

KODAK

"REGENT"

Dear Camera Enthusiast,

WE present the Kodak "Regent"—the camera that ends guesswork about focussing. Ends it with an in-built range finder.

Sight through the finder, adjusting a handy knob until range is established perfectly. Then *you've automatically focussed the lens*, because finder and lens-standard are coupled.

But if ranging isn't convenient, there's a direct vision optical finder to show what you're "taking", and a visible focussing scale to use with the direct-vision finder.

New and clever, again, is the camera's ability to take twice the number of pictures per film. The camera has two masks, easily snapped into position when a roll of smaller-sized negatives is wanted. Thus, on an

ordinary roll of film of the 620 size you can take either:

8 negatives, each $3\frac{1}{4} \times 2\frac{1}{4}$ inches.
or 16 " " $2\frac{1}{4} \times 1\frac{5}{8}$ " "

For a camera of "Regent's" quality, lenses also must be superb. There is a choice of either the famous Zeiss "Tessar" f4.5 or the even faster Schneider "Xenar" f3.8. The shutter is the new "Compur" Rapid-S, with nine "instantaneous" speeds from 1 sec. to 1/400th sec., and "time" and "brief time" settings. So neither poor light nor rapid movement worries the "Regent"! And incorporated in the shutter mechanism is a self-timing control that enables you to "set" the shutter and then walk round and include yourself in the picture!

Closed, the Kodak "Regent" is impressively modern. Optical finder and winding key are flush, there's just nothing to catch as the camera slips into your pocket or into its case. Spool holders and lock are of improved design, and the two ruby windows are closed with a slide for use with supersensitive film in bright sunlight.

Solidly built, finely finished (in morocco leather and chromium), the Kodak "Regent" is a camera of which every owner is proud. Of which Kodak is proud too!

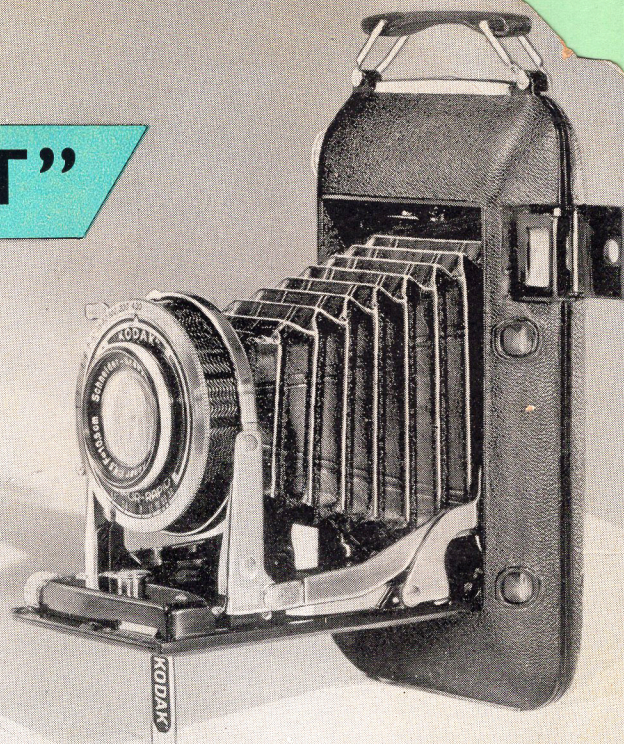
Ask to see it at your Kodak Dealer's.

very faithfully yours.

KODAK LTD.

(Incorporated in England)

Hornby Road, Bombay.



COUPLED RANGE FINDER

Built in — not on

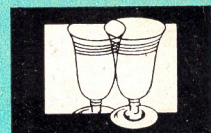
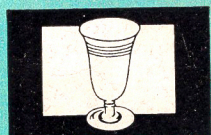
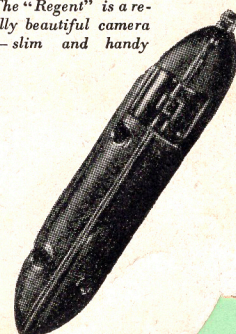


Image shows focussing incorrect



Focussing correct

The "Regent" is a really beautiful camera — slim and handy



$2\frac{1}{4} \times 1\frac{5}{8}$ "

$3\frac{1}{4} \times 2\frac{1}{4}$ "



PRICES

Kodak "Regent" with:

Zeiss "Tessar" f 4.5 lens, "Compur" Rapid-S shutter **Rs. 223**

Schneider "Xenar" f 3.8 lens, "Compur" Rapid-S shutter **Rs. 230**

Regular Type Leather Carrying Case **Rs. 9-8**

Ever-ready Type Leather Carrying Case **Rs. 19-8**

Regent



If undelivered, kindly return
to Kodak Ltd., P.O. Box 343,
Bombay.

of Nemattanpaty, S.S.G.
Chakkar, angya

