KODAK DEALER—FINISHER NEWS

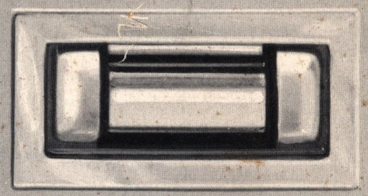
april 1963

INSTAMATIC CAMERA 100

Kodak

MADE IN U.S.A.

announcing
the most important
camera loading advance
since roll film



The Kodak Instamatic camera and the Kodapak cartridge

Kodak Dealer-Finisher News
Volume 48, Number 3
Published by Eastman Kodak Company
Rochester 4, N. Y.

News from Kodak heard 'round the world

. . . what it means to you

By the time the bloom has gone off the last of the Easter corsages this year, snapshooters will be able to drop a supply of film in a camera as easily as Dad pops a new blade in his razor or Mom drops a pellet of detergent into the family washer. As of February 28—when the news was announced to over 300 press and broadcast media representatives at New York's Waldorf Astoria—a significant new advance in the ease of picture-taking has been inaugurated. And the stars of the story are the family of new KODAK INSTAMATIC Cameras and KODAPAK Film Cartridges represented at the left.

The big news about this new INSTAMATIC Camera and KODAPAK Cartridge team is the dramatic way they sweep away film-handling awkwardness for so many people.

The whole process of opening the camera, inserting the cartridge and closing the cover again can be accomplished by almost anyone in far less than five seconds! And there's no need for special care in what you're doing. KODAPAK Cartridges can't be put into the camera incorrectly. The whole loading process can be executed blindfolded—or in total darkness!

The massive Kodak promotion program which will back the new INSTAMATIC Camera (see page 16) will give full orchestration to the dominant theme—easy loading! But the new film and camera system also permits a chorus of additional performance and convenience features for customers, a few of which are:

AUTOMATIC FILM METERING A unique new perforating system for the film and sensing mechanism in the camera position each frame on the roll precisely and automatically, without the need for watching backing numbers in the film window.

NEW PICTURE SHARPNESS Short focal length lenses give crisp depth-of-field sharpness on closeups.

FASTEST ACTION EVER The INSTAMATIC Cameras (four models are currently being intro-

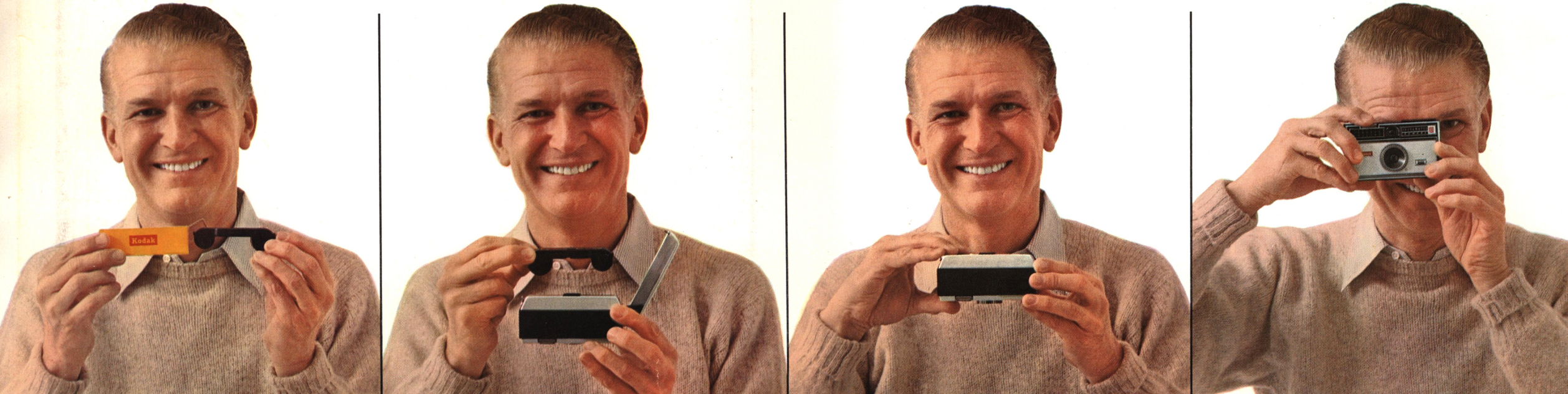
duced) shoot even more quickly than they load. Three of the four are equipped with thumb-lever actuated film advances, delivering quick-as-a-flick action between frames. The INSTAMATIC "400," with motorized film advance, clicks off as many as 12 shots in 10 seconds.

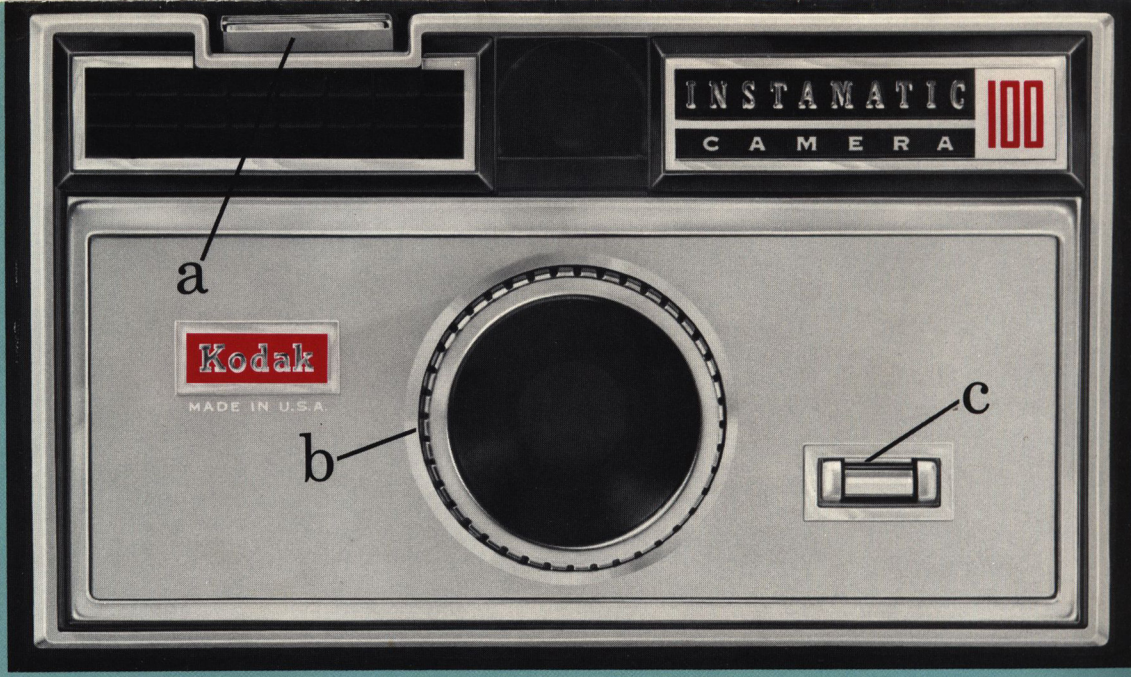
VIRTUALLY ERROR-PROOF Cartridge can't be inserted incorrectly. Film type is always visible in film window as guide to correct bulbs for flash. Electric-eye models sense the film speed from notching on the KODAPAK Cartridge and automatically set the correct ASA input. There is nothing to set—or forget to set. Double-exposure prevention is standard. All INSTAMATIC Cameras use the new 126-size film in KODAPAK Cartridges.

REMARKABLY COMPACT The entire INSTAMATIC Camera family is virtually palm-sized, ranging from 4 x 2½ x 2 inches for the "100," weighing 11 ounces, to 4¾ x 3 x 2½ inches for the feature-filled "700," weighing 24 ounces.

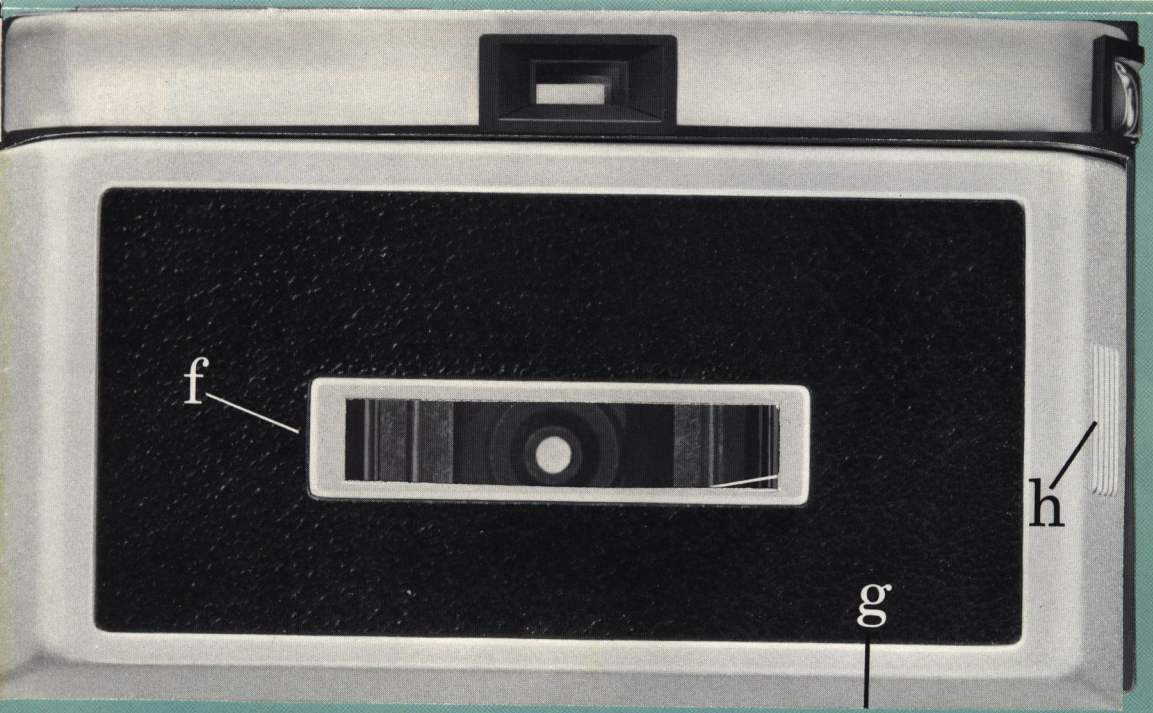
NEW HIGH IN STYLING Re-examine the "100" on our inside front cover, and then turn to meet the rest of the family under the yellow flap on the opposite page. We think looking at the eye-appeal of INSTAMATIC Cameras beats talking about it.

Not since George Eastman marketed the first KODAK Camera just 75 years ago has the amateur photographer been offered such a neat trick in the ease and simplicity of taking pictures. In this age of imaginative and functional packaging and design, it seems certain that this new and better way of taking pictures will have a major and beneficial consumer impact. And it's not hard to forecast that the long-term result should be more pictures taken by more people than ever before.



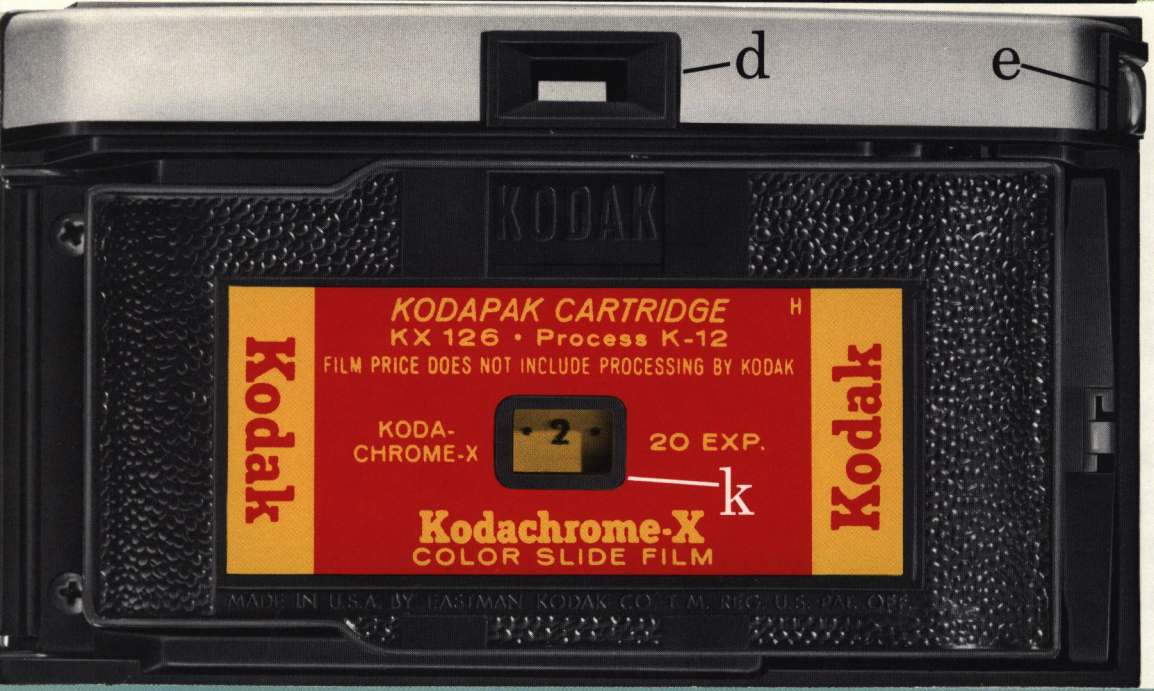


The whole story of Kodak's "INSTAMATIC" way of taking pictures will unfold for you feature-by-feature by matching the key letters on this insert with the copy on the yellow page beneath.



INSIDE STORY OF AUTOMATED PICTURE-TAKING

Lift the two flaps of the die-cut reproduction above for more inside features of both the KODAK INSTAMATIC Camera and KODAPAK Cartridge.

