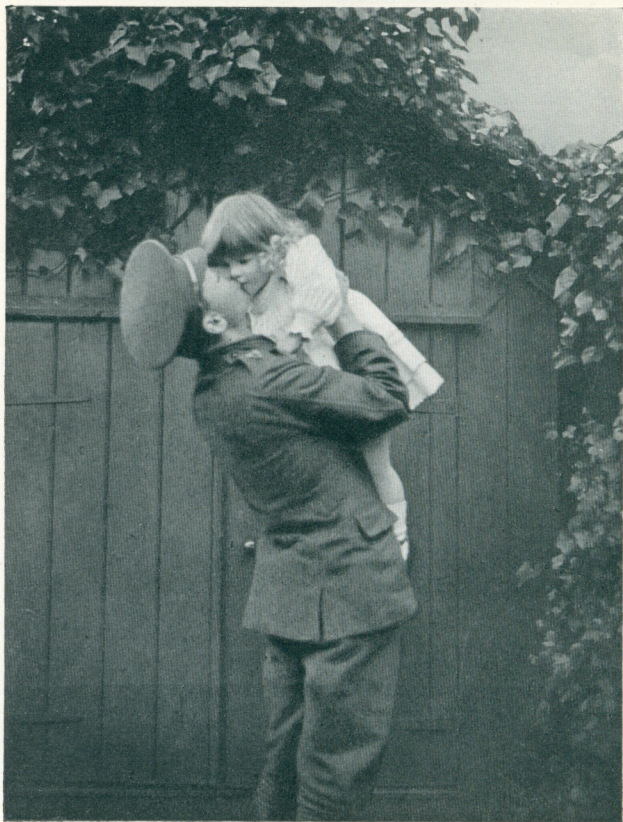




Springtime is
Kodak time

Springtime is Kodak time

Kodak Limited
Kingsway, London, w.c.



" They have hurried off at the bugle's call "

*Taken with a
No. 3 Folding Pocket Kodak*

*Buy my English posies!
Kent and Surrey may—
Violets of the Undercliff
Wet with Channel spray;
Cowslips from a Devon combe—
Midland furze afire—
Buy my English posies
And I'll sell your heart's desire!*

RUDYARD KIPLING.

AS the famous singer of Soldier Songs turned for a moment from his "Barrack Room Ballads" and songs of "The Seven Seas" to hymn the glories of the English April, so many of us will turn our backs on city, office and workshop this Spring with a greater feeling of relief than we have ever known.

To each of us, Spring holds out a different promise of Happiness in store. To one, a long and tireless tramp down the Pilgrim's Way, knapsack on shoulder and staff in hand. To another, a little stone house in a tiny village that has seen nothing of War since the Spaniards sacked it, how many centuries ago?

There is a grave, amid the South Downs, of a warrior dead these thousand years; you may pick daffodils at Polperro while they are skating on the Fens, and you can make out the Scillies on a day when it is impossible to see across the Strand.

Or you may sit on the first stile you come across and listen to the Summer coming in—to the "myriad stir of unborn things"; the blackbird singing in the hedgerow and the woodpecker laughing in the little spinney across the way. The celandine is showing yellow, and the cuckoo flower will soon be nodding in the high grass. Come out, for the Spring is calling!

But, first of all, take your Kodak down from the shelf,

for you will have need of it at every turn. If you are going down to the "old place," you know very well what the first question will be. "Have you brought your Kodak with you?" And what long faces there will be if you have to admit that you have forgotten.

It has always been like that, hasn't it? But the matter is doubly urgent this year, and I will tell you why.

The old village is not quite the same as it was. You will find proud hearts but sad faces in the little winding street. The village has been old as long as you can remember. It was old when King Charles clattered through at the head of his cavaliers. It was not quite so new as a London suburb when the Crusaders were fighting in Palestine, but it has never seemed so old as now.

For, once again, the call has come to the young men, and, may it be for the last time, the ploughshare has become a sword in their hands. Once again they have hurried off at the bugle's call, as they did when the recruiting sergeant whistled them away on the eve of Waterloo, and the village is the older by their absence. As Richard Le Gallienne sang:

*One threw his cricket-bat aside, one left the ink to dry ;
All peace and play
He's put away,
And bid his love Good-bye :
O Mother mine !
O Sweetheart mine !
No man of yours am I
If I love not England well enough for England to die.*

And, now we have got so far, shall I tell you of a new game to play this Spring-time? It is a game that will pay for the playing—that I can promise you. And, if you would tell me that this is no time for play, listen a moment before you speak.

