and the mountains—they are all pictures you want to bring home with you.



A SUNNY MORNING

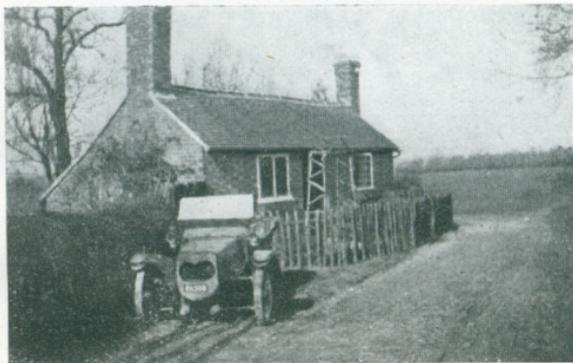
And you want to keep a record, too, of the old-world towns and villages; the old harbours with their picturesque



OLD ENGLISH COTTAGES

boats, yachts and barges waiting for the tide; the Elizabethan houses and ivy-covered churches; and perhaps, above all, the cosy little inn where you stop for lunch, and the grassy slope under the pine tree where you sit down for a picnic tea. These are the real pleasures of your motor-trip—but, unless you take a Kodak with you, they very quickly fade from your memory. They soon pass into the limbo of forgotten things.

A Kodak saves these pleasures for you; it gathers up the happy scenes and keeps a record of your happy days—it makes your pleasures permanent. When you take a Kodak on your tour, you can make a collection of happy little Kodak pictures—pictures that will enable you to enjoy again the pleasant hours you spend on the open road. A Kodak will give you a book of Happy Memories that will be priceless to you in years to come.



A WAYSIDE COTTAGE

The Kodak in Sport

Does the coming of Spring and fine weather mean the taking up again of your favourite sport—either cricket, tennis, golf, boating, fishing or shooting? A Kodak will intensify the pleasure of all these pastimes. You musn't look upon Kodak photography as an extra hobby—something which is going to take up the time you want to give to sport. Kodak photography is a hobby, but it is very much more—it is something which enables you to increase the pleasures of the hobbies and sports, which you already enjoy.

Take cricket, for instance. What could be more pleasant than to make a series of Kodak snapshots of the different matches you play? Brown at the wicket; Wilson bowling; Johnson running with his head thrown back to make one of his famous catches; Smithson standing behind the wickets in knee-pads and gloves; members of your club sitting in front of the pavilion, waiting for their turns to go to the wicket;



BOWLS

groups of spectators watching the game—these are all pictures you want to make permanent. You don't want to forget them; you want to look at them again and again. And they are all pictures you can secure with your Kodak with very little more trouble than pressing a button.

Is tennis your favourite sport? Then don't you want to secure pictures of your friends as they skip about the court with their racquets in the air; of the little groups chatting round the lawn, and of the big crowds on tourna-



TENNIS



GOLF



FISHING

ment days? Of course you do. And won't these pictures increase the pleasure of your sport?

Then, again, if you are a golf enthusiast, what can give you more pleasure than to make pictures of the open links, the rolling Downs, and the green hillsides where the sheep are caring for their lambs. Wouldn't you value snapshots of your friends driving or putting, with the complacent caddy standing in the background?



AFTER THE "TWO-POUNDER"

Little pictures like these become valued treasures to the true golfer—and they can be secured without the slightest trouble.

It is just the same whatever your pastime may be—boating, fishing, or shooting. A Kodak will enable you to make records of that alluring up-river scene, that shady pool in the trout stream where you proudly hooked the “speckled two-pounder,” and that heather-covered hill where you made your record bag on the Glorious Twelfth.