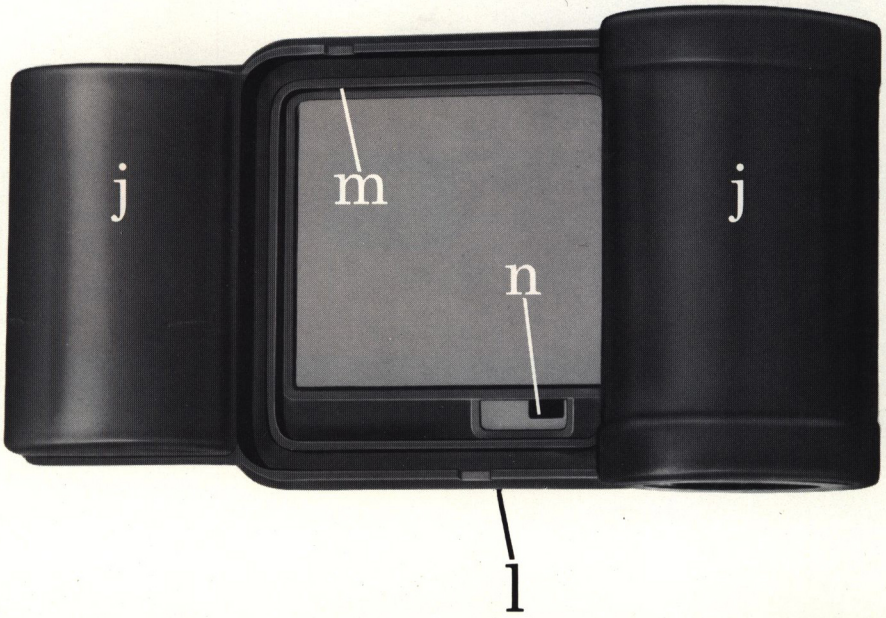


The Instant-load KODAPAK Cartridge

Letters "J" through "N" on the KODAPAK Cartridge reproduction under the flap at left are keys to features that team with INSTAMATIC Camera design to add new dimensions to picture-taking enjoyment.

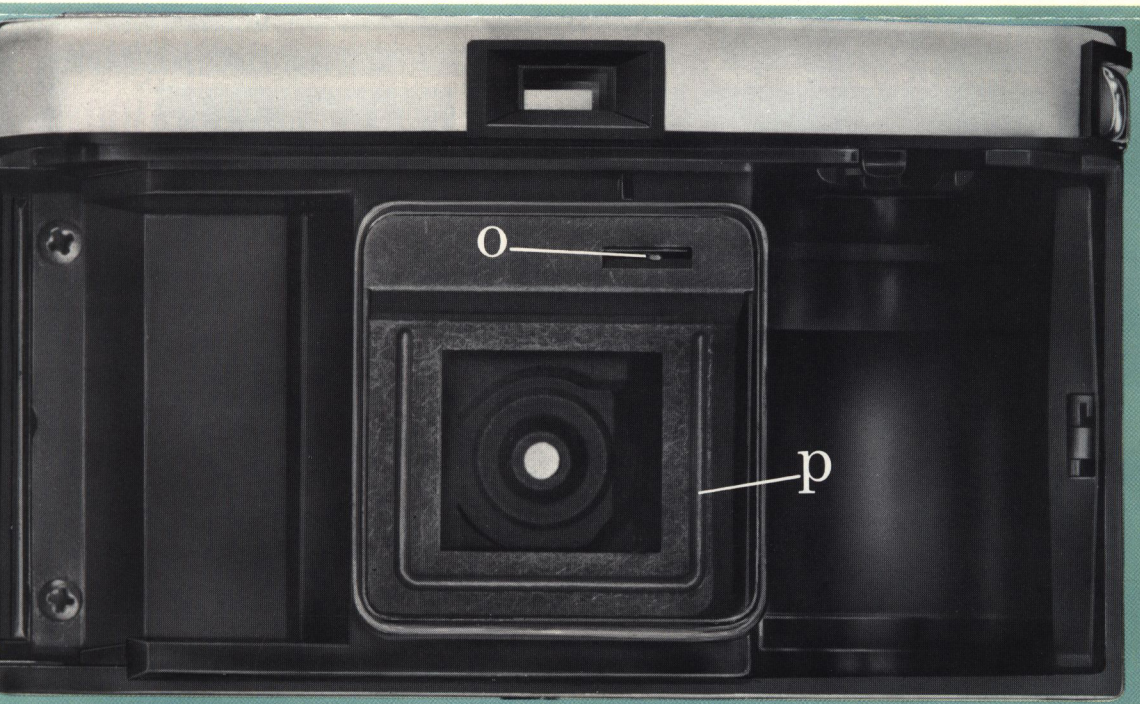
INSIDE STORY OF AUTOMATED PICTURE-TAKING

Lift the two flaps of the die-cut reproduction above for more inside features of both the KODAK INSTAMATIC Camera and KODAPAK Cartridge.



WHY FILM SPEED SETTINGS ARE COMPLETELY AUTOMATIC

Unique film speed input notch ("1") on KODAPAK Cartridge teams with a sensing mechanism in electric eye INSTAMATIC Cameras to **automatically** adjust exposure control to correct film speed.



INSIDE STORY OF AUTOMATED PICTURE-TAKING

Lift the two flaps of the die-cut reproduction above for more inside features of both the KODAK INSTAMATIC Camera and KODAPAK Cartridge.

i
MADE IN ROCHESTER N.Y. U.S.A.
BY EASTMAN KODAK COMPANY
TRADE MARK REG. U.S. PAT. OFF.
KODAK 126 FILM

"A look under the hood of the new Instamatic camera"

a Fingertip shutter release responds cleanly and positively to light pressure, short stroke

b Quality, short focal length lens yields maximum depth-of-field sharpness, permits new standard of compact design

c Latch releases new pop-up flash holder

d Optical viewfinder permits easy full-frame viewing, even for eyeglass wearers

e Quick-stroke film advance lever provides rapid action of quality miniatures

f "Picture" film window for immediate check at any time of film type, number of frame in position and number of exposures on roll

g Battery hatch on bottom of camera uncovers compartment for two tiny batteries which power flash circuit

h Release on side unlatches camera cover

i Spring-steel fingers hold film cartridge in place, pop camera cover open when latch is released

j Differently-sized ends make incorrect insertion of cartridge in camera impossible

k Label area surrounding exposure number window completely describes film in cartridge

l Unique notching system automatically sets camera for correct ASA film speed input in cameras with electric-eye exposure control

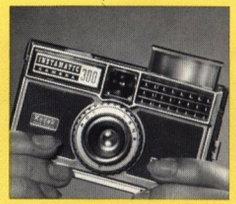
m Processing notch helps insure that film will be developed in correct process

n Single perforation in film is precisely oriented to the exposure frame

o Metering pawl in camera senses film perforation, locates each exposure area exactly where it should be

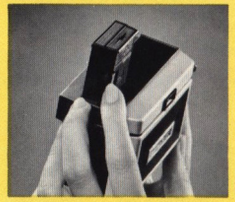
p Full-frame baffle provides final light seal between camera and cartridge

q Unique new flash holder pops part way up when release is pressed . . .

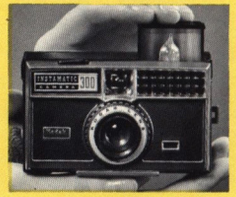


snaps easily into place and accepts tiny, economical AG-1 flash bulbs . . .

which eject cleanly and surely when tiny lever on back is pressed . . .



or can be stored indefinitely in the holder for instant use



To meet America's new first family of photography, please lift this flap

Family Portrait of Kodak Instamatic cameras and Kodapak cartridges

Here's a group picture of America's new First Family of Photography. A feature-by-feature fill-in on each member is presented below. A complete Kodak Instamatic camera brochure for use in counter selling is included with this issue.

KODAK INSTAMATIC 100 Camera. Instant loading and unloading with KODAPAK Cartridges! Crisp *f*/11 pre-set Lumenized lens; short 43mm focal length yields exceptional depth-of-field sharpness. Rapid-action thumb-lever film advance; built-in metering system positions film automatically—without watching exposure numbers. "Picture" film window provides constant check on type of film in use and number of exposures on roll as well as number of frame in exposure position. Pop-up flash for AG-1 bulbs is built in; shutter shifts from 1/90 to 1/40 second for flash shots. Vinyl-clad, black-and-bright-metal styling. Outfit includes camera, wrist strap, flashguard, flashbulbs, batteries and film. $15.95.

KODAK INSTAMATIC 300 Camera. Instant loading and unloading with KODAPAK Cartridges! Includes all features of "100" model except that lens is a 3-element, color-corrected 41mm *f*/8, pre-set for sharp pictures from 5 feet to infinity. Also features dependable electric-eye exposure control which is *automatically* adjusted to the correct film speed (ASA 64 or 160) by a unique notching system. Low-light signal in viewfinder. Chrome-plated die-cast front. Outfit includes camera, wrist strap, flashguard, flashbulbs, batteries and film. $44.50.

KODAK INSTAMATIC 400 Camera. Instant loading and unloading with KODAPAK Cartridges! Has all the outstanding use-features of the "100," except that motorized film advance quickly and *automatically* advances film one frame after each exposure (up to 12 shots in 10 seconds). Same lens and dependable electric-eye exposure control with automatic film speed input as "300." Exceptionally light for a motor-driven camera—weighs only 15 ounces. Outfit includes camera, wrist strap, flashguard, flashbulbs, batteries and film. $52.50.

KODAK INSTAMATIC 700 Camera. Instant loading and unloading with KODAPAK Cartridges! A fast-lens, fast-shutter powerhouse! All automatic metering and rapid film advance features of the "100" and "300." Extra-sensitive electric-eye exposure control, self adjusting for films with ASA 25 to 800. Fast *f*/2.8 38mm focusing lens for broad-band coverage of possible lighting conditions, and a multi-speed shutter with settings up to 1/250 second. Exposure is automatically adjusted to shutter speed selected, and shutter speed is automatically reduced if light level is insufficient for the higher setting. Automatic linkage sets correct diaphragm opening as camera is focused for flash. Manual override permits user to compensate over or under one full stop for special lighting situations. Focuses down to 3 feet. $109.50.

No. 126 KODAK VERICHROME Pan Film. The all-time favorite black-and-white film for snapshots indoors or out. Its extra speed and broad latitude make it ideal for all-around use. Its fine grain yields 3½-inch prints of superior detail and enlargements of excellent quality. Cartridge contains 12 exposures.

No. 126 KODACOLOR-X Film. Has a new high speed of ASA 64 Daylight with improved sharpness and grain. Excellent color under wider range of lighting conditions. Shoot either outdoors, or indoors with available light or clear flash. Cartridge yields 12 negatives from which either 3½-inch prints or enlargements up to 11 x 14 inches may be made.

No. 126 KODACHROME-X Film. New faster KODACHROME with speed of 64 Daylight broadens picture-taking capabilities. Renders bright colors in their original vividness, and captures subtlety and cleanness of pastels. Makes possible for the first time KODACHROME slides with cameras priced as low as the KODAK INSTAMATIC 100. For use outdoors, or indoors with available daylight or blue flash. Yields 20 26x26mm transparencies for 2x2-inch cardboard mounts.

No. 126 KODAK EKTACHROME-X Film. Fast (64 Daylight) speed makes possible good color pictures on even overcast days, permits faster shutter speeds for better action shots. For use outdoors, and indoors with available daylight or blue flash. Can be processed by the home darkroom fan. Yields 20 26x26mm transparencies for 2x2-inch cardboard mounts.

How consumer desires for a better way to take pictures were translated into new camera and film package designs

She's been in your store dozens, perhaps hundreds of times – the faintly flustered lady who wants you to take the exposed roll out of her camera and put in a new one. Maybe you've sometimes wondered where she was when that last exposure was snapped . . . whether it might have been on the third day of a two-week tour of the Great Northwest, or in the second of five countries on a European itinerary.

Wherever it was, the mechanical challenge of changing a roll of film looms so large for some people that in extreme cases it doesn't get done until the camera is brought bodily into a camera store, no matter how many other picture opportunities may have been missed in the meantime. And for each of these "roll phobia" customers you come in contact with, logic tells you that there are many more for whom current methods of film handling may be sufficiently bothersome to act as at least a partial brake on their picture-taking activity.

Dealers are experts, too, on the dampening effect of film size confusion. The customer whose camera takes "either 620 or 120 (or is it 116?)" has been confronted with an obstacle to his simple, uncomplicated desire to buy some film and take some pictures. If he has to go back home to look for numbers on his camera, he may not come back. In the meantime, he is vulnerable to the attitude that picture-taking is annoyingly involved and perhaps more trouble than it's worth.

Kodak market research has confirmed that complication and confusion are mortal enemies of casual snapshooting, which accounts for about 80 percent of all amateur picture-taking. One survey – "Why People Do and Do Not Take Pictures" – listed "lack of confidence" as a frequently-found barrier, saying ". . . people tend to avoid doing things they feel they do poorly. Thus, if they lack confidence in their ability to take good pictures because of shortcomings in either artistic or mechanical areas – this feeling acts as a barrier." A conclusion of this same market survey stated that "Continued reduction of the bother involved with the mechanics of taking, obtaining, and showing pictures probably is the most clear-cut approach to increasing enjoyment in the picture-taking process."

The premise that every basic improvement in the state of the photographic art creates new customers and heightens the interest of existing ones has been proved many times over. Kodak design engineers regularly spend time in the field probing consumer reaction to products currently offered, seeking clues to the better way. For many years they have listened to the guessing games on film sizes and observed the camera-carrying ladies who want the old roll taken out and a new one put in.

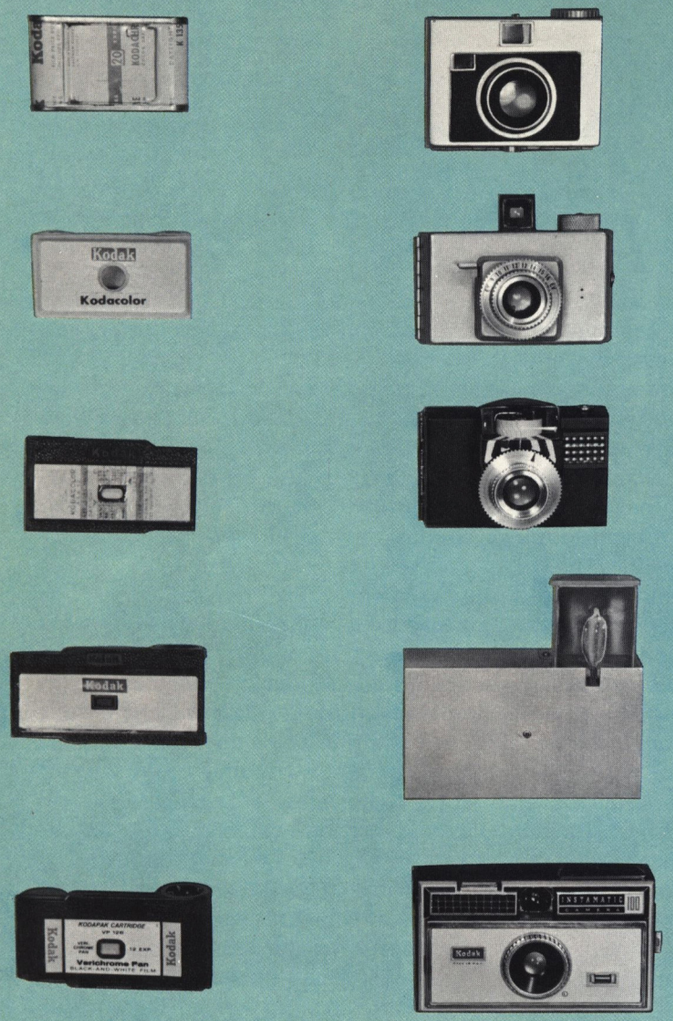
Several years ago a proposal was made that an entirely new film load should be developed "which could be dropped in a camera with no more effort than opening and closing a camera back." Provision was promptly made for development work in this direction in the engineering budget. A series of conferences between Kodak Park and the Apparatus and Optical Division took place beginning early that year to consider ideas for "a new type of camera and film that would be unique and have customer appeal."

