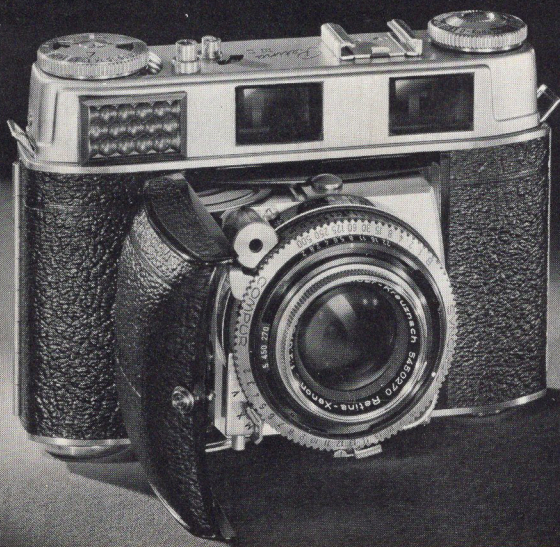


Kodak

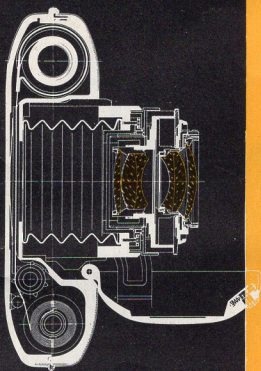
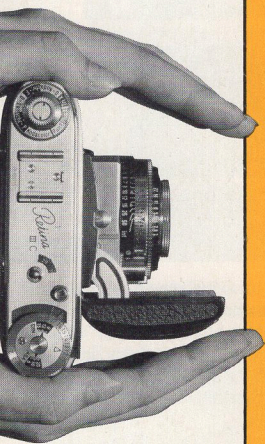
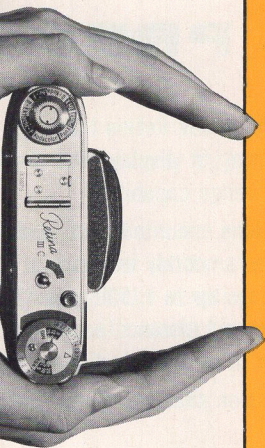
RETINA IIIC CAMERA



THE VALUE OF A GREAT TRADITION

The astute amateur photographer avoids newness for its own sake. He waits until a camera has proved its mettle. Then he knows the security, the pride of ownership that comes with a camera of widely acknowledged excellence.

When you own a Kodak Retina IIIC Camera, you have a versatile and beautiful



instrument — and you join in a proud tradition.

The value of the tradition lies in its evolution. People have found out, by word of mouth and by personal experience, that “Kodak Retina” signifies a superior camera.

Kodak Retina value has been established and re-established not merely through several modifications of the Model III, but also through a long series of predecessor models that have kept pace with the march of miniature-camera development for more than a quarter-century.

Now, the new Retina IIIC brings you a synthesis of the latest mechanical and optical advances and a time-proven design. It is a *mature* camera. Yet, in each slim graceful line and meticulously - engineered detail, it is also a modern camera — one of the most beautiful in the world.

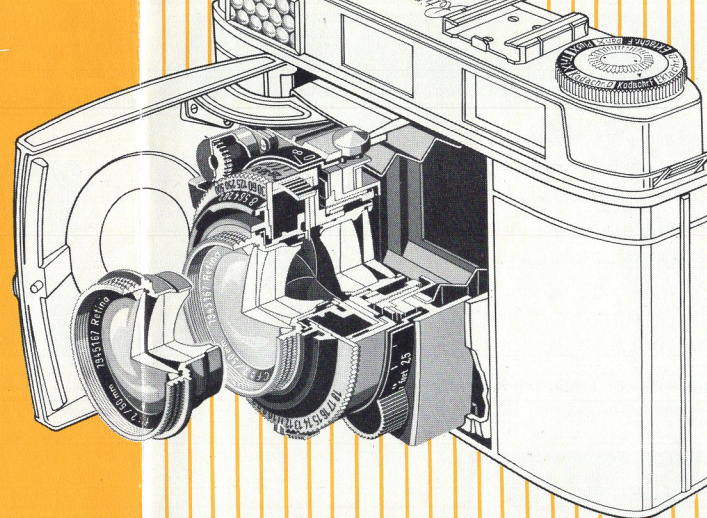
The following pages try to highlight some of the major features of this classic camera. But to really appreciate it, reading is not enough. You must see it demonstrated, study it closely, and hold it in your own hands. Then you *know*.

