

Kodak

PRODUCT CATALOG

APRIL 1968

FOR WHOLESALE
DISTRIBUTORS

CONFIDENTIAL

Sales Use

Kodak gifts say just about anything

Happy Father's Day

Okay, now let's see those big fish you always talk about.

Happy Mother's Day

How about some pictures of "the girls" in your bridge club?

Congratulations
Whew, glad you made it!

Best Wishes

Get some colorful shots of the burnt toast.



Happy Birthday

Now you can get pictures of that boy next door you always say you don't like.

UNIVERSAL APPEAL OF KODAK GIFTS

+

BIG SPRING GIFT SEASON

=

EXTRA PHOTO SALES FOR YOU!

Kodak gifts appeal to men & women, young and not-so-young—anybody who likes pictures. Now that picture-taking has been made simple, the gift of a KODAK INSTAMATIC Still or Movie Camera is appropriate for any member of the family.

+

The big Spring gift season—including Mothers' Day, Fathers' Day, Graduations, Weddings, and many Birthdays—is second only to Christmas as a major gift-giving season. And furthermore, Spring is the beginning of the biggest picture-taking season of the year.

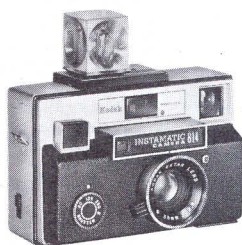
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Added together, all this means a lot of extra photo business coming your way. Drugstore photo sales are growing fast—and you can keep increasing them by stocking and promoting KODAK INSTAMATIC Still and Movie Cameras.

HAPPY GIFT SELLING!

I. New Products

A. KODAK INSTAMATIC 714 AND 814 CAMERAS



A714 CAMERA

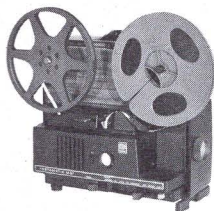
Sugg Sell ...\$ 89.68
List\$119.50

A814 CAMERA

Sugg Sell ...\$104.68
List\$139.50

The "714" and "814" are respectively the same as the "704" and "804" except for: an extra-sharp EKTAR lens; a built-in battery checker; and PX-825 batteries which substantially reduce flash failure.

B. KODAK INSTAMATIC M67 MOVIE PROJECTOR



This attractive addition to the KODAK INSTAMATIC Movie Projector line features these items: new styling in satin black and wood-grained vinyl paneling; forward, reverse, and still projection of both super 8 and regular 8mm movies; and a new DFE 80-watt, 30-volt projection lamp.

D67 PROJECTOR (with f/1.5 lens)

Sugg Sell ...\$ 93.42
List\$124.50

D67Z PROJECTOR (with f/1.5 zoom lens)

Sugg Sell ...\$108.42
List\$144.50

C. KODAK "PICTURE-CODED" CARDED FILM

A new line of ten picture-coded carded film items for self-service retailing has been announced. Prices per roll for picture-coded (PC) carded films will be the same as for the uncarded regular rolls.

Picture coding gives the self-service buyer the instant identification he requires for film selection. The card design shows a facsimile of the film's result—color print, black-and-white print, color slide, or color movies. In addition, the size and descriptive words further give the customer the confidence to buy.

The film is attached to the cards by a tough, skin-tight coating of EASTOFLOW packaging material. This keeps the package fresh, clean, and bright.

Card sizes are 4½ x 6¼ inches for super 8 and 126-size films, and 3-13/16 x 6¼ inches for 135, regular 8mm, 620, and 127-size films. One roll of film is affixed to each card.



II. Price Changes

FLASHCUBES (Page 8)

Carton
Qty.
3

Cartons
Per Case
12

Sugg Sell per flashcube\$.56
List per flashcube\$.75

III. Product Changes

NO PRODUCT CHANGES.

IV. Deletions

- A. D32 KODAK INSTAMATIC M2 Movie Camera
- B. D135C KODAK INSTAMATIC M5 Case
- C. 794 KODAK 8 Movie Light, Model 2

Still Cameras

CAMERAS USING KODAK FILM SIZE 126

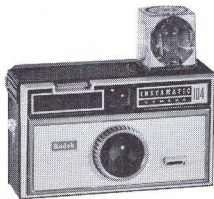
10 Basic Features shared by

KODAK INSTAMATIC®

Camera Models:

**104, 154, S-10, S-20, 304, 324,
404, 704, 804, 714, and 814**

- 1 Instant loading
- 2 Accepts flashcube—rotates it automatically
- 3 Hinged back
- 4 Automatic film load identification
- 5 Automatic exposure positioning and counting
- 6 Double-exposure prevention
- 7 Optical eye-level finder
- 8 Compactness and carrying ease
- 9 Sturdy construction
- 10 Modern styling



KODAK INSTAMATIC 104 COLOR OUTFIT

Ten basic features—see above—plus:

- Sharp, preset lens—no focusing.
- Quick-action lever film advance.
- 2-speed shutter (1/90 and 1/40 sec.).
- Clip-on wrist strap.

Uses 2 AAA-size batteries.

A104R OUTFIT

A104E CAMERA

Sugg Sell . . . \$14.37
List . . . \$19.95

Sugg Sell . . . \$12.42
List . . . \$17.25

Each outfit contains camera with wrist strap, CX126-12 film cartridge, two batteries, flashcube (4 flashes), and instruction book.

NOTE: *Instamatic 104 and 154 Cameras are similar. The basic difference is in film advancing. In the "104," the film advance is manual by quick lever action—in the "154," however, it is automatic by spring-motor action.*



KODAK INSTAMATIC 154 COLOR OUTFIT

Ten basic features—see above—plus:

- Sharp, preset lens—no focusing.
- Automatic spring motor film advance.
- 2 shutter speeds (1/90 and 1/40 sec.).
- Clip-on wrist strap.

Uses 2 AAA-size batteries.

A154R OUTFIT

A154E CAMERA

Sugg Sell . . . \$22.48
List . . . \$29.95

Sugg Sell . . . \$20.45
List . . . \$27.25

Each outfit contains camera with wrist strap, CX126-12 film cartridge, two batteries, flashcube (4 flashes), and instruction book.



KODAK INSTAMATIC S-10 COLOR OUTFIT

Ten basic features—see above—plus:

- Sharp, f/9.5 color-corrected lens—no focusing.
- Knob-type film advance.
- 2-speed shutter (1/125 and 1/40 sec.).
- Retracting front for extra compactness.
- Wrist strap

Uses 2 PX-825-size batteries.

AS-10R OUTFIT

AS-10 CAMERA

Sugg Sell . . . \$25.89
List . . . \$34.50

Sugg Sell . . . \$23.98
List . . . \$31.95

Each outfit contains camera, wrist strap, CX126-12 film cartridge, two batteries, flashcube (4 flashes), and instruction book.

NOTE: The *Instamatic S-10 and S-20* are similar in appearance. The basic differences are in the speed of the lens and exposure control. The S-10 has an f/9.5 lens and the S-20 an f/5.6 lens. The S-10 has a fixed lens opening and the S-20 a CdS-type exposure control with the low-light signal.

KODAK INSTAMATIC S-20 COLOR OUTFIT

Ten basic features—see above—plus:

- Sharp, f/5.6 color-corrected lens—no focusing.
- Automatic electric-eye exposure control—CdS-type.
- Knob-type film advance.
- 2-speed shutter (1/90 and 1/40 sec.).
- Lens opening changes to f/9.5 when inserting flashcube.
- Retracting front for extra compactness.
- Wrist strap

Uses 2 PX-825-size batteries (supplied).

AS-20R OUTFIT

AS-20 CAMERA

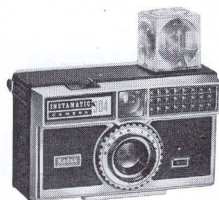
Sugg Sell . . . \$44.99
List . . . \$59.95

Sugg Sell . . . \$43.90
List . . . \$58.50

Each outfit contains camera, wrist strap, CX126-12 film cartridge, two batteries, flashcube (4 flashes), and instruction book.



