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FACTS ABOUT THE BROWNIE BULL'S-EYE CAMERA

Film—Kodak 620; negative 2¼ x 3¼ inches;
8 exposures per roll.

Lens—Lumenized Kodak Twindar Lens
(two element). Lumenizing is a special hard
coating applied to the surfaces of quality
lenses. It improves the sparkle and
brilliance of all pictures.

Focus—Lens focuses from 4 feet to infinity—
also has a distance selector.

Shutter—Two settings—INSTANT
(for snapshots) and LONG.

Flash—Synchronized for Class M and Class F lamps.
See pages 17 and 18.

Viewfinder—Large, optical, eye-level, with signal
to show that film needs advancing.

Shutter Release—Recessed, on side
of camera. Locks after each exposure
to prevent double exposures.

Tripod Socket—Located on bottom of camera.

Neck Strap—Adjustable, nylon-coated.

Accessories—Brownie Bull's-Eye Field Case
No. 7A Kodak Close-Up Attachment
No. 7A Kodak Cloud Filter

EASTMAN KODAK COMPANY • Rochester 4, N. Y.

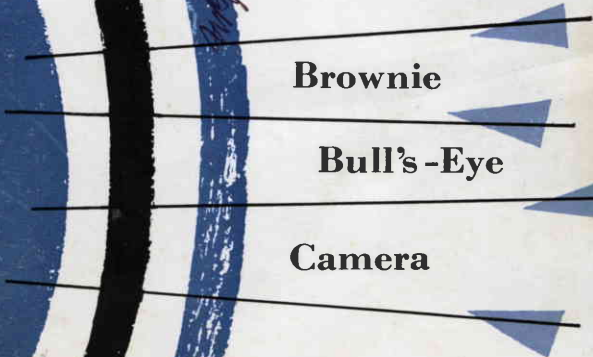
7-54-JPS-BBE Printed in the United States of America

Picture
taking
with
the

Brownie

Bull's-Eye

Camera





You'll get a reward, too—a reward in wonderful pictures, if you take about 5 minutes to find what your Brownie Bull's-Eye Camera will do for you.

Before any special event, such as a trip, check your camera by taking a few pictures, to see that it's in good working order. Make sure that the lens is clean and, if you're taking flash shots, that you have fresh batteries in the flashholder.

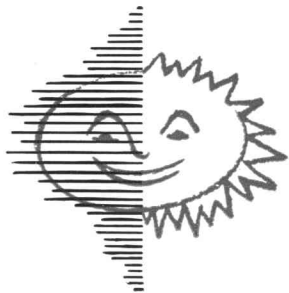
When reading this booklet, have your camera handy. Then as each point is explained, you'll be able to follow it with your camera. If you have any questions, just ask your Kodak dealer. He'll be glad to help you.

With Kodacolor Film the Brownie Bull's-Eye is a color camera. With the Kodalite Flashholder the Brownie Bull's-Eye is a flash camera. Put them together and you get results like this.

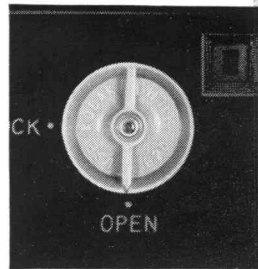
T. M. Reg.
U. S. Pat. Off.

LOAD

*But never
in bright,
direct light.*



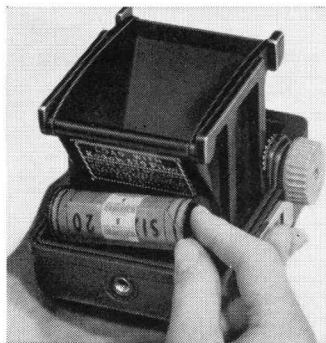
- Hold the front of the camera. Turn the lock to OPEN; then remove the back.



- Place empty spool in the wind-knob side (see below). Place end of spool over pin and position spool. Turn wind knob until it engages the spool.