HERE IS PRECISION!

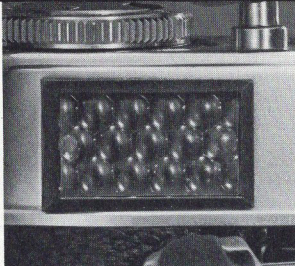
Externally and in operation, the Kodak Retina IIIC is all smartness, simplicity, and friendly convenience. Internally (see cutaway) it displays the precision and complexity that go with top-quality performance and wide-range capability. ▶

Its superb 6-element f/2 lens, mounted on a solid metal block, delivers the image true and sharp to a film that's channeled smoothly in accurate plane. Its intricate shutter slices seconds into precisely-measured fractions up to 1/500, down to 1. Its rangefinder coupling follows the lens movement faithfully, to report distance accurately to your eye. Its modern exposure-value linkage keeps lens and shutter in step, controlled by the EVS number you set in.

This is the kind of precision that translates itself into happier shooting — and sharper, finer pictures.



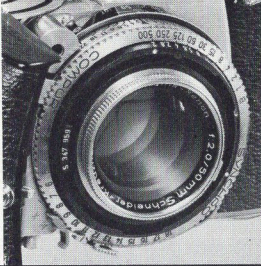
A. You can take exposure readings faster with the radically new built-in exposure meter. With a range of 5 to 1300 ASA, it measures both low and high light levels — **reflected or incident** — on a single scale — gives you a single EVS number on a dial that's a marvel of simplicity.



B. In a single big window you combine the rangefinding and viewing functions. The tinted image of the rangefinder looms up bright and clear, is easy to focus even in dim light. The Retina multi-frame finder projects luminous frames out into the field of view, defining the areas of coverage for all three focal lengths — 35mm, 50mm, and 80mm. It eliminates the need for an accessory optical finder — makes framing easy and precise.

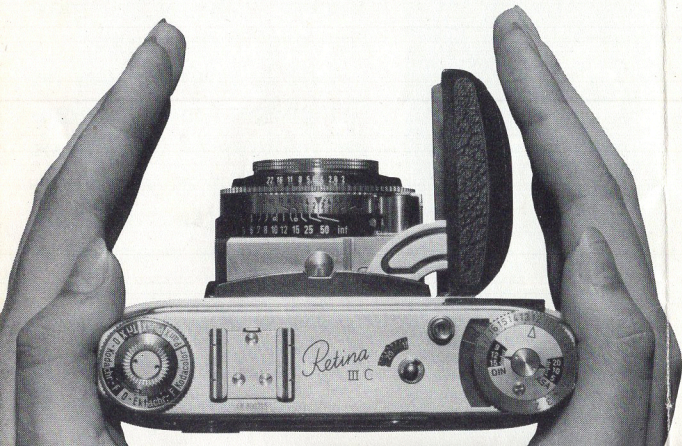


C. You get a remarkable optical system in the Retina IIIC. The 6-element 50mm normal lens is ultra-fast — f/2 — ideal for available-light work, even with color film. You get maximum sharpness and fullest linear and color correction. This same uncompromising Retina quality carries through to the aids for wide-angle and telephoto work — the Retina 35mm f/4 and f/5.6 Curtar and 80mm f/4 Longar Lens Components.

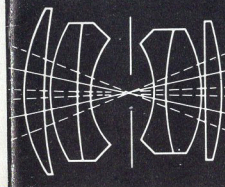
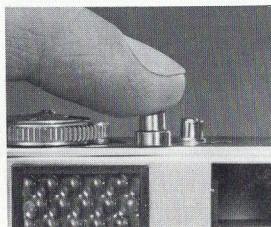


D. Form follows function in the Retina IIIC, with sensitive regard for grace of line and neatness of appearance. **Inside**, the basic camera shape is that required to bring the film into perfect alignment with lens and shutter — **outside**, to fit the camera firmly and comfortably into your hands. There are no superfluous ornaments. Satin-finish chrome is strikingly offset by rich-grained black covering. Controls are logically placed.