STILL CAMERAS—Continued

**KODAK INSTAMATIC 304
COLOR OUTFIT**

Ten basic features—see page 2—plus:

- Fast (f/8) color-corrected lens—no focusing.
 - Automatic electric-eye exposure control.
 - Quick-action lever film advance.
 - 2-speed shutter (1/60 and 1/40 sec.).
 - Lens opening changes to f/11 when inserting flashcube.
 - Clip-on wrist strap.
- Uses 2 AAA-size batteries.

A304R OUTFIT**A304E CAMERA**

Sugg Sell\$37.49

Sugg Sell\$35.24

List\$49.95

List\$46.95

Each outfit contains camera with wrist strap, CX126-12 film cartridge, two batteries, flashcube (4 flashes), and instruction book.

NOTE: The Instamatic 304 and 404 Cameras are similar. The basic difference is in the method of advancing the film. The "304" has manual film advance by a quick-action lever, whereas the "404" is automatic by a spring motor.

**KODAK INSTAMATIC 404
COLOR OUTFIT**

Ten basic features—see page 2—plus:

- Fast (f/8) color-corrected lens—no focusing.
 - Automatic electric-eye exposure control.
 - Automatic spring motor film advance.
 - 2-speed shutter (1/60 and 1/40 sec.).
 - Lens opening changes to f/11 when inserting flashcube.
 - Clip-on wrist strap.
- Uses 2 AAA-size batteries.

A404R OUTFIT**A404E CAMERA**

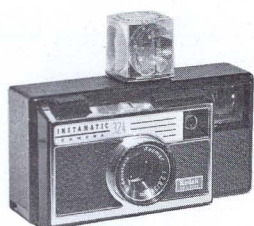
Sugg Sell\$44.99

Sugg Sell\$43.14

List\$59.95

List\$57.50

Each outfit contains camera with wrist strap, CX126-12 film cartridge, two batteries, flashcube (4 flashes), and instruction book.

**KODAK INSTAMATIC 324 CAMERA**

Ten basic features—see page 2—plus:

- 38mm f/2.8, 3-element lens, color corrected.
 - Electric-eye exposure control—(CdS type).
 - Focus-linked flash exposure control.
 - Focuses 2.5 feet to infinity—plus zone focus symbols.
 - 2-speed shutter (1/125 and 1/30 sec.).
 - Clip-on wrist strap.
- Uses 2 N-size batteries (supplied).

A324 CAMERA

Sugg Sell\$55.91

List\$74.50

**KODAK INSTAMATIC 704 CAMERA**

Ten basic features—see page 2—plus:

- Extra fast (f/2.8) color-corrected lens.
 - Zone focus settings visible in finder.
 - Electric-eye and flash exposure controls.
 - Automatic ASA film speed setting ASA 25 to 800.
 - Illuminated signals "Use Flash" and "Flash Ready" visible in finder.
 - Shutter speed settings (1/250 to 1/60 sec. and "B").
 - Single-stroke film advance.
 - Adjustable neck strap.
- Uses 2 N-size batteries (supplied).

A704 CAMERA

Sugg Sell ...\$ 78.42

List\$104.50

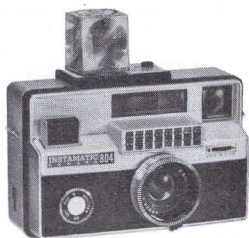
NOTE: The Instamatic 704, 804, 714 and 814 Cameras are similar. The basic differences are in the advancing and focusing. In the "704" and "714" the film is advanced by a single-stroke lever and the lens is focused either by a scale or by zone-focus symbols visible in the finder. In the "804" and "814" the film is advanced by a concealed spring motor and the lens is focused by a coupled rangefinder, a scale, or zone-focus symbols on the lens mount.

STILL CAMERAS—Continued

KODAK INSTAMATIC 804 CAMERA

Ten basic features—see page 2—plus:

- Extra-fast (f/2.8) color-corrected lens.
 - Unique spring motor film advance.
 - Rangefinder, also zone and scale focusing.
 - Electric-eye and flash exposure controls.
 - Automatic ASA film speed setting ASA 25 to 800.
 - Illuminated signals "Use Flash" and "Flash Ready" visible in finder.
 - Shutter speed settings (1/250 to 1/60 sec. and "B").
 - Adjustable neck strap.
- Uses 2 N-size batteries (supplied).



A **A804 CAMERA**

Sugg Sell ...\$ 97.17
List\$129.50

NOTE: The Instamatic "714" and "814" are respectively the same as the "704" and "804" except for: an extra-sharp EKTAR lens; a built-in battery checker; and PX-825 batteries which substantially reduce flash failure.

KODAK INSTAMATIC 714 CAMERA

Ten basic features—see page 2—plus:

- Extra fast (f/2.8) Ektar lens.
 - Zone focus settings visible in finder.
 - CdS electric-eye and flash exposure controls.
 - Automatic ASA film speed setting ASA 25 to 800.
 - Illuminated signals "Use Flash" and "Flash Ready" visible in finder.
 - Shutter speed settings (1/250 to 1/60 sec. and "B").
 - Single-stroke film advance.
 - Built-in battery checker.
 - Adjustable neck strap.
- Uses 2 PX-825 batteries (supplied).



A714 CAMERA

Sugg Sell ...\$ 89.68
List\$119.50 N

KODAK INSTAMATIC 814 CAMERA

Ten basic features—see page 2—plus:

- Extra-fast (f/2.8) Ektar lens.
 - Unique spring motor film advance.
 - Rangefinder, also zone and scale focusing.
 - CdS electric-eye and flash exposure controls.
 - Automatic ASA film speed setting ASA 25 to 800.
 - Illuminated signals "Use Flash" and "Flash Ready" visible in finder.
 - Shutter speed settings (1/250 to 1/60 sec. and "B").
 - Built-in battery checker.
 - Adjustable neck strap.
- Uses 2 PX-825 batteries (supplied).



A814 CAMERA

Sugg Sell ...\$104.68
List\$139.50 N

CAMERAS USING KODAK FILM SIZE 135

KODAK AUTOMATIC 35R4 CAMERA

- Electric-eye and automatic flash exposure controls (ASA 10 to 320).
 - Extra-fast (f/2.8) color-corrected lens.
 - Daylight (1/80) and flash (1/40) shutter speeds.
 - Single-stroke film advance.
 - Projected frame finder with zone focus indications.
- Uses 2 N-size batteries (supplied).



**73—CAMERA
with rotating socket
for flashcubes**

Sugg Sell\$70.91
List\$94.50

NOTE: The Automatic 35R4 and Motomatic 35R4 Cameras are similar. The basic differences are in film advancing and shutter speeds. The "Automatic 35R4" has a single-stroke film advance and a two-speed shutter, (1/40 and 1/80 second). The "Motomatic 35R4" has a built-in spring motor for automatic film advance and a four-speed shutter (1/40 to 1/250 second).



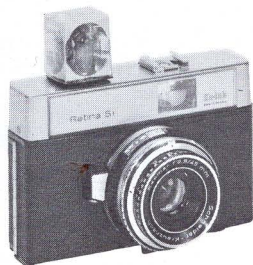
KODAK MOTOMATIC 35R4 CAMERA

- Extra-fast (f/2.8) color-corrected lens.
- Automatic spring motor film advance.
- Four shutter speeds (1/40 to 1/250 sec.).
- Electric-eye and automatic flash exposure controls (ASA 10 to 800).
- Projected frame finder with zone focus indications.

Uses 2 N-size batteries (supplied).

**74—CAMERA
with rotating socket
for flashcubes**

Sugg Sell ...\$ 85.91
List\$114.50



KODAK RETINA S1 CAMERA

- Extra-fast (f/2.8) color-corrected lens.
- Daylight exposure setting by 5 brightness symbols.
- Automatic flash exposure control.
- 5-speed shutter (1/30 to 1/250 sec. "B").
- Single-stroke film advance—unique film rewinding.
- Projected frame finder.

Uses 1 PX-23-size battery (supplied).

34 CAMERA

Sugg Sell\$44.66
List\$59.50



KODAK RETINA REFLEX IV CAMERA

- Highest quality, color-corrected lenses.
- Bright, precise reflex viewing—with meter needle and lens-shutter settings visible in finder.
- Ground-glass, rangefinder and scale focusing.
- Two-way electric-eye exposure control.
- Compur Shutter (1 to 1/500, "B").
- Self-timer.
- 2 flash outlets—one in accessory shoe.
- Automatic depth-of-field indication.
- Single-stroke film advance.
- Lens interchangeable with lenses below.

