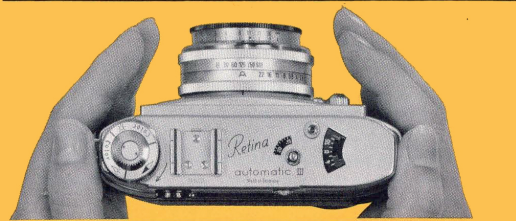


# Kodak RETINA AUTOMATIC III CAMERA

PRECISION PLUS AUTOMATIC EASE

This beautiful new Kodak Retina Automatic III Camera is an astonishing three-cameras-in-one:

1. It has the automatic simplicity that helps a *beginner* do good work.
2. It has the versatility, and high performance at moderate price, that a *hobbyist* needs.
3. It has the refinements and full freedom for manual control that the *expert* demands.



This unique combination of qualities makes it worth investigation . . . whatever your special interests may be. It's all of these —

- *The sportsman's automatic*, for fast action.
- *The traveler's automatic*, for sure exposure anywhere . . . of scenes that can't be revisited.
- *The active man's automatic* . . . ideal companion for hunting, fishing, business trips.
- *The woman's automatic* . . . particularly for women who appreciate quality, convenience, reliable results without technical complications.
- *The expert's automatic*, for its controls.
- *The hobbyist's automatic*, for its versatility.
- *The beginner's automatic*, for its ease of use.

What are the features that make this camera fit so many people, so well? Here are a few:

- Full automatic exposure . . . sets itself.
- Full manual control when you choose.
- Fast, top-quality lens, for good light or bad.
- Coupled rangefinder for no-mistake focusing.
- Fast shutter, up to 1/500, for sports and action.
- Flash synch for all popular sources.
- Fast-action single-stroke film wind.

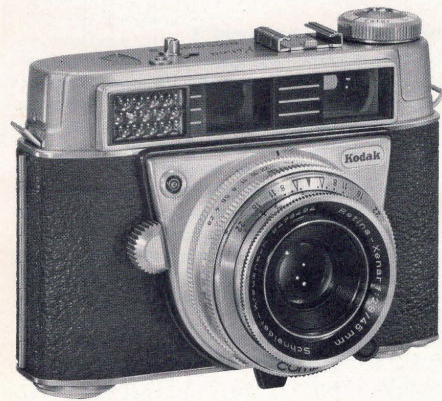
• And many others. Let's study this camera more closely, because it can play a big part in your picture-taking future, for years to come.

- **AUTOMATIC EXPOSURE CONTROL:** With setting at "A" (automatic) the photoelectric exposure meter determines the correct lens opening for any one of five shutter speeds (1/30–1/500) when you depress a "single action" shutter release. When light is insufficient for correct exposure, release locks and signal "stop" appears in the finder. Film settings: ASA 10–1300.
- **MANUAL EXPOSURE CONTROL:** Turning the setting ring to any one of seven lens settings provides manual exposure selection at all shutter speeds including "B."
- **LENS:** Kodak Retina-Xenar f/2.8, 45mm. Minimum opening f/22. 4 elements. Coated. Color-corrected. Permanently fixed to camera. Focusing range: Infinity to 3.5 ft. Depth of field scale. Threaded lens mount accepts 32mm diameter screw-in Retina lens accessories or screw-in Kodak Adapter Ring 629A.
- **RANGEFINDER:** Co-incident type—combined with viewfinder.
- **SHUTTER:** Compur—1/30, 1/60, 1/125, 1/250, 1/500 and B. Shutter is automatically set as film is advanced.
- **SYNCHRONIZATION:** at 1/30 setting—for M-type flash bulbs such as AG, M2, M5, 5, 25. at 1/30 to 1/500—for electronic flash sources without time lag. Recessed continental type flash connector post on front of camera.
- **VIEWFINDER:** Projected frame type with parallax markings for 3½ ft.
- **DOUBLE-EXPOSURE PREVENTION:** Advancing film automatically sets shutter thereby preventing accidental double exposure. Release button for intentional multiple exposures.
- **SINGLE STROKE FILM ADVANCE:** Fast-action thumb lever advances film, sets shutter, actuates exposure counter.
- **FILM LOAD INDICATOR:** For 3 types of film — "color-daylight" "color-flash" "black-and-white."
- **EYELETS FOR NECK STRAP.** Accept neck strap about ¾ inch wide.
- **SHOE FOR PHOTO AIDS:** Accepts aids with shoe fittings such as the Kodak Generator Flashholder, Sportsfinder, Close-Up Rangefinder.
- **MISCELLANEOUS:** Tripod socket. Cable release socket. Film advance release. Safety cover for camera back release.
- **CONSTRUCTION:** Aluminum die-cast body and back with tough, scuff-resistant, grained covering.
- **STYLING:** Functionally modern with black and satin chrome finish.
- **SIZE:** Approx. 4⅞ x 3½ x 2¾ inches. WEIGHT: Approx. 20 oz.