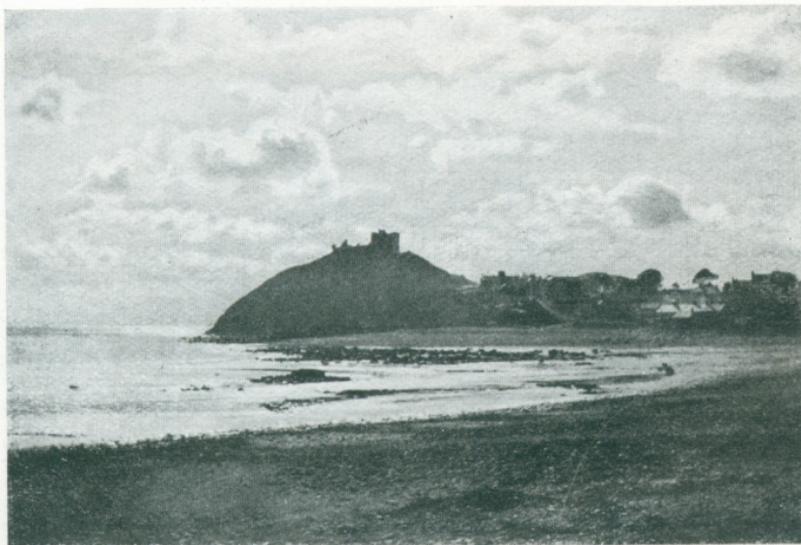
A Kodak adds a new zest to sport; it enables you to discover a new fascination in the joys of the open air and the sunshine—it catches the fleeting pleasures of your sports and makes them permanent.



ROMAN BRIDGE, MARPLE

Kodak Holidays

In the same way, when you go away for your annual holiday, you will find that a Kodak saves your jolliest times and your happiest scenes. No matter whether you go to the country or to the seaside or whether you go touring in your car or travelling abroad, a Kodak is the most delightful companion you can take. A holiday with a Kodak is not an ordinary holiday—anticipated for weeks, all over in a fortnight, and forgotten in a month. When you return from a Kodak holiday, you come back richer than you went away. Nothing is lost ; you bring eveything home in your Kodak.



CRICCIETH



A HAPPY HOLIDAYMAKER

It is a holiday to remember for the rest of your life. It is a holiday which in future years can be vividly recalled merely by glancing through your album of Kodak snapshots. With the pictures before you, you can carry your mind back to every pleasant scene, to every happy incident, and to every jolly companion who was with you. It is then that you realise the full truth of the statement: "A holiday without a Kodak is a holiday wasted."



A HEAVY LOAD

The Simplicity of Kodak Photography

One of the greatest charms of Kodak photography is that it enables you to make pictures of all these subjects without any training and without tedious practice. Kodak photography is, in truth, photography with the bother left out. You can start Kodak photography to-day and have a set of pleasing pictures by to-morrow. You must not



OUTWARD BOUND



ENGLISH FARMSTEAD



GREEN PASTURES

think that the Kodak is associated with the dark room, the compounding of chemicals, plate-holders, dark slides, focussing cloths, and other cumbersome old-fashioned appliances. Kodak simplicity has done away with all these; and whether you take up photography for its own sake—and it is well worth while—or because it adds to the pleasure of your other sport or pastime, you will find your path easy. The Kodak has brought the pleasures of photography within the reach of every one.

Added to this simplicity is the further advantage of convenience—the ease with which you can carry your Kodak. You can have a Kodak so small that it will go into your waistcoat pocket, and take up very little more room than a cigarette case. And there is no Kodak too large to be carried in the pocket, or in a neat leather case which can be hung over the shoulder as easily as a pair of field glasses.