**277 CAMERA
with f/2.8 lens**

Sugg Sell ...\$164.70
List\$219.50

**278 CAMERA
with f/1.9 lens**

Sugg Sell ...\$190.98
List\$254.50

BROWNIE FIESTA R4 CAMERA OUTFIT—USES 127 SIZE FILM



The camera features:

- Accepts flashcube.
- Sharp preset lens—no focusing.
- Extra-soft shutter release for sharp pictures.
- Easy to carry and use.

Uses 2 PX-825-size batteries.

A14S OUTFIT

Sugg Sell\$ 7.89
List\$10.95

A14 CAMERA

Sugg Sell\$ 6.44
List\$ 8.95

Each outfit contains camera, neck strap, roll of VP127 film, flashcube (4 flashes), two batteries, and instruction book.

Slide Projectors

Basic Features shared by KODAK CAROUSEL Projectors

Models 600, 650, 750, 800, 850

- 1 Accepts 2x2-inch slides with transparency area up to 1 1/2 x 1 1/2 in.
- 2 Jamproof, gentle gravity feed
- 3 Three ways of slide handling: 80-slide capacity, spillproof circular tray (supplied) • Single slides • 40-slide capacity loader (extra)—handles stacks of slides
- 4 Tray features: Positioned horizontally on top of projector • Easy tray change—like a "hi-fi" record • Full access for

instant slide editing • Fast, easy skipping and selection • Pre-warming of slides—prevents "popping" • Tray stores in its own book-type case

- 5 Powerful 500-watt illumination (DEK lamp)
 - 6 Lenses available: 3", 4", 5", 7", and 4 to 6" zoom
 - 7 Efficient optical system for extra-light screen pictures
 - 8 10-foot power cord—stores in projector
 - 9 Elevation adjustment—as much as 6°
 - 10 Low silhouette, compact design—for easy carrying and storing
 - 11 Quiet running, nylon gears, rubber-mounted components
 - 12 Sturdy, metal die-cast body—with handle
 - 13 Modern styling—metallic and jet black with bright trim
 - 14 Underwriters' Laboratories, Inc., listed
- Power required—110-125 volts, 60-cycle ac only



KODAK CAROUSEL 600 PROJECTOR

- 14 basic features—see above—plus:
- Slide change—forward—by push-button at projector.
 - Three-position switch—"LAMP," "FAN," "OFF."

B615 PROJECTOR with 5" f/3.5 lens

Sugg Sell . . . \$59.66
List . . . \$79.50

B610Z PROJECTOR WITH ZOOM LENS

Sugg Sell . . . \$ 82.17
List . . . \$109.50

NOTE: The Kodak Carousel 600 and 650 Projectors are similar. The 600 has a single push button for advancing slides and for releasing the tray. The 650 has dual forward and reverse slide tray controls—by remote cord and at the projector. The 650 also has an outlet for "special effect" accessories, the 600 does not.



KODAK CAROUSEL 650 PROJECTOR

- 14 basic features—see above—plus:
- Remote slide change—forward and reverse—by 12-ft. cord.
 - Slide change—forward and reverse—by buttons at the projector.
 - Three-position switch, "LAMP," "FAN," "OFF."
 - Accepts CAROUSEL Programmer, Sound Synchronizer, or Dissolve Control.

B655 PROJECTOR with 5" f/3.5 lens

Sugg Sell . . . \$74.66
List . . . \$99.50

B650Z PROJECTOR WITH ZOOM LENS

Sugg Sell . . . \$ 97.17
List . . . \$129.50

NOTE: The Kodak Carousel 650 and 750 Projectors are similar. The 750 has, however, a remote focus control, a "High" and "Low" lamp switch and a leveling adjustment.



KODAK CAROUSEL 750 PROJECTOR

- 14 basic features—see above—plus:
- Remote slide change—forward and reverse—and remote focusing—by 12-ft. cord.
 - Slide change—forward and reverse—by buttons at projector.
 - Four-position switch—including "HIGH"—"LOW" brightness control.
 - Adjustable rear "foot" for horizontal leveling.
 - Accepts CAROUSEL Programmer, Sound Synchronizer, or Dissolve Control.

B755 PROJECTOR with 5" f/3.5 lens

Sugg Sell . . . \$ 97.17
List . . . \$129.50

B750Z PROJECTOR WITH ZOOM LENS

Sugg Sell . . . \$119.68
List . . . \$159.50

NOTE: The Kodak Carousel 750 and 800 Projectors are similar. The difference is in slide-changing controls. The 750 has two—by remote control cord and at the projector. The 800 has three—additionally, it has fully automatic slide advance at adjustable intervals.

SLIDE PROJECTORS—Continued



KODAK CAROUSEL 800 PROJECTOR

14 basic features—see above—plus:

- Remote slide change—forward and reverse—and remote focusing—by 12-ft. cord.
- Automatic slide change—at 5, 8, or 15-second intervals, for unattended, continuous projection.
- Slide change—forward and reverse—by buttons at projector.
- Four-position switch—including "HIGH"—"LOW" brightness control.

B815 PROJECTOR with 5" f/3.5 lens

Sugg Sell ... \$108.42
List \$144.50

B810Z PROJECTOR WITH ZOOM LENS

Sugg Sell ... \$130.94
List \$174.50

NOTE: The Kodak Carousel 800 and 850 Projectors are similar. The difference is in the focusing. Instead of the remote focus control with the "800," the "850" has an automatic focus control.



KODAK CAROUSEL 850 PROJECTOR

14 basic features—see above—plus:

- Automatic focusing takes over after first slide and repositions the lens for subsequent slides that require focusing.
- Remote slide change—forward and reverse—by 12-ft. cord.
- Automatic slide change—at 5-, 8-, or 15-second intervals, for unattended, continuous projection.
- Slide change—forward and reverse—by buttons at projector.
- Four positions switch—including "High"—"LOW" brightness control.

B855 PROJECTOR (with 5" f/3.5 lens)

Sugg Sell ... \$127.19
List \$169.50

B850Z PROJECTOR (with zoom lens)

Sugg Sell ... \$149.70
List \$199.50

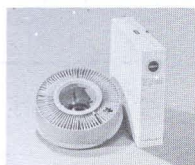
STILL PROJECTION AIDS



581 KODAK CAROUSEL SLIDE TRAY—black

For 2 x 2 in. slides up to 1/10 in. thick (cardboard).

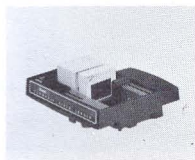
Sugg Sell \$2.21
List \$2.95



588 KODAK CAROUSEL UNIVERSAL SLIDE TRAY—gray

For 2 x 2 in. slides up to 1/8 in. thick (glass, plastic, or cardboard).

Sugg Sell \$2.96
List \$3.95



B40 KODAK CAROUSEL STACK LOADER

For 2 x 2-thin (.04 to .06 in.) cardboard and plastic slides

Sugg Sell \$ 9.71
List \$12.95



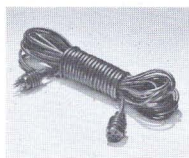
B584C KODAK CAROUSEL PROJECTOR CASE, MODEL B

Sugg Sell \$ 9.71
List \$12.95



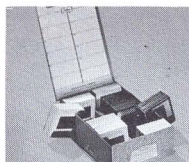
582 KODAK CARRYING CASE FOR CAROUSEL SLIDE TRAYS

Sugg Sell \$ 8.21
List \$10.95



586 KODAK REMOTE EXTENSION CORD, 25-FOOT (FOR CAROUSEL PROJECTORS)

Sugg Sell \$4.46
List \$5.95



KODAK COMPARTMENT FILE 330R (Red), 330G (Green)

Sugg Sell \$3.49
List \$4.65



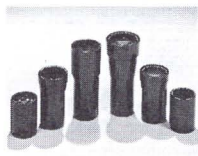
570 KODAK CAVALCADE SLIDE TRAY, No. 1

For cardboard or thin glass-mounted slides. 2 in pkg.

Sugg Sell \$4.13
List \$5.50

For additional Still Projection Aids see Kodak Price Catalog—Sect. B.

