

A Few Words . . .

about your Kodak dealer. Just in case your Kodak Pony Camera represents your first meeting, we would like to have the two of you become better acquainted.

Chances are that he's been in business in your community for quite a few years, and is one of your civic leaders. From this, you may gather that you can rely on his judgment and good advice when you have questions about photography or photographic items.

Since your dealer represents our "personal" contact with you, stop in and see him often—he'll have the latest information about new Kodak products—products that will give you more photo-fun.

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Kodak Pony Roundup



MORE FUN WITH YOUR PONY



Light Your Own Way



Have fun with your Kodak Pony Camera. All you have to do is load it with film and start shooting. But you can get even more picture-taking enjoyment from your camera with the accessories shown in this booklet.

For instance, did you ever wish you could add indoor and night snaps to your personal picture collection?

T.M. REG. U. S. PAT. OFF.

THE KODAK STANDARD OR KODAK B-C FLASHHOLDER adds to the number of hours that you can use your Pony camera. Both have a brilliant Lumaclad reflector that delivers 50% more light than other reflectors of equal size. There's a flash exposure guide on the



Pictures of baby's first steps... a party... opening Christmas presents... seeing old friends on vacation... or sitting around a nighttime campfire? With your Pony you can... and it's easy. Here's how:

Just attach the Flashholder (see opposite page), pop in a flash lamp, and shoot. You'll find flash useful in daylight, too. Ever notice how bright sun, high in the sky, casts black shadows across a person's face? Flash lightens these shadows... makes pictures more pleasing.

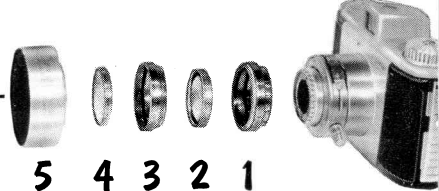
More about flash: Use SM or SF (Class F) or No. 5 or No. 25 (Class M) flash lamps with your Pony Camera. The SM or SF lamps can be used at 1/25, 1/50, or 1/100. The No. 5 or No. 25 lamps can be used only at 1/25 setting. For multiple flash work, get the Kodak Flashholder Extension Unit Model 1.

reflector which tells in a jiffy what exposure to use.

The B-C Flashholder has a built-in condenser which uses a 22½-volt battery for power. This economical combination gives fewer "missed" pictures, consistently better synchronization, and longer battery life. The Standard Flashholder is powered with two size C batteries; or if you decide later that you want dependable B-C (battery-condenser) power, then you can get the Kodak B-C Flashpack pictured here.



Shots With A Difference



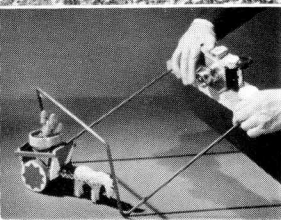
KODAK FILTERS FOR BLACK-AND-WHITE FILMS add new sparkle to your snapshots by darkening blue skies and emphasizing clouds.

For moderate emphasis, use a yellow filter (Kodak Wratten K2, or G). For extreme emphasis, use a red filter (Kodak Wratten A).

Note: Never use these filters with Kodachrome or Kodacolor Film.



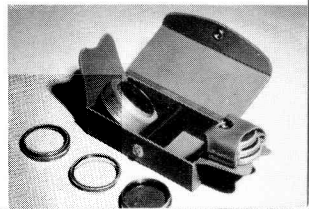
KODAK PORTRA LENSES let you move in extra close when taking big pictures of small objects. The three lenses (1+, 2+, and 3+) differ in power. The higher the number, the bigger the image. Pictured is a Portra Lens in use. The homemade frame centers the subject, and fixes the right distance.

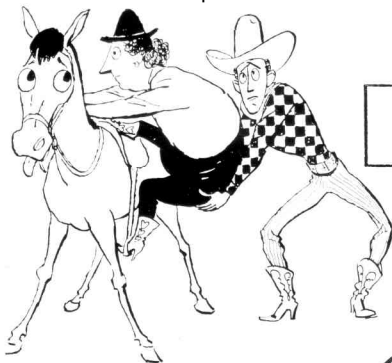


KODAK COMBINATION LENS ATTACHMENTS make the use of filters quick and easy. Your Pony Camera takes Series V. Here's a typical hookup: First get a 1 $\frac{1}{8}$ -inch Kodak Adapter Ring (1). The ring slips over the end of the lens and holds a filter (4), or a Portra Lens (2) firmly in place. When using a filter and a Portra Lens together, get the double-threaded Kodak Retaining Ring (3). The Kodak Lens Hood (5) protects against bright reflections and glare. It's especially useful with filters.

KODAK FILTERS FOR KODACHROME FILM For sunlight pictures with Kodachrome Film Type A (indoor film) use the *Kodak Daylight Filter for Kodak Type A Color Films*—same exposure as with daylight film. The *Kodak Skylight Filter* is useful to reduce bluish haze in distant landscapes. Use the *Kodak Flash Filter (No. 81C)* for flash pictures with Type A Kodachrome with all lamps except SM or SF.

