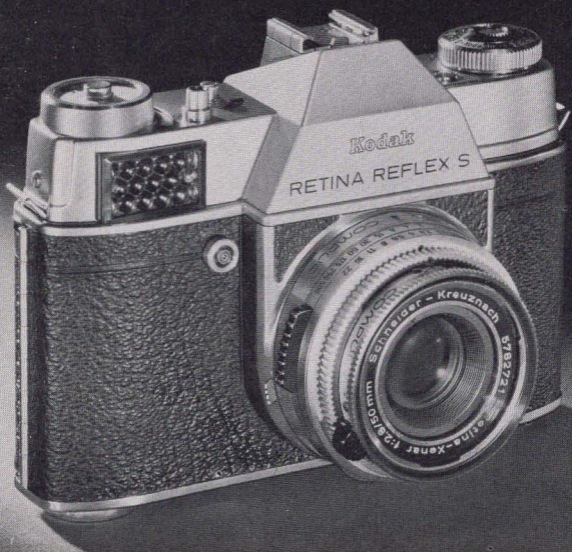


Kodak

RETINA REFLEX S CAMERAS

MASTERS OF EVERY SITUATION



f/2.8

—lowest cost, greatest versatility
in use of specialized Retina S
photo aids

f/1.9

—extra speed, greatest capacity
for color and action shots in
minimum light

PLUS

—a complete family of new wide-
angle and telephoto lenses,
28mm to 135mm!

METER-LINKED LENS SETTING!

Masters of every situation — the Kodak Retina Reflex S Cameras



Kodak Retina Reflex Cameras are world-famous. Now, the new Retina Reflex S $f/2.8$ and $f/1.9$ models, and a new family of superb wide-angle and telephoto lenses, bring a new range of versatility and performance . . . new meter-linked lens control . . . new automatic field-depth indicator for all lenses . . . and other new refinements.

These are the finest Kodak Retina Cameras ever made. In supreme degree, they reflect the Kodak Retina tradition of astute optical and mechanical engineering, sensitive styling, uncompromising craftsmanship, and stern inspection that tolerates only one standard of excellence. They are cameras to own with pride.

These are the new RETINA REFLEX S interchangeable lenses

Full range . . . 28mm and 35mm for wider view from any position . . . 50mm normal . . . 85mm and 135mm to reach out and draw in the distant scene



Wide-angle
28mm $f/4$



Wide-angle
35mm $f/2.8$



Basic 50mm
 $f/2.8$ or $f/1.9$



Telephoto
85mm $f/4$



Telephoto
135mm $f/4$

These are the BASIC FEATURES of the Kodak Retina Reflex S Camera

- Direct meter-guided aperture setting — match a pointer to the meter needle, and diaphragm is correctly set! No need to read EV numbers, no need to transfer a meter reading to a separate diaphragm control! Works with all S lenses.
- True full-area focusing — corner to corner — always at wide-open brilliance—on a ground glass so fine-grained you hardly realize it is there . . .
- Clear split-image rangefinding, centered in the ground glass, to give you precision focusing even in dim light . . .
- Choice of superb basic lenses . . . $f/2.8$ or $f/1.9$. . . both instantly interchangeable with the wide-angle or telephoto lenses above . . . all fully corrected to Kodak Retina standards for finest detail, color, and linear rendering . . .
- Automatic diaphragm action — lens wide open for focusing, closing down instantly to your pre-selected aperture at the instant before exposure — and automatic not only with the 50mm lenses, but also with all the wide-angle and telephoto lenses in the Retina S family above . . .
- Fast-action flash with popular inexpensive bulbs—at shutter speeds up to and including $1/500$. . .
- Electronic flash at all speeds . . .
- Superb camera balance in an instrument that always “feels right” in your hands . . . with each control placed for convenience . . . each scale placed for quick reference and designed for instant legibility . . .
- Direct shutter-lens linkage — automatic as soon as diaphragm is set — for rapid change from high-speed sports-action settings to smaller-aperture maximum-depth settings **without refiguring exposure.**
- No parallax error with any lens at any range — not even in close-ups down to 6 inches, **film to subject**, with supplementary close-up lenses on the lens . . .
- Automatic field-depth indicator — two red pointers move closer together or farther apart as you set the diaphragm, and **automatically** show the near and far sharpness . . .
- The pleasure of direct pentaprism viewing that delivers to your eye a clear image, **right-side-up**, laterally correct from **left-to-right**, and about **natural size** . . .
- Smooth, fast-action single-stroke thumb-lever film advance, for fast-changing action situations and sequence shots . . .
- Automatic shutter setting, exposure count, double-exposure prevention; provision for multiple exposures. Automatic safety stop when counter arrives at last exposure.
- A wide range of special photo-aids — angle finders, sports finders, microscope attachments, filters and close-up lenses — many designed specifically for use with the 50mm $f/2.8$ lens — to provide growth as your interests grow . . .
- Plus the beauty of styling and craftsmanship that have made the name “Retina” famous throughout the world.