KODAK PROJECTION LENSES—FOR KODAK CAROUSEL PROJECTORS



3-inch f/3.5 Ektanar	
4-inch f/3.5 Ektanar	
5-inch f/3.5 Ektanar	
5-inch f/2.8 Ektanar	
7-inch f/3.5 Ektanon	
Zoom Ektanar 4-6-inch f/3.5	

Sugg Sell	List
\$ 9.37	\$12.50
\$ 9.37	\$12.50
\$ 9.37	\$12.50
\$27.37	\$36.50
\$27.37	\$36.50
\$31.87	\$42.50

All Carousel Projectors are available with any of the above lenses and also without lenses.

Still Camera Aids

FLASH HOLDERS, BATTERIES AND FLASHCUBES



714 KODAK SUPERMITE FLASHHOLDER

AG-1B Flashbulbs. Uses 2 AA batteries.

Sugg Sell	\$3.38
List	\$4.50



C175 KODAK FLASHCUBE EXTENDER

For all cameras accepting flashcubes.

Sugg Sell	\$2.81
List	\$3.75



C180 KODAK FLASHCUBE HOLDER, MODEL 1

Uses 2 PX825-size batteries (supplied).

Sugg Sell	\$4.46
List	\$5.95

BATTERIES

	List Each
AA-size Alkaline, pkg 12	\$.50
AAA-size Alkaline, pkg 12	\$.50
N-size Alkaline, pkg 2	\$.40
PX-13-size Mercury, Card of 4 only	\$.75
PX-825-size Alkaline, Card of 4 only	\$.50
PX-23-size Mercury, Card of 4 only	\$.85

FLASHCUBES

Sugg Sell per Flashcube	\$.56
List per Flashcube	\$.75 N

KODAK RETINA LENSES

KODAK RETINA CURTAGON LENS, 28mm f/4

Sugg Sell	\$60.74
List	\$81.00

KODAK RETINA CURTAGON LENS, 35mm f/2.8

Sugg Sell	\$52.11
List	\$69.50

KODAK RETINA TELE-ARTON LENS, 85mm f/4

Sugg Sell	\$55.12
List	\$73.50

KODAK RETINA TELE-XENAR LENS, 135mm f/4

Sugg Sell	\$65.61
List	\$87.50

CASES, STILL CAMERAS



C61C KODAK INSTAMATIC FIELD CASE, MODEL D, FOR 100 AND 104

Sugg Sell\$3.38
List\$4.50



34FC KODAK RETINA FIELD CASE, MODEL K FOR RETINA S1

Sugg Sell\$ 8.21
List\$10.95



C66C KODAK INSTAMATIC FIELD CASE, MODEL E, FOR 150, 154, 300, 304, 400 AND 404

Sugg Sell\$3.71
List\$4.95



270FC KODAK RETINA FIELD CASE, MODEL F, FOR RETINA REFLEX IV AND III, f/2.8

Sugg Sell\$10.88
List\$14.50



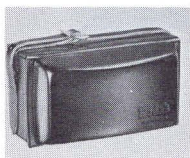
C76C KODAK INSTAMATIC POUCH CASE, MODEL H, FOR S-10 AND S-20

Sugg Sell\$5.21
List\$6.95



271FC KODAK RETINA FIELD CASE, MODEL G, FOR RETINA REFLEX IV AND III, f/1.9

Sugg Sell\$13.13
List\$17.50



C64C KODAK INSTAMATIC 324 FIELD CASE

Sugg Sell\$6.38
List\$8.50



C58MP HAWKEYE INSTAMATIC FIELD CASE (In mailer pack)

For Hawkeye Instamatic or Hawkeye Instamatic R4 or F Cameras

Sugg Sell\$2.87
List\$4.00



C71C KODAK INSTAMATIC FIELD CASE, MODEL F, FOR 700, 704 800, 804, 714 and 814

Sugg Sell\$7.46
List\$9.95



C75C KODAK INSTAMATIC COMPARTMENT CASE—FOR ANY INSTAMATIC CAMERA

Sugg Sell\$12.71
List\$16.95



72FC KODAK MOTOMATIC 35F FIELD CASE—Also fits 35R4 Model

Sugg Sell\$ 9.38
List\$12.50



33FC KODAK RETINETTE 1A FIELD CASE

Sugg Sell\$7.46
List\$9.95



71FC KODAK AUTOMATIC 35F FIELD CASE—Also fits 35R4 Model

Sugg Sell\$ 9.38
List\$12.50

KODAK INSTAMATIC® Movie Cameras Using Super 8 Film Cartridge.

10 Basic Features shared by KODAK INSTAMATIC® Movie Cameras: Models M12, M14, M16, M18, M5, M6, and M8

- 1 Instant loading—uses Kodak 464 super 8 film cartridge
- 2 Attached cover with snap-lock
- 3 Automatic film load and film-supply indication
- 4 Electric motor drive—uses AA-size batteries—alkaline type recommended
- 5 Convenient release—with lock for continuous run and for preventing accidental camera running
- 6 Built-in filter for using the same film outdoors and indoors
- 7 Accepts snap-on movie light with key that actuates built-in filter.
- 8 Tripod socket
- 9 Sturdy construction
- 10 Modern styling



KODAK INSTAMATIC M12 MOVIE CAMERA OUTFIT

Ten basic features—see above—plus:

- Fast 14mm f/2.7 lens, color-corrected. No focusing. Manual lens setting f/2.7 to f/16.
 - Exposure guide for daylight exposure settings.
 - Fully enclosed optical viewfinder.
 - Rugged inner metal frame with rigid steel and fiber-glass-reinforced molded body.
 - Attachable wrist strap (supplied).
 - Styled in satin black and metallic gray.
 - Palm-sized and lightweight—13 ounces.
- Uses 3 AA-size alkaline batteries.

D12R OUTFIT

Sugg Sell . . . \$27.18
List . . . \$34.50

D12 CAMERA

Sugg Sell . . . \$23.89
List . . . \$29.95

Each outfit contains camera, film, batteries, wrist strap, and instruction book.

NOTE: The M12 and M14 models are similar. The difference is in the exposure settings. The M12 has manual setting, the M14 has an electric-eye exposure control that selects the proper lens opening automatically.



KODAK INSTAMATIC M14 MOVIE CAMERA OUTFIT

Ten basic features—see above—plus:

- Automatic electric-eye exposure control—CdS type.
 - Signal in finder shows when to use movie light.
 - Fast 14mm f/2.7 lens, color-corrected. No focusing.
 - Fully enclosed optical viewfinder.
 - Rugged inner metal frame with rigid steel and fiber-glass-reinforced molded body.
 - Attachable wrist strap (supplied).
 - Palm-sized and lightweight—13 ounces.
 - Styled in satin black and metallic gray.
- Uses 4 AA-size alkaline batteries.

D14R OUTFIT

Sugg Sell . . . \$40.89
List . . . \$54.50

D14 CAMERA

Sugg Sell . . . \$37.14
List . . . \$49.50

Each outfit contains camera, film, batteries, wrist strap, and instruction book.

NOTE: The M14 and M16 are similar. The difference is in the lens. The M14 has a fast f/2.7 lens with a bright lens mount. The M16 has an extra-fast f/1.8 lens—about twice as fast—and an extra-bright diamond-turned lens mount.



KODAK INSTAMATIC M16 MOVIE CAMERA OUTFIT

10 basic features—see page 10—plus:

- Automatic electric-eye exposure control—Cds type.
- Signal in finder shows when to use movie light.
- Extra-fast 13mm f/1.8 lens, color-corrected. No focusing.
- Fully enclosed optical viewfinder.
- Rugged inner metal frame with rigid steel and fiber-glass-reinforced molded body.
- Palm-sized and lightweight—14 ounces.
- Styled in satin black and metallic gray—with diamond-turned lens mount.
- Attachable wrist strap (supplied).

Uses 4 AA-size alkaline batteries.

D16R OUTFIT

Sugg Sell . . . \$48.40
List . . . \$64.50

D16 CAMERA

Sugg Sell . . . \$44.66
List . . . \$59.50

Each outfit contains camera, film, batteries, wrist strap, and instruction book.

Principal differences: The M16 has an f/1.9 fixed-focus lens and a fixed magnification finder, and the M18 an f/2.7 zoom lens and a zoom finder. The M16 is supplied with a wrist strap and the M18 with a pistol grip.