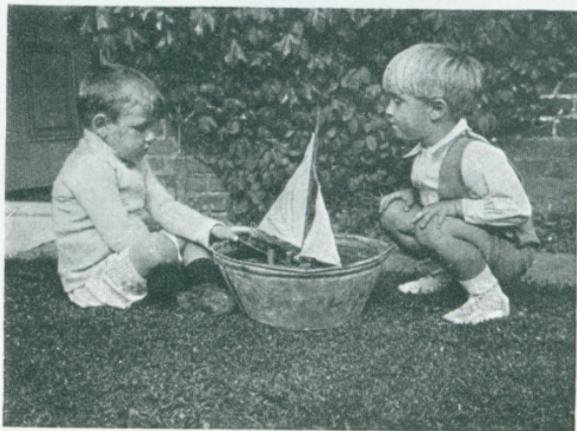


A CLEAN LEAP



A WILLING TEAM

The weight of a Kodak varies from 9-ozs. in the Vest Pocket size to 32-ozs. in the 3A or Postcard size, so that you will see, whether you treat yourself to the smallest Kodak or the largest the weight will be insignificant.



YOUNG SAILORS



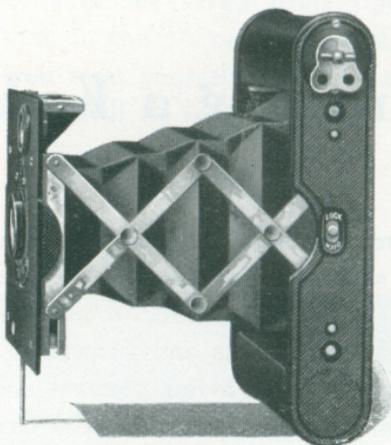
Choosing a Kodak

The question you have to decide is : Which of the many models will you select ? This little book is neither a catalogue nor a price-list. It does not pretend to give detailed particulars of the full range of Kodaks and Brownies. This chapter is intended merely to give you a few pointers and a little helpful advice before you go to your nearest Kodak dealer to make your final selection.

In the first place, you should know that all Kodaks and Folding Brownies are now made with the Autographic Feature. This means that when you have taken a photograph in the ordinary way, you open a little door in the back of the Kodak, write whatever particulars you wish, and then hold the writing to the light for a few seconds. The writing then becomes part of the film itself, and what you have written lasts as long as the picture it describes.

This ingenious little invention saves a tremendous amount of trouble when you come to arrange your pictures at the end of a holiday. It removes all doubt ; it answers the questions : Whose portrait is this ? When was it taken ? Where was it taken ? The Autographic Feature enables your Kodak to tell the **whole** story.

It is probable that no Kodak has ever been so popular as the Vest Pocket Autographic Kodak. Although this little Kodak is so small that it can be carried easily in the vest pocket, it is just as practical, and will make just as good pictures as the larger



VEST POCKET AUTOGRAPHIC KODAK

models. The pictures it takes are $2\frac{1}{2} \times 1\frac{5}{8}$ ins., and these are of such high quality that they can be enlarged to practically any of the standard sizes without noticeable loss of detail.

The Vest Pocket Kodak is "Always with you ; never in the way." You can slip it in your pocket when you are going out for a walk ; when you are going fishing, golfing, shooting, or motoring—you can carry it as easily as a cigarette case.

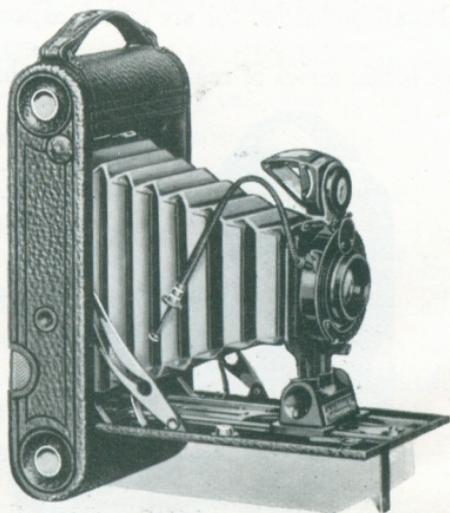
The Vest Pocket Kodak, like all the other Kodaks, can be loaded in daylight. You put in a little cartridge of Kodak Film, and this allows you to take eight pictures before you need to reload. These cartridges take up so little room that you can carry a supply in your pocket to last for a day's outing.

