



Summer fun
means pictures...

See us for all your
picture-taking needs!

Kodak picture guide 1969

Pictures... tips...
gift suggestions



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Kodak Gifts Say "Take It Easy."

This booklet was designed to serve as

both a reference and a reminder for you. In these pages you'll find many helpful hints on how to take better snapshots and home movies. And you'll find information about KODAK INSTAMATIC® still and movie cameras as well as projectors, film and accessories. You'll find facts and tips about Equipment and Supplies — for more fun from photography and for ideal gift-giving, all year long!

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Some tips for better snapshots

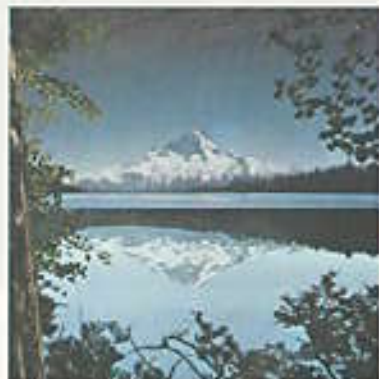


CHOOSE A PLAIN BACKGROUND. Watch out for clutter such as poles or trees that will look like they're growing out of your subject's head. A plain background such as sky or foliage will look most pleasing.



SELECT THE BEST POINT OF VIEW. Move around your subject — you may find the subject looks better at either a high or a low viewing angle.

GET YOUR SUBJECT TO RELAX by keeping him busy. People feel more relaxed when they're doing things, and they'll look more relaxed and natural in your pictures.



LOOK FOR NATURAL FRAMES. You can use trees, archways, windows, and fences to frame your subject. Natural frames add interest and give your pictures a feeling of depth.



HOLD THE CAMERA STEADY. Camera movement will make your pictures look unsharp, so hold your camera rock-steady and gently release the shutter with a slow squeezing motion.

KEEP YOUR CAMERA LENS CLEAN. Dirt on a lens can cause misty-looking pictures, so when necessary clean your camera lens with a clean handkerchief or piece of KODAK Lens Cleaning Paper.

MOVE IN CLOSE. Close-up pictures have a lot more impact than distant shots because close-ups show so much more detail.



124 Lots of fun for everyone because there's nothing to do but load and shoot! No settings, yet you'll get sharp pictures from 4 feet on. Convenient thumb lever advances film and flashcube. Take beautiful color snapshots, color slides, or black-and-white snapshots. Anyone in the family can use this one!



134 Electric eye sets the lens opening for you. So, you get bright, clear pictures on dull as well as sunny days. No adjustments to make of any kind. And a signal lights up to tell you when you need flash. Lowest-priced electric-eye camera from Kodak, truly an exciting camera and a great buy.



174 With its windup spring motor, this one lets you shoot fast-changing subjects. Film advances automatically after each picture so you're always ready for the next. Same motor also rotates flashcube automatically. No settings to worry over. An ideal "family" camera.



314 With its $f/8$ lens and electric eye, this one gives you extra picture-taking ability and broadens the scope of your fun. Shoot on bright or dull days as well as later in the day. Signal in viewfinder lights up to tell you when to use flashcube. Simple setting lets you move in as close as 2 feet, automatically moves back to normal distance setting. No distance worries, yet you can get exciting close-ups.

*KODAK INSTAMATIC Cameras... The no-muss, no-fuss fun line with one that's right for you!

YOU CAN START RIGHT OFF, ready to shoot, when you select one of our "complete" Color Outfits. Each one gives you a fine KODAK INSTAMATIC Camera, plus film for color snapshots, batteries, flashcube, wrist strap, and instructions.



The newest, lowest priced... KODAK INSTAMATIC 44 Camera

A no-settings camera that doesn't skimp on performance. Factory-focused precision lens and bright viewfinder give perfect snaps or color slides from 4 feet out. Manual film wind also rotates flashcube and prevents double exposures. Camera, with instructions.



414 There was only one way to improve on the 314. So we did. We added a spring-wind motor that lets you shoot in quick sequences, since film and flashcube are advanced automatically after each exposure. This, plus shooting as close as 2 feet, plus signal to let you know when to use flash, plus electric-eye exposure control, adds up to a lot.

*Every KODAK INSTAMATIC Camera is ready to go, without fuss or fumbling. With batteries properly installed and a flashcube in place, each becomes an indoor-outdoor camera!