KODAK INSTAMATIC M18 MOVIE CAMERA OUTFIT

10 basic features—see page 10—plus:

- Fast f/2.7 zoom lens—13 to 28mm (2¼:1) color-corrected fingertip controlled. Zone and scale focusing.
- Automatic electric-eye exposure control—Cds type.
- Signal in finder shows when to use movie light.
- Zoomfinder linked with zoom lens. Eyepiece adjustment.
- Rugged inner metal frame with rigid steel and fiber-glass-reinforced molded body.
- Compact and lightweight—17 ounces.
- Styled in satin black and metallic gray—with diamond-turned lens mount.
- Attachable pistol grip with trigger and wrist strap (supplied).

Uses 4 AA-size alkaline batteries.

D18R OUTFIT

Sugg Sell . . . \$63.40
List . . . \$84.50

D18 CAMERA

Sugg Sell . . . \$59.66
List . . . \$79.50

Each outfit contains camera, film, batteries, wrist strap, and instruction book.



KODAK INSTAMATIC M5 MOVIE CAMERA

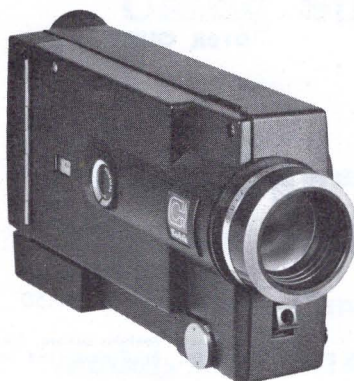
10 basic features—see page 10—plus:

- Extra-fast 13mm to 28mm f/1.9 zoom lens—color-corrected.
- Convenient, knob-type zooming—from wide-angle to telephoto.
- Through-the-lens reflex finder shows what is being filmed.
- Adjustable eyepiece.
- Automatic electric-eye exposure control. CdS type—uses one PX-13-size battery (supplied).
- Focusing lens—6 feet to infinity.
- Automatic exposure-control settings for films of ASA 16 to 100 speeds.
- Signal in finder indicates when to use a Kodak Movie Light.
- Rugged steel inner frame with extra-rigid fiber-glass-reinforced body.
- Styled in two-tone black with bright chrome trim.
- Attachable pistol grip with strap (supplied).

Uses 3 AA-size alkaline batteries for motor drive.

D35A CAMERA

Sugg Sell . . . \$ 89.68
List . . . \$119.50



KODAK INSTAMATIC M6 MOVIE CAMERA

10 basic features—see page 10—plus:

- Extra-fast 12mm to 36mm f/1.8 zoom lens—of exceptional quality. Color-corrected.
- Convenient, knob-type zooming—from wide-angle to telephoto.
- Through-the-lens reflex finder shows field throughout the 6-foot to Infinity range. Adjustable eyepiece.
- Automatic electric-eye exposure control. CdS type—uses one PX-13-size battery (supplied). Measures light through lens.
- Automatic exposure-control settings for films of ASA 16 to 100 speeds.
- Exposure-control adjustment for unusual light conditions.
- Signal in finder indicates when to use Kodak Movie Light.
- Single-frame exposure provision.
- Two-position, fold-away pistol grip.
- Rugged die-cast aluminum body.
- Styled in black with bright chrome trim.

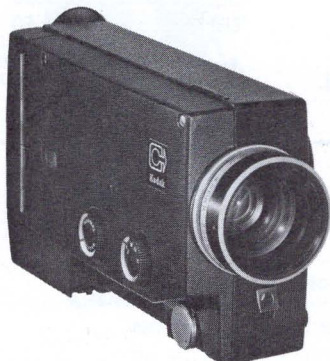
Uses 3 AA-size alkaline batteries for motor drive.

D36A CAMERA

Sugg Sell ... \$119.68

List \$159.50

NOTE: The Instamatic M6 and M8 Movie Cameras are similar in appearance. The basic differences are in the zoom lens and the filming speeds. The M6 has a 3:1 zoom range and the zooming is manual; the M8 has a 5:1 zoom range and the zooming is either motorized or manual. The M6 has one and the M8 has four filming speeds.



KODAK INSTAMATIC M8 MOVIE CAMERA

10 basic features—see page 10—plus:

- Extra-fast 9.5mm to 45mm f/1.8 zoom lens—of exceptional quality. Color-corrected.
- Motorized zoom action—from wide-angle to telephoto.
- Convenient, knob-type zooming—for previewing, zoom setting.
- Four filming speeds, 9, 18, 24 and 32 frames per second.
- Single frame exposures.
- Through-the-lens reflex finder shows field throughout the 4-ft. to infinity range. Adjustable eyepiece.
- Automatic electric-eye exposure control. CdS type—uses one PX-13-size battery (supplied). Measures light through the lens.
- Automatic exposure-control settings for films of ASA 16 to 100 speeds.
- Exposure-control adjustment for unusual light conditions.
- Signal in finder indicates when to use Kodak Movie Light.
- Two-position, fold-away pistol grip.
- Rugged die-cast aluminum body.
- Styled in black with bright chrome trim.
- Accepts auxiliary battery case (supplied) for three additional batteries to extend battery life—especially for filming at higher speeds.

Uses 3 AA-size alkaline batteries in camera battery case and 3 in auxiliary battery case for motor drive.

D38 CAMERA

Sugg Sell ... \$168.47

List \$224.50

KODAK INSTAMATIC Movie Projectors

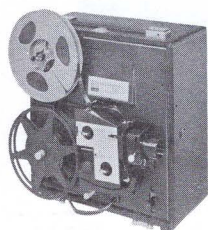
7 Basic Features shared by KODAK INSTAMATIC® Movie Projectors

Models: M50, M68, M70, M90,
M65, M67, M85, M80, and M95

- 1 Exceptionally bright screen pictures, because of the 50% larger picture area of super 8 film
- 2 Exceptionally sharp screen pictures, because of improved optical systems
- 3 Automatic film threading
- 4 Sprocketless film transport—utmost film protection
- 5 Lifetime lubrication—carefree maintenance—long projector life
- 6 Underwriters' Laboratories, Inc., listed
- 7 Motorized film rewinding

Power required—110 to 125 volts, 60-cycle ac only

Using super 8 and regular 8mm films



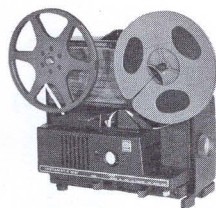
KODAK INSTAMATIC M65 MOVIE PROJECTOR

Seven basic features—see above—plus:

- Effortless shows. At the end, film reverses automatically and rewinds—200 feet in 30 seconds.
- Fast 22mm f/1.5 Lumenized projection lens.
- Self-cased. Built-in preview screen.
- Easy "elevation" through tilting optics.
- Storage space for 200-foot take-up reel (supplied).
- 150-watt, 125-volt DFN projection lamp.

D65 PROJECTOR

Sugg Sell . . . \$74.66
List . . . \$99.50



KODAK INSTAMATIC M67 PROJECTOR

Seven basic features—see above—plus:

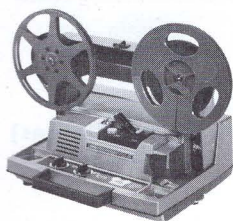
- Attractively styled in satin black and wood grained vinyl paneling.
- Die-cast metal body with a fold-down carrying handle, and a snap-on cover.
- Fast, 22mm f/1.5 lens or 20-32mm f/1.5 Zoom lens—both LUMENIZED.
- Forward and reverse projection (18 frames per second).
- Still projection of single frames.
- New DFE 80-watt, 30 volt projection lamp for extra bright screen pictures.

D67 PROJECTOR
(with f/1.5 lens)

Sugg Sell . . . \$ 93.42
List . . . \$124.50 N

D67Z PROJECTOR
(with f/1.5 zoom lens)

Sugg Sell . . . \$108.42
List . . . \$144.50 N



KODAK INSTAMATIC M85 MOVIE PROJECTOR

Seven basic features—see above—plus:

- Low silhouette. All-metal construction. Self-cased.
- Fast, new 22mm f/1.5 lens or 20-32mm f/1.5 Zoom lens . . . both Lumenized.
- Forward and reverse projection (18 frames per second).
- Still projection of single frames.
- New DNE 150-watt, 120-volt quartz halogen projection lamp.

