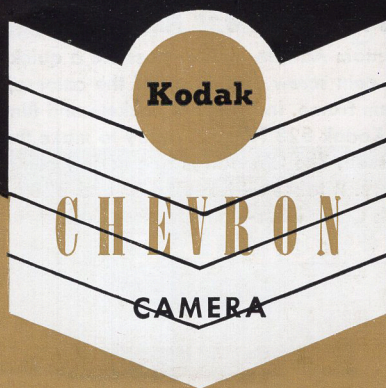


NOW—FOR THE FIRST TIME . . .

Kodak's finest lens ☆ Kodak's fastest shutter
in a precision 2¼ x 2¼
rangefinder camera



PEOPLE KEPT asking...

Camera enthusiasts are seldom bashful in telling anyone who will listen how they would build a camera. And Kodak likes to listen. Through letters and conversations with amateurs, professionals, and dealers, here's the gist of a question people have been asking Kodak with an insistence that couldn't be ignored—

why doesn't Kodak combine:

the Kodak Ektar Lens



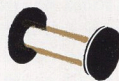
the Kodak Synchro-Rapid 800 Shutter



a coupled rangefinder



in a roll-film camera



at lowest possible price...?



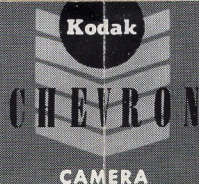
SO—HERE'S THE answer

The Kodak Chevron Camera combines the features noted at left. It's a BIG camera, rugged and solidly balanced. It's ALL camera... stripped of everything but essentials. In design it's simple for two reasons: trouble-free operation; lowest possible cost. And—best of all—the Chevron's famed Ektar Lens will give you pictures of unsurpassed color purity and sharpness.



For full details of the Kodak Chevron Camera see inside the fold ►

Kodak's finest lens... Kodak's fastest shutter...



in a precision 2¼ x 2¼ rangefinder camera

• In building the Chevron Camera, Kodak engineers kept in mind these basic objectives: Top picture-making performance through the use of Kodak's finest lens-and-shutter combination. Trouble-free operation through simplicity and ruggedness of design. Lowest possible cost. Here's the inside story on how these objectives were achieved.

Kodak Ektar 78mm f/3.5 Lens

Famed as the finest in countless photographic fields, the Ektar Lens was the obvious choice for the Chevron. The lens has four elements, Lumenized on all glass-air surfaces. Its over-all corrections, color balance, and color purity are unsurpassed in its field. Result for you—the finest color pictures, the sharpest negatives obtainable.

Kodak Synchro-Rapid 800 Shutter

The world's fastest between-the-lens shutter was another "must" for the Chevron. Since its introduction four years ago, the 800 shutter has earned and held unchallenged leadership in performance. Its basic principle, continuous-action blades, makes possible a top speed never achieved by the conventional reciprocating movement. Ten speeds—1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/200, 1/400, 1/800 plus "B" for time exposures. Flash synchronization — continuous-adjustment time-delay settings with scale marked for M and F lamps, and X for electronic flash. A truly great shutter.

Tubular mount with ball-bearing action

First requirement of the Chevron's lens-and-shutter mount was rigidity. The answer—a metal tubular mount with focusing threads cut to the greatest accuracy. Important because the lens must always be parallel to the film plane. The second requirement was ease and accuracy of focus. The answer—a focusing ring that rides on 56 steel ball bearings under constant pressure. The result is smooth focusing with no "play" to introduce error. Accuracy of the eight-inch rangefinder cam is held to one-half-thousandth of an inch from any point to any other point over its entire length. Comparable accuracy applies to the parallax-correction cam which is an integral part of the rangefinder cam. A new high in ranging-and-viewing accuracy.

Die-cast all-metal body

The body of the Chevron is a single casting of aluminum alloy. This provides a solid base for holding the lens-and-shutter mount, and keeping it rigidly parallel to the film plane. The casting also serves as a rugged base for rangefinder and film-advance mechanisms. Top, front, and detachable back are also die-cast. Exterior is chrome finish with Kodakur covering.

Split-field coupled rangefinder

Critical photographers will quickly note the advantages of rangefinder focusing with the Chevron Camera—the brilliant image that shows up even in poor light . . . the ease and speed of achieving needle-sharp focus. Simplicity of design contributed much to the accuracy of the Chevron's rangefinder. The eyepiece is just below the viewfinder. You sight and focus fast, by drawing together two halves of the split image. The one moving mirror in the system is mounted on a single metal part that is actuated directly by the rangefinder cam. The same part also comprises a Vee bearing, under constant spring tension, which assures smooth, accurate movement of the mirror as focus is changed. With the Chevron rangefinder, you're sure of focusing accuracy, well within the depth of field, at any distance, even with the lens wide open.

Viewfinder with automatic parallax correction

With the Chevron Camera you view the subject at the normal, eye-level perspective favored by many photographers. Optical brilliance and accurate framing of field were, of course, basic in the design of the Chevron's viewfinder. But Kodak engineers added that ultimate refinement—automatic parallax correction. Result—as you focus, the front element of the finder adjusts for precise framing throughout the whole focusing range of the camera, from 3 1/2 feet to infinity. Special feature—the eyepiece can be opened wider for easier viewing if you wear eye glasses.

