

**Kodak**  
TRADE-MARK

For exciting  
**3 DIMENSION**  
**COLOR PICTURES**

**Kodak Stereo Camera**



**Kodaslide Stereo Viewers**

gets the picture as you see it



show the picture as you saw it





## Kodak **STEREO** Camera

Now, with the Kodak Stereo Camera and the magic of color film, you get pictures that seem *alive!* Look at them—and you feel you're right in the middle of the scene, able to reach out and touch things. That's because the Kodak Stereo Camera sees and takes the scene exactly as *you* see it!

It not only captures the realism of color but, like you, sees depth or third dimension. With two lenses spaced about the same distance as your eyes, it takes two pictures at the same time. The resulting pictures, when correctly viewed in a Kodalide Stereo Viewer, appear as a single picture with depth.

The Kodak Stereo Camera is especially designed, too, to make these astonishingly lifelike pictures amazingly easy to take. Its controls have been simplified to a remarkable degree so that even the beginner is assured of superb stereo picture results. Yet, it offers all the fine qualities required by the critical photographer.

## Kodalide **STEREO** Viewers

Even though you know about stereo, until you actually pick up a Kodalide Stereo Viewer and *see* Kodak Stereo with your own eyes, you just can't imagine how full and round and clear, how astonishingly *real* these full-color, three-dimensional pictures can be.

In fact, they're so lifelike, one can only *attempt* to show them on the flat page. For you don't look *at* these pictures . . . you look *into* them . . . you become *part* of them. If you can imagine actually stepping *into* a beautiful scene and walking around, then you have some small idea of how new and enjoyable these true-to-life stereo color pictures are!

## For a whole new world of photographic enjoyment

Fascinating true-to-life pictures of your travels, holidays, and home scenes in full color and three dimensions . . . as easy to take as ordinary snapshots.



Sparklingly clear, colorful views . . . so real it's like being there yourself. You and your family and friends will enjoy looking at them, over and over again.



No picture on the printed page can hope to catch the breath-taking realism of stereo color pictures. To really appreciate them, you must see them with your own eyes. We have some striking examples of stereo in full color for you to see and enjoy. Come in and let us show them to you.

See inside pages . . . . . for details about exciting new Kodak stereo



Enjoy top-quality stereo at a moderate price with the

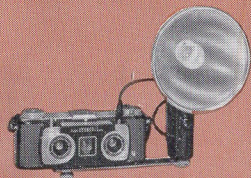
# Kodak Stereo Camera

Designed throughout to bring you superb stereo pictures with amazing ease and simplicity

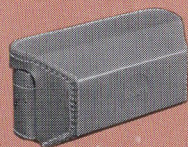
The new Kodak Stereo Camera is the big step forward in photography's newest, fastest-growing field—fascinating full-color pictures with *depth*. It offers you all the fine quality and high precision needed for perfect stereo picture results—plus an all-new, unique system of controls that make it a marvel of ease and simplicity to use. You'll find yourself taking excellent three-dimensional color shots with your very first roll of film. And, best of all, this new stereo camera costs about half of what you'd expect to pay for it.

So, why wait longer to enjoy this latest photographic thrill? You can be taking pictures tomorrow of your favorite scenes—*exactly as they appear to your own two eyes*. Read over the details in this folder. Then ask to see the Kodak Stereo Camera and have it demonstrated for you. Finally, shopping comparison will show you it offers the maximum of features for the minimum in price.

## And for added stereo pleasure KODAK PHOTO AIDS



**Flashholders** The Kodak Standard Flashholder in matching brown or the Kodak B-C Flashholder can be used with the Kodak Stereo Camera. Both take all popular midget bulbs (including the new M-2 bulb with adapter), have Lumaclad reflectors for maximum light output, and include Kodak 2-Way Flashguard. Flash exposure data on the back of reflector. Standard Flashholder (uses two "C" batteries or Kodak B-C Flashpack), \$7.95\*. B-C Flashholder (has built-in battery-condenser unit), \$9.95\*.



**Field Case** Made of top-grain leather with removable front, designed especially for the Kodak Stereo Camera. A handy, detailed daylight and flash-exposure table is inside

the front. The camera can be used in the case (with case front opened) when taking either daylight or flash pictures. Kodak Stereo Field Case, \$9.50.

**Lens Attachments** The Kodak Stereo Camera uses Kodak Combination Lens Attachments, Series V (filters, lens hoods, and supplementary lenses for special effects). These are attached directly by means of special insert rings supplied with camera.

