

▶ New
from
Kodak

The cameras of the 1960's



THE CAMERAS OF THE

1960's



A new decade . . . and a new range of 'Kodak' cameras to mark the occasion. Styled for the 'sixties . . . redesigned from top to toe . . . these up-to-the-second models take wonderful real-life colour, black-and-white, flash . . . all at the touch of a button.

Never before has picture-taking offered so much, been so magically rewarding, as with today's 'Kodak' cameras and films. Are you recording your world—family and friends, holidays, memorable events—in this splendidly simple way? If not, you're missing something tremendously worth while. Have a look through this booklet, then pay us a visit. We'll be glad to help you choose the camera that's right for you. And whichever you decide on, you can be sure it'll be a first-class investment, because it's made by Kodak—the greatest name in photography.

Tried colour yet? It's easy with 'Kodak' Colour Films. You get enlarged colour prints this size from 'Kodacolor' negatives taken with the 'Brownie' 44 A and 'Brownie' 20 cameras, described on the following pages.

Here's a colour tip. With simple cameras, be sure that your subject is in bright direct sunshine.

'Brownie' 44 A camera

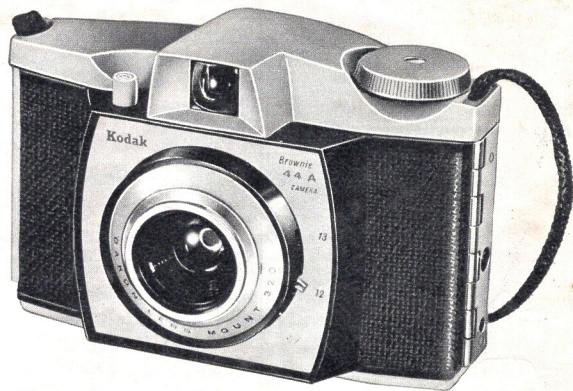
You see at a glance—here's a camera that's distinctly, brilliantly *different*. And it has a performance to match its looks.

The 'Brownie' 44 A gives wonderful colour slides for you to project—twelve 2" × 2" superslides on 127 'Ektachrome' film. If it's chiefly colour *prints* you want, load with 'Kodacolor' film. And, of course, you can take sparkling black-and-white pictures too.

Further—the 'Brownie' 44 A has built-in flash contacts for use with an accessory Flashholder, so that you can snap away in colour or black-and-white indoors, any time.

The big clear eye-level viewfinder makes it particularly easy to sight your subject and get the composition just right. Set the lens to one of two aperture settings—press the button—and the picture's yours.

An ever-ready cover is included in the price of the camera. It remains permanently attached . . . opens in a jiffy. A cord is also included for carrying the camera conveniently slung round the neck.



'Brownie' 44 A camera complete
with ever-ready cover and neck cord **54/1**

You get 12 superslides this size on 'Ektachrome' 127 film with the 'Brownie' 44 A. Projected, they give big brilliant pictures on your home screen. Superslides can also be made with the 'Brownie' 20 cameras (see overleaf).



'BROWNIE' 20 CAMERAS

Here's a trio of new cameras... strikingly different from the conventional models of the past... yet as utterly simple to use as you have every right to expect of cameras bearing the famous name of 'Brownie'.

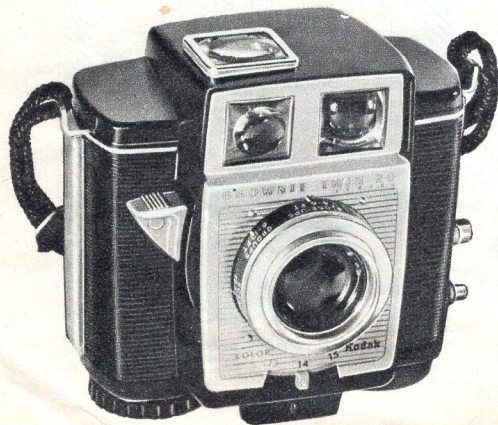
They are the 'Brownie' Twin 20, 'Brownie'

Reflex 20, and 'Brownie' Flash 20. You can choose any one in complete confidence that it will make it easy for you to get first class pictures. You can take beautiful colour pictures (prints or superslides), brilliant black-and-white pictures, close-ups, groups, views. And it's easy, too, to get flash pictures indoors and at night.

'Brownie' TWIN 20 camera

This model gives you a choice of two ways to sight your subject: at eye-level or at waist level.

It takes 12 pictures on 'Kodak' 620 film. After you've loaded the camera and wound on to the first exposure, you don't have to watch the little red window any more. Just wind on to the next automatic 'stop'. There's also an automatic device which prevents your accidentally taking 'two on one.'