There is no trouble about focussing. The Vest Pocket Kodak is of the fixed-focus type ; when you want to use it, you simply pull out the front, sight the view you want to take on the view finder, press the shutter lever, and the picture is taken.

You may want, however, to take pictures a little larger than those you can take with the Vest Pocket Kodak. In this case you have a very wide range of Kodaks to choose from.

You have, in the first place, the series known as Autographic Kodaks Junior. First come the Nos. 1 and 1A. These two Kodaks are each made in two models—the focussing model is fitted with a scale, so that it can be focussed accurately to any distance from 6 to 100 feet or more. The fixed-focus model is without the scale; it gives a sharp image of all objects at a distance of eight feet and beyond.

The No. 1 takes pictures $3\frac{1}{4} \times 2\frac{1}{4}$ ins. ; it weighs only 23 ozs. and measures only $1\frac{7}{8} \times 3\frac{5}{8} \times 6\frac{5}{8}$ ins. Six pictures can be taken without reloading.



NO. 2C AUTOGRAPHIC KODAK JUNIOR.

The No. 1A takes pictures $4\frac{1}{4} \times 2\frac{1}{2}$ ins.; it weighs only 28 ozs. and measures $1\frac{5}{8} \times 3\frac{3}{4} \times 8$ ins. It can be loaded to take either six or twelve pictures.

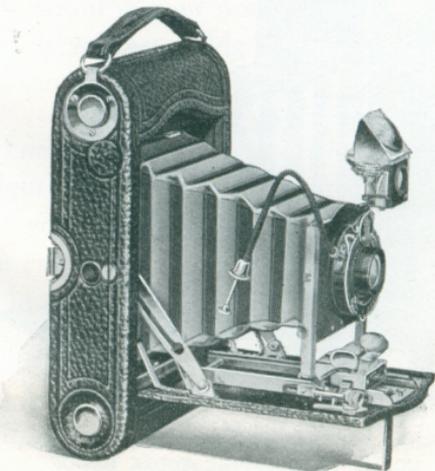
Either of these Kodaks can be carried in the pocket or in a neat little leather case slung over the shoulder.

In the same series are the Nos. 2C and 3A Autographic Kodaks Junior. These two Kodaks are somewhat larger than the Nos. 1 and 1A. They are both fitted with scales for focussing at various distances.

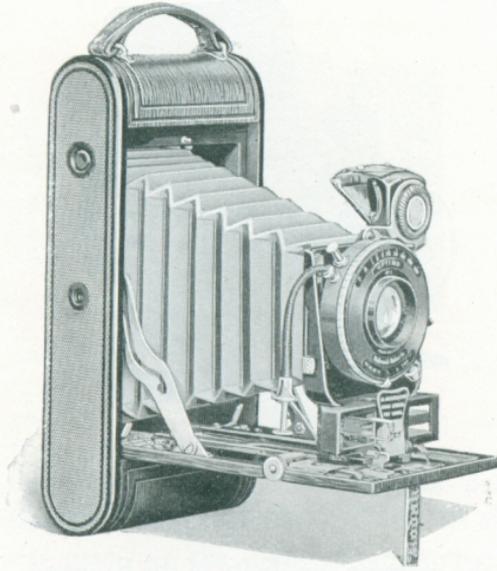
The No. 2C takes pictures $4\frac{7}{8} \times 2\frac{7}{8}$ inches—that is, slightly smaller than a postcard. Its size is $1\frac{3}{4} \times 4\frac{3}{8} \times 8\frac{3}{4}$, and it weighs only 35 ozs. It can be loaded for 10 pictures.

The No. 3A takes pictures of the usual postcard size— $5\frac{1}{2} \times 3\frac{1}{4}$ inches. Its size is $1\frac{1}{8} \times 5\frac{1}{8} \times 9\frac{3}{4}$ ins., and its weight is only 38 ozs. It can be loaded for six or ten exposures.

Then there is the series of regular Autographic Kodaks.



NO. 3 AUTOGRAPHIC KODAK.