and they bring you command of every scene, every picture situation ▶

HERE'S WHY YOUR KODAK RETINA REFLEX S

COMMAND OF SCENE

1. Average scenes. Your superb 50mm f/2.8 or f/1.9 lens—built to give you maximum detail and fullest color quality—also gives you normal perspective for most scenes.

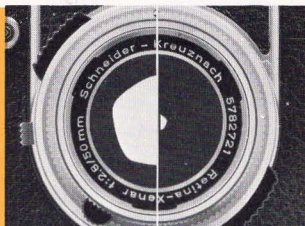
2. For close-ups. Without adding supplementary lenses, you focus from infinity down to as near as 3 feet, for close-ups in full-color or black-and-white . . . and no framing error at any distance!



5. Wide-choice focusing. Focus your Retina by lens scale—by full-area groundglass which shows you the entire scene, from corner to corner — or by the clear split-image rangefinder in center of groundglass.



6. Automatic diaphragm. You always focus at wide-open brilliance. The automatic diaphragm is automatic with all lens units. It opens wide when you wind the film — closes down the moment before exposure.



9. Close-up depth. Do you need extreme depth of field for a close-up shot? The lens of your Retina Reflex stops down to very small aperture—a special aid in extra-close shots with "N" and "R" close-up lenses.



10. Self-timer. Need to get into the picture yourself? Your Retina's built-in self-timer gives about 10 seconds delay—to join a group, enter a scene which calls for a foreground figure, and so on.



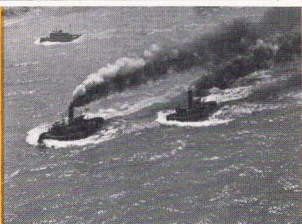
COMMAND OF SITUATION

13. Metering the light. Aim the built-in exposure meter at the subject—to measure the reflected light—or put on the incident-light mask and aim it at the light-source. Needle gives correct indication. Then . . .

14. Match up. Turn finger-tip wheel under lens until meter pointer covers meter needle. This automatically sets the lens aperture correctly for the light. It's quick . . . direct . . . one setting and that's all! Now . . .



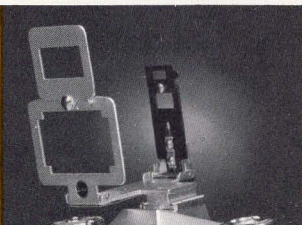
17. For long shots. Put the 85mm or 135mm telephoto lens in place of the 50mm — and your Retina Reflex reaches out to bring you the distant view in larger scale. The 85mm also makes more pleasing head-and-shoulder close-ups of people.



18. For micro-worlds. Put your Retina on a microscope—using the kit pictured here—and you are in command of the fascinating world of ultra-small subjects — in black-and-white or crisply-detailed full-color.