In the first place, you think of a Gentleman in Khaki, fighting in Flanders, and eating his heart out—when he is not otherwise engaged—for a sight of this old village that we have just been speaking about.



"The little spinney across the way"

Next, you think of something likely to interest him more than anything else in the world. It may be his old Mother ; it may be the sheep-pen " down to the farm " ; it may even be the girl who served you with a glass of butter-milk only a moment ago in the little white thatched cottage ; or, bless your heart, it may be *you*.

Now then, why not send Tommy in the trenches, or Jack out there in the North Sea, a little souvenir to make him the happiest man on active service ? How much trouble would it be to you to take a dozen snapshots or so with your Kodak ? How long would it take to address the envelope ? And how greatly would those happy little pictures of home be treasured when the post came in ?

Why not do it ? It is a game that means happiness for all. Happiness for Tommy and Jack ; happiness for you and happiness for the girl in the little thatched cottage. It is a great game, believe me.

There is one other reason why you should take your Kodak away with you this Springtide. The year 1915 is going to be the most historic in the history of our country. We are going to see such sights as we had never dreamed of twelve short months ago. The world is going to be turned topsy-turvy ; our maps are going to be so much waste paper ; generations unborn are going to speculate on the conditions obtaining in England during the Great War. And, little as you may think it, *you* are going to play *your* part in this changing pageant. Be you sister, parent, or grand-parent, you also are a pawn in the great game. The back-wash of War will catch you as surely as the great military wave has engulfed those boys of yours who were spirited away, as it almost seemed, very much as the Pied Piper led the dancing children out of Hamelin city in the long ago.

Then, why not set out in an album of Kodak snapshots your own personal record of this great year, and why not start that record now ? There is time to take photographs of some of the boys before they leave their training quarters for the Front. Others will be back on short leave at any moment. It may not be too late to take a complete family group to-day. To-morrow—who can tell ?



"The girl in the little thatched cottage"



" The sheep-pen ' down to the farm ' "

Finally, to those who have not yet tasted the joys of Kodak photography, I would say this. Get a Kodak *now*. Not next month. Not next week. Not even to-morrow. Get a Kodak to-day! The whole value of a collection lies in its completeness. Everything, from a novel to your history of the Great Year, should have a beginning and an end. Get a Kodak to-day, and let your Spring holiday be the opening chapter of an engrossing picture-record that will mean more to you in a few years' time than all the novels that were ever written.

And remember this. There is nothing quite so simple as Kodak photography. You can learn to use a Kodak in half-an-hour.



"Happy little pictures of home"

Choosing a Kodak

You have decided that you will get a Kodak at once. It only remains for you to choose which of the many models you will have. There are many different kinds of Kodaks, but they are all easy to understand—you can learn to use a Kodak in half-an-hour—and they are all daylight-loading.

Do you ask what daylight-loading means? It means that when you use a Kodak you do not need a darkroom. As soon as you have used one spool of film, you can take it out of the Kodak and load a new one in its place, in readiness for taking another set of photographs, no matter where you may be.

Kodaks, then, are all alike, in that it is easy to learn how to use them and that they are all daylight-loading.

But Kodaks differ in size. One is so small that it goes easily into a man's vest pocket or a lady's hand-bag. There are many other convenient sizes up to one which



"His flock at midday"

goes into an overcoat pocket, yet takes a photograph the size of a post-card.

Kodaks also differ in their shape and in their finish. When you give a young schoolboy friend a present to take back to school with him, it does not need to be so compact and so dainty in its finish as if you are making a wedding present to a lady.

Kodaks differ, too, in their fittings. Just as a bicycle may be fitted with either a two-speed or a three-speed gear, or a motor car with two, four or six cylinders, so there are Kodaks which have different fittings, widening the range of their usefulness. The old shepherd, with his flock at midday, is an easy subject for the cheapest and simplest Kodak. But if you wish to take a really good photograph of the joyous gambolling of one of the lambs, or of the collie racing across the field in answer to the shepherd's call, you will require one of the best Kodaks.

The nearest Kodak dealer can explain these differences to you and can tell you which will be the best Kodak for your particular purpose, at the price you wish to pay.

And when you see him, do not fail to ask him to show you an Autographic Kodak—the best means ever devised for keeping a record of the things you do and the good times you have.

On a holiday you take many photographs, but, when you return, you may find you have two groups very much alike. One, you know, was taken on Good Friday, one on Easter Monday—which is which?

Parents take a series of photographs of their child. They do not put the photographs in an album immediately they make them, and then, sooner or later, the question arises—when was such-and-such a photograph taken?