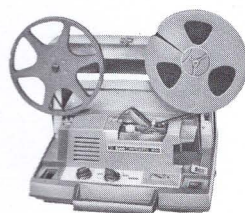
D85 PROJECTOR
(with f/1.5 lens)

Sugg Sell . . . \$112.19
List . . . \$149.50

D85Z PROJECTOR
(with f/1.5 zoom lens)

Sugg Sell . . . \$127.19
List . . . \$169.50

NOTE: The M85 and the M80 models are similar. The M85 has three projection speeds, whereas the M80 has seven. The M85 has no "Hi-Lo" switch, whereas the M80 does. There is also a difference in the finish.



KODAK INSTAMATIC M80 MOVIE PROJECTOR

Seven basic features—see above—plus:

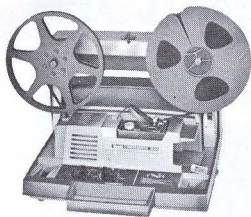
- Low silhouette. All-metal construction. Self-cased.
- Fast, new 22mm f/1.5 lens or 20-32mm f/1.5 Zoom lens . . . both Lumenized.
- Forward and reverse projection: 18 frames, 6 frames and 54 frames per second.
- Still projection of single frames.
- "Hi-Lo" light switch for longer lamp life.
- New DNE 150-watt, 120-volt quartz halogen projection lamp.

D80A PROJECTOR
(with f/1.5 lens)

Sugg Sell . . . \$138.45
List . . . \$184.50

D80Z PROJECTOR
(with f/1.5 zoom lens)

Sugg Sell . . . \$153.45
List . . . \$204.50



KODAK INSTAMATIC M95 MOVIE PROJECTOR

Same features as the M80—plus:

- Fast, new 22mm f/1.5 lens or 20-32mm f/1.5 Zoom lens . . . both Lumenized.
- Electrical outlet for room lamp.
- New dichroic heat-reflecting filter for added projection of the film.
- New DNF 150-watt, 21-volt quartz halogen projection lamp.

D95 PROJECTOR (with f/1.5 lens)

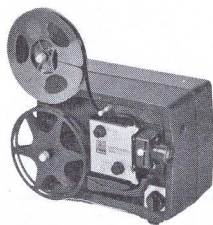
Sugg Sell . . . \$149.70
List \$199.50

D95Z PROJECTOR (with f/1.5 zoom lens)

Sugg Sell . . . \$164.70
List \$219.50

NOTE: Projectors adapt to either format by a single setting, and adding or removing a collar to the supply spindle.

KODAK INSTAMATIC Movie Projectors Using super 8 film only.



KODAK INSTAMATIC M50 MOVIE PROJECTOR

Seven basic features—see page 10—plus:

- Fast 22mm f/1.5 Lumenized projection lens.
- Easy "elevation" through tilting optics.
- 200-foot capacity. Take-up reel supplied.
- Compact and lightweight for easy carrying.
- 150-watt, 125-volt DFN projection lamp.

D50A PROJECTOR

Sugg Sell . . . \$46.91
List \$62.50

D50CA PROJECTOR (with carrying case)

Sugg Sell . . . \$52.14
List \$69.50



KODAK INSTAMATIC M68 MOVIE PROJECTOR

Seven basic features—see page 10—plus:

- Three projection speeds—forward and reverse, plus still—all easily selected by a sliding lever.
- 400-foot reel capacity. Take-up reel supplied.
- Die-cast metal housing.
- Fold-down carrying handle.
- Snap-on cover with storage provision for the 400-foot take-up reel.
- Fast, 22mm f/1.5 lens or 20-32mm f/1.5 Zoom lens—both LUMENIZED.
- 150-watt, 125-volt DNF projection lamp.

D68 PROJECTOR (with f/1.5 lens)

Sugg Sell . . . \$75.00
List \$99.95

D68Z PROJECTOR (with f/1.5 zoom lens)

Sugg Sell . . . \$90.01
List \$119.95

KODAK INSTAMATIC M70 MOVIE PROJECTOR

Seven basic features—see page 10—plus:

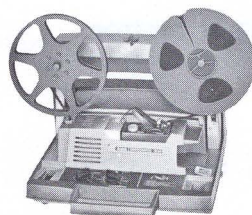
- Low silhouette. All-metal construction. Self-cased.
- Fast, new 22mm f/1.5 or 20-32mm f/1.5 Zoom lens . . . both Lumenized.
- Forward and reverse projection: 18 frames, 6 frames and 54 frames per second.
- Still projection of single frames.
- "Hi-Lo" light switch for longer lamp life.
- New DNE 150-watt, 120-volt halogen projection lamp.

D70A PROJECTOR (with f/1.5 lens)

Sugg Sell . . . \$112.19
List \$149.50

D70Z PROJECTOR (with f/1.5 zoom lens)

Sugg Sell . . . \$127.19
List \$169.50



KODAK INSTAMATIC M90 MOVIE PROJECTOR

Same features as the M70 (above), plus:

- Ultra-fast 28mm f/1.0 lens about twice as fast as f/1.5 lens, or 20-32mm f/1.5 Zoom lens . . . both Lumenized.
- Electrical outlet for room lamp.
- New dichroic heat-reflecting filter for added protection of the film.
- DNF 150-watt, 21-volt projection lamp.

D90 PROJECTOR (with f/1.0 lens)

Sugg Sell . . . \$142.19
List \$189.50

Regular 8mm Movie Equipment

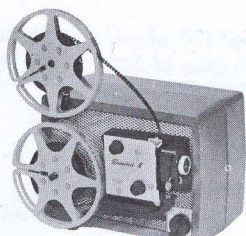


BROWNIE FUN SAVER MOVIE CAMERA (with Film and Idea Book)

- Quality movies at minimum cost.
- 1 simple setting . . . easy to use.
- Sharp, fast 13mm f/2.7 lens.
- Optical viewfinder.

D10S OUTFIT

Sugg Sell . . . \$14.83
List . . . \$18.45



BROWNIE 8 MOVIE PROJECTOR (MODEL A15)

- Compact, lightweight.
- Complete automatic threading.
- Big 200' reel capacity.
- Uses DFN projection lamp.

215/208C PROJECTOR (with carrying case)

Sugg Sell . . . \$41.72
List . . . \$57.95

215 PROJECTOR

Sugg Sell . . . \$37.81
List . . . \$52.50

KODAK INSTAMATIC MOVIE AIDS



D148C KODAK INSTAMATIC M18 CASE

Sugg Sell . . . \$ 9.71
List . . . \$12.95



D141C KODAK INSTAMATIC MOVIE FIELD CASE, MODEL A (FOR M12, 14, AND 16 MOVIE CAMERAS)

Sugg Sell . . . \$4.46
List . . . \$5.95



D136C KODAK INSTAMATIC M6/M8 CASE

Sugg Sell . . . \$10.88
List . . . \$14.50

KODAK INSTAMATIC MOVIE AIDS—Continued

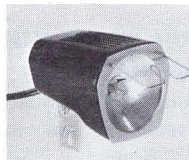


D540 KODAK MOVIE REEL
(SUPER 8, 400 ft.)

Sugg Sell\$.94
List\$1.25

D520 KODAK MOVIE REEL
(SUPER 8, 200 ft.)