Here in one box is everything you need to start taking pictures straight away—outdoors or in. 'Brownie' Twin 20 camera, Flashholder and flashguard, 5 flashbulbs, battery and 2 rolls of 'Verichrome' Pan film. £5.16.7 complete

'Brownie' Twin 20 camera

Carrying case

£3.15.7

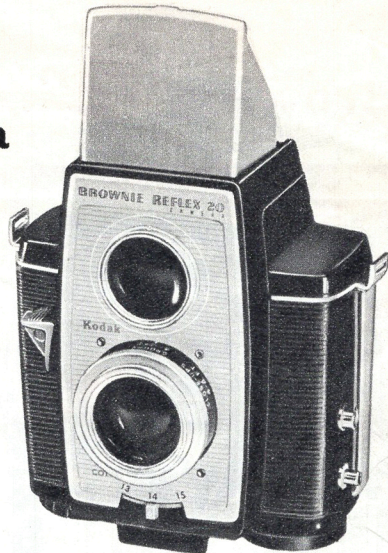
11/1



'Brownie' REFLEX 20 camera

The outstanding feature of this model is the really big pre-view of the picture you get in the large crystal-bright waist-level viewfinder. This makes it extra easy to compose the subject and obtain just the arrangement you want.

Remaining features are identical with those of other 'Brownie' 20 cameras. It takes 12 pictures



on 'Kodak' 620 film. No need to watch the red window after the first exposure. Automatic double-exposure prevention. Adjustable lens for close-ups, groups and views. Three lens apertures. Flash contacts for indoor snaps with accessory 'Brownie' Flashholder.

'Brownie' Reflex 20 camera **£4.7.2**
Carrying case **11/1**

Snap in colour as easily as in black-and-white with any 'Kodak' camera. See back cover for details of 'Kodak' Colour Films.



'Brownie' *FLASH* 20 camera



You can see straightaway it's something new—a camera with the flash unit actually built-in. This makes the 'Brownie' Flash 20 a real go-anywhere do-anything camera. Pop in a battery and flashbulb and you're all set to take colour or black-and-white pictures indoors as well as out—at a party, for instance, just as easily as on the beach. And yet this versatile camera is as easy to use as 'Brownie' cameras have always been. Just aim and press the button.

It takes 12 pictures on 'Kodak' 620 film and has automatic film metering (no need to watch the red window after the first picture) and automatic double-exposure prevention. The lens is adjustable for close-ups, groups and views, and there are three lens apertures.

Another thing that makes the 'Brownie' Flash 20 outstanding value—instead of the conventional black it has a smart *blue* finish.

'Brownie' Flash 20 camera

£4.7.2

Carrying case

11/1

'Brownie' 127 camera

For snapshotting at its simplest and most inexpensive you can't beat the 'Brownie' 127. All you do is aim through the eye-level viewfinder and press the button. Absolutely no adjustments to make—and you get lovely clear pictures time after time. Smoothly styled, the 'Brownie' 127 is a real winner for looks, and it's light and easy to take around. There's a neck-cord so that you can carry it always 'at the ready'. It takes eight



pictures on 'Kodak' 127 film. You can snap in colour, too; simply load with 'Kodacolor' film and take care that your subject is in bright direct sunlight.

'Brownie' 127 camera

24/5

Carrying case

4/8



'Brownie' 127 camera, case, and two rolls of 'Verichrome' Pan film complete in box. Inclusive price, £1.14.7

'KODAK' COLORSNAP CAMERAS

Here are two precision-made cameras designed with one thing in mind: to make first-class colour pictures easy for everyone. The Bantam 'Colorsnap'

camera is a roll-film model that takes 8 or 12 exposures at a loading. The 'Colorsnap' 35 is a 35mm camera that takes 20 or 36 exposures at a loading.

BANTAM 'COLORSNAP' II camera

There's no wondering 'what exposure shall I give?' with this camera. A simple exposure guide is actually built into the camera back. Turn the pointer to the appropriate weather marking, read

off the number and set the camera to that number. It's as simple as dialling a phone.

The lens is adjustable for views, groups and close-ups. And it's just as easy to shoot indoors as out. Attach the accessory 'Brownie' Flashholder and you're all set for pictures anywhere.

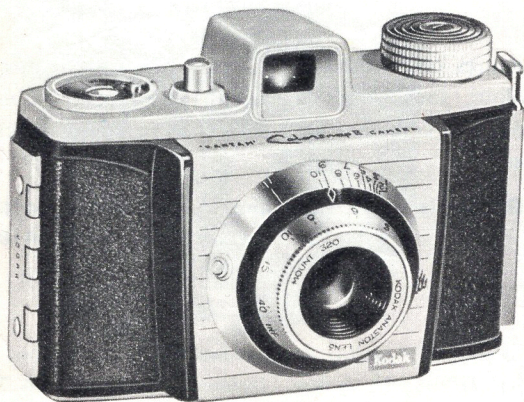
For colour slides load with 'Kodachrome' film. If your chief interest is colour *prints*, use 'Kodacolor' film. For black-and-white, choose 'Verichrome' Pan film. All three films come in handy 8-exposure rolls (no. 828) for this camera; 'Kodachrome' is also available in 12-exposure rolls.