E. The Retina IIIC is compact. It folds to protect lens and shutter, slips neatly into pocket or gadget bag. Yet, opened out, lens and shutter are supported on the solid metal extension block with the rigidity of a fixed front camera.

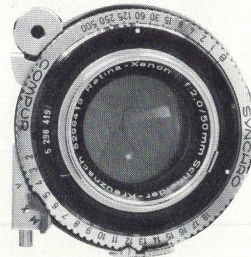


F. Here is the stuff of honest pride — in perfection of little things as well as big. Example: a shutter release action that's smooth as flowing oil. ▼



H. Diaphragm and shutter are in the most efficient position in the Retina IIIC, **at the optical center of the system** (see diagram) — permanently mounted between the fixed rear elements and the interchangeable front components.

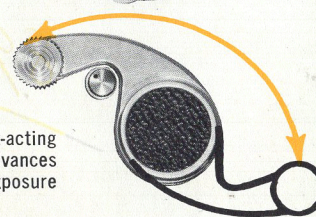
I. The 10-speed Synchro-Compur Shutter gives you speeds from a full second to 1/500. Unlike certain other types of 35mm fine-camera shutters, it provides accurate flash synchronization **at all shutter speeds**, including 1/500, for popular bulbs or electronic flash. Moreover, speed and aperture scales are cross-linked. You make one EVS setting for any given situation, then are free to vary aperture/speed relationships without refiguring exposure for every change.



G. Interchangeable lens components offer pictorial flexibility, with convenience. You can get 80mm f/4 telephoto, 35mm f/4 or f/5.6 wide-angle lens components for your Retina IIIC, separately, as you need them.



J. Another aid to action is the fast-acting **single-stroke thumb-lever wind**. It advances the film, cocks the shutter, sets the exposure counter in one swift motion.



For Technical Data on the Retina IIIC and aids, see back cover. ▶

THE KODAK RETINA SYSTEM OF PHOTO-AIDS

The Retina IIIC provides scope for growth as your interests and field of specialization grow . . . superb 35mm and 80mm lens components for wide-angle and telephoto work, filters, lens hoods, right-angle finder, sports finder, field case, fitted case, contour bag, close-up and close-range kits and attachments, flashholder, copy stand, even a microscope adapter kit. Ask for complete Retina System folder.

**Retina Aids are purchased individually, as you require them.
You never outgrow a Kodak Retina IIIC Camera.**

TECHNICAL DATA

Film: Kodak 135, 20- or 36-exposure magazines.

Lens

50mm f/2 Retina Xenon-C, coated, 6 elements; interchangeable with 35mm f/4 or f/5.6 wide-angle Retina Curtar and 80mm f/4 telephoto Retina Longar Components.

Shutter

Synchro-Compur, 10-speed, 1—1/500, "B"; M and X flash synch at all speeds; cross-linked diaphragm/shutter; selftimer.

Viewfinder

Large multi-frame finder shows coverage of 35mm, 50mm, 80mm lenses; parallax correction markings.

Focusing

Coupled super-imposed image rangefinder combined with viewfinder.

Exposure Meter

Single-range, photoelectric, reads reflected or incident light (with mask, supplied) in full and intermediate EV numbers; covers films 5 to 1300 ASA.

Film Operation

Single-stroke lever; counter; rewind; double-exposure prevention; provision for intentional multiple exposures.

Construction

Die-cast aluminum; satin-finish chrome and grained black covering; die-cast metal focusing mount.

Prices

Kodak Retina IIIC Camera — \$175.00

Kodak Retina Curtar Lens Component, 35mm f/5.6—\$59.00

Kodak Retina Curtar Lens Component, 35mm f/4 — \$77.50

Kodak Retina Longar Lens Component, 80mm f/4 — \$80.00

Kodak Retina Field Case Model B — \$14.50

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