Just drop in film cartridge...

Pop on flashcube...

Aim and shoot snaps and slides

the Smart ones...
 slim, stylish, and so
 simple to use
KODAK INSTAMATIC
"S" Cameras

S-10 This one slips easily into pocket or purse and is the go-everywhere camera. Pop-out front retracts for extra compactness. No settings to fuss with—just aim and shoot. In outfit with film for color snapshots, batteries, flashcube, wrist strap, and instructions.



S-20 Still slim and easy to move around with, the S-20 gives you an electric eye for precise exposure, automatically. And with fast $f/5.6$ lens, you get extra picture-taking capacity for dull days, or later in the day. Signal lights up when you need a pop-on flashcube.

Helpful aids from your Kodak dealer



Cases for KODAK INSTAMATIC Cameras
 To protect your camera from dust, dirt, and hard knocks (and make it so easy to have with you!), select a compact, convenient carrying case. Or choose a handsome compartment case that holds not only your camera but also a supply of film and flashcubes.

And never be without . . .



flashcubes (or bulbs)
 — Use your camera around the clock, indoors or outdoors.



plenty of Kodak film—Keep a couple of extra drop-in cartridges on hand so you don't miss once-in-a-lifetime shots.



batteries—So inexpensive, so simple to tuck away, so vital to the proper operation of your camera; be sure yours are fresh!

Plus a few books that you'll find fun and useful:

Good Color Pictures—Quick and Easy (AE-10) This is a basic picture-taking book, ideal for anyone who wants good results, without fuss.



How to Make Good Pictures (AW-1) Any beginning photographer will find this complete handbook worthwhile. It's filled with good pictures, and ideas for picture-taking.



Better Snapshots with Adjustable Cameras (AC-30) To make the most of the versatility that comes with an adjustable camera, get this handy publication.



New Adventures in Outdoor Color Slides (AE-9) To take interesting and dramatic outdoor slides, read this book. It's filled with exciting ideas.



New Adventures in Indoor Color Slides (AE-7) This is an advanced text, written for the enthusiasts who want to put their talents into better indoor slides.

There are many other fine publications and books for getting more fun from photography.

For serious amateurs

...great for giving and for getting!



KODAK INSTAMATIC 714 Camera
With its extra-fast KODAK EKTAR $f/2.8$ Lens, this one lets you master so many, many picture opportunities. Fast shutter ($1/250$) lets you stop action. Electric eye automatically sets lens. Automatic flash exposure too. Even the shutter automatically adjusts for shooting in dim light! Quick, easy, zone focus—with appropriate symbols visible in the viewfinder. Built-in signal tells you when to use flash, and when flash is ready. There is also a check light for batteries. Camera with neck strap and batteries.

KODAK INSTAMATIC 814 Camera
Here's a precision-made camera that does practically everything for you—automatically! Add up all the great potential in the "714," then include a precise rangefinder that indicates when your focus is correct. Plus pull-tape windup motor that advances an entire 20-exposure cartridge. So you're always ready for the next great shot! Camera with neck strap and batteries.



The 24-Hour Camera
KODAK INSTAMATIC Reflex Camera . . .
Simply beautiful . . . beautifully simple.



This exceptional, exciting new reflex camera will meet the needs of every sophisticated photo enthusiast. Along with the convenience of drop-in loading, it offers you a wide range of electronic shutter speeds, automatically timed for precise exposures in existing light ($1/500$ up to 20 seconds). There's also pentaprism reflex viewing; ground-glass and rangefinder focusing; and all the challenges and rewards of sharp interchangeable lenses. (Telephoto, wide-angle and supplementary close-up lenses, available at extra cost.) There's nothing quite like this precision-made beauty!
INSTAMATIC Reflex Camera with 45mm $f/2.8$ lens.
INSTAMATIC Reflex Camera with 50mm $f/1.9$ lens.

KODAK CAROUSEL Projectors



Dependable as gravity

6 KODAK CAROUSEL Projectors provide a choice of features to fit every need. Every model has the same gravity feed, jamproof dependability, fine styling, easy carrying, and choice of color-corrected lenses—from the budget-priced "600" to the top-of-the-line auto and remote focus "860." You can choose push-button control

at the projector, remote control, or add the luxury of remote focusing and built-in timer. Or choose the ultimate in convenience—auto-focus. Select from the finest of all slide-showing systems the model that best fits your needs.