\*Batteries extra

# 7 REASONS WHY THE NEW KODAK STEREO CAMERA IS SUCH A TREMENDOUS VALUE AT ONLY...

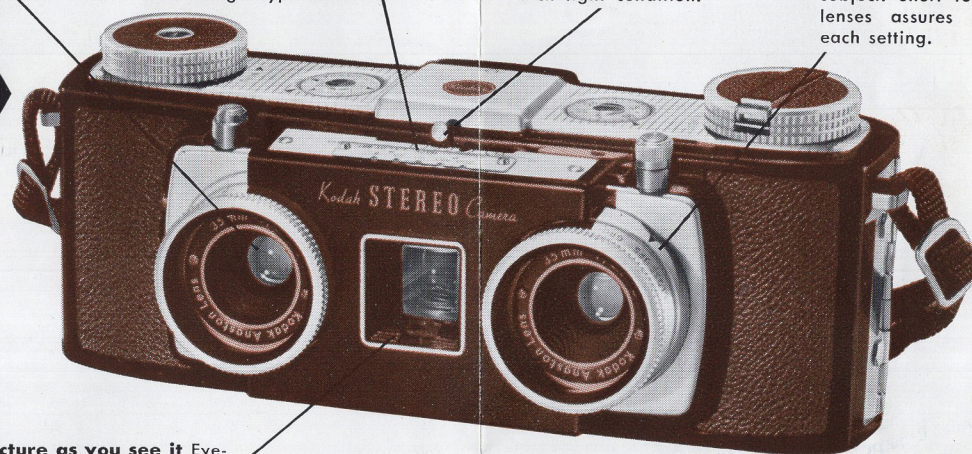
# \$84<sup>50</sup>

**1 Fast lenses** Color-corrected, Lumenized Kodak Anaston. Lenses, 35mm f/3.5, assure sharp pictures even under adverse light conditions. Diaphragm scale with click stops, visible from above.

**2 Takes pictures any-time, anywhere** Kodak Flash 200 Dual Shutter, synchronized for all popular type midget bulbs, has 4 accurate speeds to 1/200 for action shots, "B" for long exposures. Plunger-type release.

**3 Makes exposure selection easy** Set desired shutter speed. Unique Exposure Selector automatically sets proper lens opening as you move pointer to "Bright," "Hazy," or "Cloudy-Bright" to match light condition.

**4 Simplifies focusing** Simply set Distance Selector for "Close-ups," "Groups," or "Scenes," depending on the subject. Short focal length of lenses assures sharpness at each setting.



**5 Gets picture as you see it** Eye-level type Scopesight Viewfinder gives clear, parallax-free viewing. Frames subject exactly as it will appear in picture. Built-in spirit level shows when camera is precisely horizontal—important in stereo photography.

**6 Loads and unloads quickly, easily** No film threading. Simply drop film end around take-up drum, close camera, wind. Rewind knob has fold-out crank for rapid film rewinding.

**7 Always ready for action** Shutter is set automatically when film is advanced; locks after each exposure to prevent unintentional double exposure. Optional manual shutter setting.

## ... plus these features

**Automatic exposure counter** Dial shows number of shots left after each picture is made. Special starting marks for the different film lengths.

**Depth-of-field scale** Right-hand lens is marked with conventional distance scale (4 feet to infinity) and with depth-of-field scale to show what's in focus at any distance setting.

**Film-type indicator** For showing type of film in camera.

**Lens cap** Twin type with connecting safety bar blocking viewfinder. Included with camera.

**Neck strap** Adjustable, braided nylon. Included with camera.

**Styling** Rich two-tone brown with bright metal trim.

## Enjoy stereo slides at their best with KODASLIDE STEREO VIEWERS

Kodaslide  
**STEREO**  
Viewer II

**\$23<sup>75</sup>**

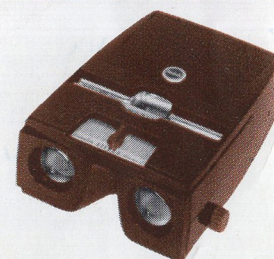


Comes ready to plug into any 110-volt line, or can be readily converted to battery operation. Fine, color-corrected, double-element lenses make pictures sharp, clear, vivid. Brightness control knob varies light to suit subject being viewed. Lever adjusts lenses for eye-to-eye width. Movable slide holder permits accurate focusing, prevents jarring focus accidentally. Light switch on bottom permits holding viewer in one hand, inserting slides with other. Takes all standard stereo mounts. Includes bulb, rheostat, 8-foot cord for 110-volt AC or DC. Two D-Size batteries and flashlight bulb (both extra) permit battery operation.

Your stereo slides take on a new brilliance and color clarity when you see them in lifelike three dimensions with a Kodaslide Stereo Viewer. Offered in two superb models—the battery-operated Kodaslide Stereo Viewer I and the 110-volt Kodaslide Stereo Viewer II—each with its unique and exclusive features.

Kodaslide  
**STEREO**  
Viewer I

**\$12<sup>75</sup>**



Similar to Stereo Viewer II except that it has single-element lenses and is equipped for battery operation (without brightness control). Includes 2½-volt lamp; uses two D-Size batteries (extra). Can be converted to 110-volt operation later with Kodaslide Stereo Viewer Converter, Model A, consisting of bulb and rheostat, which fit inside unit, and 8-foot cord. \$5.95.

## Store and protect your stereo slides in Kodaslide File Boxes



Kodaslide Ready-File (left) holds 100 stereo slides, has tab separators for dividing slides into subject groups. Filing index provided inside cover. \$1.95. Kodaslide Flexo File (right) holds 160 stereo slides, has four sections, 12 removable partitions for filing up to 16 groups of slides for easy identification. \$.95.





**For finest picture-taking results . . .**

# **KODACHROME FILM**



Crisp, clear stereo color slides are yours with Kodachrome Film, No. 135. Use K135 for daylight pictures, K135F for flash. A 20-exposure roll gives you 15 stereo pairs; a 36-exposure roll, 28 stereo pairs. Prices of the film do not include processing. Return the exposed film to your dealer for processing and mounting which are charged for separately. You can also have Kodachrome Prints (3 x 3  $\frac{3}{8}$  inches) made from single mounted stereo transparencies. Your dealer will be glad to give you full information.

*Prices are list, include Federal Tax where applicable, and are subject to change without notice.*