

Kodak

AUTOMATIC 35F CAMERA

NEW

POP-UP FLASH!

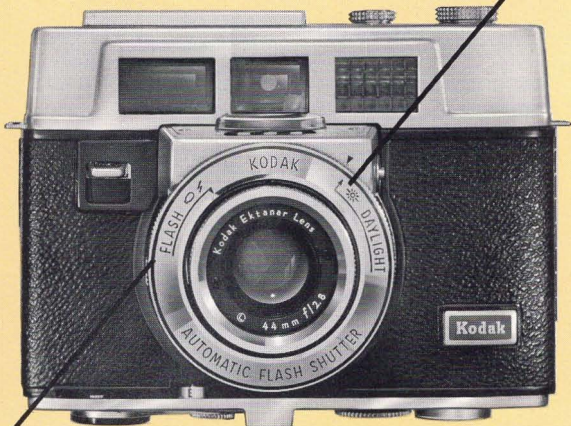


- **AUTOMATIC** 35mm picture-taking at its easiest and happiest!
- **AUTOMATIC** electric eye . . . sets exposure for you in sun or shade!
- **AUTOMATIC** flash-exposure control . . . sets correct exposure as you focus!
- **AUTOMATIC** “zone minder” . . . reminds you where your focus is set!
- **AUTOMATIC** “best choice” in an automatic “35” —and sensibly priced, too!



OUTDOORS

Aim the camera, and the electric eye automatically selects the right exposure . . . in sun or shade . . . for fast films, slow films, black-and-white or color. No setting of lens openings!



INDOORS

Set a simple "guide number" for the film and flashbulbs you use. Then as you focus, the camera automatically picks the right lens opening. Flash unit is built into camera!

Stops errors, does the work — while you have the fun

This is the wonderful thing about the Kodak Automatic 35F Camera. You can concentrate on your subject . . . watch for opportunities . . . and when you see the right moment, *aim and shoot!*

You don't lose time figuring exposures . . . you don't worry about mistakes. The camera does the exposure-setting *for you*.

Naturally, you get more good pictures.

The Kodak Automatic 35F Camera is designed to make picture-taking as easy and sure as it can possibly be. Here are some of the things this remarkable camera does automatically for you:

- Sets the correct exposure for you outdoors in sun or shade.
- Sets correct exposure as you focus for flash shots indoors — anywhere from 5 to 25 feet.
- Reminds you where your focus is set — for close, group, or scene — as you look through the viewfinder.
- Signals when light is too dim, so you can switch to flash shooting. Also indicates when you're set for flash.
- Cocks shutter and counts exposures as you wind film with a quick flick of your thumb.
- And, when you're loading film, it stops automatically when the first frame is in position, ready to shoot!

**Now let's take a closer look at the details
that make this camera such a wise choice.**



THESE FEATURES MAKE

Big, clear, eye-level viewfinder has sharp, projected "bright-line" frame for easy composition . . . contains "zone minder" for focus settings, and low-light signal.

Smooth styling and correct shape make camera smart to wear and easy to hold steady for sharp shots.

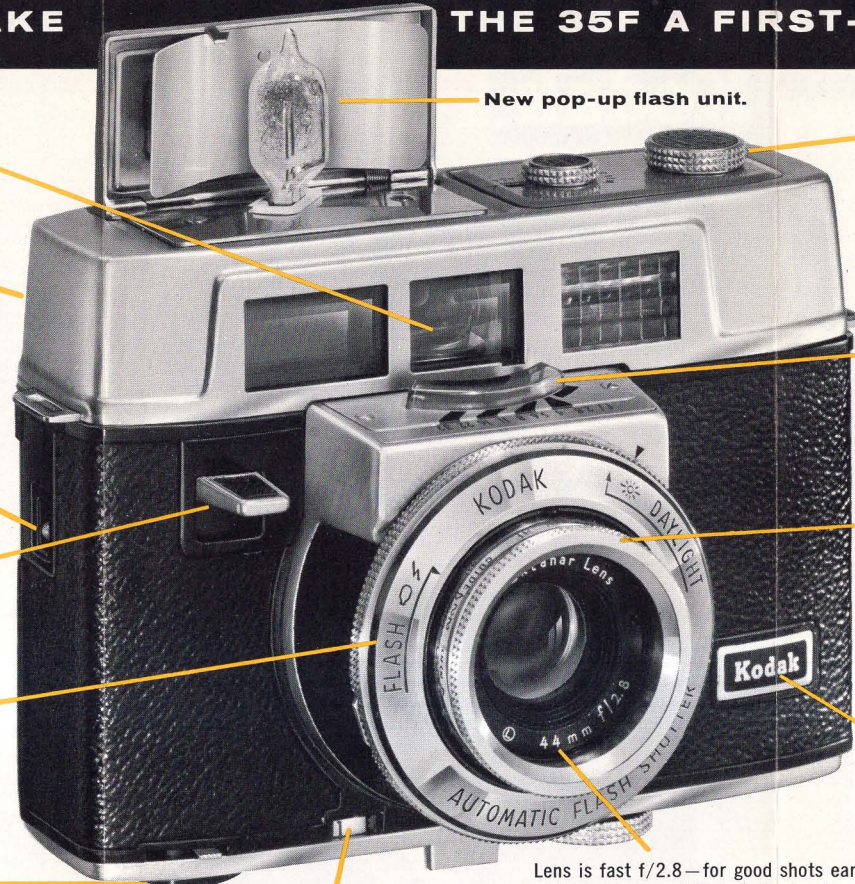
A slip-in holder on the camera back keeps film speeds and flash guide numbers handy.