Emphasis was placed on greatly increasing the ease and simplicity of film handling. Among the ideas considered were a 135-type magazine for 127 film which would offer the advantages of more convenient loading, plus adaptability to relatively inexpensive metering in the camera. In this and other ideas advanced, however, increased costs were considered to overbalance the benefits offered to the consumer.

A major breakthrough came a few months later. The Development and Engineering Department of Kodak's A&O Division put forth a proposal for a completely new double-ended film magazine which would "render the loading and unloading of a camera completely automatic for the customer." The magazine was designed to drop into a specially-designed camera with no threading of film, switching or placing of spools. The magazine—later to be called a "cartridge" to distinguish it from the 35mm magazine—contained film in the supply chamber on one end, to be wound onto a take-up spool in the other end so that no rewinding would be necessary when all exposures were taken. Film and backing paper were pierced in such a way that a simple metering mechanism in the camera could precisely position each frame by the perforation.

The design was predicated on using a special 35mm film, which would permit extremely compact camera design and could be handled with existing photofinishing equipment. The square format proposed – already popularized by over 10

The prime objective of Kodak's KODAPAK Film Cartridge and INSTAMATIC Camera Program from its inception was to achieve a film package "which can be dropped into a camera with no more effort than opening and closing a camera back." The photograph at left shows the complex patterns made by tiny bulbs fastened to the index fingers of a man loading a conventional roll film camera. Beside him, a young lady executes the few simple motions required to drop a KODAPAK Film Cartridge into a KODAK INSTAMATIC Camera.



Evolutionary view at left spans several years of KODAPAK Cartridge and KODAK INSTAMATIC Camera development. The cartridge at upper left is an early metal magazine that was followed by a vacuum-formed plastic cartridge, a 12-exposure molded magazine, a 20-exposure molded cartridge with square corners and the final rounded-end KODAPAK Cartridge. The camera at upper right is an early prototype. Second model was first equipped to sense ASA speed fom cartridge notch; third camera included electric-eye exposure control. "Breadboard model" contained a prototype pop-up flash, such as one incorporated on the final INSTAMATIC 100 Camera at bottom right.

million BROWNIE STAR Camera sales alone as well as by the most sophisticated reflex cameras—offered optimum utilization of lens coverage and the chance to employ shortest focal length lenses for maximum depth of field. Each 126 picture frame equalled 90 percent of the area of a 135 negative.

The idea seemed to promise the dramatic gain in film handling ease that the engineers had been looking for. Just a few hours after presentation of the idea to management, Kodak's Wren Gabel, then Vice-President and Assistant General Manager, wrote: "It was the consensus that we should push ahead with such a program because it brings a number of advantages—particularly easy loading—to our roll film customer who has not been offered any material improvements in camera loading facility for many years."

Management approval signalled the beginning of a formal engineering program which had to tackle far-flung and complex design and manufacturing problems, with flawless coordination between film and cartridge development at Kodak Park and camera development at Apparatus and Optical Division.

The original cartridge idea turned out to be a fertile stalk on which a cluster of other advances budded and matured. Some of the highlights were:

• Design Study Groups formed for A&O Division and Kodak Park to study manufacturing and economic feasibility of the program.

• Kodak management approves full-scale effort for design of "quickload" film package and cameras.

• Design of cameras transferred from Preliminary Product Development Department to Still Picture Products Development Department of A&O Division.

• Plan for design of line of "quickload" cameras submitted.

• Design of first double-ended plastic cartridge completed.

• Proposal that cartridges be provided with notches to permit automatic film speed input to cameras.

• Decision to change cartridge from square-corner design to rounded ends for compactness and more pleasing appearance of both cartridges and cameras.

• Proposal that film be pre-exposed to provide frames that would serve as masks for printing with less cropping of picture information.

• Final design drawings for cartridge approved.

• First quantity of loaded sample cartridges delivered by Kodak Park.

Progress in any single phase of the INSTAMATIC-KODAPAK design and manufacturing program was almost always dependent on decisions and problem solutions in several others.

• Manufacturing approval for "100" camera.

• Manufacturing approval for "300" camera.

• Meeting to coordinate world-wide marketing of new cameras and film packages. "Quick load" program re-christened "Project 13" from date of meeting.

• Official names "INSTAMATIC Camera" and "KODAPAK Cartridge" adopted.

• Manufacturing approval for the KODAPAK Cartridge initiated.

• Manufacturing approval for "400" and "700" INSTAMATIC Cameras.

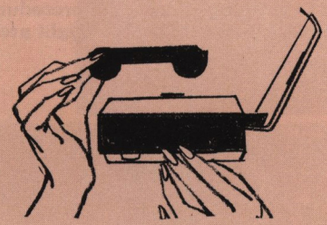
• Development and design activity completed, coincident with extensive quality control testing and "customer-type" testing by Kodak employees. Development of carry cases and packaging complete final phases.

Above, a candid photographer catches one of the numberless coordination sessions between personnel of Kodak Park and Apparatus and Optical Division.

These "resistances" to picture-taking are designed *out* of INSTAMATIC Cameras and KODAPAK Cartridges

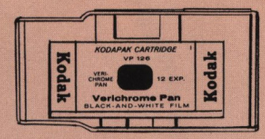
Conventional picture-taking road block

New INSTAMATIC-KODAPAK Selling Points



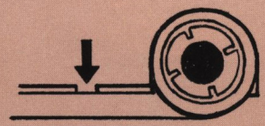
Thread-loading—moving former supply spool to take-up position, placing new roll and threading film normally takes a minute or more; subdued light is advised with roll film

Drop-in loading—complete film change can be accomplished with KODAPAK Cartridges in about five seconds. Film can be loaded in any light from bright sun to total darkness



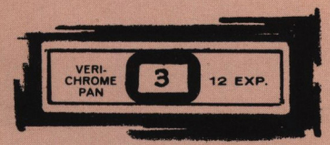
Confusion as to right film size—infrequent picture-takers often postpone film purchases because of uncertainty over film size, or buy the wrong size for their cameras

Size uniformity—KODAPAK Cartridges are offered in one size only so that customer need decide nothing more than what kind of film he wants. Cartridge is also sized so that it is impossible to insert it in the camera improperly



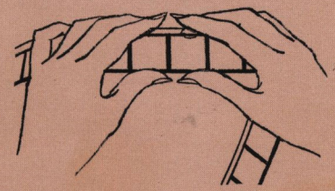
Necessity to set ASA input in "automatic" cameras—a common cause of picture failure among owners of "automatic" cameras is failure to set the ASA speed input

Automatic film speed input—The exclusive notching system of the INSTAMATIC Camera and KODAPAK Cartridge automatically sets the exposure control of electric-eye INSTAMATIC Cameras for the correct ASA film speed



Confusion as to type film in camera—when weeks or even months elapse between shots, uncertainty as to type of film in camera can lead to incorrect exposures, use of wrong bulbs for flash pictures

Film type always visible—large film window of INSTAMATIC Cameras affords constant check on type of film being used as well as exposure in position and number of exposures on the roll



Cropping losses in printing—mechanical cropping at negative gate and again at printing plane occasionally causes loss of important picture information in print which is on the negative

Less cropping with 126 film—precise correlation between exposure area and frame perforation assures accurate indexing for printing and slide mounting; pre-exposed frame of negative acts as mask—only print is mechanically masked

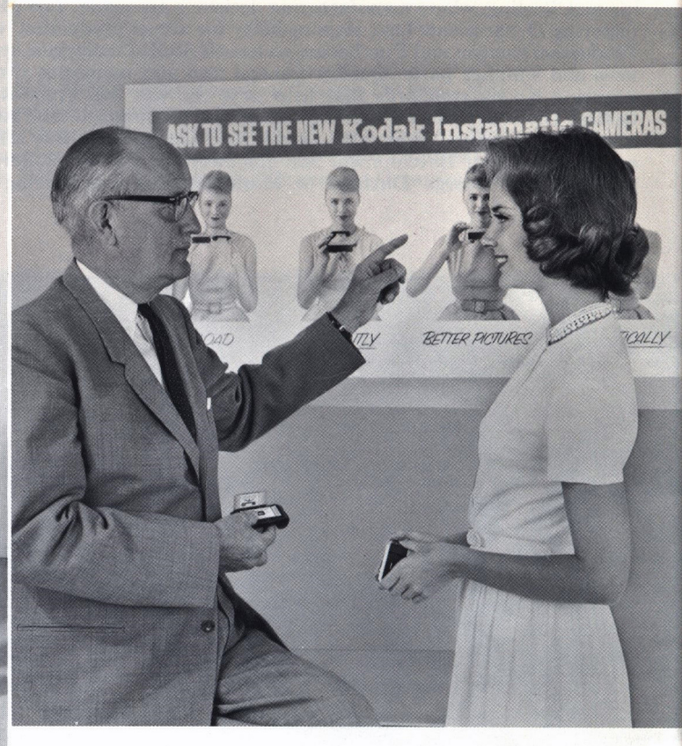
Some of the people behind the program:

Successful evolution of KODAPAK Cartridges at Kodak Park required coordinated development work on the new "X" films by the Film Emulsion Division and the Emulsion Coating and Roll Film Divisions. The Sundries Division tackled manufacturing of the cartridges, which were exhaustively tested by Manufacturing Experiments Division. The Engineering, Construction, Maintenance and Utilities Organization designed film spooling and packaging equipment, and cartridge molds. The Color Print and Processing Organization evolved photofinishing procedures and equipment. Representing these groups, from left to right are: Perry Branch of Roll Film Division, Harry Beilfuss of Film Emulsion Division, Neil Dilley of the Emulsion Coating Division, Milt Goff of the Manufacturing Experiments Division, Phil Fisher of Manufacturing Services Organization, Cliff Bushnell and Larry Ulmschneider of Engineering, Construction, Maintenance and Utilities Organization, and Jim Eaton of Color Print and Processing Organization.

The skills and experience of literally hundreds of talented people went into the development of the KODAPAK Cartridge and KODAK INSTAMATIC Camera programs. The individuals on these pages represent some of the groups that contributed significantly, from inception of the idea to the development of the needed sales and marketing tools.

New camera designs are born at Kodak's Apparatus and Optical Division in the Development and Engineering Department of Camera Works. From here, approved ideas move to Manufacturing Engineering and Tooling, where manufacturing decisions are made. The Manufacturing Departments have responsibility for actual production, while Production Control and Purchasing secure all needed materials, special tools and supplier parts. Quality Control sets and maintains the unwavering Kodak standards that help pave the way for Apparatus & Optical Division Sales at both the dealer and consumer levels. Representing these groups, from left to right, are: Les Quigley, Pat Malone and Ed Kindig of Development and Engineering; Harvey Roller, Art Maloney and George Durham of Manufacturing Engineering and Tooling; Don Coleman of Production Control and Ken Chapman of Purchasing; Harry Clemens and Wilfred Rowe, Jr., of Manufacturing; Bill Bristow of Quality Control and Bob Day of Sales.

Shown at right are some of the management team that provided direction for the INSTAMATIC Camera program at Kodak's Apparatus and Optical Division. From left to right: Director of Sales, Chuck Resler; Amateur Products Development and Engineering Manager, Al Schubert; (seated) Vice-President and General Manager, Herman Waggershauser; Quality Control Director, Bill Lake; Commercial Products Research & Engineering Manager, Doug Harvey; and Manufacturing Manager, Ken Ogden.



In addition to some of the more obvious jobs of preparing a major new product program for market, such as the preparation of high-impact announcements for television and mass circulation print media, hundreds of corollary assignments must be carried out as well. Sales must make an active contribution to the pricing of all items, and prepare a far-flung program to pass along sales information through Kodak salesmen to dealers and wholesalers. Advertising and Sales Promotion prepares scores of supporting items for sales demonstrations, point-of-purchase and dealer advertising use. The announcement phase of the KODAK INSTAMATIC Camera and KODAPAK Cartridge program alone has already involved the production of over 100 printed sales, advertising or promotion pieces. Providing leadership for the scores of individuals who have helped accomplish this effort are, from left: Marketing Vice President Gerry Zornow, Assistant Vice President and Director of Sales Promotion Joe Allendorf, Apparatus and Optical Division Director of Sales Chuck Resler, Director of Amateur Sales Wylie Robson, Manager of International Advertising and Sales Promotion Dick Holtz, Assistant Vice President and Advertising Manager Deck Johnson, and Vice President and Director of Advertising Pete Potter, shown here with 1963 Kodak Girl Bonnie Trompeter. Bonnie will be featured in forthcoming INSTAMATIC Camera advertisments.