**Kodak Bantam 'Colorsnap' II
camera**

£9.11.10

Ever-ready carrying case

£1.2.8



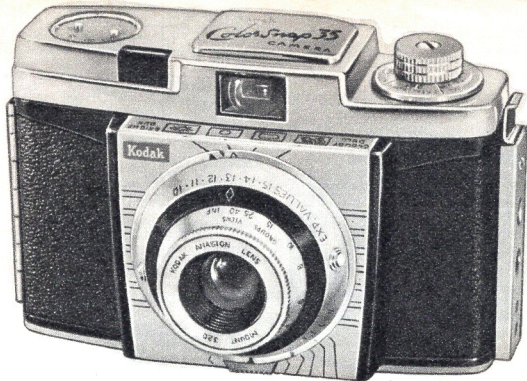
Indoor colour pictures are as easy to take as those outdoors. Simply fit a 'Kodak' Flashholder to your camera (see FLASH—inside back cover).

'COLORSNAP' 35 camera

A precision-built 35mm camera—the kind of camera experts use—made easy for *anyone* to use. The exposure guide on the camera front makes everything beautifully simple. Look at the weather and set the dial. Adjust the focus. And you're ready to press the button for lovely life-like colour pictures.

The 'Colorsnap' 35 takes 20 or 36 colour transparencies at a loading on 'Kodachrome' film. You can also use 'Ektachrome' or (for colour prints) 'Kodacolor' film; and of course it takes splendid black-and-white pictures too. (See outside back cover for films available).

For all its simplicity, the 'Colorsnap' 35 has an impressive specification. 'Lumenized' Kodak lens f/3.9 for sharp brilliant pictures under a wide range of lighting conditions. Flash contacts for indoor



snapshots with accessory Flashholder. Large clear eye-level viewfinder. New style exposure release for smooth steady exposures. Triple-action lever wind: one movement winds on film, sets shutter, advances exposure counter. Double-exposure prevention. Handsome finish.

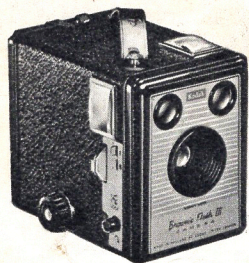
If you want to enjoy carefree picture-taking in colour or black-and-white—*plus* the high exposure capacity, low running costs and convenience of a 35mm precision camera—all for a minimum outlay—the 'Colorsnap' 35 is the model for you.

Kodak 'Colorsnap' 35 camera £10.9.3
Ever-ready carrying case £1.2.8



If you are interested in 35mm photography, see also the 'Retinette' 1A (inside back cover). Details will be gladly given, on request, of other 'Retinette' and 'Retina' cameras, made in the famous Kodak precision camera factory at Stuttgart. We shall also be glad to tell you about the 'Brownie' Movie camera and projector—simple inexpensive Kodak equipment for making and showing your own home movies.

EVER-POPULAR SNAPSHOT MODELS



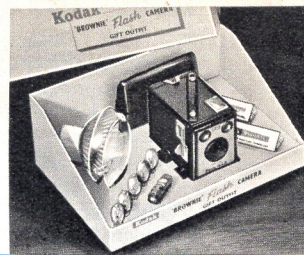
The box-type 'Brownie' camera has a firm place in the affections of snapshotters—and no wonder. Utterly simple and sturdy, it has introduced the fun of picture-taking to millions the world over. Here are two up-to-date models.

'BROWNIE' FLASH III Camera Built-in close-up lens and cloud filter. Flash contacts. **52/4**
Carrying case 9/4

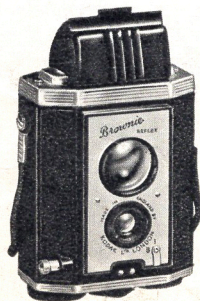
'BROWNIE' FLASH CAMERA OUTFIT

'Brownie' Flash II camera, with built-in close-up lens; carrying case, Flashholder, battery, five flashbulbs and two rolls of 'Verichrome' Pan film. **£4.7.6**

Above cameras take eight pictures on 'Kodak' 620 film.