Smart-appearing carrying case. Plenty of room for projector, tray, and aids.

Some thoughtful gifts for the CAROUSEL Projector owner:



Extra KODAK CAROUSEL Slide Trays are always welcome. Each holds up to 80 slides and stores like a book, with title!



Zoom lens available for all models.



A KODAK CAROUSEL Stack Loader is ideal for editing and previewing your slides without a tray.

How to pick the right Kodak film for the results you want

Almost all your picture-taking with a KODAK INSTAMATIC Camera can be handled with these Kodak films: KODAK VERICHROME Pan Film, KODACOLOR-X Film, KODACHROME-X Film and KODAK EKTACHROME-X Film. KODAK VERICHROME Pan Film produces black-and-white negatives to make black-and-white prints and enlargements. KODACOLOR-X Film provides color negatives for color prints and enlargements. And the other two films give you color slides from which you can also order color prints and enlargements. We'll help you make the right choice.

For Black-and-White Prints



Black-and-White Negatives



Black-and-White Prints

YOU CAN ALSO ORDER:
Extra black-and-white
prints and enlargements
from black-and-white
negatives

For Color Prints



Color Negatives



Color Prints



Color slides
from color negatives

For Color Slides



Color Slides



Color prints and enlargements
from color slides

How to improve your movies

Movies are fascinating—because the people in them move! To make an interesting movie, the movie-maker must discover (or create) some action. To avoid the "everybody stand and face this way" approach, have your subjects do something that will add a logical sequence to your movie.



VARIETY IS THE SPICE.

Do it with the camera, not in editing and splicing. How? Vary your distance, mix up long (over 25 feet), medium (6 to 25 feet), and close (6 feet or closer) shots. Fill that screen with close-ups for real impact! Vary the scene length for interest and mood. Distant views usually need more time on the screen than close-ups.



TELL A STORY. Where possible, give your shooting a sequence that develops into a short story. It doesn't have to be complicated or long. But there should be a beginning, middle, and end. Little things, like including "natural" titles will help you in this storytelling.

STEADY AS YOU GO. Let the subject move. You and the camera stay steady and firm. When you're following action (unless you're looking for special effects), pivot smoothly and surely from the waist. And when you "pan" scenes, do it very slowly and allow adequate time so that your viewers will know where you've been.



BE CHOOSEY ABOUT COLOR. Bright clothing and props can add a lot. But, don't let your eye fool you. For example: a print dress against a flower bed in bloom will dazzle you but won't make a good scene for your screen. Take advantage of blue sky and other simple backgrounds.

Enjoy movies on a budget!

KODAK INSTAMATIC M22
Movie Camera—New for '69

This budget-priced little gem gives you drop-in cartridge loading and battery drive. No threading. No winding. One simple lens setting. Built-in filter lets you shoot indoors (with movie light) and outdoors with same film!



Super 8 film gives you brighter, sharper movies

New super 8 film format



Regular 8mm film format

Super 8 film has a 50% larger picture area than regular 8mm film. The bigger picture on super 8 film gives you sharper, brighter, more enjoyable movies on your screen!



New KODAK INSTAMATIC Movie Cameras and Outfits... Every slim-styled camera features drop-in loading, and fold-away pistol grip.

M24 An exciting camera with added features of CdS electric eye that sets exposures for you, and signal that warns when light is too low.

M26 Costs a little more but outperforms the "M24" with a truly fine, fast f/1.8 lens that lets you shoot later in the day, under less favorable light conditions, and at greater distances with movie light.

M28 Gives you all the exciting results of a zoom lens. Zoom in for close-ups, back for wide views—while you stand still. Fingertip focus control for extra sharpness and zoom versatility add up to a perfect family fun camera.

M30 Move up in capability to the ultra-fast f/1.9 zoom lens of the "M30." You'll get a "professional" feel and control that comes with power zoom and through-the-lens reflex viewing. A great camera buy.

Along with the camera you select, all outfits come with color film, batteries, wrist strap, and instruction book.

Have more fun with zoom!
A camera with zoom lens gives you a chance to "move in" close, or "back away," though you do not change your own shooting position!



Zoom to wide-angle and you take in a much broader view.



Zoom to normal and you get expected coverage.



Zoom to telephoto and you get in close for excellent action scenes or for isolating a single subject for drama.