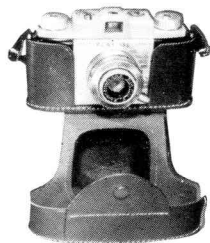
THE KODAK COMBINATION FILTER CASE protects your lens attachments and keeps them together. It holds four filters, adapter ring, and lens hood.





Aids

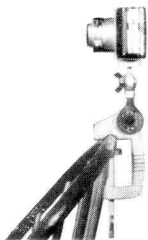
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1 For long time-exposures — use a cable release. Two available: Kodak TBI Metal Cable Release No. 2 or Kodak Metal Cable Release No. 5.

2 Get into your own snaps — with the Kodak Auto-Release and a Kodak Metal Cable Release No. 5. Set the time control . . . it does the rest.

3 Protect your camera — with this smart Sole Leather Field Case. Handy exposure guide inside.

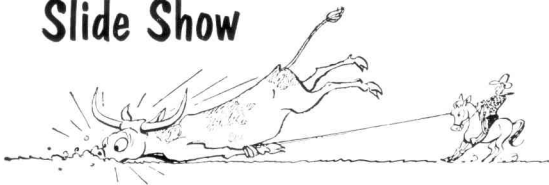
4 Rock-steady shooting — with the lightweight Kodak Flexiclamp. No need to carry around a bulky, heavy tripod—the Flexiclamp screws into the tripod socket and its padded jaws grip round or flat surfaces.

5 When in doubt—check the Kodaguide Snapshot Dial. It's a pocket-size dial computer that tells you what exposure to use . . . for color or black and white.

6 All the answers—in the amazing, pocket-size, 32-page Kodak Master Photoguide. Practically everything you'll need to know about still-picture taking.

7 Complete handbook — in 224 exciting pages *How To Make Good Pictures* tells and shows you how to get more fun out of photography with your camera or in your darkroom. The all-time "best seller" in its field.

Slide Show



There's nothing quite like color slides to preserve memories. You know the kind—picture memories of the big trout you

**Extra-bright projector
with air-cool system—**

THE KODASLIDE HIGHLUX III PROJECTOR has an extra-bright 300-watt lamp for brilliant, big-picture projection. A built-in air blower keeps your slides really cool. Its fine Lumenized Kodak Projection Ektanon Lens gives needle-sharp pictures. The two condenser lenses are also Lumenized—ultrahard coated to give greater brilliance and color purity to the projected images. The 2x2-inch slides are loaded smoothly. You can elevate the lens from 0 to 10 degrees . . . aim the picture right at the middle of the screen or wall.

Also see the Highlux II Projector with 200-watt lamp, without blower. Same fine construction as the Highlux III.

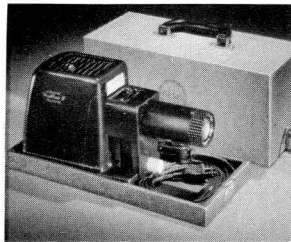
caught last summer, daughter's first formal, or your last winter trip to Florida. Yes, we all have our favorite memories, but how much nicer it is to be able to relive those memories with wonderful color slides—it's almost like turning back the clock.

You just can't enjoy all the beauty that's crowded into your slides until you see them projected life-size on a screen—they look their best in a smooth-working Kodaslide Projector.

For a really different evening—ask a few friends over for a slide show. There's something special in seeing your own pictures flash on the screen in a flood of color—bet your friends will think so too.

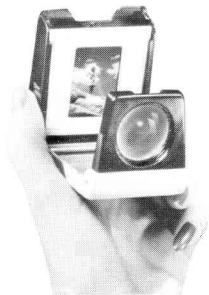
Most for the least money in a smart projector—

THE KODASLIDE MERIT PROJECTOR offers luxury features, but at a budget-easy price. Its sharp Kodak Projection Ektanon Lens and 150-watt lamp give you beautiful color shows . . . pictures bright, clear to the edges. Slides are kept cool by heat-reflecting aluminum baffles inside the projector. You can learn to operate it like an expert in a matter of minutes. Your dealer will be glad to demonstrate this and other Kodaslide Projectors with your own slides.



KODASLIDE POCKET VIEWER Can't wait to see your new slides? Want to show some of those prize shots to a friend?

No time to set up the projector? Well — here's a gadget to solve your previewing problems. It's called the Kodaslide Pocket Viewer —as neat a package as you've ever held. It folds up so small that you won't even notice it in your pocket. When you're ready to use the viewer, snap it open; slip in a slide, and see how it magnifies and gives full detail.



Easy, modern way to show your color slides—

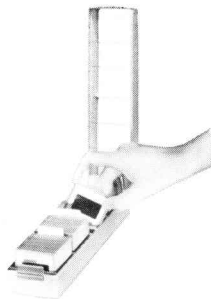
THE KODASLIDE TABLE VIEWER 4X is truly modern magic.

View your slides, enlarged four times, in a fully lighted room. No fuss—no rearranging of furniture—just leave it on a desk or table, ready for action. It's so handsome that it goes well in any room. Even if you have a projector, the Table Viewer is really handy for editing and arranging your slides before a big-screen color show.