21. To follow action. For fast-breaking sports action, where you must keep both eyes on your subject right up to the moment of exposure, just slip this 50mm /80mm sports finder into the clip on your Retina.



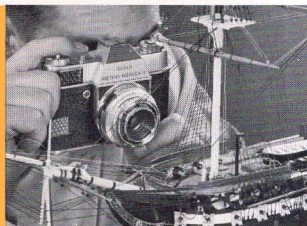
22. Flash synch range. Shooting with flash? Your Retina has synch for popular bulbs and electronic flash at speeds right up through 1/500 — handles high-speed sports action with ease and reliability.



ACTION - SPORTS - SEQUENCES - SCENICS - CLOSE-UPS

MAKES YOU MASTER OF EVERY SITUATION

3. Extreme close-ups. Add any of the various close-up devices to the 50mm f/2.8 lens—and you are in command of even smaller subjects. The “R” close-up lenses bring you as near as $5\frac{7}{8}$ inches, film to subject.



4. Precise viewing. With any scene, look through the eyepiece—and here, clear and bright, in about natural size, is the exact scene, viewed through the lens that will take the picture.



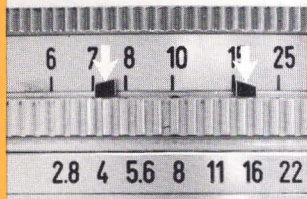
7. Shutter for action. Is action changing rapidly—subjects moving rapidly? Run the shutter of your Retina up to 1/500—you have plenty of lens speed to cope with fast action even in poor light—even in color.



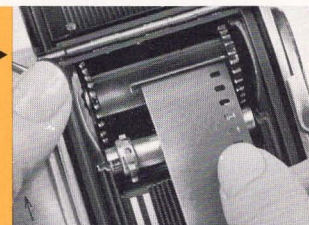
8. Rapid film-wind. Are action opportunities coming in rapid sequence? Your Retina Reflex has a fast-action lever—one quick thumb-stroke, and you're ready—film wound, shutter set for the next shot.



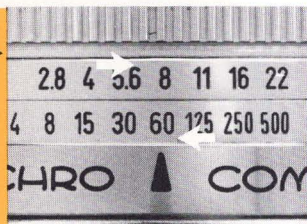
11. Automatic indicator. Two red pointers move as you set the lens aperture—tell you the near and far limits of sharpness for each opening and distance. Fully automatic with all lenses!



12. Plus-value aids. Rapid loading—double-exposure prevention with provision for intentional multiple exposures—click-stop settings for all shutter speeds—are additional Retina Reflex operating aids.



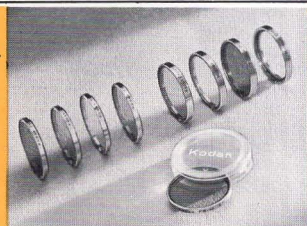
15. Constant link. The lens ring and shutter-speed ring are now linked in correct-exposure pairs. They stay in step as you pick the pair that best fits each subject. No need to read the meter again unless the light changes!



16. For wide angles. Substitute the 28mm or 35mm wide-angle lens in place of your basic 50mm lens—and you widen your view, for shots in cramped quarters, or wider coverage from a given viewpoint. Ground glass shows you exact coverage of each lens.



19. Pictorial aids. Does the scene call for special pictorial treatment—a darker sky, a different tone adjustment? Do you need to switch from color shots indoors to daylight outside? There are filters for every need.



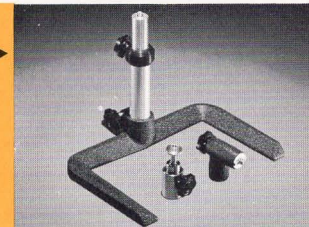
20. Low angles. Do you need an extreme low angle—camera all the way down to ground level for a “worm’s-eye” view? There’s a Retina right-angle finder for easy down-low and around-the-corner angling.