## PRICES AND AIDS

	Less than
Kodak Retina Automatic III Camera . . . . .	\$130.00
Kodak Retina Field Case, Model E . . . . .	13.00
Kodak Retina Flashholder Bracket . . . . .	3.00
(For all flash holders with Kodalite fittings)	
Kodak Retina 45 Lens Hood (slip-on type) . . . . .	3.00
Kodak Retina Filters, 32mm diameter . . . . .	5.00
Kodak Retina 8 Filter Pocket Case . . . . .	5.00
Kodak Retina Right-Angle Finder . . . . .	20.00
Kodak Retina Close Range and View Finder Kit, Model C . . . . .	37.00
Kodak Retina Close-Up Kit, Model C . . . . .	43.00
Kodak Retina Camera Platform, Model C . . . . .	6.00
(Required when using Close-Up Kit, Model C)	
Kodak Retina Microscope Adapter Kit, Model D . . . . .	63.00

Prices subject to change without notice.



- **FULL AUTOMATIC** exposure control . . . sets its own lens opening for correct exposure at shutter speeds up to 1/500 second.
- **FULL MANUAL** control . . . at all lens openings, all shutter speeds.
- **PRECISION** focusing . . . rangefinder coupled to fast color-corrected f/2.8 lens.
- **COMPUR** Shutter, 1/30 to 1/500, B.
- **FLASH** synch, flashbulb and electronic.
- **PLUS** famous Kodak Retina precision, craftsmanship, styling, and prestige.



Nobody can single out one 35mm camera and honestly say "this is the world's finest camera." The ideal camera for another person may not be right for you.

Today, there are hundreds of 35mm makes and models. Some are fantastically costly; others low in price. Some are beautifully precise; others cheaply made. Some have special features . . . special capabilities . . . and special *deficiencies*. You could spend years testing, checking, sorting, and comparing.

### What, then, can be said?

This can be said, very concisely: *Save your time, and study the Kodak Retina Cameras.*

If you are looking for a proved name, proved performance, precision craftsmanship, a camera you will be proud to wear and happy to use, *all at a price that is true value*, you will find all these in a Kodak Retina Camera.

Ownership of a Kodak Retina Camera means more than the mere possession of a fine picture-taking instrument. There are only a few "great names" in the 35mm field — and Kodak Retina has been one of these for more than 25 years.

### Quality at a glance

Pick up a Kodak Retina Automatic III Camera. Run a thoughtful finger over the beautiful grained covering, the satined metal. This is something to own! It is a possession like a fine watch — and built much like one, too.

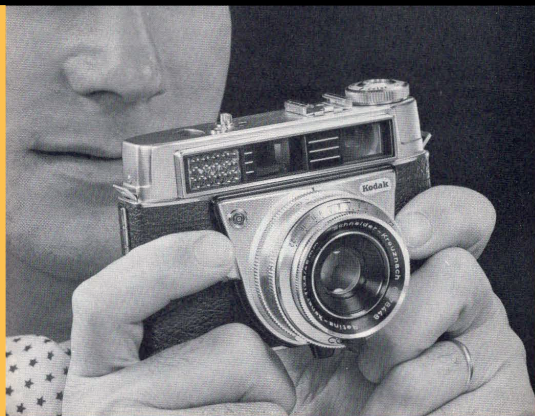
Own the camera snugly in your hands. Sense its balance and firm, solid feel. Look in a mirror; this camera looks good on you. Every detail speaks excellence, and you will wear it proudly anywhere.