Kodak Finisher News

CONFIDENTIAL. FOR FINISHERS ONLY

APRIL, 1963

An invitation from
K. O. Richardson:

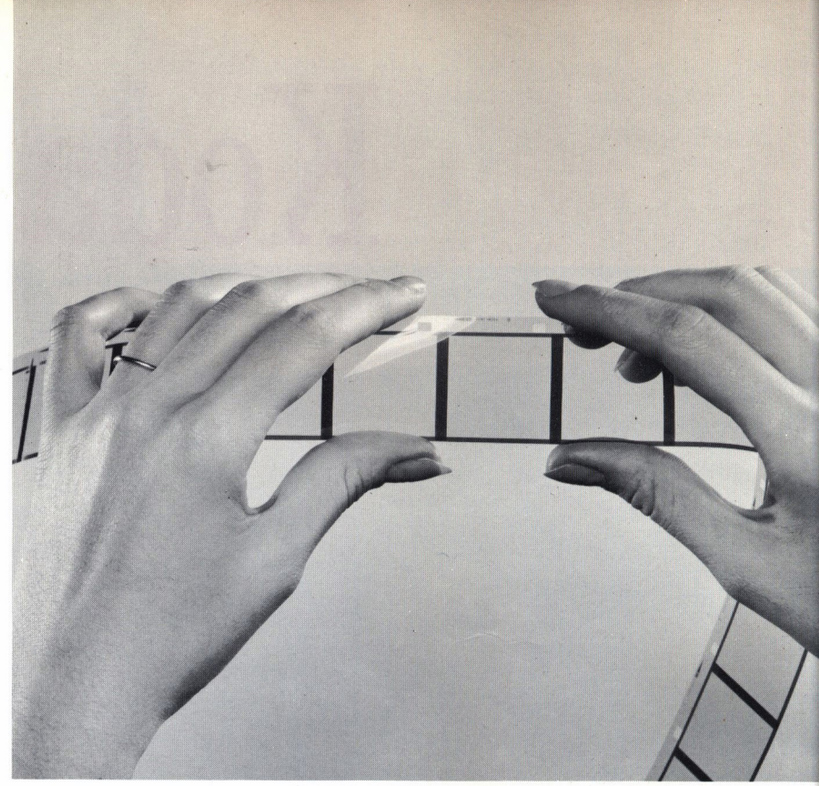
"Let's open up a new era in photofinishing"

Within the next two months, some odd-looking black objects are going to start showing up in the finishing envelopes at your plant. They'll be shaped like nothing you've ever seen before, but unless I miss my guess, this revolutionary new film format is going to be the shape of things to come in amateur photofinishing.

In any event, I can tell you for sure that one of the most active influences in the shaping of Kodak's unique new KODAPAK Cartridge has been the welfare of the photofinisher. The objective of the whole idea has been to sweep away the awkwardness in film handling that has acted as a brake on picture-taking for many people. Once you drop your first KODAPAK Cartridge into a KODAK INSTAMATIC Camera — and I literally mean drop it in — I'm sure you'll agree that the negative connotations associated with film loading and unloading are going to become a thing of the past for INSTAMATIC Camera owners. This dramatic gain in picture-taking ease and enjoyment can't help but spark new gains in picture-taking activity. It should pay off for photofinishers and dealers as well as we think it will pay off for Kodak.

Nutcracker Sweet. At left, 1963 Kodak Girl Bonnie Trompeter tries cartridge opening technique using KODAPAK Cartridge Opener or "nutcracker." Kodak Photofinishing Sales Manager K. O. Richardson picks up pointers.

A look at the all-star lineup of new 126 films. All are compatible with present processing for these types of films. Notching system on bottom of cartridge exposure frame offers positive identification of correct process, will pave way for automatic sorting of film.



All 126 negative films have pre-exposed frame borders, which furnish a ready-made mask at the negative gate. This, plus perforation for precise indexing of negative, permits printing with less loss of picture information, through cropping, than ever before.

The requirements of photofinishers figured prominently in the shape of the KODAPAK Cartridge, and they had almost *everything* to do with its size. From optical and manufacturing standpoints, the cartridge and cameras might have been made even smaller. But the final 126 format on film 35mm wide was chosen because it would enable finishers to process and print the product with almost no investment in new equipment. The chart on the opposite page will give you a quick rundown of the relatively few and inexpensive items needed to put you in the 126 processing business.

Certainly of paramount importance to photofinishers is the virtual "foolproofness" that has been built into the INSTAMATIC-KODAPAK combination. Your customer can't fog film in a KODAPAK Cartridge during loading. He *can* forget to set his automatic camera for ASA speed, because this unique new film-camera team does that automatically and unfailingly. And the big window on the back of an INSTAMATIC Camera shows what type of film is being used at any time, so there should be less use of the wrong flash bulbs and shutter settings from here on out.

Most important, these new features should add up to fewer picture failures. If we can raise the number of successful shots on a 12-exposure roll from the current 10 just one notch to 11, that will mean a 10 percent increase in the prints that you and your dealers are paid for. It will also cut down on makeovers, which now cause one in every three orders to be handled at least twice.

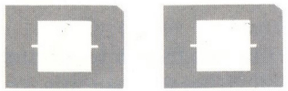
Finally, there are the pre-exposed borders on 126 film. You'll soon notice that negative gates for 126 are actually bigger than the exposure area, which is possible because the border does the masking. This feature, plus the perforation with which you can index the negative quickly and precisely in the gate, lets you print with less cropping of the negative than ever before. We all know that the more negative in the prints, the more positive is customer satisfaction.

Actually, a lot of the good news connected with the new INSTAMATIC-KODAPAK way of taking pictures is still in the making. It won't take you long to see that potentials for automated film handling have been built into the system that should signal a new and exciting era in our business. As the story unfolds, you can bet there will be even more banner chapters in it for photofinishers.

HERE'S WHAT YOU'LL NEED

Minimum investment to get started:

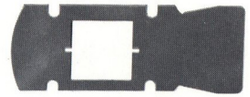
KODAPAK Cartridge Opener . Net $7.50



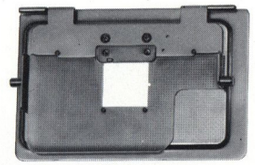
KODAK 126 Adapter for 127
Negative Holder . . . . . Net $1.75

TOTAL OUTLAY $9.25

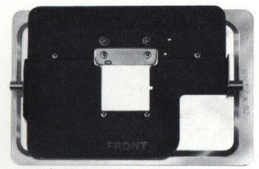
Items for specific printers and enlargers:



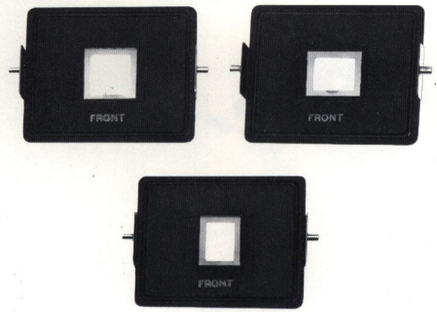
126 Insert for 135-828
Negative Strip Holder . . . . Net $12.00



Indexing 126 Negative Holder
(for KODAK Printers
Type IV Series and Model 5S) . . . Net $30.00



Indexing 126 Negative Holder
(for KODAK Model 5S-2 Printer) . Net $30.00

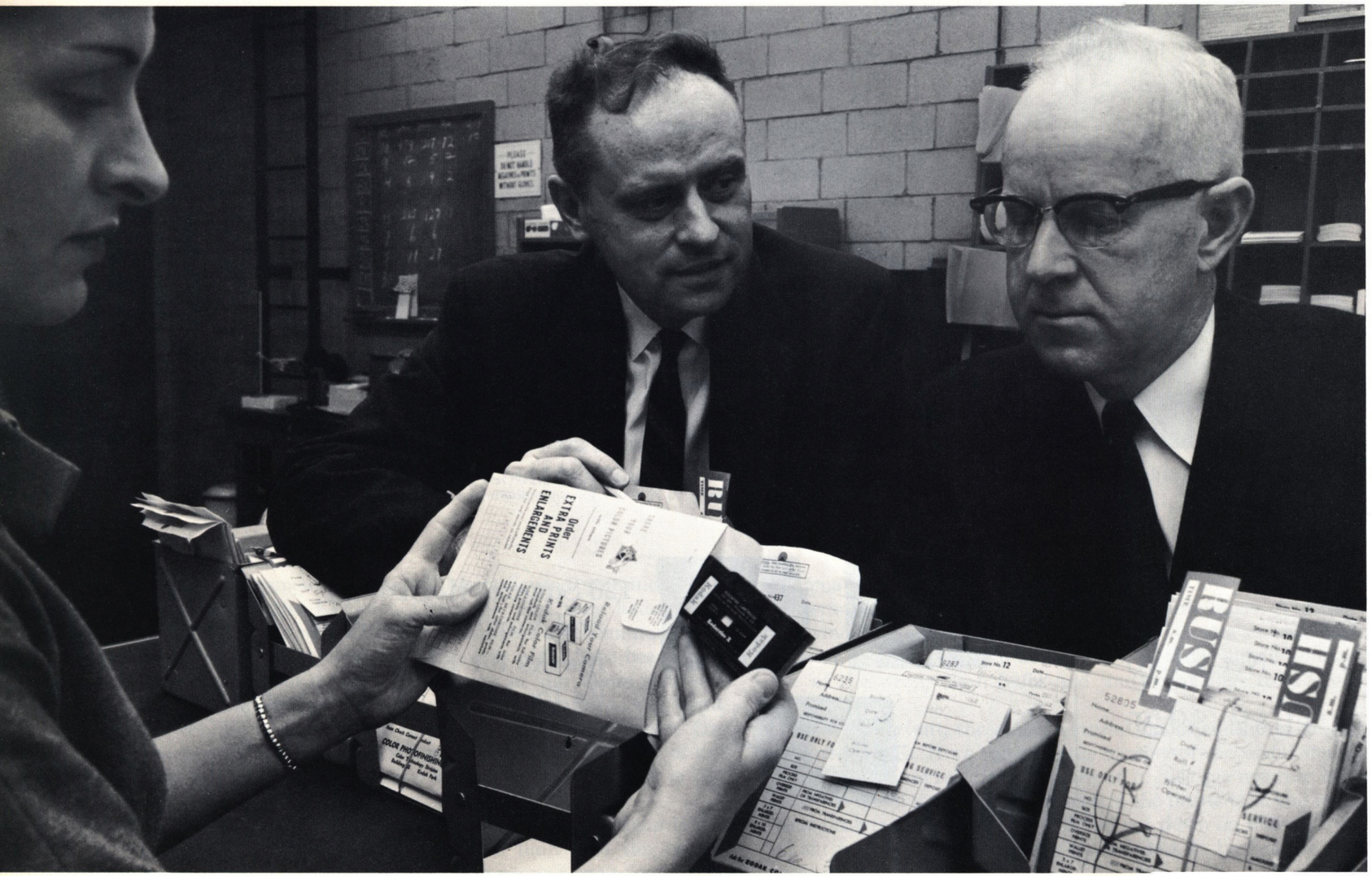


126 Square, Horizontal
and Vertical Negative
Masks for KODAK
8S Printer . . . . . Net $16.00

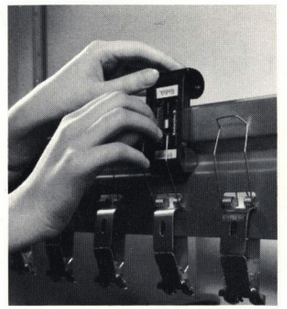
NOTE: KODAK READY-MOUNTS for 126 transparencies are also available.

Prices subject to change without notice.

Tracking a KODAPAK Cartridge through your plant



Dr. Val Pieronek and Sherm Merling pick up the trail of a KODAPAK Cartridge at Kodak Color Print and Processing.



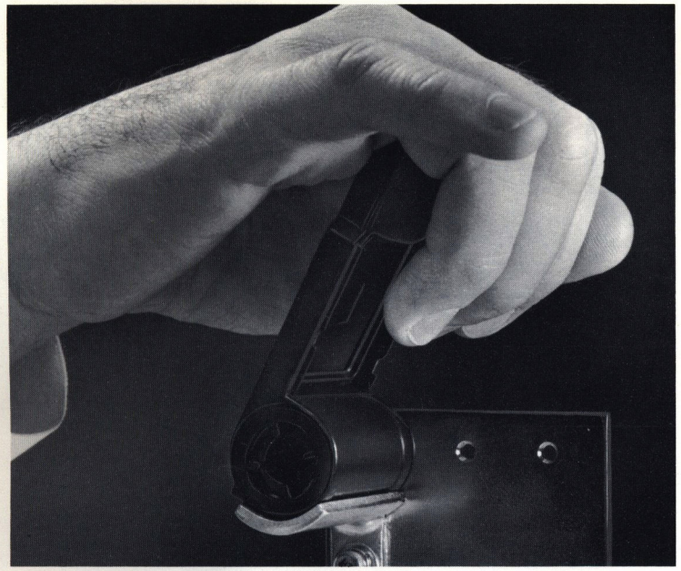
KODAPAK Cartridges clip easily into film racks.

Don't let the out-of-this world appearance of the new 126 KODAPAK Cartridge fool you. Despite the uniqueness of its format and the remarkable new level of picture-taking ease it brings to camera-users, the 126-size film inside the cartridge has been designed to move through your plant with minimum disturbance of your regular production routine. To find out just what changes are involved, FINISHER NEWS went along as Sherm Merling of Photofinishing Sales visited Dr. Val Pieronek of Kodak's Color Technology, where thousands of test cartridges of 126 film have been processed.

The major difference in film handling procedure, we learned, occurs between the film racking point and the hanging of the film. Because the backing paper on 126 film is not skived, and the film may sometimes not be wound completely onto the take-up spool, the cartridge opening operation should take place in the darkroom. KODAPAK Cartridges clip onto a regular film rack easily, as illustrated in the picture above.

The cartridges, which are molded from a tough thermosetting plastic and are capable of withstanding some really hard knocks in customer use, nevertheless crack open with aplomb when you use the specially-designed KODAPAK Cartridge opener pictured on page 3A.

The important point to keep in mind when using the opener is to apply leverage to the cartridge evenly across its width, and as close to the spool end as possible, to assure a clean break (see illustration on page 5A). The opener mounts easily and conveniently on the side of a film machine or on a



A quick twist of the wrist using the Kodapak Cartridge opener does it.

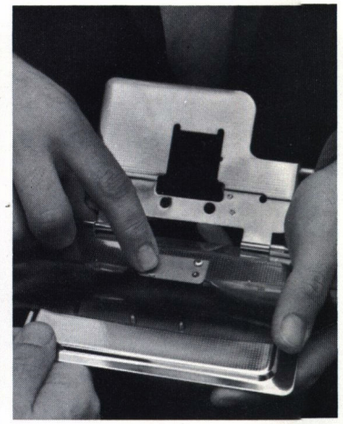
darkroom work bench. Once removed from the cartridge, 126 film strips and hangs in the usual fashion, and moves through the development process in exactly the same manner as other films. Darkroom personnel will probably find the new 126 filmstrips slightly easier to handle, because of their short length, than most roll film, and considerably easier to manage than 36-exposure strips of 135.

Although perforated and spooled from film 35mm wide, the new 126 film is a completely new size with respect to negative area and will require one of the new 126 negative masks. Shown below left is the 126 Insert Mask which can be cemented to a 1⅝ x 1⅝ negative holder. Below right is the Indexing 126 Negative Holder for Type IV and Model 5S Printers, which positions negatives precisely in the gate by means of the frame perforation.

Because 126 film is actually a new negative size, a normal setup has to be made when changing over from any other negative size. Proper lens and diopter combinations can be put together for any Kodak printer from regular Apparatus Parts items. Your Kodak Technical Sales Representative has a setup chart covering these combinations. Once out of the printing room, 126 film is fully compatible with existing film cutting equipment such as the KODAK Model 1 or Model 3 Automatic Film Cutters. Transparencies may be mounted in any standard press with 135-828 jaws.