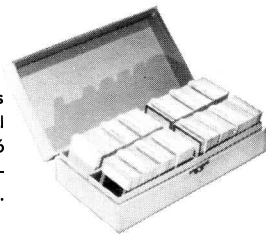
KODASLIDE READY FILE

This rugged file holds an average evening's show — up to 200 cardboard or 72 glass-mounted slides. It's just the right size for carrying; has an index, and stores slides in groups.



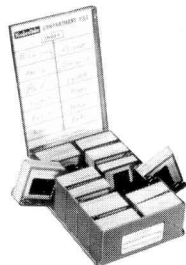
KODASLIDE FLEXO FILE

You'll like the budget price on this one. The gray leatherette case will hold about 340 cardboard or 136 glass-mounted slides. Twelve separators are included for easy indexing.



KODASLIDE COMPARTMENT FILE

It's easy to find your color slides in this sturdy, all-metal filing system. This file has twelve swingout compartments that hold as many as 240 cardboard slides or 96 glass-mounted slides.





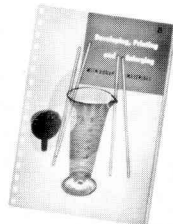
Making Your Own Prints

Double enjoyment—that's what you get when you add the fun of printing to snapshot making. Just shoot a roll of Kodak Plus-X or Super-XX Film and develop it yourself in the Kodacraft Miniature Roll-Film Tank. With a Kodak Enlarger (see page 15) you'll be turning out enlargements in the first evening.

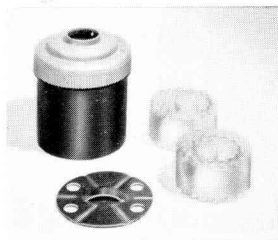
You can't enjoy your prints if they are filed away in a drawer. It's much better to mount them neatly in a photo album. Kodak makes many albums—your dealer can show you the complete line. Prints can be mounted by two methods. Kodak Rapid Mounting Cement mounts prints rapidly and permanently on any dry, clean surface. Kodak Dry Mounting Tissue is fine for mounting prints with a flatiron.

When making prints at home, don't forget to print an extra few of the especially good shots. When writing to friends or relatives, include a few prints with the letter. This personal touch is always appreciated.

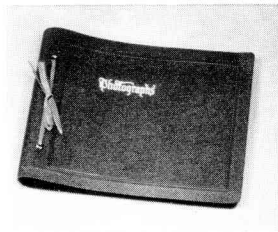
KODAK PUBLICATIONS cover a multitude of photographic subjects. The one illustrated is *Developing, Printing, and Enlarging*—a booklet which illustrates how the beginner can develop his film and make prints and enlargements with Kodak dark-room equipment.



THE KODACRAFT MINIATURE ROLL-FILM TANK is ideal for developing either Kodak 135 or 828 black-and-white film. The film is loaded in the dark; processing can be done in a fully lighted room.



KODAK OXFORD ALBUMS are offered in two color schemes — black covers with black leaves, and maroon covers with brown leaves. Horizontal or vertical — 8 x 10 inches. A complete line of other Kodak albums is also available.



Enlarging turns ordinary snapshots into works of art. From your small snapshot negatives you can make big, impressive salon-type pictures . . . and for only a few cents each. Enlargements make excellent gifts for all occasions, and they are nice as home decorations, too.

Quite often the snapshot includes material which does not add to the picture—or you may find that there is more than one story in the snapshot. Enlarging enables you to print the area of the negative that you like the best, thus eliminating all the unwanted parts. In addition, enlarging lets you “paint” with light. By hold-

Big pictures from little negatives

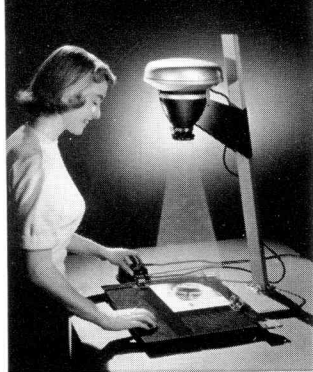
ing back or printing-in certain areas of the picture, you can do selective printing to produce extra detail or stronger emphasis.

Once you start enlarging, you'll be experimenting with different papers to produce just the effects you want. You may even find that you have an enlargement that is good enough to enter in a salon — and what a thrill it is to get that first blue ribbon.

Almost all neighborhoods have camera clubs. At these clubs you will find friendly, expert advice on how to improve your pictures. Your Kodak dealer can probably give you the name of the club nearest you.

KODAK HOBBYIST ENLARGER

This moderately priced enlarger is tops in its field. The fast f/6.3 Lumenized lens gives sharp detail. No danger of “toasted” negatives either, for the cold-light circline fluorescent lamp cuts exposures down to a few seconds. It enlarges big, too—up to seven diameters.



KODAK FLUOROLITE ENLARGER

Here is versatility combined with a top-notch enlarging instrument. It features: interchangeable lenses, precision focusing, spring-counterbalanced head, rotating negative carrier, and a cool fluorescent lamp. Paper easel not included. With accessories the enlarger becomes a view or copying camera.