Sugg Sell\$.75
List\$1.00



D376 KODAK INSTAMATIC
MOVIE LIGHT, MODEL 2

Sugg Sell\$14.96
List\$19.95



69 MERCHANDISE CARD,
KODAK PRESSTAPES (SUPER 8)

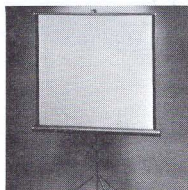
Sugg Sell (20 pkgs)\$7.50
List Each (pkg of 20)\$.50



D366 KODAK INSTAMATIC
PISTOL GRIP, Model A
(For M12, 14, and 16
Movie Cameras)

Sugg Sell\$ 2.96
List\$ 3.95

Regular 8mm & 16mm MOVIE AIDS



338 KODAK PROJECTION SCREEN,
40 x 40

Sugg Sell\$12.71
List\$16.95



200' 8mm KODAK MOVIE REEL
AND CAN

Sugg Sell\$1.35
List\$1.80



D550 KODAK PRESSTAPE UNI-
VERSAL SPLICER
(super 8, 8, and 16mm)

Sugg Sell\$6.38
List\$8.50



400' 8mm KODAK MOVIE REEL
AND CAN

Sugg Sell\$1.91
List\$2.55



KODAK PRESSTAPES
For 8mm and 16mm

Sugg Sell (20 pkgs)\$7.50
List Each (pkg of 20)\$.50

KODAK DARKROOM AIDS



**BROWNIE DARKROOM LAMP
KIT, MODEL B**

Sugg Sell\$1.88
List\$2.50



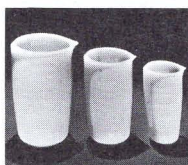
**KODAK DARKROOM APRON
MEDIUM—30 x 35 IN.**

Sugg Sell\$2.63
List\$3.50



KODAK DARKROOM LAMP

Sugg Sell\$4.88
List\$6.50



KODAK DARKROOM GRADUATES
8 oz 16 oz 32 oz

Sugg Sell . \$1.01 \$1.24 \$1.46
List\$1.35 \$1.65 \$1.95



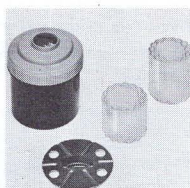
KODAK AUTOMATIC TRAY SIPHON

Sugg Sell\$5.96
List\$7.95



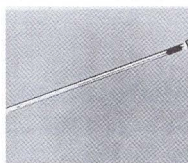
KODAK TIMER

Sugg Sell\$11.22
List\$14.95



KODACRAFT ROLL-FILM TANK

Sugg Sell\$2.89
List\$3.85



**KODAK STIRRING ROD
THERMOMETER**

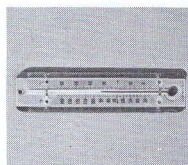
Sugg Sell\$2.81
List\$3.75



KODAK DURAFLEX TRAYS

5x7 8x10

Sugg Sell ea ...\$1.40 \$2.40
List ea\$1.60 \$2.75



**KODAK TANK & TRAY
THERMOMETER**

Sugg Sell ea\$2.06
List ea\$2.75



KODAK STIRRING PADDLE

Sugg Sell ea\$.30
List ea\$.40

For additional Darkroom Aids see Kodak Price Catalog

KODAK Still and Movie Films

IMPORTANT: Cost prices shown for Kodak Film represent our billing to distributors who order Quantity lots in accordance with our January, 1968 Trade Circular.

4 Kodak Films for Black and White Prints and Enlargements



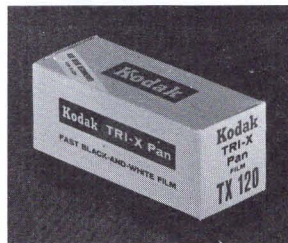
KODAK VERICHROME PAN

The all-purpose black-and-white film, for snapshots outdoors in daylight or indoors by flash. Speed ASA 125.

VERICHROME PAN

VP116
X VP120
VP122
X VP126-12
X VP127
VP616
X VP620
VP828

20 Rolls	Suggested Price		List
	Each	Each	Each
	\$10.82	\$.5410	\$.75
	8.65	.4327	.60
	17.31	.8655	1.20
	10.10	.5048	.70
	8.65	.4327	.60
	10.82	.5410	.75
	8.65	.4327	.60
	8.65	.4327	.60



KODAK TRI-X PAN

The high speed (ASA 400) black-and-white film, for fast action or poor light in fully adjustable cameras.

TRI-X PAN

TX120
TX127
TX620
TX135-20
TX135-36

20 Rolls	Suggested Price		List
	Each	Each	Each
	\$10.82	\$.5410	\$.75
	10.82	.5410	.75
	10.82	.5410	.75
	12.98	.6491	.90
	18.03	.9016	1.25

VP127 Carded PC
VP620 Carded PC
VP126-12 Carded PC

\$ 8.65	\$.4327	\$.60 N
8.65	.4327	.60 N
10.10	.5048	.70 N

Kodak Film for Color Prints and Color Enlargements



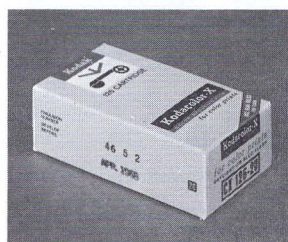
KODAK PANATOMIC-X

Extremely fine-grain black-and-white film, for maximum sharpness and detail. Speed ASA 32.

PANATOMIC-X

FX120
FX135-20
FX135-36

20 Rolls	Suggested Price		List
	Each	Each	Each
	\$10.82	\$.5410	\$.75
	12.98	.6491	.90
	18.03	.9016	1.25



KODACOLOR-X

For color snapshots in daylight or with blue flashbulbs. Produces negatives for color prints, and enlargements up to 11 x 14 inches. Speed—80.

KODACOLOR-X

CX116
X CX120
X CX126-12
X CX126-20
X CX127
CX616
X CX620
CX828
X CX135-20
CX135-36

20 Rolls	Suggested Price		List
	Each	Each	Each
	\$27.04	\$1.3522	\$1.75
	19.32	.9659	1.25
	21.64	1.0818	1.40
	30.14	1.5068	1.95
	19.32	.9659	1.25
	27.04	1.3522	1.75
	19.32	.9659	1.25
	14.68	.7341	.95
	30.14	1.5068	1.95
	42.50	2.1250	2.75



KODAK PLUS-X PAN

The all-round black-and-white film for miniature cameras, has extra speed (ASA 125) and low graininess.

PLUS-X PAN

PX135-20
PX135-36

20 Rolls	Suggested Price		List
	Each	Each	Each
	\$12.98	\$.6491	\$.90
	18.03	.9016	1.25

CX127 Carded PC
CX620 Carded PC
CX126-12 Carded PC

20 Cards	Suggested Price		List
	Each	Each	Each
	\$19.32	\$.9659	\$1.25 N
	19.32	.9659	1.25 N
	21.64	1.0818	1.40 N

5 Kodak Films for Color Slides



KODACHROME II

The universal favorite for color slides in daylight or with blue flashbulbs. Has unexcelled color quality and extreme sharpness, with moderate speed (ASA 25) and good exposure latitude.

KODACHROME II

- K828
- X K135-20
- X K135-36
- K135-20 Carded PC



KODACHROME-X

For color slides, in daylight or by blue flash. Somewhat faster (ASA 64) and more contrasty than Kodachrome II with remarkable sharpness and freedom from graininess.

KODACHROME-X

- X KX126-20
- X KX135-20
- X KX135-36
- KX126-20
- Carded PC

Suggested Price		List
20 Rolls	Each	Each
\$15.45	\$.7727	\$1.00
32.46	1.6228	2.10
45.59	2.2795	2.95
32.46	1.6228	2.10



EKTACHROME-X

For color slides in daylight (ASA 64) or blue flash. Extra brilliant colors, great sharpness and low graininess. Can be processed by user.

EKTACHROME-X

- EX120
- X EX126-20
- X EX127
- EX620
- EX828
- X EX135-20
- EX135-36

Suggested Price		List
20 Rolls	Each	Each
\$20.86	\$1.0432	\$1.35
35.55	1.7773	2.30
20.86	1.0432	1.35
20.86	1.0432	1.35
17.00	.8501	1.10
35.55	1.7773	2.30
49.45	2.4727	3.20



HIGH SPEED EKTACHROME

This fast film for color slides is supplied in two types:

Daylight (ASA 160) for action outdoors, interiors lighted by daylight or fluorescent lights, and blue flashbulbs;

Type B, balanced for 3200° K tungsten illumination (Speed

ASA 125), can also be used with available incandescent lighting. Can be exposed in daylight at ASA 80 with 85B Filter over the camera lens.

HIGH SPEED EKTACHROME

- EH120, EHB120
- EH126-20
- EH135-20,
- EHB135-20
- EH135-36,
- EHB135-36

Suggested Price		List
20 Rolls	Each	Each
\$26.27	\$1.3137	\$1.70
41.73	2.0864	2.70
41.73	2.0864	2.70
57.95	2.8977	3.75

2 Kodak Films for Color Movies



SUPER 8 CARTRIDGE KODACHROME II, TYPE A

For Kodak Instamatic and other super 8 Movie Cameras. This Kodachrome Film with fine grain for greater sharpness is for use indoors with a photo-flood light (ASA 40) or outdoors with a daylight filter (ASA 25).

