

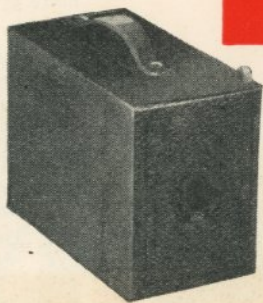


.. here's your Camera



**NOW**

**FOR THE  
PICTURES**





# YOU CAN MAKE PICTURES LIKE THESE WITH YOUR HAWK-EYE CAMERA.

## YOU CAN MAKE PICTURES LIKE THESE WITH YOUR "HAWK-EYE"

All the jolly pictures on this leaflet were made with ordinary "Hawk-Eye" cameras by amateur photographers like yourself. You can make pictures just as good—and yours will hold a **personal** interest for you which these do not. You have only to bear in mind the few simple rules given below. Detailed instructions for using your camera are given in the instruction sheet which accompanies it. Read this instruction sheet through carefully before you make any exposures—you will avoid mistakes and enjoy your "Hawk-Eye" more.

### Five Simple Rules

1. When using ordinary "Kodak" Film (No. 620) see that the person or scene you want to snap is in good bright daylight. If, however, you load with "Verichrome," "Kodak's" new speed Film (No. V.620), you can snap in quite dull light. In any case stand with the sun at your back or to one side.

2. Unless you have a Portrait "Hawk-Eye," don't get nearer than 10 feet (four paces) or the pictures will be blurred. If you want to take close-ups, get a "Portrait" "Hawk-Eye"; then you can go as close as 3 feet (1 long pace). With a Portrait "Hawk-Eye" you can make 'close-ups' simply by pressing down a small lever as you snap.

3. Look into the glass 'view-finder' with your eyes directly above it; then you will be sure to include in your snap what you see in the 'view-finder.'

4. Hold the camera steady when you click, or the picture may be blurred. Don't let your subject move, if possible.

5. After each snap wind on till the next number appears in the little red window at the back of your "Hawk-Eye."





# The CHANCE

# YOU'VE BEE



YOU want to get as much pleasure as possible out of using your new "Hawk-Eye" Camera. We want to help you because we made your "Hawk-Eye" at our Factory in Middlesex (The Big Kodak Factory at Harrow). So, before you do anything else, please read carefully the little folder of instructions which accompanies the camera, and then pay a visit to the nearest Kodak Dealer—taking your "Hawk-Eye" with you; you will find in him a photographic friend.

There are Kodak Dealers everywhere—look for the Kodak Film Sign, or the Kodak Flag—and they always have fresh Kodak Film. The correct films for your camera are Kodak Film No. 620 and "Verichrome" Film No. V.620. Either will give you splendid pictures but "Verichrome" is the 'faster film,' which means that with "Verichrome" you can snap on dull days and even in the rain. "Verichrome" costs only twopence more per spool.

Having obtained a roll of film and loaded your camera (your Kodak Dealer will do

# N WAITING FOR !

it for you, if you like) you will be ready to take pictures. Follow the five simple rules on the next page and you will be successful right from the start.

When you have taken all the pictures in the spool your Kodak Dealer will develop and print them for you, or he will show you how to do it for yourself by the simple Kodak daylight method. He will also, if you ask him, tell you a lot of interesting ways of using your pictures after your friends have seen them.

Always insist upon having your prints made on "Velox," the famous Kodak paper for snapshots, because it gives the best results from all grades of negatives. You can recognize "Velox" paper because the name appears printed faintly on the back of every print.

We wish you all the pleasure that we know the possession of a good camera can give.

KODAK LIMITED  
LONDON

When in doubt consult your Kodak Dealer.

## YOUR FILM

Kodak Film is the only film for Your  
Kodak-made Hawk-Eye Camera

And best of all  
"VERICHROME FILM"  
(Double Coated)

The NEW Kodak Film

Kodak's Latest Invention  
The Master Film — The Faster Film

Because:—In Sunshine "Verichrome"  
Film gets most brilliant detail  
in face, figures and foliage.

Because:—In Dull Light "Verichrome"  
Film gets pictures when Not  
Even the Ordinary Kodak Film  
would Get Them. Pictures  
that you couldn't get before  
"Verichrome" came even with  
expensive cameras.

Ask for "VERICHROME" FILM and  
see you get the yellow carton with the  
chequered Red and Black Band.

# the film that beats all records