23. Beauty—plus action. Camera protection? This beautiful Field Case, in rich mahogany leather and chrome, has flip-open front that puts you in action instantly. Beautiful Fitted Case also available.



24. Specialized aids. Copying documents, staging small subjects? This table-top stand is typical of the jewel-like aids that make up the Retina System—to meet all your special needs. See next page.



Technical data

KODAK RETINA REFLEX S CAMERA

FILM: 20- or 36-exposure magazines, Kodak No. 135. Negative size, 24x36mm.

LENS: 50mm f/2.8 Retina-Xenar or f/1.9 Retina-Xenon, 3 ft. to inf.

OTHER LENSES:

28mm f/4; focuses 3 ft. to inf; stops down to f/22
35mm f/2.8; focuses 3 ft. to inf; stops down to f/22
85mm f/4; focuses 6 ft. to inf; stops down to f/22
135mm f/4; focuses 14 ft. to inf; stops down to f/22

EXPOSURE CONTROL: Aim camera at subject. Turn small wheel below lens until pointer covers meter needle. Diaphragm is now set.

Turn shutter speed ring—and lens aperture adjusts automatically, keeping correct exposure.

Meter sets for films rated up to 1300 ASA.

AUTOMATIC DIAPHRAGM: Automatic with all lenses. Automatically opens to maximum aperture for focusing; automatically stops down to your preselected metered aperture when you shoot.

SHUTTER: 1 second to 1/500. Extra scale also shows meter-measured exposure needs up to 250 seconds — valuable in small-aperture and dim-light shooting. MX flash synch. Self-timer.

FOCUSING: Full-area ground glass and optical rangefinder. Pentaprism puts ground-glass image right-side-up and correct left-to-right. Image is natural size, 1-to-1, with 50mm lens; larger than life with telephoto lenses.

FIELD DEPTH: Two red pointers move over the distance scale as you set the diaphragm, automatically bracket the near and far limits of sharpness at each setting.

FILM OPERATION: Rapid one-stroke thumb lever. Automatic shutter setting, exposure count, double-exposure prevention; provision for multiple exposures. Automatic safety stop when counter arrives at last exposure.

CONSTRUCTION: Customary Retina quality, precision, styling, and finish.

PHOTO-AIDS: Comprehensive system for such fields as sports, copying, ultra-close-up work, photomicrography, and so on. Certain specialized aids made for use with 50mm f/2.8 lens only, such as N and R type close-up lenses, Microscope Adapter.

PRICES:

Kodak Retina Reflex S Camera with 50mm f/2.8 lens, \$199.50; Kodak Retina Reflex S Camera with 50mm f/1.9 lens, \$235.00; Kodak Retina Curtagon Lens, 28mm f/4, \$86.50; Kodak Retina Curtagon Lens, 35mm f/2.8, \$74.50; Kodak Retina Tele-Arton Lens, 85mm f/4, \$78.50; Kodak Retina Tele-Xenon Lens, 135mm f/4, \$87.50; Kodak Retina Field Case, Model C (Retina S Cameras with f/1.9), \$15.50; Kodak Retina Field Case, Model D (Retina S with 50mm f/2.8), \$14.50; Kodak Retina Flash Bracket (accepts any flashholder with Kodalite fittings), \$2.95; Kodak Retina 50-80 Sports Finder, \$8.25; Kodak Retina Right-Angle Finder, \$19.50; Kodak Retina Close-Up Lens Set, Type R, \$22.50*; Kodak Retina Close-Up Lens Set, Type N, \$10.00*; Kodak Retina Microscope Adapter Kit, Model D, \$62.50*. Ask about other special photo-aids.

*for use with 50mm f/2.8 lens.

Prices are list, and are subject to change without notice.

Camera Shop

106 E. Ocean Ave.

LOMPOC, CALIF.

REgent 6-4211