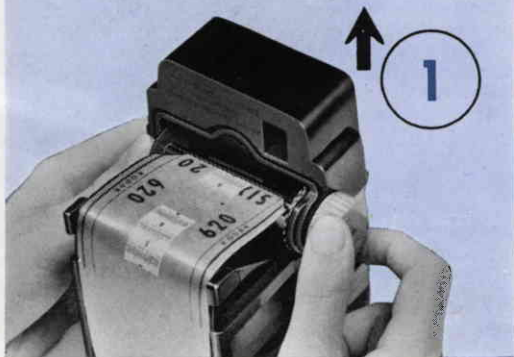
- Place a new roll of film in the opposite end of the camera. See picture at right. Make sure that both pins engage the spool.



- Break the film seal; then draw the paper, colored side up, over the opening to the empty spool.



- Thread the paper into the longer slot of the spool as far as it will go. Turn the wind knob two complete turns to bind the paper. Make sure the paper is started tight and straight. See illustration.
- Replace the back. Push in and turn the pointer to LOCK.
- Wind the film until you see an arrow in the red window; then wind slowly until the figure 1 is centered.



4



Unloading

- After the 8th picture, wind until the end of the paper passes the red window and is all wound on the spool. Hold the front of the camera and remove the back. Remove the exposed film by pressing the left end of the film spool to the left. Fold under the end of the paper; then seal the roll.

Important: After removing the film, do not twist it tightly—this may scratch the film.

5

FILM



Just ask the man

for Kodak 620 Film.

Here are the different types:

Color

Kodacolor Film

This is the full-color snapshot film. *Daylight Type* for sunny-day use, and *Type A* for flash shots without daylight. There are 8 pictures on the roll; the price of each roll includes developing to color negatives. You pay extra for the prints or enlargements. Your dealer has full details—ask him.



All the above films give 8 big pictures per roll. The negative size is 2 1/4 x 3 1/4 inches. Standard enlarged prints measure 3 1/2 x 5 inches.

Black-and-White



Kodak Verichrome Film

This is the favorite film for outdoor pictures and for flash shots.



Kodak Plus-X Film

A "fine-grain" film for extra-good enlargements.



Kodak Super-XX Film

Use this extra-speed film whenever the light is poor.

You'll save money and always have film on hand if you buy the new Kodak Duo-Pak (2 rolls in one package).





Don't Move

When you're taking pictures, hold the camera steady and squeeze the shutter release. If you don't, you'll get blurred pictures like this—▶

We've found that the two ways shown at the right are the best for holding the camera steady.

You may wish to hold the camera another way. Two important things to remember are:

- 1 Get a firm grip on the camera and brace it against your face.
- 2 When taking the picture, slowly squeeze the shutter release until you hear a *click*. Practice with an empty camera to get the feel of making pictures without jiggling the camera.

For horizontal pictures, hold the camera with the shutter-release side up.



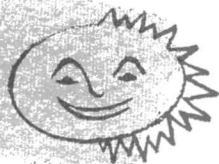
Vertical



Horizontal

Picture

Taking

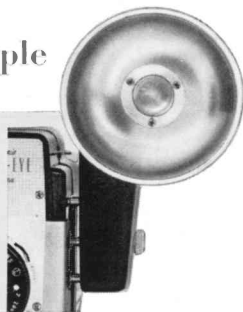


► Outdoors

- 1 Focus the camera. To do this, turn the lens mount until the distance pointer clicks in place at the red 10. More about focusing on page 14.
- 2 Set the time lever to INSTANT. You'll leave it at this setting most of the time.
- 3 Frame the picture by placing your eye close to the finder. Keep the sun behind you. If the red signal can be seen in the finder, you have not advanced the film. More about this built-in protection on page 12.
- 4 Take the picture by slowly squeezing the shutter release lever. If you're using Kodacolor Film, the subject must be in bright, direct sunlight.
- 5 Advance the film to the next number.

FLASH Made Simple

With the Kodalite Midget Flashholder, your Bull's-Eye Camera is on duty any time, day or night, indoors or out.