Only the Autographic Kodak can answer these questions for you. As soon as you have taken a photograph, you open a little door at the back of the Kodak, and write the date or the title of the subject. Whatever you write is permanently impressed on the edge of the film, in readiness for reference at any time.

Never will there be a time when a Kodak is more valuable to you than it is in these days, when stirring history is in the making, and never will there be a better reason why it should be an Autographic Kodak.

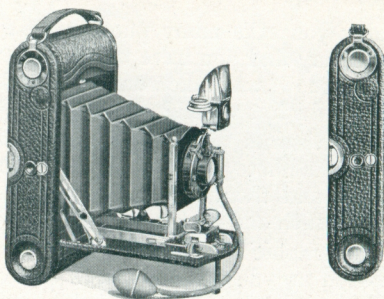
Get your Kodak to-day—and make sure it is an Autographic Kodak.



"A young schoolboy friend"

Folding Pocket Kodaks

The No. 1a (RR), the No. 3 and the No. 3a



Open—ready for use

Closed

The No. 3 Folding Pocket Kodak

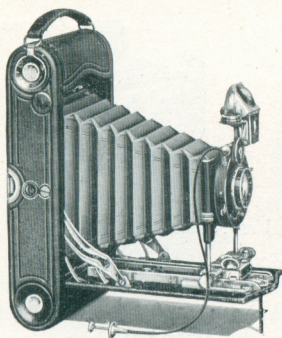
These three Kodaks are all alike except in the size of the pictures they take. They are simply constructed and yet they have many adjustments making it possible for you to take pictures under widely varying conditions. They are fitted with a good quality rapid-rectilinear lens and a fast working shutter—an equipment which enables you to take good snapshots even when the sun is not shining. They are simple, efficient and compact; this is why they are used so much by holiday-makers.

Prices

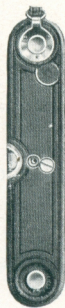
	Ordinary Model	Auto-graphic
No. 1a (R.R.) Folding Pocket Kodak—takes pictures $4\frac{1}{4} \times 2\frac{1}{2}$ in. :—		
Fitted with Kodak Ball-bearing Shutter	£3 3 0	£3 13 0
Fitted with Kodak Automatic Shutter	3 15 6	4 5 6
No. 3 Folding Pocket Kodak—takes pictures $4\frac{1}{4} \times 3\frac{1}{4}$ in. :—		
Fitted with Kodak Ball-bearing Shutter	3 12 6	4 2 6
Fitted with Kodak Automatic Shutter	4 5 0	4 15 0
No. 3a Folding Pocket Kodak—takes pictures $5\frac{1}{2} \times 3\frac{1}{4}$ in. :—		
Fitted with Kodak Ball-bearing Shutter	4 10 0	5 0 0
Fitted with Kodak Automatic Shutter	5 2 6	5 12 6

The Special Kodaks

The No. 1a, the No. 3 and the No. 3a



Open—ready for use



Closed

The No. 3a Special Kodak

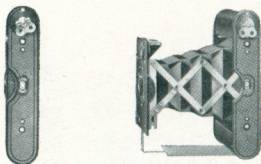
The three Kodaks described on page 12 have lenses and shutters quite suitable for all ordinary photographs taken under average conditions. But you may want a Kodak capable of doing more than this. You may want to take rapidly moving objects or to take them when the light is bad. For such work you require an anastigmat lens and a very fast working shutter. Your dealer can give you prices for Kodaks thus fitted. The Special Kodaks have this equipment and, in addition, are finished in the very best style.

Prices

No. 1a Special Kodak—takes pictures $4\frac{1}{4} \times 2\frac{1}{2}$ in. :—	
Fitted with Autographic Back, Cooke lens f 6.5	
and Koilos shutter	£9 9 6
No. 3 Special Kodak—takes pictures $4\frac{1}{4} \times 3\frac{1}{4}$ in. :—	
Fitted with Autographic Back, Cooke lens f 6.5	
and Koilos shutter	9 17 0
No. 3a Special Kodak—takes pictures $5\frac{1}{2} \times 3\frac{1}{4}$ in. :—	
Fitted with Autographic Back, Cooke lens f 6.5	
and Koilos shutter	11 11 6

The Vest Pocket Kodak

and the No. 1 and No. 1a Folding Pocket Kodaks



Closed *Open—ready for use*
The Vest Pocket Kodak

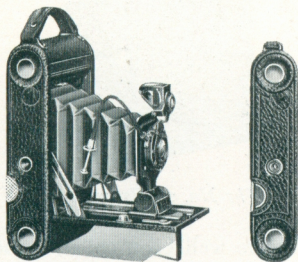
The Vest Pocket Kodak and the No. 1 and No. 1a Folding Pocket Kodaks are all of the fixed-focus type. This means that you do not have to focus or judge the distance of the subject you are taking. With some people this advantage outweighs the many other advantages of the focussing Kodaks. These Kodaks are all very small and compact. The Vest Pocket Kodak, for example, only measures, when closed, $4\frac{3}{4}$ in. long, $2\frac{3}{8}$ in. wide and 1 in. thick. So many Army men carry this excellent little Kodak that it is now frequently called "The Soldier's Kodak." The No. 1 and No. 1a Folding Pocket Kodaks take larger pictures, and are, therefore, not quite so small as the Vest Pocket Kodak.