Photofinishers reading this special issue of FINISHER NEWS at the MPDFA convention will find order blanks for all 126 processing accessories and supplies at the Kodak exhibit. Or your Kodak Technical Sales Representative will have one on his next call. He'll be glad to help you set up for the advance wave of KODAPAK Cartridges coming your way and which should turn into a full-scale flow in the coming months.

Two types of 126 negative masks.



An existing size compensating network can be used on present color printers.

Compatible with present film cutters.

A
Kodapak film cartridges
Kodak Instamatic cameras
B
NEW... Kodak Instamatic CAMERAS
ASK FOR A DEMONSTRATION
YOU LOAD INSTANTLY... AUTOMATICALLY!
GOOD PICTURES... SO EASY!
C
WE HAVE
THE NEW
Kodapak
FILM CARTRIDGES
FOR THE NEW
Kodak Instamatic CAMERAS
D
LOAD INSTANTLY, AUTOMATICALLY
E
FREE!
Pictures ARE Priceless
F
RADIO SPOT ANNOUNCEMENTS

HERE ARE YOUR "TICKETS" FOR THE *KODAK INSTAMATIC* CAMERA BANDWAGON

Courtesy of Jeff Mapes, Kodak Manager of Photofinishing and Wholesale Promotions

Getting reserved seats on the fast-moving INSTAMATIC Camera bandwagon is easy. There's a fine assortment of promotional items available — your tickets for climbing aboard this high-velocity vehicle and adding your own momentum to the speed it's already started to gather.

On the opposite page, Jeff Mapes (left), Kodak Manager of Photofinishing and Wholesale Promotions, and Display Manager Don Elmslie examine these "tickets" to increased film and photofinishing sales. Use them. With achievements like the KODAK INSTAMATIC Camera and KODAPAK Cartridge to make it easier than ever for millions of people to take pictures, why travel at a walk when you can ride the consumer excitement this new picture-taking team is sure to generate!

A KODAPAK Cartridge Display Dispenser. With a four-step pictorial demonstration of how to load and use the KODAK INSTAMATIC Camera, and brilliant samples of pictures taken with the KODACHROME-X, KODACOLOR-X and VERICHROME Pan Film in the KODAPAK Cartridges, it works hard at selling the film it holds. The dispenser is available as a part of the No. 691 KODAK INSTAMATIC Assortment, which includes two KODAK INSTAMATIC 100 Outfits and five KODAPAK Cartridges containing the three film types named.

B KODAK INSTAMATIC Outfit Streamer (A9-109). Also included in the No. 691 KODAK INSTAMATIC Assortment, it pictures the same four-step demonstration as the KODAPAK Display Dispenser. A real attention-getter, either Scotch-taped to a window or strung overhead.

C KODAPAK Film Streamer (A9-108). Also included in the No. 691 KODAK INSTAMATIC Assortment. Use it alone, or in tandem with the A9-109 Streamer.

D KODAK INSTAMATIC Camera Stuffer (A3-189). This is free in any reasonable quantity. An imprinted version (A3-189P) is available with a $1 charge, which covers the cost of setting up your own imprint for any quantity. Inserted into photofinishing envelopes, or riding in your direct mail, it will sell the INSTAMATIC Camera idea to customers who are already sold on photography.

E Kodak 1963 Spring-Summer Ad Mat Assortments A and B. There are ten mats in each of the two series. About 40 percent of them will be devoted to the KODAK INSTAMATIC Camera and the KODAPAK Cartridge. Both assortments are free.

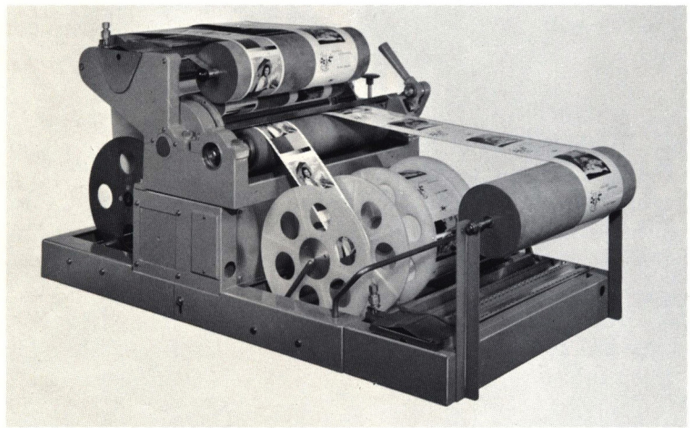
F Radio Spot Announcements. These suggested commercials are available free on request. Use them as is, or adapt them to your own airwaves effort.

SPECIAL PROMOTIONAL BONUS:

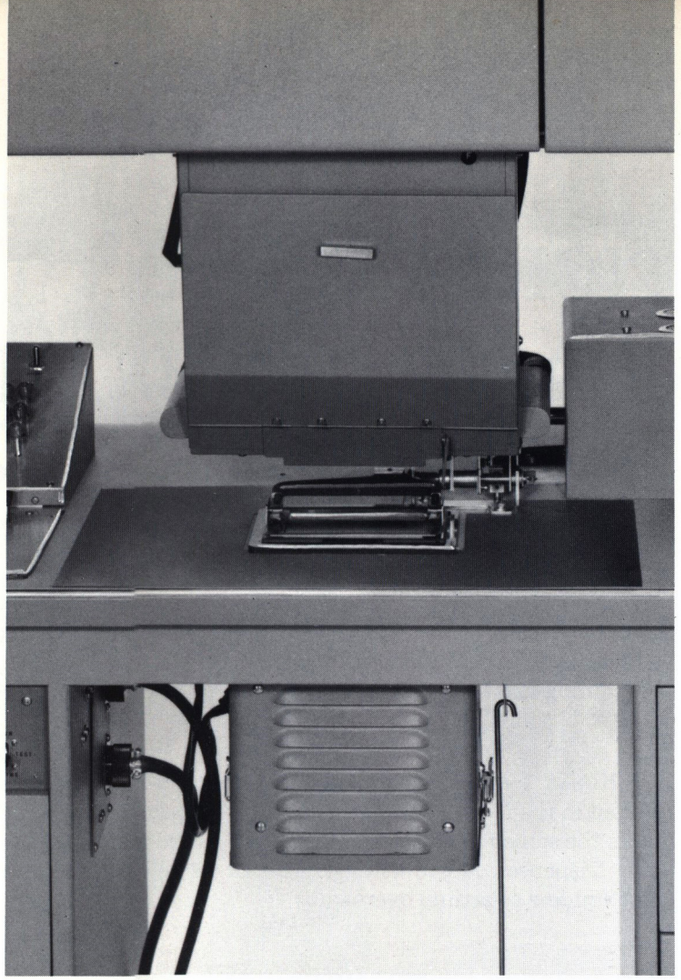
Every No. 691 KODAK INSTAMATIC Assortment contains ten reprints of the four-page advertising "spectacular" appearing in the June Reader's Digest. You can use the order card enclosed with the Assortment to request any reasonable quantity of additional reprints free. A hefty addition to any direct mail campaign, and a valuable customer handout as well.

Finishing Touches

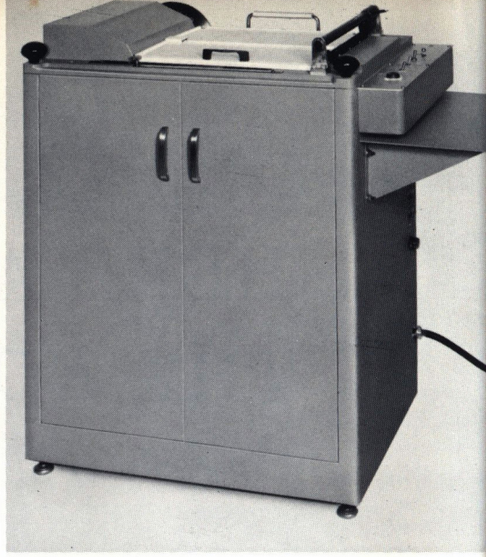
In addition to the epic news of the new KODAPAK Cartridge and KODAK INSTAMATIC Camera, there were a lot more glad tidings for photofinishers at the Kodak MPDFA exhibit in Atlantic City. Additional new products were announced that will answer major photofinisher needs, including a new KODAK Pressure Ferrotyper that signals a new era in trouble-free glossing of EKTACOLOR Paper and a much-wanted 4 x 5 High-Intensity Lamphouse for the KODAK Model 8S Enlarging Color Printer and Type IV B-3 Printer. Here are the highlights of these and other new items:



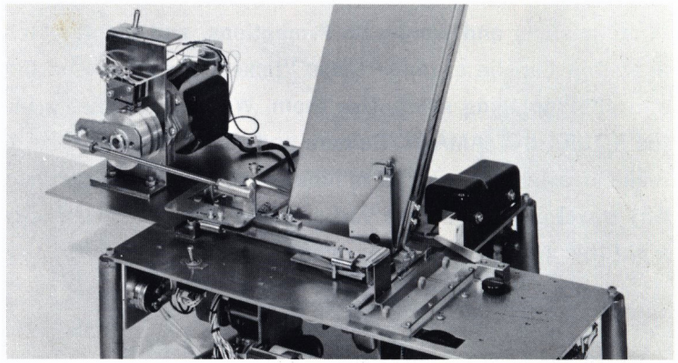
KODAK Pressure Ferrotyper Here's an excellent answer to the need for problem-free volume glossing of EKTACOLOR Paper. This compact (21 x 31 x 25) unit will impress a mottle-free, high-gloss finish on matte-dried EKTACOLOR Paper with no sticking or edge-lift at the rate of 5 feet per minute. Any number and combination of continuous print material from 3½ inches wide to a maximum total width of 14 inches can be accommodated, as long as a minimum of 1 inch is allowed between strands. A set of six paper guides (three 3½-inch, two 5-inch and one 8-inch) is furnished as standard equipment with the unit.



High-Intensity Diffuse Lamphouse This new unit now makes possible the printing of negatives up to 4 x 5 inches on both the KODAK Model 8S Enlarging Color Printer and the Type IV B-3 Printer. The high light output (up to 1,100 watts) makes possible printing speeds comparable with the current 8S Printer, and a dual lamp circuit with manual switching maintains near-equal printing times for all negative sizes. High-diffusion illumination reduces print defects caused by negative scratches and dirt. The Lamphouse package includes all hardware required for installation in either the 8S or IV B-3 Printer, including a high-volume blower to keep temperature rise of negatives and filter pack at a minimum.



KODAK Master Roll Paper Holder, Model 11 This new unit retains the functional cabinetry and trouble-free paper advance mechanism of the Model 1 Master Roll Paper Holder but accepts roll paper up to 11 inches in width. Capacity ranges from 500 feet for double-weight rolls to 1,000 feet for single-weight paper. An easy-set dial on the front of the unit adjusts range from 5 to 14 inches in ½-inch increments. Composing board has been improved to provide the completely lighttight construction needed for use with color papers. A built-in power supply and plug-in outlet is provided for either the KODAK Model 5 Print Marker or Model 6 Pencil Marker, and terminal strip connections provide for quick installation of a KODAK Multiple Print Controller and commercially-available timer. Vibration during printing is eliminated by automatic turn-off of the drive motor during exposure.



Motor Drive Kit for Semi-Automatic Slide Mounting Machine, Model 2 This assembly opens the way for greatly increased slide mount output by automatically advancing the 2 x 2 mount from the hopper to the sealing station. Installation of the motor drive substantially lowers maintenance requirements and gives more accurate, dependable operation.

How do people like taking pictures with the new KODAK INSTAMATIC Cameras

. . . and what kind of pictures do they get?

Like every other product that comes out of Kodak, KODAK INSTAMATIC Cameras and KODAPAK Cartridges were subjected to exacting performance and life-tests before the decision was made to release them to market.

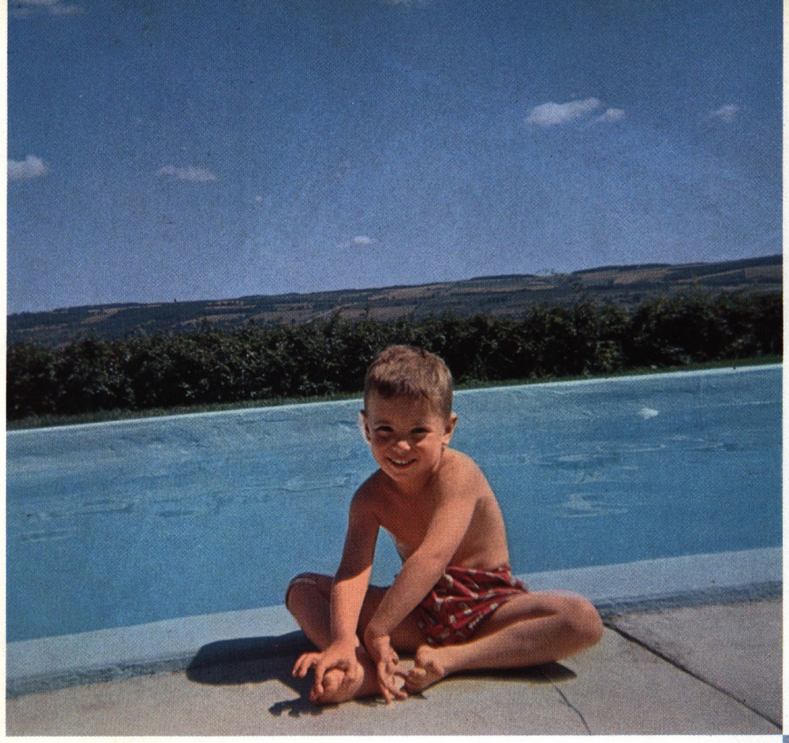
KODAK INSTAMATIC Cameras were designed to make photography simpler and more trouble-free than it has ever been before. Scientific tests were one thing. Now we needed use-tests by amateurs. And the more photographically inept the better.

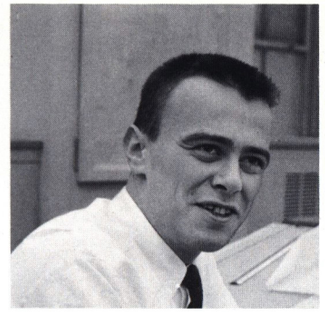
For obvious reasons, we couldn't allow cameras and cartridges to be released to the general public for testing. So we picked Kodak people whose jobs, for the most part, had little to do directly with photography: the same secretaries, bookkeepers, and administrative personnel you'll find in any large organization.