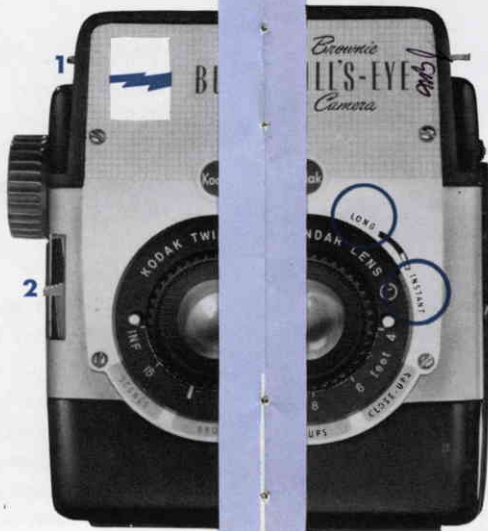
Here's how:

- 1 Attach the Kodalite Midget Flashholder. If you're not sure how to do this, see page 16.
- 2 Be sure the time lever is on INSTANT.
- 3 Push the M-2 lamp into the socket.
- 4 Set the camera focus. A table on the battery cover gives the correct flash distances.
- 5 Place your eye close to the finder to frame the picture; then take the snapshot.
- 6 Push on grey button to eject used lamp.

Double Exposure Protection

Ever ruin a prize snapshot simply because you forgot to wind the film? With the Brownie Bull's-Eye you don't make double exposures. Here's why:

- 1 After you take a picture, a red signal appears in the viewfinder. This signal is your warning to wind the film to the next number. When you see the signal, wind to the next number, so that you'll be ready for a new snapshot.
- 2 Even if you ignore the red signal, the camera thinks for you. At the same time the signal pops into place, the shutter release locks. It remains locked until the film is wound.



More About Your Camera

The Long and the Short of It

The time lever sets the shutter. When on INSTANT (snapshot setting) the shutter will open and automatically close as the shutter release is pressed. (At this setting the speed is about 1/50 second.)

When the time lever is set on LONG, the shutter will stay open as long as the shutter release is pressed and held. Use this type of exposure when there is not enough light for a snapshot. You must put the camera on a solid support or use a Kodak Flexiclamp; otherwise, your picture will be blurred. When using a table, keep the camera near the edge. Note: Make sure the time lever is either at LONG or INSTANT—never between.

TIPS on Focusing

• If you're not sure of the distance or wish to set the lens at a fixed focus, move the pointer to the click stop at the red 10. At this setting everything from 6 to 25 feet will appear sharp. Since most snapshots are taken within this range, you can use this setting most of the time.

• **THE DISTANCE SELECTOR** Set the pointer to:
Scenes for pictures of distant objects.
Groups for pictures of a group of people.
Close-ups for a close-up of one or two people.

• For more selective focusing, carefully estimate the distance between the camera and subject. Turn the knurled lens mount until the pointer is at the desired distance.

• **INF** on the focusing scale means infinity—the setting for objects more than 50 feet from the camera.



FLASH

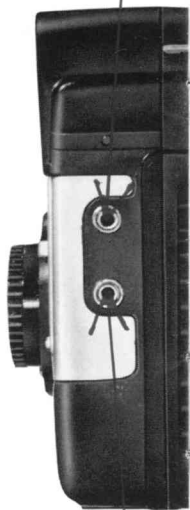
Two flasholders are made
for your Bull's-Eye Camera.

The Kodalite Midget Flashholder is the newest thing in flash. This compact unit uses low-priced M-2 lamps. The M-2 lamps are so small, you can carry eight of them in your pocket.

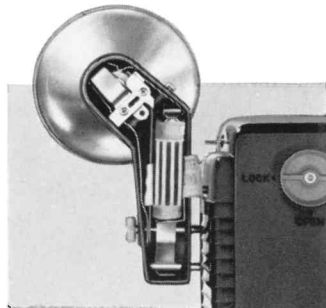
The Kodalite Flashholder uses the larger bayonet-base lamps. This unit gives more light—and is especially recommended for Kodacolor pictures.

Attach either flashholder to the camera by inserting the posts on the flashholder into the holes in the side of the camera. Tighten the knob on the side of the flashholder.

Warning: Since lamps may shatter when flashed, always use a Kodak Flash-guard over the reflector. Never flash lamps in an explosive atmosphere.



Kodalite Midget Flashholder



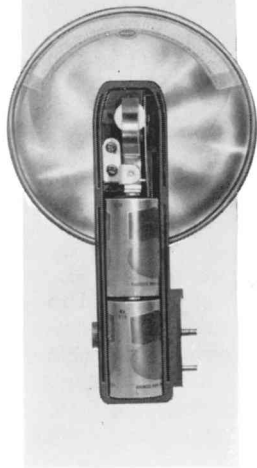
How to Install Batteries

- 1 Remove cover plate by loosening screw.
- 2 Insert two 1½-volt penlite batteries base down. See picture.
- 3 Replace cover plate and tighten screw.
- 4 Attach flashholder to camera.