SUPER 8 CARTRIDGE

- X KA464 50' cartridge
- KA464 Carded PC
- No deposit required on cartridge.

Suggested Price		List
Each	Each	Each
\$2.4727	\$3.20	
2.4727	3.20N	



KODACHROME II, Daylight 8mm and 16mm

(ASA 25) for use outdoors with daylight;

KODACHROME II, Type A (ASA 40) for use indoors with white photoflood lamps, or outdoors at ASA 25 with a Type A Filter.

- X REGULAR 8mm
- K459, KA459 25' roll
- K460, KA460 25' magazine
- K459 Carded PC

Suggested Price		List
Each	Each	Each
\$2.0864	\$2.70	
3.5137†	4.40†	
2.0864	2.70N	

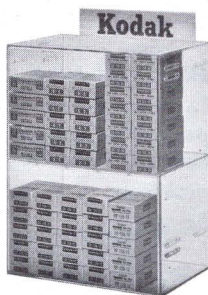
16mm

- K447, KA447 50' magazine
- K449, KA449 100' roll

\$5.77†	\$7.05†
7.18	9.05

NOTICE: Kodak film will be replaced if defective in manufacture, labeling, or packaging, or if damaged or lost by us or any subsidiary company even though by negligence or other fault. Except for such replacement, the sale, processing, or other handling of this film for any purpose is without other warranty or liability. Since color dyes may in time change, this film will not be replaced for, or otherwise warranted against, any change in color.

Kodak Film Assortment



No. 126 KODAK FILM ASSORTMENT

Contains: 20 rolls CX126-12
10 rolls CX126-20
5 rolls VP126-12
5 rolls KX126-20
5 rolls KA464

and FREE at no extra charge:

1 KODAK Photo Center Counter Cabinet, A6-134

Sugg Sell\$59.71

List\$77.50

Kodak Prepaid Processing Mailers

For Kodachrome and Kodak Ektachrome Films

Iden No		Suggested Price to Retailer		
		Pkg of 10	Each	List Each
PK20	135-20 and 126 in 20—2"x2" mounts	\$15.25	\$1.5254	\$2.10
PK36	135-36 in 36—2"x2" mounts	24.70	2.4697	3.40
PK27	120, 126, 127 in 12—2"x2" mounts	17.07	1.7070	2.35
PK28	828 in 8—2"x2" mounts	10.90	1.0896	1.50

For Kodachrome Movie Films

PK47	447 (16mm, 50-ft mag)	\$11.50†	\$1.1501†	\$2.15†
PK49	449 (16mm, 100-ft roll)	37.05	3.7046	5.10
PK59	459 (Double 8mm roll or 464 super 8 50-ft cartridge)	15.25	1.5254	2.10
PK60	460 (8mm, 25-ft mag)	10.29†	1.0291†	1.75†

For Kodacolor Films

Iden No		Suggested Price to Retailer		
		Pkg of 10	Each	List Each
DP8	116, 120, 127, 616, 620, 828 (8 exp; 3R prints)	\$25.12	\$2.5122	\$3.30
DP12	120, 126, 127, 620 (12 exp; 3S prints)	32.44	3.2439	4.25
DP20-2R	135-20 (2R prints)	38.17	3.8171	5.00
DP20-3R	135-20 (3R prints)	51.83	5.1829	6.80
DP20-3S	126-20 (3S prints)	48.78	4.8780	6.40

†After deduction of magazine deposit—\$.85 on 16mm, \$.50 on 8mm.



614 KODAK PREPAID PROCESSING MAILER ASSORTMENT

Contains 5 PK20 Mailers and 5 PK59 Mailers for processing all 20-exposure KODACHROME and EKTACHROME Films and KODACHROME II Movie Film, either 8mm 25-foot roll or super 8 50-foot cartridge, as well as 5 DP12 Mailers for processing and printing any 12-exposure roll of KODACOLOR-X Film including 126 cartridges.

Sugg Sell\$31.47

List\$42.25

SHIPPING AND SERVICE POINTS

Unless otherwise designated, the products listed herein are supplied and serviced* from the following Eastman Kodak Company Marketing and Distribution Centers:

Eastern Region,* 343 State St., Rochester, N. Y. 14650, Area Code 716 254-1300

Hawaiian Region, 1065 Kapiolani Blvd., Honolulu, Hawaii, Area Code 808 566-111

Mail address—P. O. Box 1260, Honolulu, Hawaii 96807

Midwestern Region, 1901 West 22nd St., Oak Brook, Ill. 60523, Area Code 312 654-0200

New York City Region, 1334 York Ave., New York, N. Y. 10021, Area Code 212 879-1500

Pacific Northern Region, 3250 Van Ness Ave., San Francisco, Calif. 94119, Area Code 415 776-6055

Pacific Southern Region, 12100 Rivera Rd., Whittier, Calif. 90606, Area Code 213 698-8233 or 685-5610

Southeastern Region, 5315 Peachtree Industrial Blvd., Chamblee, Ga. 30005, Area Code 404 457-5211

Southwestern Region, 6300 Cedar Spring Rd., Dallas, Texas 75235, Area Code 214 351-3221

Regional Marketing and Distribution Centers open Monday through Friday.

Parts for apparatus equipment are obtainable only from

Eastman Kodak Co., Central Parts Services, 800 Lee Rd., Rochester, N. Y. 14650, Area Code 716 458-6143

*Please address Eastern Region items to be serviced to Eastman Kodak Co., Apparatus Service, 800 Lee Rd., Rochester, N. Y. 14650.

GENERAL TERMS

PRICE INFORMATION

List prices shown in this price list are suggested prices only and are subject to change without notice. The prices set forth as "Suggested Selling Prices to Retailers" ("Sugg Sell") have been computed at those discount levels from the list price of each product at which a substantial number of sales by distributors to retailers apparently was made. These prices, as well as the list prices published in this catalog, are suggested prices only. The Company neither requires nor induces adherence to these prices.

For those distributors who desire a catalog indicating suggested selling prices to retailers computed at different percentages, copies of this catalog without any published prices or price information, but with blank spaces indicated for the insertion by the distributor of its own prices and price information, are available on request from Eastman Kodak Company, Sales Department, Rochester, N. Y. 14650.

SHIPMENTS

Shipments are not made direct to distributors' customers.

KODAK TRADEMARKS

All sales are made with the understanding that Kodak trademarks, trade names, trade dress, and original packaging will not be misused in the promotion or resale of Kodak products.

RETURN OF EXPIRED SENSITIZED PRODUCTS

Retailers should return outdated Kodak roll and movie films and Kodak

photographic papers direct to the nearest Kodak Regional Marketing and Distribution Center shown above. Such returns should be made by prepaid carrier at once on expiration of the merchandise; not before. Assuming that returns are in reasonable quantities and in the original cartons with seals unbroken, Kodak will send, direct, fresh VP126 equal to 35% of the basic net price of the merchandise returned. The full amount of magazine deposits, if any was made on 8mm or 16mm film, will be included in figuring the amount of fresh dated film to be sent.

WARRANTY

Kodak products are sold without warranty or other liability of any kind, except such as expressly stated on, packaged with, or accompanying such products.

MECHANICAL PRODUCTS

If mechanical products (cameras, projectors, outfits, etc.) are received in defective condition, the item should be sent, transportation charges collect, direct to the nearest Kodak Regional Marketing and Distribution Center shown above, or to Eastman Kodak Company, Central Adjustment Department, Rochester, New York 14650. Replacement or repair will be made at Kodak option. Kodak will pay return transportation charges.

TAXES

The prices shown in this price list do not include any taxes on or measured by sales or receipts.

C—Denotes Change N—Denotes New Listing

For extra profits, identify your photo department

The success of your photographic department depends, to a large extent, on how easily your customers can recognize it as a center for all their photographic needs. Using neat, but adequate, display fixtures is the key to good identification.

The Illuminated Photo Center Identification Sign, A6-150, shown below, features two colorful litho enlargements. The sign measures 88" x 22" with the illuminated center portion measuring 26" x 10". It can be suspended from the ceiling or mounted on a wall.