Each test was closely supervised. The amateur testers were told only that they were trying out a new film. But later we needed data on loading and unloading. So a new group of Kodak volunteers was selected.

After trying the cameras, they filled out long and searching personal reports on their reactions and opinions. The engineers were able to use the new information to verify their hypotheses, and to incorporate a number of design refinements.

As a result of this testing, hundreds of amateur snapshooters from Kodak's divisions used KODAK INSTAMATIC Cameras to photograph children, pets and other subjects. The 10,000 or more exposures they made provide a cross-section of the results your customers can expect to get. For an idea of how people like using the INSTAMATIC Camera, and the exceptionally good pictures that even novices can look for, turn the page.



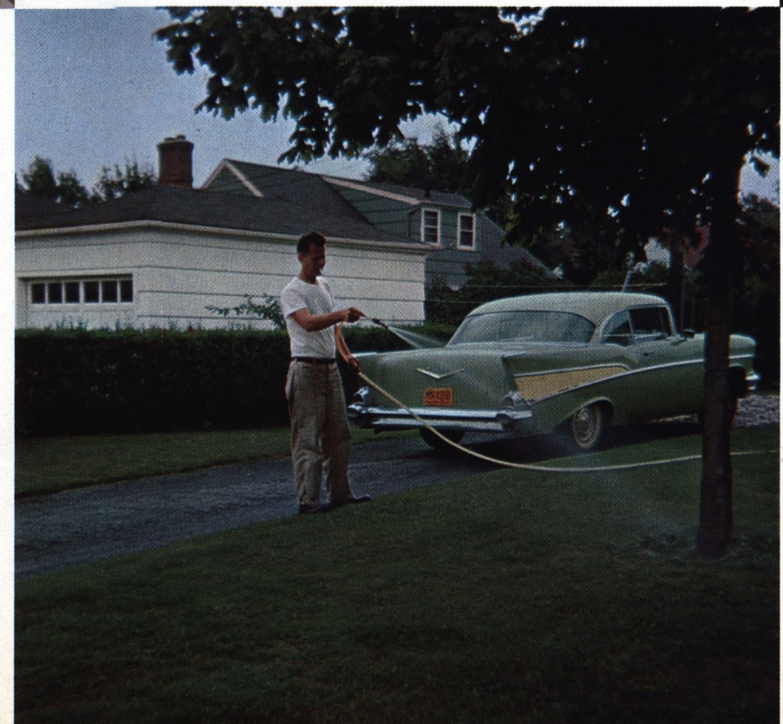


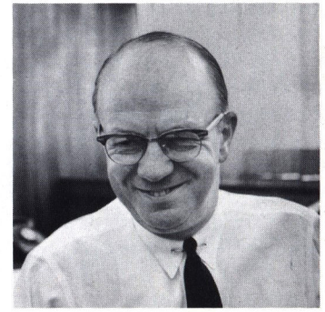
"Usually I have to read the direction manual every time I load a camera. I've missed a few pictures because of loading mistakes. But loading an INSTAMATIC Camera is easy. Quite a clever idea. I like that lever film advance. You just *can't* make a double exposure!"

KENNETH MILLES, *trainee*

"I never used to like to load a camera, but this one was so simple to load and operate that I'm going to get one of my own. That pull-up flash was a good idea. Very handy and compact. It's a real handbag camera – so convenient and lightweight."

OLIVIA G. MAGIN, *secretary*





"I liked the appearance. It looked like a *lot* of camera. Champagne style at a beer price. I like the way it felt, too. Something about the rectangular shape made it feel steadier. I intend to buy one. My wife doesn't use a camera now, but she'll enjoy this one."

MARSH GWYNN, *assistant staff superintendent*

"I was delighted at not having to focus with the INSTAMATIC '100' or worry about details. For someone like myself, who doesn't usually take a lot of pictures, it made it very easy to operate. I was surprised when I discovered how easy it was to load. The size and shape were very elegant."

ELIZABETH MCTAGGART, *secretary*

"It's so easy to use the INSTAMATIC Camera that I let my eight-year-old daughter load and unload it. She got some good pictures, too. And it looks expensive. My wife couldn't believe it when I told her how low the price would be. I'm buying one for all of us to use."

G. PAUL HOLM, *accountant*

"I was surprised at how sharp the pictures were. I took that one at Keuka Lake. It sure was an easy camera to use. No problems at all. Just point it and press the button. And you don't have to stop the action to reload it, either."

HARVEY DUDLEY, *Design Department*

Behind the INSTAMATIC program...the greatest marketing effort in Kodak history

The roomful of managerial talent seen above represents Kodak's international interests with headquarters in 27 countries, ranging from Argentina to Uganda, East Africa. Purpose of the get-together: to coordinate world-wide efforts to launch something then known only by the code name "Project Thirteen."

The scope and complexity of the KODAK INSTAMATIC Camera and KODAPAK Cartridge program was unprecedented. An awesome number of separate lines of endeavor had to mesh exactly, to meet at a target date over a year in the future. This monumental traffic job involved global advertising, television, packaging design, market research, translation of labels and instruction manuals into a variety of languages, preparation of salesmen's sample kits, design and manufacture of demonstration cartridges—even the education of copywriters to the implications of the completely new INSTAMATIC way of taking pictures.

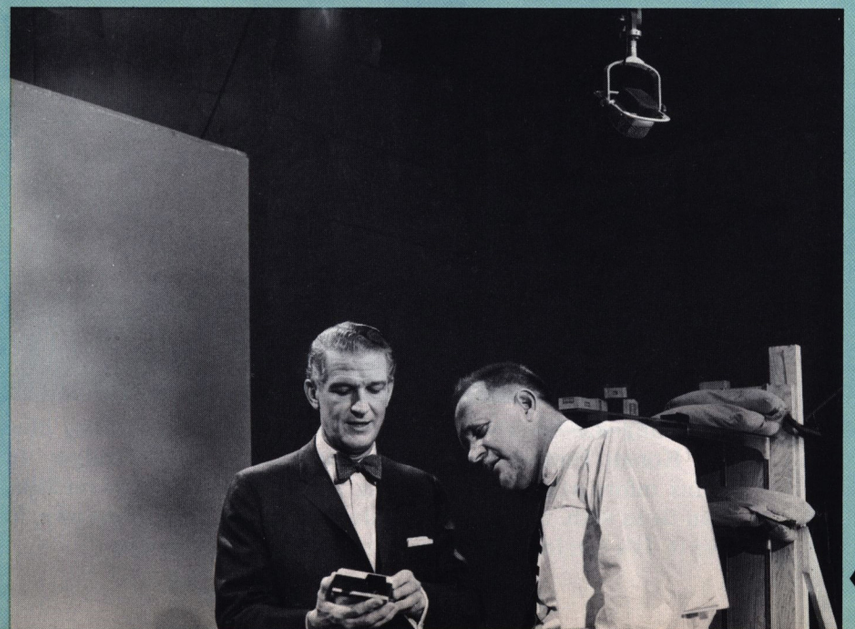
Thousands of Kodak employees had a hand in "Project Thirteen," including hundreds who had no reason to suspect its existence. Some aspects of the INSTAMATIC Camera marketing effort are seen on the following pages.

The "Instamatic" story will be told again . . . and again

Above, Kodak's A. Dexter Johnson and Reo Young, and Wyatte Hicks of the J. Walter Thompson advertising agency, examine proofs of May 10 *Life* ad.

Magazine advertising . . . reaching 22½ million households

Four-page, full-color "spectaculars" in the May 10 *Life* and June *Reader's Digest* will launch the INSTAMATIC Camera campaign. (An expanded version of these ads will become the May Dealer Direct Mail piece.) Next, a total of eighteen follow-up ads in spring-summer issues of *Life, Look, Saturday Evening Post, McCall's,* and the *Ladies' Home Journal.* Total circulation: 47,840,000. Total *unduplicated* circulation: over 22½ million households. Pass-on readership will insure that the INSTAMATIC Camera story reaches four out of five adult Americans. Circulation bonus: ads in special interest magazines and photo magazines, adding another 5 million readers.

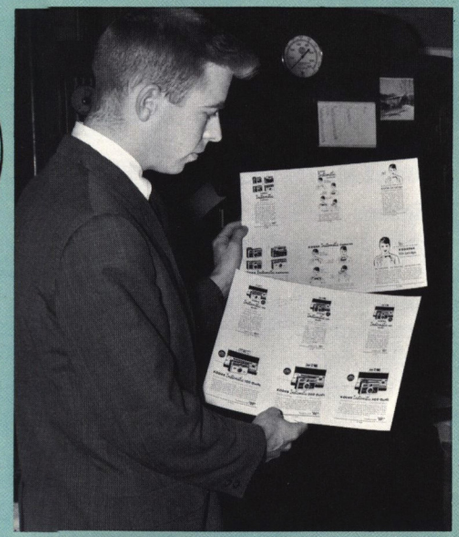


Network television . . . entering 45% of all TV homes within a 4-week period

Television kickoff of the INSTAMATIC Camera campaign is May 12, on Walt Disney's "Wonderful World of Color." All commercials on May 12th will feature the KODAK INSTAMATIC Camera line. The INSTAMATIC Cameras will be featured on every Kodak TV program throughout the summer.

The Disney audience is largely composed of middle to upper income families who rate as top prospects for photographic merchandise. Simultaneously—for seven weeks (May 12-July 4)—8 to 10 additional spot commercials will be used in the 32 top markets. The combined TV effort will insure that the benefits of the new KODAK INSTAMATIC Cameras will be demonstrated in nearly 28 million U. S. homes.

Television personality Bud Collyer checks out on a KODAK INSTAMATIC Camera.

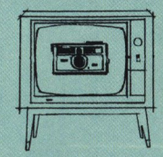


Ted Genock and John Stott, of Kodak's television department, study a storyboard for a KODAK INSTAMATIC Camera television commercial.

Newspaper advertising . . . 200 metropolitan dailies

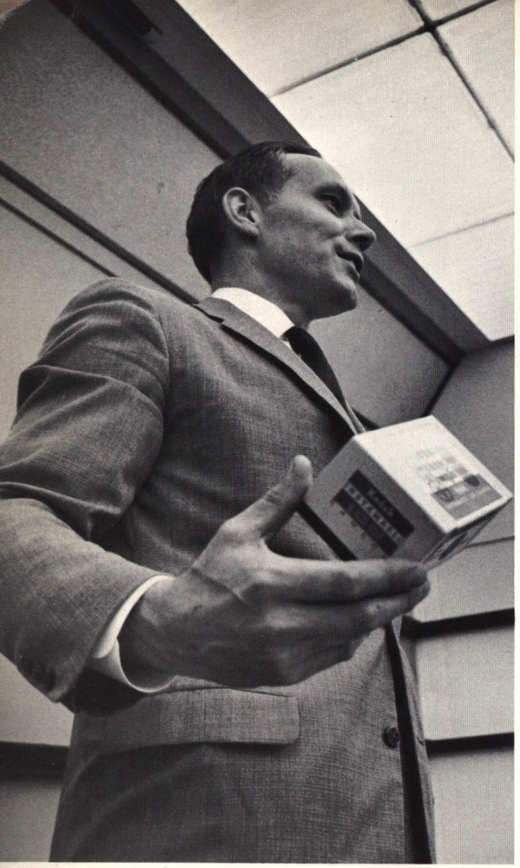
Millions more will learn about the KODAK INSTAMATIC Camera over morning coffee, or while commuting to and from work in trains and buses. 1,000-line ads will appear in evening newspapers June 18 and July 23, and in morning newspapers June 19 and July 24. Approximately 200 leading metropolitan dailies will carry the ads to more than *32 million* readers. Dealers can tie in with these big-space ads through the newspaper mats supplied in the KODAK INSTAMATIC Camera Merchandising Kit.

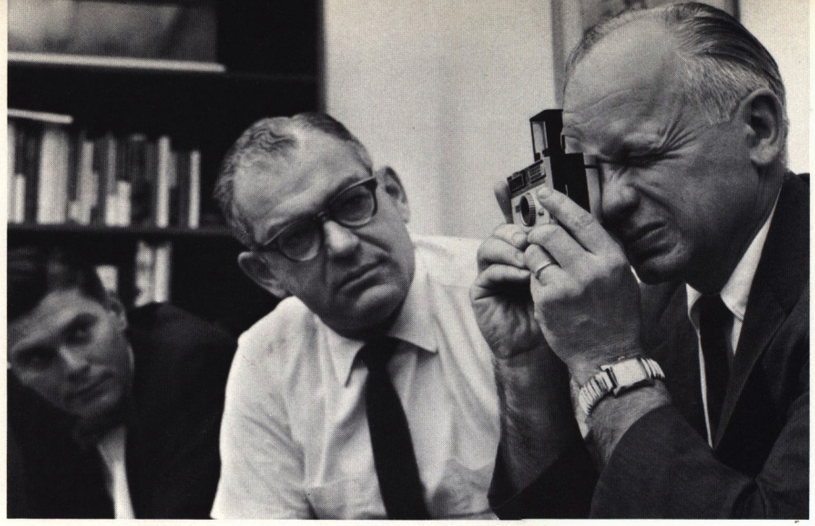
Newspaper ad mats by the thousands roll out of electrotype presses.



Spot TV . . . continuing impact

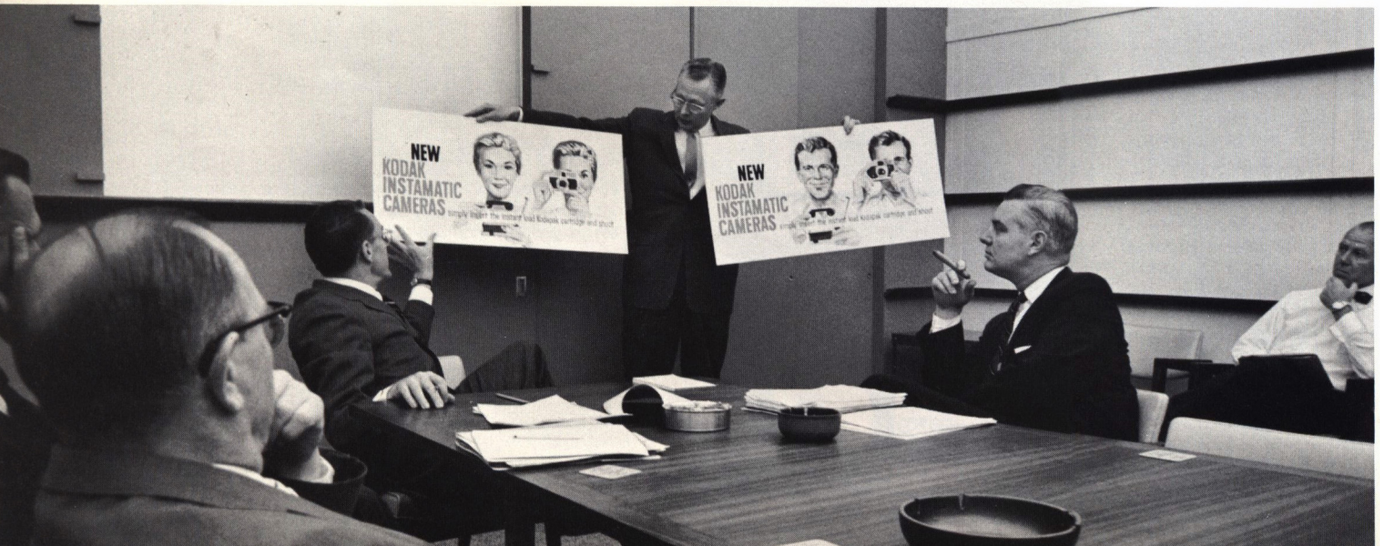
Kodak's *entire* spot effort, averaging some 10 commercials a week in each of the 32 top markets will concentrate entirely on KODAK INSTAMATIC Cameras and KODAPAK Cartridges.