Film advanced by handy thumb lever

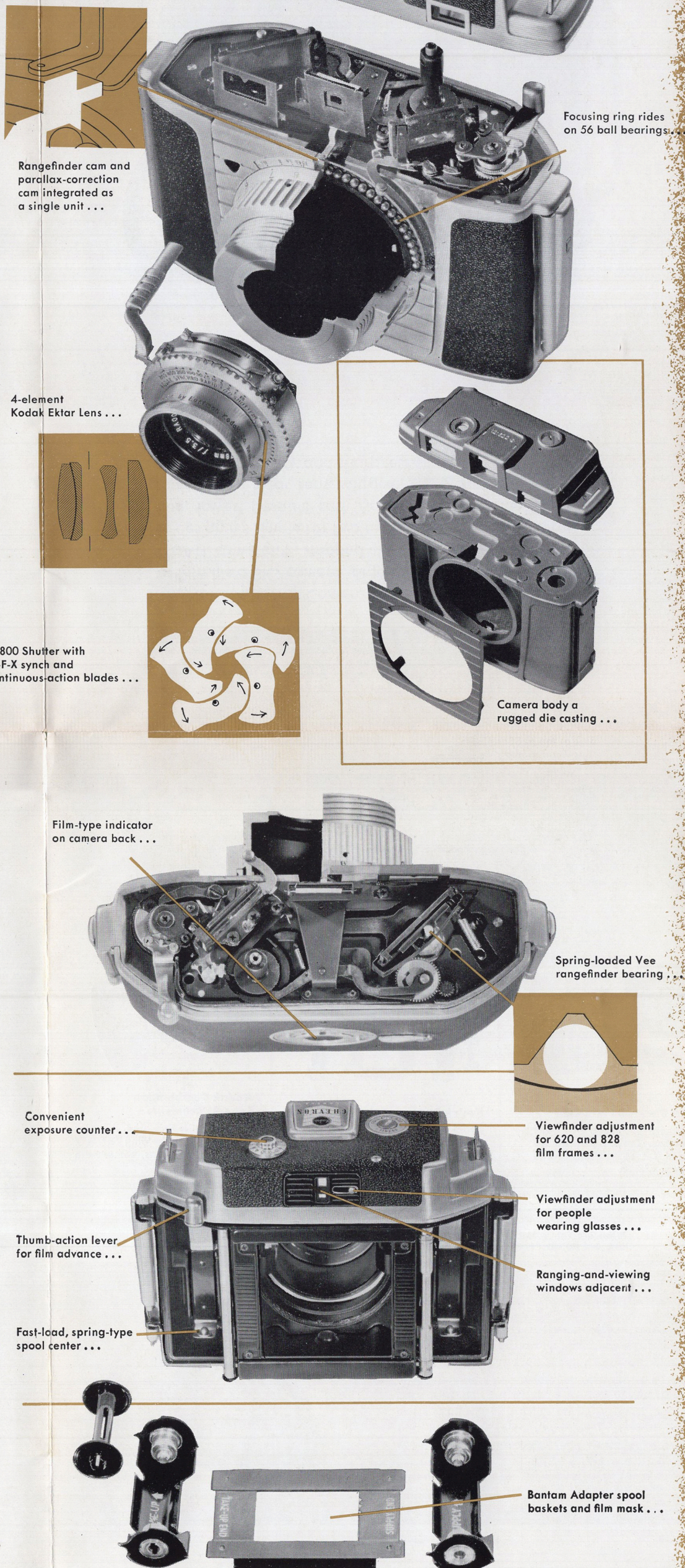
Kodak engineers designed the Chevron Camera so you can hold it in a firm two-handed grip even while advancing film. It's done with a spring lever that you flick with your left thumb. The film advance is semi-automatic. After you set exposure No. 1 by the window, the film stop and counter are ready to operate. After each shot you press the film-wind release on the front of the camera . . . and flick the thumb lever until it stops at the next frame.

Fast loading with spring spool centers

Here's how Chevron design solved the problem of fast, simple loading: The back swings open to right or left, and is completely removable. The film chambers are roomy. The spool centers are on springs which eliminate the need for retractable centers. Two tracks guide the film so it's always held flat against the pressure plate in the camera back.

Bantam Adapter for Kodak 828 Films

The inexpensive Bantam Adapter makes possible a quick switch from 620 to 828 films. Turn the coin screw on the top of the camera, and the viewfinder adjusts to the Bantam frame. Insert spool baskets and film mask, and you are ready to load with Kodak 828 Film . . . ready to make the finest Kodachrome slides you've ever seen. The Chevron is one of few cameras made with such built-in film versatility. It takes all Kodak 620 and 828 black-and-white films . . . all three Kodak Color Films—Ektachrome, Kodachrome, Kodacolor.



For camera price and Chevron accessories... see back page of this folder ▶

ACCESSORIES ...add to the picture-taking range of the Kodak Chevron Camera

Kodak Chevron Camera

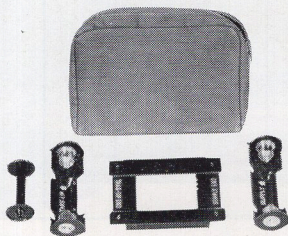


\$215



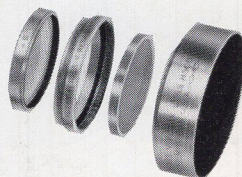
Kodak Chevron Field Case

Top-quality tan leather with steel reinforcing. Drop front can be removed for convenience while shooting. \$17.50.



Kodak Bantam Adapter

Spool baskets and film mask for use with Kodak 828 Films . . . including "miniature" Kodachrome 828 Film. \$4.75.



Kodak Combination Lens Attachments

Lens mount is threaded. Adapter Ring Insert, for holding Series V filter or Portra Lens, comes with the camera.

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

Kodak Ektalux B-C Flashholder

Here's a battery-condenser flash unit with a rugged dependability, and solidly balanced "feel," to match the Chevron Camera. You'll like its pistol grip; its light but strong magnesium construction; its use of both medium-base and midget lamps; and its quick adaptability to use with accessory solenoid, extension units, and remote release. Your best buy in B-C. With standard bracket, \$29.75.