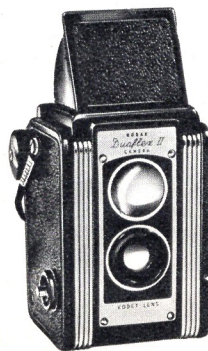
'BROWNIE' REFLEX camera



Look down into the hooded viewfinder of the 'Brownie' Reflex camera and there's a large brilliant pre-view of your picture. It helps to make certain you get the best viewpoint every time. A neat little camera, taking twelve pictures on 'Kodak' 127 film.

41/3
Carrying case 8/9

'KODAK' DUALEX II camera



Similar in design to the 'Brownie' Reflex described at left, but gives a somewhat bigger negative—takes twelve pictures on 'Kodak' 620 film. Fitted with flash contacts for night snaps with accessory 'Kodak' Flashholder.

£3.9.9
Carrying case £1.7.4

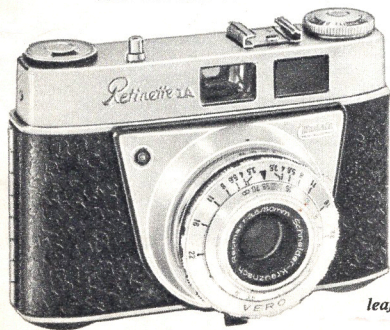
'KODAK' 66 CAMERAS

Two folding models of outstanding versatility for colour, black-and-white and flash photography. Both have top-quality lenses, and their up-to-the-minute compact design make them easy to carry. Both take twelve pictures on 'Kodak' 120 film. For prices see under camera illustration at right.

Retinette 1A camera

An outstanding 35mm camera, made in the Kodak precision camera factory at Stuttgart.

It has a Schneider 'Reomar' f/3.5 lens; flash synchronized 'Vero' shutter with speeds of 1/30, 1/60, 1/125 and 1/250 second and brief time; latest type of reflected bright line frame viewfinder for easy, accurate picture composition; and triple action lever wind—one movement advances the film, counts the exposure and sets the shutter.

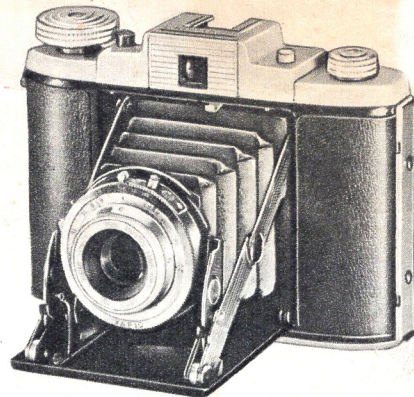


A versatile and beautifully finished precision camera for superb results in colour and black - and - white.

'Retinette' 1 A camera **£15.1.1**

Leather ever-ready case **£3.1.0**

This booklet went to press before the April, 1960 Budget. A separate price leaflet will be produced if any change in Purchase Tax is introduced.



'Kodak' 66 camera Model II with f/6.3 lens and 3-speed shutter. Flash contacts. **£7.11.2**

'Kodak' 66 camera Model III with f/4.5 lens, 5-speed shutter and double-exposure prevention device. Flash contacts. **£9.6.0**

Carrying cases: leather, 56/5 plastic, 9/7

FLASH

The great majority of today's 'Kodak' cameras can be fitted with flash attachments for indoor pictures. 'Brownie' Flashholder 3 fits the 'Brownie' 44 A, Twin 20, Reflex 20, Flash II and III cameras, and the 'Color-snap' II and 'Colorsnap' 35 cameras. **26/2**

Flashguard **3/6**

Above price is exclusive of batteries and bulbs. Details of flash accessories for other cameras on request.

THEY COME OUT BEST ON

Kodak FILM

In COLOUR

'KODACHROME' FILM The world-famous film for colour slides. (35mm and 828 sizes).

'EKTACHROME' FILM Gives brilliant colour transparencies with a wide range of cameras—made in 120, 620, 127 and 35mm sizes.

HIGH-SPEED 'EKTACHROME' FILM Extremely fast film for colour transparencies—specially useful for dull-light and action photography. (35mm. only).

'KODACOLOR' FILM Colour negative film. For full-colour prints on paper. (120, 620, 127, 828, and 35mm sizes).

Ask for separate leaflet on 'Kodak' Colour Films.

and BLACK-AND-WHITE

'VERICHROME' PAN FILM The supreme all-round film for general picture-taking. (120, 620, 127, 116, 616 and 828 sizes).

PLUS-X PAN FILM Versatile film for miniature cameras. Similar characteristics to 'Verichrome' Pan. (35mm only).

'PANATOMIC-X' FILM Extremely fine grain for superb enlargements. (120, 620, 127 and 35mm sizes).

'TRI-X' PAN FILM High speed for action and poor light. (120, 620, 127, 828 and 35mm sizes).

Kodak Ltd. London.

'Kodak' is a registered trade mark.

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