Coordination of efforts toward an Integrated Marketing Program

Literally dozens of meetings spanning almost two years were needed to coordinate the multi-faceted marketing program. At one gathering of the then "Project Thirteen Task Force," Kodak Manager of Package Design, Carmon Elliot (at left), explains how carton for the INSTAMATIC Camera integrates with display and sales promotion materials. Above, *Kodak Dealer News* Editor Wen Phillips examines INSTAMATIC Camera as Myron Kerney, Amateur Film Sales Manager, and Advertising's George Kaelber, look on. Below, Kodak Display Manager Don Elmslie holds up two versions of a proposed display piece for INSTAMATIC Cameras.



coming your way

The KODAK INSTAMATIC Camera Merchandising Guide

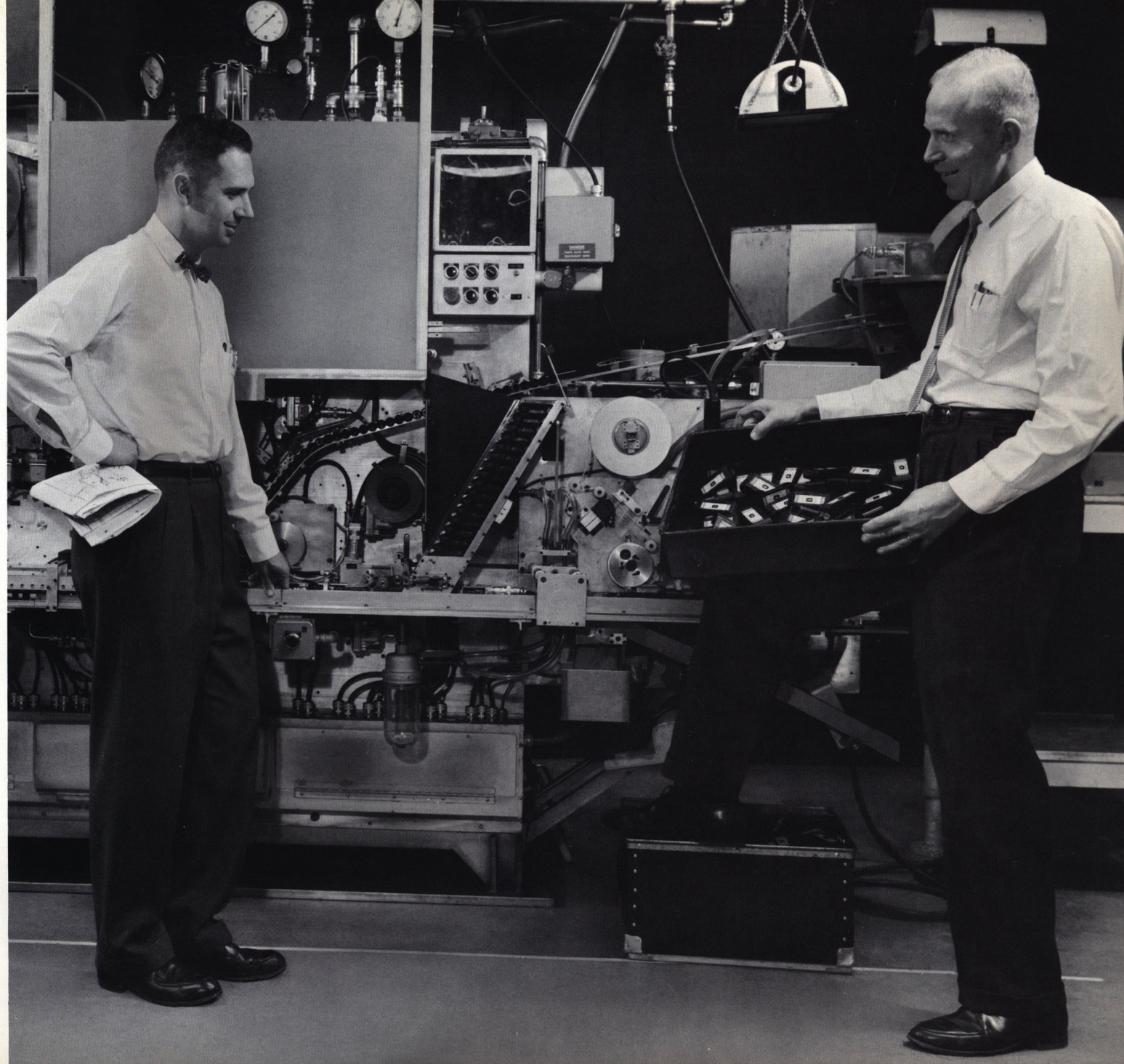
The king-size book you see above is your complete selling blueprint for KODAK INSTAMATIC Cameras and KODAPAK Cartridges. It contains information on everything from the national advertising you can tie in with, to aids for the advertising you do on your own. Watch for it. It's coming your way within the next few weeks.

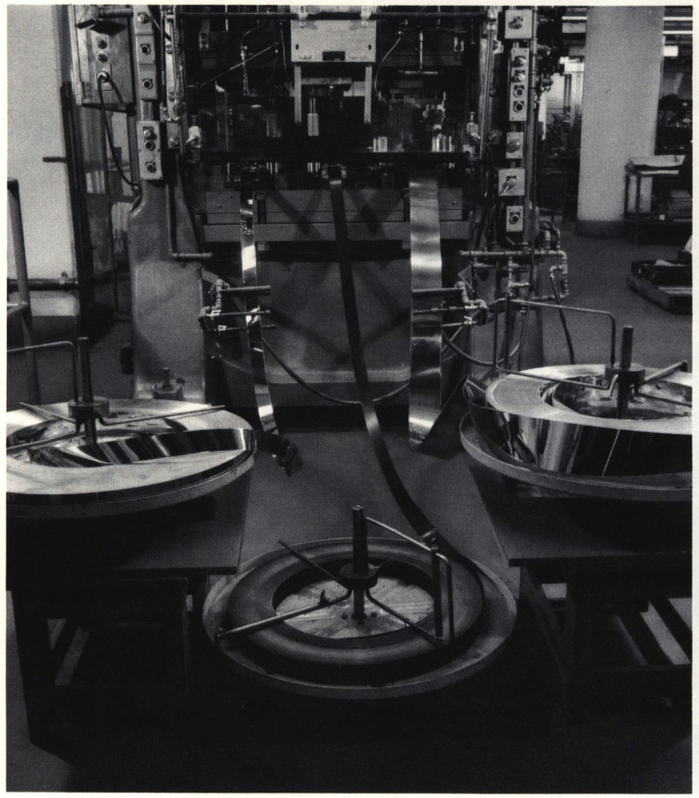
Production Power to back your Promotion Program

In the time it takes you to read this paragraph, Kodak production facilities in Rochester will turn out as many KODAK INSTAMATIC Cameras and KODAPAK Cartridges as the average dealer will probably sell in several weeks. Kodak has backed its expectation of enthusiastic consumer response to these unique new products with an extensive tooling, production and inventory program.

All of Eastman Kodak's photographic manufacturing ingenuity and experience was thrown into the effort to make the INSTAMATIC Camera-KODAPAK Cartridge combination a flawless performer. Many knotty manufacturing problems have been met and solved along the way. For example, a fine balance had to be struck in the groove dimensions between the cartridge body and take-up spool. Exhaustive experimentation established tolerances that were close enough to assure completely lighttight baffling around the spool rim, and yet allowed sufficient clearance for smooth-riding film advance. The high level of

(continued on page 21)





Parts for the front plate of INSTAMATIC "100" Cameras start out as three ribbons of gleaming metal fed into the 150-ton punch press above. Stamping parts simultaneously on three sets of dies as shown above requires alignment of the dies to within .0001 inch. Stamped parts emerge from chemical cleaning bath at right and enter a fixture where they are hydraulically fitted to a plastic base plate and leave the wheel as a completed assembly. Camera Works Press Department Head Bruce Hinkley and Production Supervisor John Beisman inspect stampings as operator Frank Sinagug-lia feeds plastic base plates.

(continued from page 19)

winding ease achieved will, we think, be a revelation to owners of knob-winding roll film cameras.

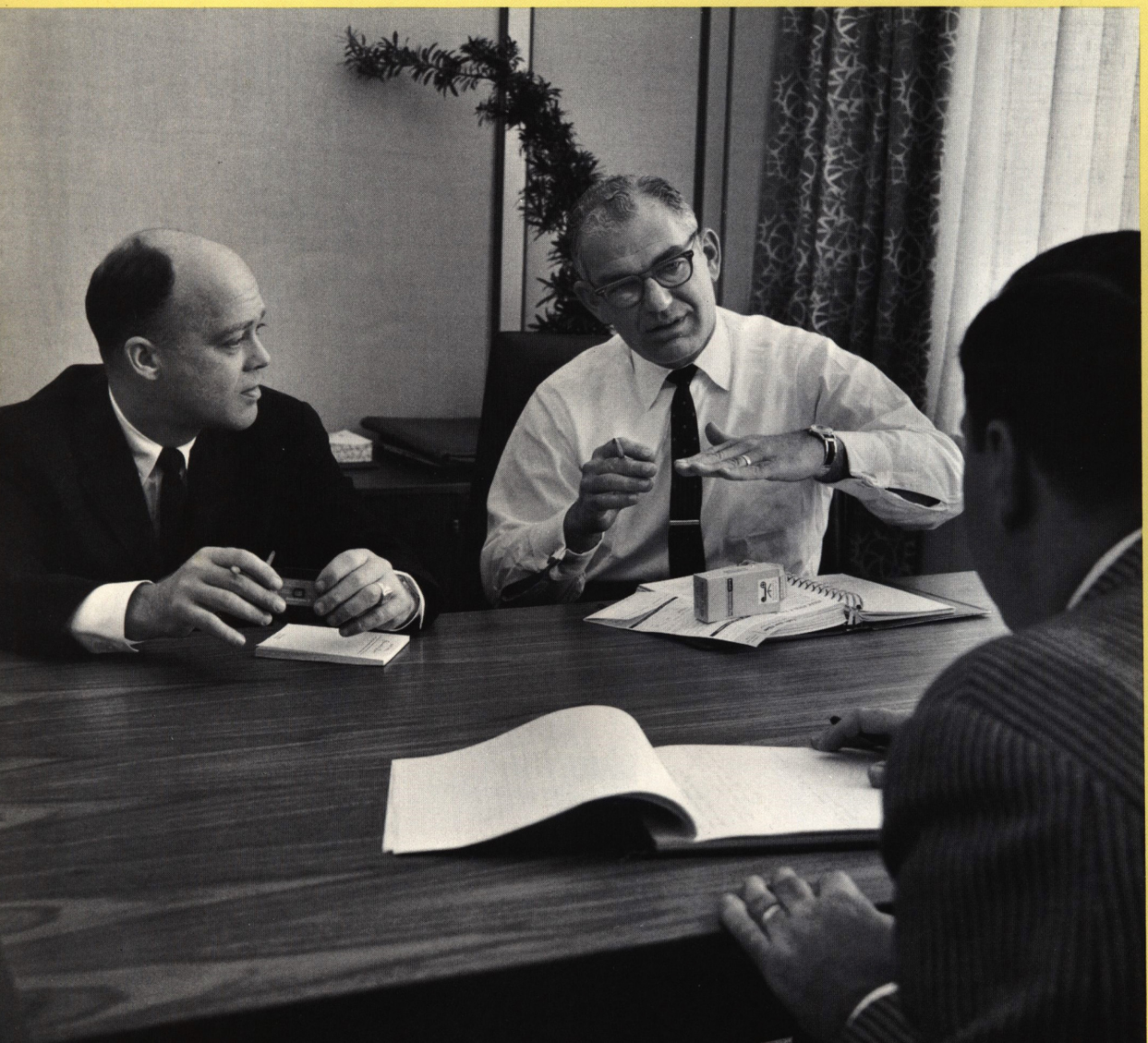
The solution of design problems cleared the way for development of amazingly automated production equipment that should soon supply both cameras and film cartridges at almost any level of consumer demand. The Kodak-built machine shown on page 19, for instance, injects slit film, backing paper and plastic parts, and turns them out as completely heat-sealed and labeled cartridges of spooled film. In between, the film has been cut to precise length, perforated, pre-flashed, edge-marked with Kodak trademark and exposure numbers. Then it's joined to backing paper which has also been cut and perforated by the machine, spooled into a scroll, joined to a take-up spool and inserted in the cartridge. The two design engineers shown with the film spooler are Cliff Bushnell and Bob Herberger of Kodak Park's Engineering, Construction, Maintenance and Utilities Organization.

The output of these film spoolers is constantly spot-checked by another multipurpose device called a camera simulator. One fast trip through the simulator yields precise data on film and backing paper thickness, placement of the joining tape, torque required for the winding, accuracy of the film and backing paper perforation alignment and information as to whether or not the camera pawl penetrated each perforation properly.

After several years in the design and manufacturing phase, it appears that the testing process is ready to move on to the ability of Kodak sales and advertising to inform and excite the public about KODAK INSTAMATIC Cameras and KODAPAK Cartridges, and to the perception and ability of dealers to pick and cash in on a winner.

Stocks of INSTAMATIC Cameras and KODAPAK Cartridges have been accumulating at the Kodak Distribution Center. Distribution Center's Estimating and Planning Division Assistant Manager Jim Culhane and Assistant Vice-President and Distribution Center General Manager Tom McGrath watch fork-lift operator Cliff Adams put finishing touch on stacks of KODAPAK Cartridge cases.