Prices

Vest Pocket Kodak—takes pictures $2\frac{1}{2} \times 1\frac{5}{8}$ in. :—			
Fitted with meniscus achromatic lens	£1 10 0
Fitted with Kodak Anastigmat lens f 8	2 10 0
Fitted with Ross Homocentric lens f 6.8	5 5 0
Fitted with Cobke lens f 6.5...	5 10 0
No. 1 Folding Pocket Kodak—takes pictures $3\frac{1}{4} \times 2\frac{1}{4}$ in. :—			
Fitted with meniscus achromatic lens	2 2 0
No. 1a Folding Pocket Kodak—takes pictures $4\frac{1}{4} \times 2\frac{1}{2}$ in. :—			
Fitted with meniscus achromatic lens	2 10 0

The Kodak Juniors

The No. 1 and the No. 1a



Open—ready for use Closed

The No. 1 Kodak Junior

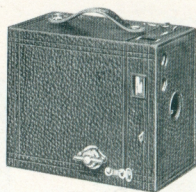
The Kodak Juniors are even more inexpensive than the older Kodaks and so they are often given as presents to young people. But their lower cost does not mean that either the material or the workmanship in them has been stinted—everything in them has to stand the usual rigid Kodak tests. The Kodak Juniors are of the focussing type and may be had with either a meniscus achromatic lens, which gives very good snapshots when the sun is shining, or with a rapid rectilinear lens. And both may be had in the Autographic model.

Prices

	<i>Ordinary Model</i>	<i>Auto- graphic</i>
No. 1 Kodak Junior—takes pictures $3\frac{1}{4} \times 2\frac{1}{4}$ in. :—		
Fitted with meniscus achromatic lens...	£1 12 6	£1 19 0
Fitted with rapid rectilinear lens ...	2 0 0	2 6 6
No. 1a Kodak Junior—takes pictures $4\frac{1}{4} \times 2\frac{1}{2}$ in. :—		
Fitted with meniscus achromatic lens...	1 17 6	2 6 0
Fitted with rapid rectilinear lens ...	2 7 6	2 16 0

The Brownies

Folding and Box Form



The No. 2a Brownie

The Brownies have well been called "the little cousins of the Kodak" and are just the thing to give the children to start them making their own pictures. They combine pastime with instruction, because they teach children to use their eyes. The leaders of the Boy Scout movement recognised this when they made photography one of the things for which they award a proficiency badge. Despite their low cost, the Brownies are well finished and, in favourable conditions, will give really excellent photographs.

Prices

No. 3a Folding Brownie—takes pictures $5\frac{1}{2} \times 3\frac{1}{4}$ in.	£2 2 0
No. 3 Folding Brownie—takes pictures $4\frac{1}{4} \times 3\frac{1}{4}$ in.	1 17 6
No. 2a Folding Pocket Brownie—takes pictures $4\frac{1}{4} \times 2\frac{1}{2}$ in.	1 10 0
No. 2 Folding Pocket Brownie—takes pictures $3\frac{1}{4} \times 2\frac{1}{4}$ in.	1 1 0
The No. 3a and No. 3 Folding Brownies are also supplied with high quality rapid rectilinear lenses. No. 3a, £2 10s. No. 3	2 6 0
The Brownies—box form fixed focus cameras—always ready for use—just the cameras for the children's first lessons in picture-making.	
No. 3 Brownie—takes pictures $4\frac{1}{4} \times 3\frac{1}{4}$ in....	0 17 6
No. 2a Brownie—takes pictures $4\frac{1}{4} \times 2\frac{1}{2}$ in....	0 12 6
No. 2 Brownie—takes pictures $3\frac{1}{4} \times 2\frac{1}{4}$ in. ...	0 10 0
No. 0 Brownie—takes pictures $2\frac{1}{2} \times 1\frac{3}{8}$ in....	0 6 0
No. 1 Brownie—takes pictures $2\frac{1}{4} \times 2\frac{1}{4}$ in....	0 5 0



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