Enjoy super 8, the larger format for modern movies. All KODAK INSTAMATIC Movie Cameras are super 8!

These KODAK INSTAMATIC Movie Cameras are truly top-of-the-line...with zoom!

M7 To go with its good looks the M7 is fully automatic and has an extra-fast $f/1.8$ zoom lens, power zoom, single-frame exposure, through-the-lens reflex finder and exposure control. Other features include low-light and end-of-film signals. Camera, complete with fold-away pistol grip and wrist strap.



M9 Here's the most versatile Kodak movie camera. Power zoom with a 5:1 ratio, through-the-lens viewing and exposure control. Move in as close as 4 feet. Get the mood you want with 12, 18, 24 or 32 frames per second, along with provision for "single-frame" for animation or titling. Built-in compensator lets you adjust for backlit scenes. Viewfinder also contains low-light signal and end-of-film indicator. Here is the camera that puts no limits on your skills.



Splice your super 8 movies for longer, uninterrupted shows on KODAK Movie Reels. Reels come in 200- and 400-foot capacity sizes.



For splicing, use the KODAK PRESSTAPE Universal Splicer, an easy-to-use "dry splicer" that gives your films a professional touch.

Aids to better movies

Protect your camera with a KODAK INSTAMATIC Carrying Case.



KODAK Film for super 8 cameras

The favorite all-purpose film for super 8 color movies is KODACHROME II Film (Type A). This easy-loading cartridge film can be used outdoors, and indoors with your movie light. For specialized purposes, KODAK PLUS-X Reversal Film and KODAK TRI-X Reversal Film are available.



You can get a great many books and publications to help you make better movies, get more fun from your hobby. For easy ways to improve your movies, read *Better Movies in Minutes* (AD-4). *How to Make Good Home Movies* (AW-3) is a complete handbook on movie-making which includes nearly 200 pages packed with ideas and illustrations. It's truly a must for making the best movies with your equipment.



BE A GREAT HOME SHOWMAN WITH A **KODAK INSTAMATIC** Movie Projector

They all give you exceptionally bright and sharp screenings.

Plus

- automatic film threading
- sprocketless transport to protect your movie films
- lifetime lubrication
- zoom lenses available for most models.
- motorized film rewinding

For super 8 and regular 8mm films

M65A Effortless showings of super 8 or regular 8mm films at a budget price. That's what you get with the M65A, plus end-of-film automatic reversal and rewind, built-in preview screen, and sharp 22mm f/1.5 projection lens.

M67 Completely automatic, it gives you all the thrills of automatic operation—plus still, forward, and reverse projection versatility. Cover snaps on. Smart styling, too.

M85 Budget priced member of Kodak's line of low silhouette movie projectors. Three speeds—forward, reverse, and still. 400-foot reel capacity.

M80 With 7 projection speeds, you're in complete control — from a comic crawl to hilariously funny ultra-fast projection. Forward to reverse at any speed. Selector switch for longer lamp life.

M95 To all the great features of the M80 we've added the brightest optical system of any 7-speed KODAK INSTAMATIC Movie Projector. The quartz lamp not only is extra bright, it lasts twice as long as conventional lamps.

NOW!! Cartridge-Loading Movie Projectors

KODAK INSTAMATIC
M105 and M109
Movie Projectors.

Two new projectors that offer you unusual projection versatility.



KODAK INSTAMATIC M105
Movie Projector.
(Pictured with 400-foot reel in place.)



KODAK INSTAMATIC M109
Movie Projector.
(Pictured with 50-foot cartridge in place.)

All are simple to operate, easy to carry, a breeze to store.



For super 8 films only

M50 Don't be taken in by the low price on this one. You get solid performance that includes automatic threading to take-up reel, sprocketless projection, and a single knob for forward and rapid rewind.

M68 Step up to the full-length-feature showing with a projector that holds 400-foot reels. And get smart styling along with automatic threading, bright screenings, forward and reverse, and "stills," too. It's self-cased.

M70 Seven speeds, from slow to extra fast, give you all kinds of ways to add excitement, interest, and fun to every showing. "Stills," too. Very compact and so easy to use.



KODAK INSTAMATIC M50 Movie Projector



KODAK INSTAMATIC M65A Movie Projector



KODAK INSTAMATIC M68 Movie Projector



KODAK INSTAMATIC M95 Movie Projector