Questions and Answers about the new KODAK INSTAMATIC Cameras and KODAPAK Cartridges

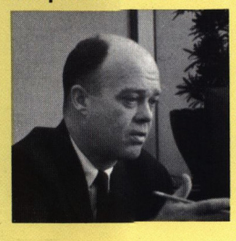


The INSTAMATIC Camera-KODAPAK Cartridge team offers the first true drop-in loading for still cameras in photographic history. It inaugurates automatic input of film speed, and a new metering system so exact that film perforations can be used for accurate indexing in printers and slide mounting equipment. The entire idea is so new, in fact, that many questions are bound to arise. DEALER NEWS tried to anticipate some of the questions dealers may be asking or may be asked by their customers, and got the answers from Kodak's Manager of Amateur Film Sales, Myron Kerney, and Still Camera Sales Manager, Bob Day. The following are a few of the answers we thought dealers would most like to have.

Q. Will other Kodak films such as PLUS-X, TRI-X and High-Speed EKTACHROME be made available in KODAPAK Cartridges?

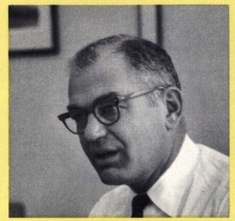
KERNEY We think a good range of films has been provided for most picture-taking needs. However, both cameras and cartridges are flexible enough to meet any demands that can be foreseen, and we will move to supply any real public desire that may develop.

Q. Does Kodak expect that the INSTAMATIC "100" will replace such cameras as the STARMITE at the low-priced end of the line?



DAY That's really going to be up to the public. The STAR Cameras have a tremendous amount of public acceptance, and may continue in heavy demand for at least the foreseeable future. Preference by some picture-takers for lower-priced conventional roll film might conceivably sustain an indefinite demand for these cameras.

Q. Will darkroom fans be able to develop KODAPAK Cartridge film loads with their existing equipment?



KERNEY Directions for opening KODAPAK Cartridges by hand are included with KODAK VERICHROME Pan, EKTACHROME-X and KODACOLOR-X Films. Developing can be done in any small tank taking strips of film 35mm wide. The pre-exposed borders aid in film masking when enlarging and 2 x 2-inch KODAK Ready-Mounts with 26 x 26mm openings are now available.

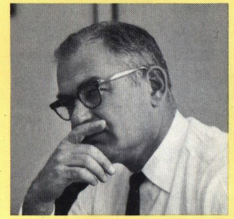
Q. Will the new INSTAMATIC Cameras accept standard Kodak lens attachments?

DAY We wanted to be sure of that. The "100" camera takes the No. 6A, the "300" and "400" models accept the No. 13 and the "700" can be fitted with Series 5 Lens Attachments.

Q. What happens if you take a KODAPAK Cartridge out of the camera in mid-roll, say, because you want to use another type of film?

KERNEY If it's ever really important to change cartridges without loss of film, you must remove, store and replace the cartridge in complete darkness. Otherwise, advance film twice beyond last exposure, remove in subdued light and protect cartridge from light while it is out of the camera. When replacing cartridge in the camera, remember to advance film twice before shooting.

Q. The KODAPAK Cartridge carton takes up more space than a normal roll of film. Do you think the public will object to this?

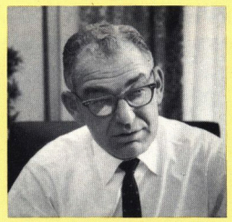


KERNEY A KODAPAK Cartridge box is about the size of a king-sized pack of cigarettes, which a lot more people are carrying around in their pockets these days than "regular" packs, and we've got "a lot to like," too.

Q. Will the public accept the square format, especially for slides?

DAY The square format gave us important advantages in terms of camera compactness and good utilization of the lens. Esthetically, acceptance of the square format runs all the way from the 20 million-plus STAR and HAWKEYE Camera owners to devotees of HASSELBLADS and ROLLEIFLEX Cameras. The new 126 transparencies will enable slide fans to put more picture on their screens – which are almost all square anyway – than they've ever been able to see before.

Q. Will Kodak be putting out 36-exposure KODAPAK Cartridges in the slide films?



KERNEY I can give you a definite "no" on that one, because there isn't enough room in the cartridge to permit loading 36 exposures. We feel that the need for high-exposure loads will be reduced now anyway, because much of the demand for them traces back to the fact that they cut down on the frequency and bother of loading. But now anyone can load one KODAPAK Cartridge and replace it with another faster than he can get a single cassette into the average 35mm camera.

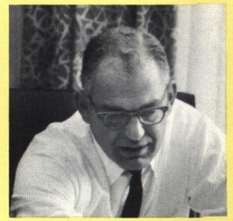
Q. The "100," "300" and "400" INSTAMATIC Cameras are being offered only in outfits. Do you expect that the cameras will be offered separately as well?

DAY Our current experience is that with popular-priced cameras being offered both ways, the outfits are outselling the single cameras by almost ten to one. Since the total retail value of the extras in the outfit is nominal and since the "AAA" batteries needed for the flash circuit aren't available everywhere yet, we have no present plans to offer the cameras separately.

Q. Why didn't Kodak design the cartridges so they could be changed without losing frames?

KERNEY This would complicate construction of both the cartridges and the cameras terrifically, and would not be worth the extra cost, especially since very few people would use this feature.

Q. How does film flatness in KODAPAK Cartridges compare with other films?



KERNEY The cartridge holds the film considerably flatter than film in a conventional roll-film camera. Film flatness is more like that in the best 35mm cameras. This is possible because the film feeds out of a coreless supply chamber where it's never been tightly wound on a spool – as roll films are – and is held down by the four equal sides of the exposure frame.

Q. With 126 film producing a smaller negative than 127, will customers be able to get pictures as sharp as the 127 cameras give them?

DAY You'll find a good answer to that in the pictures taken by INSTAMATIC "100" and "300" Cameras (see pages 14 and 15) in this issue of DEALER NEWS. One reason for their unusual sharpness is that the INSTAMATIC Cameras' short focal length lenses give them great depth of field, and will sharpen up a lot of pictures that were formerly "too close" for longer lenses. INSTAMATIC Camera lenses run from 43mm down to 38mm, compared to 127 cameras with lenses in the 50mm class. INSTAMATIC Camera shutters are also up to more than twice as fast as 127 camera shutters, which should contribute additionally to picture crispness.

Q. Why do the INSTAMATIC Cameras have "Wind film to stop" over the exposure window?

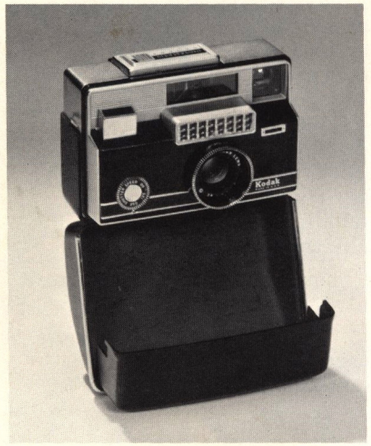
DAY People are accustomed to positioning roll film exposures by looking at numbers on the backing paper. It will take real effort on Kodak's part and by the dealers to educate users to the INSTAMATIC Camera's automatic metering system. The positioning of the film is done by the camera's internal metering system, and the shutter can't be released until the film has been wound to the automatic stop. The numbers on backing paper in KODAPAK Cartridges are for a check on the number of exposures only and are not needed to tell where to position film.

Q. Will there be other INSTAMATIC Camera models?

DAY Yes. The KODAPAK Cartridge opens up many possibilities of camera designs incorporating new features we think the public will want. We expect that this INSTAMATIC family of ours is going to get bigger as well as increasingly more popular with camera-buyers everywhere as time goes on.

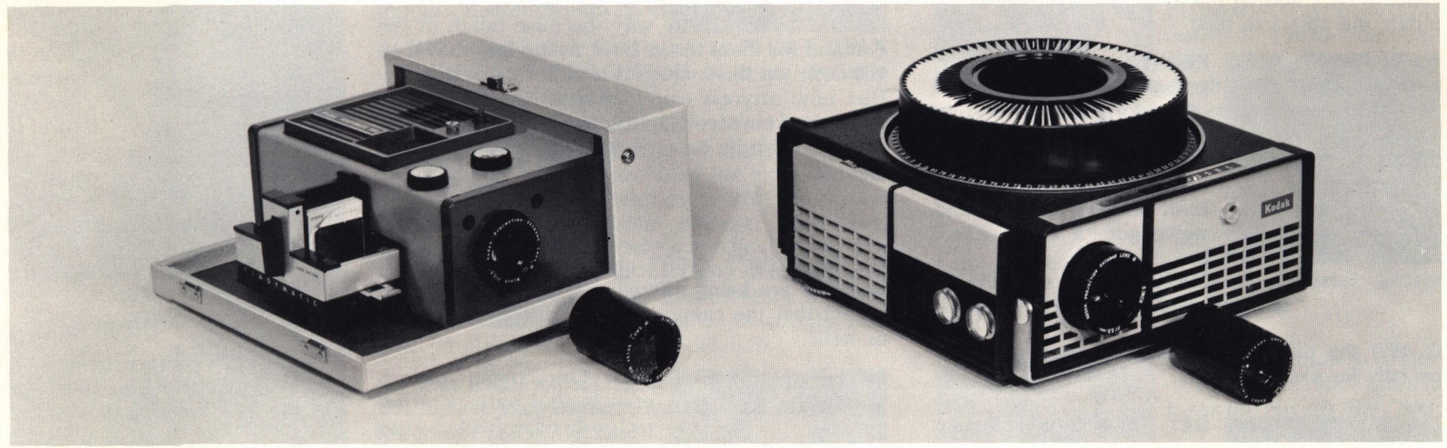
Instamatic Smatterings

Tom Hargrave, Kodak Manager of Accessories Sales, is a frosting-on-the-cake specialist. Just prior to press time for this special issue of DEALER NEWS, he unfurled a banner lineup of accessories and back-up items that will offer INSTAMATIC Camera buyers added facility in using their cameras and enjoying the results. Here was the INSTAMATIC accessory roster as we went to press:



Field Cases. A series of three field cases is available for the four INSTAMATIC Camera models. KODAK INSTAMATIC Field Case, Model A (No. C60C) fits the "100" camera and lists for $4.50. INSTAMATIC Field Case, Model B (No. C65C) accepts both the "300" and "400" cameras and lists at $4.95. INSTAMATIC Field Case, Model C (No. C70C) is for the INSTAMATIC "700" and lists at $9.95.

New Projector Lineup. Because 126 slides are slightly smaller than 135 slides—measured on the long dimension—approximately 20 percent more projection distance is needed to provide the same width of the screen for 126 slides. Where the longer throw might be inconvenient, the entire line of KODAK Slide Projectors is now being offered with shorter focal length lenses as standard stock items. All KODAK 500 Projectors, Model B, the KODAK READYMATIC 500 Projector, Model 1, and the KODAK SUPERMATIC 500 Projector, Model A, are all now available with 3-inch *f*/3.5 Projection EKTANAR Lenses as standard order items. The KODAK CAROUSEL Projector, Model 550, may now be ordered with either a 3-inch *f*/3.5 Projection EKTANAR Lens or a 4-inch *f*/3.5 Projection EKTANON Lens. The 3-inch *f*/3.5 Projection EKTANAR, 3-inch *f*/3.5 Projection EKTAR and 4-inch Projection EKTANON Lenses are now all offered separately at a list of $12.50. All above projectors will also continue to be available with the 4- and 5-inch lenses offered previously.



Various and Sundries. All materials needed for mounting 126 slides are also available. KODAK Masks for 126 glass slides are packaged 50 to a box, list 85 cents. KODAK Ready-Mounts for 126 transparencies are $2.50 list for a package of 50 folded, or $1.75 list for a package of 100 flat. To screen the virtues of the KODAK INSTAMATIC Camera and KODAPAK Cartridge for your customers in really vivid fashion, a KODAK INSTAMATIC Demonstration Slide Set (No. A8-242) which depicts the key selling features of the new camera line is available for just $1.00 net.

Prices subject to change without notice.

THE TRIUMPH OF LESTER SNAPWELL

or,

the Buster Keaton theory of photographic evolution

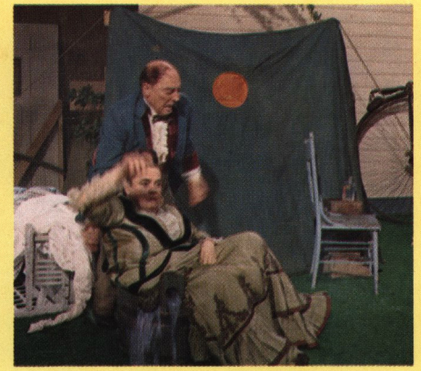
The inspired fumbling of Buster Keaton illuminates eighty-five years of photographic history, culminating in the KODAK INSTAMATIC Camera. The stills at the right are taken from Keaton's newest film, a 23½-minute comedy called "The Triumph of Lester Snapwell."

The movie, directed by Jim Cahoon of Kodak Informational Films, will not only be a sales promotion tool for use with civic groups and other gatherings, but is funny enough to stand on its own feet as a short subject in movie theaters in the U. S. and abroad. To date, before the film's first public showing, 88 prints have already been ordered in languages ranging from French to Chinese. Interest is especially keen in Europe, where Keaton classics like "The General," "The Navigator" and, coincidentally, "The Photographer," are enjoying a revival.

"The Triumph of Lester Snapwell" recounts Lester's frustrated efforts to take a picture of his girl friend, Clementine, starting with the cumbersome equipment of 1878. (For the early scenes, director Cahoon imitated the jerky, speeded-up effect of the old silent films by skipping every third frame.) Keaton deadpans his way through one photographic disaster after another, until, after traversing time through to 1963, he discovers the KODAK INSTAMATIC Camera. Equipped with a flub-proof INSTAMATIC, not even a Lester Snapwell can fail to take superb pictures, a point that movie audiences will remember long after they stop laughing.

You'll make a lovely picture, my dear . . .

But first I've got to coat the plate . . .



Mama, don't sit in my developer . . .

The plate's ruined, and so is the dress . . .

Smile for the No. 1 Kodak camera . . .

You're the cat's pajamas, girls . . .

I can't miss with this one, Clementine . . .

Just drop in the KODAPAK Cartridge . . .

Camera's loaded and ready to go . . .

Then pull up the handy flash unit . . .

All you do is aim and shoot . . .

Another picture, girls?

Confidential: For dealer use only

Prices are Kodak list and subject to change without notice