Flash Lamps

The Kodalite Midget Flashholder was designed to use the midget-type M-2 lamp. To use the bayonet-base No. 5 or No. 25 lamps, remove the socket adapter. To remove adapter, push it in with thumb and turn counterclockwise; then press grey button. *When using bayonet-base lamps, store the adapter inside the case under the batteries.*

Kodalite Flashholder



How to Install Batteries

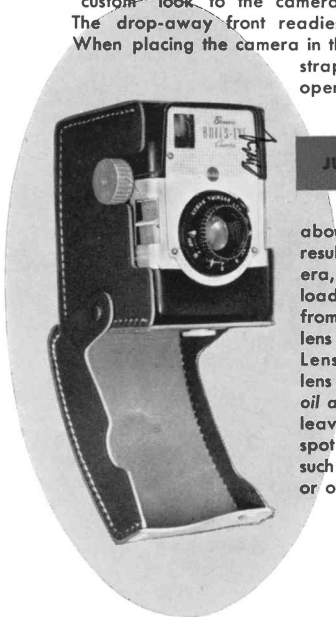
- 1 Open back by loosening screw.
- 2 Insert two *fresh* size C batteries base down (see picture). For extra-strong power, ask your dealer to show you the Kodak B-C Flashpack.
- 3 Replace the back and tighten the screw.
- 4 Attach the flashholder.

Flash Lamps

Use No. 5, No. 25, or No. 8 lamps. SM or SF lamps can also be used. A guide on the reflector tells the distances to use for various lamps. For the No. 8, SM or SF lamps, use the red distance figures opposite *f/16* and set the shutter on **INSTANT**.

Here's the Full Beauty Treatment

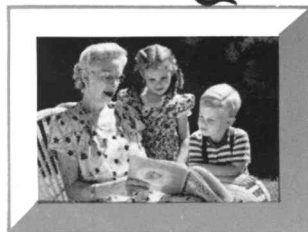
The smart Brownie Bull's-Eye Field Case will add that "custom" look to the camera—and give protection, too. The drop-away front readies the camera in an instant. When placing the camera in the case, make sure the neck strap is pulled through the slotted opening in the top of the case.



JUST A WORD

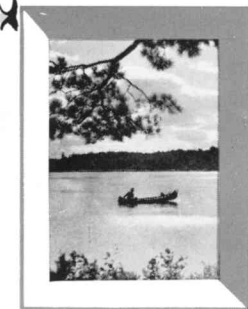
about camera care. To get good results from your Bull's-Eye Camera, keep it clean. Before you load with film, blow out the dust from the inside. Breathe on the lens and gently wipe with Kodak Lens Cleaning Paper—a dirty lens makes blurry pictures. *Do not oil any part of the camera.* Never leave your loaded camera in a spot where it will get too hot—such as in the glove compartment or on the back shelf of your car.

PICTURE TIPS



Make Them Interesting

Now that you're familiar with your camera, let's give a little thought to the picture. Every snapshot you take should tell a story. When taking pictures of people, have them doing something—not just looking at the camera.



Capturing Clouds

The 7A Kodak Cloud Filter really captures the fluffy clouds by making the blue sky appear darker. The filter slips easily over the camera lens mount. Use with any black-and-white films—never Kodacolor.



How to Get Extra Close

Here's a nice snapshot—but you're too far away. The yellow line shows where a better picture can be found. With the 7A Close-Up Attachment over the camera lens, you can get as close as 25 inches.

Note: For flash pictures with Kodacolor Film Type A and the M-2 lamp in the Midget Flashholder, use the 7A Attachment. Set the lens at the red 10 and have your subject 3 to 4 feet from the camera.



Let's Keep it Simple

Don't clutter up your snapshots with unnecessary objects. Keep your pictures simple. Watch out for a poor background, like a telephone pole "growing" out of your subject's head. Never have your finger or neck strap in front of the lens when taking pictures.