### Why own an automatic camera?

Simply because the important thing is always the *picture*. If you can get rid of all the labor of exposure computations and settings, you're free to concentrate on the subject, the composition — the *picture*.

When *truly* automatic, like the new Kodak Retina III Camera, an automatic camera is a great step forward in picture-taking convenience and freedom. It permits you to operate faster, better, more smoothly — to get more and better *pictures*, correctly exposed every time.

But, equally important, you must always be able to impose control. You must be in charge, not the slave of the camera. And this is where the Kodak Retina Automatic III differs from many other "automatic" cameras.



### Automatic—or only "semi"?

Calling a camera "automatic" does not make it so. The Kodak Retina Automatic III is a true *single-action* aim-and-shoot automatic. Aim, press the release. One motion, one finger. The camera automatically adjusts for correct exposure, the shutter clicks, and you have your picture.

Certain other "automatic" cameras require a sequence of actions — both hands. With others, you cannot select your lens opening or shutter speed — and can only focus in an approximate manner. You are working more or less "blind." These are matters for you to investigate before you choose *any* automatic camera.

### Kodak Retina Camera control

The Kodak Retina Automatic III Camera gives you full automatic action *plus* precise choice of shutter speed *plus* full manual control of both lens opening and shutter speed if you choose.

If you are a beginner, you will set the camera at a basic shutter speed — and that is all you need to do. When you snap the shutter, the camera will automatically adjust to give you correct exposure, with the smallest lens opening and deepest zone of sharpness that the light allows.

As you become expert, you will vary your shutter speed to fit the action of the subject. The camera will still control exposure automatically, still giving you the maximum possible depth of field.

### How about the expert?

If you are an expert, you will use — and enjoy — the automatic exposure control for all normal

scenes. You will use the multi-speed shutter to advantage right from the beginning — low speeds for dull-light work, high speeds for action shooting — all on full automatic.

But you will also make full use of the complete *manual* controls. For special effects . . . unusual picture situations . . . unbalanced or "problem" lightings . . . you will take electric-eye readings *selectively*, and set both lens opening and shutter speed for the exact effect you want.

This is what we mean by Retina Automatic III Camera *control*. You are always in charge of the situation. The camera does not dictate to you.

### The precision rangefinder

Guess-focusing is all right for those who are good at it — but precision measurement is better. It is helpful to the beginner . . . *indispensable* to the expert when he wants full control of the zone of sharpness in his picture. This is why the Kodak Retina Automatic III camera has both a precision rangefinder *and* a precision depth-of-field scale.

For dim-light shots . . . for many action shots . . . for any situation where the lens opening will be large . . . the rangefinder lets you quickly put the zone of sharpness exactly where you want it. And for *flash* shooting, it lets you measure the flash-to-subject distance for perfect exposure *every shot*.

### All the aids in one camera

These, then, are the basic reasons you should choose the Kodak Retina Automatic III Camera — whether you are an expert or beginner. It gives you full *automatic* exposure control, for fast, sure shooting of all normal scenes. It does the mechanical work for you. It gives you full *manual* control, for all unusual scenes or special effects. It has the *reserve* power you need in the fast-action shutter and fast *f*/2.8 lens. It provides *precision* of focus and field depth in the coupled rangefinder. And, of course, it has the refinements you naturally expect in a precision 35mm camera — automatic shutter-setting and exposure counting as you wind the film; automatic double-exposure prevention with a special release for intentional multiple exposure; fast-action single-stroke film advance; and an accurate bright-frame viewfinder for precise framing and composition.

In sum: when you own this ultra-modern full-automatic 35mm camera, you know you have an instrument that will be responsive to your commands, will do the things *you* want to do. And you know that you have a proud camera, with a name you can show proudly anywhere.