Quick-action safety latch and hinged back make loading easy. Film drops in—no need to thread it into a slot. Automatic wind-off stops film when first frame is in place, ready to shoot.

Smooth, easy-to-find shutter release is in natural position for your index finger.

Automatic flash control sets quickly, to give you correct exposure shot after shot, with popular midget bulbs and any popular film. Signal in finder tells you when camera is set for flash.

Quick-action film-wind lever on bottom of camera is placed naturally for your right thumb. One flick, and you're ready for the next shot.



New pop-up flash unit.

Handy pull-out rewind knob lets you rewind film swiftly after a roll is completed.

Neckstrap fittings let you wear camera easily and naturally. Comfortable, adjustable neckstrap comes with camera.

Indicator needle shows action of electric-eye control, puts a signal into finder if light is too dim for good pictures.

"Zone focus" markings help you focus quickly for a close-up, group, or scene. Scale is also marked in feet. You can shoot as close as 3 feet without lens attachments.

New long-life miniature batteries for flash unit fit compartment inside camera. No external brackets or fittings needed. Flash synchronization is built into camera shutter.

"Kodak" is a pioneer name in fully automatic electric-eye cameras. The Kodak Automatic 35 was one of the first such 35mm cameras. The new Kodak Automatic 35F Camera reflects the ingenuity and skill that went into that pioneer automatic—with new automatic flash control added to make it a night-and-day, indoor-outdoor automatic "35."

Exposures are counted automatically as you wind the film.

Lens is fast f/2.8—for good shots early and late, and on dull days. Scales focusing to 3 feet. Built-in adapter ring for filters and close-up lenses.

HERE ARE OTHER FINE KODAK "35" CAMERAS WITH ELECTRIC EYE



Most automatic of the automatics—Kodak Motomatic 35F Camera. Power drive winds film for you . . . electric eye sets correct exposure for you outdoors . . . and flash control sets correct exposure indoors as you focus! Flash unit is built in.



Smart, sophisticated full-automatic "35"—this Kodak Retina Automatic III Camera is first choice among experts. Has lens-coupled rangefinder, detailed focusing and depth scales, full manual controls—plus electric eye which sets exposure automatically!



Versatile, precision single-lens pentaprism reflex—Kodak Retina Reflex III Camera, f/2.8. Built-in photo-electric exposure control lets you set exposure precisely. Big-as-life no-parallax reflex viewing . . . ground-glass and rangefinder focusing . . . traditional Kodak Retina craftsmanship.



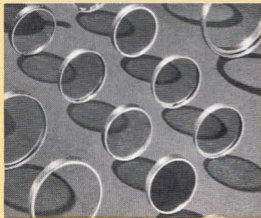
"Powerhouse" reflex—Kodak Retina Reflex III Camera, f/1.9. Ultra-fast lens for any lighting situation—plus all basic features of f/2.8 model at left. Complete system of superb interchangeable wide-angle and telephoto lenses fits both cameras. Many other photo aids for specialized needs.

PHOTO AIDS

For 35mm Kodak Electric-eye Cameras



Handsome Kodak field cases . . . protect camera from bumps and bangs . . . have fast-action drop front to put you into action quickly . . . and look good wherever you go. There's a field case specifically designed for each Kodak electric-eye "35."



Popular Kodak filters for pictorial effects . . . for using indoor color films outdoors . . . for better color on hazy days. Kodak Portra Lenses for colorful frame-filling close-ups. Special series of filters and ultra-close lenses for Kodak Retina Cameras, too.



Famous Kodak color-slide projectors — both de luxe automatic and efficient low-cost manual models. Pictured here, the rugged, handsome, budget-priced Kodak 500 Projector, Model B, with Kodak Readymatic Changer. Available also with automatic and magazine changers. Sturdy self-case, 500-watt power, sharp f/3.5 lens. "Best buy" in a basic projector for big, bright slide shows.

PRICES:

Kodak Automatic 35F Camera	Less than \$100.00
Kodak Motomatic 35F Camera	Less than \$120.00
Kodak Retina Automatic III Camera	Less than \$140.00
Kodak Retina Reflex III Camera, f/2.8	Less than \$230.00
Kodak Retina Reflex III Camera, f/1.9	Less than \$265.00

Prices subject to change without notice.

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