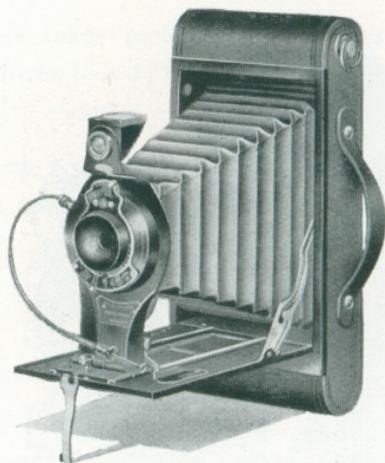


NO. 1A AUTOGRAPHIC KODAK SPECIAL

The No. 1A Autographic Kodak takes pictures $4\frac{1}{4} \times 2\frac{1}{2}$ ins. The No. 3 takes pictures $4\frac{1}{4} \times 3\frac{1}{4}$ ins., and the No. 3A takes pictures $5\frac{1}{2} \times 3\frac{1}{4}$ ins., the popular post-card size.

The Kodaks Special are a series de luxe. The Specials include the sizes mentioned above (the No. 1A, the No. 3, and the No. 3A). There is also the No. 1 Special, which takes pictures $3\frac{1}{4} \times 2\frac{1}{4}$ ins. The Specials are all fitted with modern Anastigmat lenses of the fastest types, and with high-speed Velosto Shutters. They are beautifully finished throughout and covered with the finest quality long-grained calf. The metal parts are nickel and black enamel.

For the young people, there are the Folding Autographic Brownies—sometimes called the little brothers of the Kodaks. These cameras have all the convenience and compactness of the

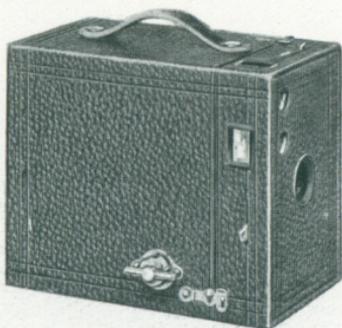


NO. 3A FOLDING AUTOGRAPHIC BROWNIE.

Kodaks with the extreme simplicity of the Brownies. The No. 2 Folding Autographic Brownie takes pictures $3\frac{1}{4} \times 2\frac{1}{4}$ ins., the No. 2A, $4\frac{1}{4} \times 2\frac{1}{2}$ ins., the No. 2C $4\frac{7}{8} \times 2\frac{7}{8}$ ins., and the No. 3A $5\frac{1}{2} \times 3\frac{1}{4}$ ins.

Then for the children there are the box-form Brownies. The No. 0 takes pictures $2\frac{1}{2} \times 1\frac{5}{8}$ ins., the No. 2 $3\frac{1}{4} \times 2\frac{1}{4}$ ins., the No. 2A $4\frac{1}{4} \times 2\frac{1}{2}$ ins., the No. 2C $4\frac{7}{8} \times 2\frac{7}{8}$ ins., and the No. 3 $4\frac{1}{4} \times 3\frac{1}{4}$ ins. The Brownies are so simple and easy to use that any child who has passed the kindergarten can make excellent pictures with them from the start.

These do not exhaust the list. There is the Graflex series for specialised, high-speed photography, when exposures in the neighbourhood of $1/1000$ th part of a second are required. And still another series called the Premos. The Premos are handy little cameras, made in various sizes, and designed to take Premo Film Packs instead of Kodak Roll Film.



NO. 2 BROWNIE.

Go to the nearest Kodak dealer, get full particulars and prices, and choose your Kodak now. Don't let all your happy times this year pass into the limbo of forgotten things. Make pleasing little pictures of the golden Downs; snap up the happy scenes on your motor trips; keep a record of your jolly sporting days; bring home pictures of your summer holiday; and don't forget to make snapshots of that chubby-faced little fellow sitting in the garden. Your Kodak pictures will be precious to you now, but priceless in years to come.

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