

# KODAK MOVIE NEWS

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SUMMER 1965

*Announcing  
a complete new  
system of  
movie-making*

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# LETTERS TO THE EDITOR

**Q.** Years ago Kodak recommended Haze Filters for certain movie-making situations. I still use mine occasionally. Now I see in Kodak Movie News that the KODAK Skylight Filter is the one to use. Is this a new improved filter or just a name change?

Mr. D. D., Mukwonago, Wisc.

**A.** The KODAK Skylight Filter replaced the KODACHROME Haze Filter. It is an improved version in all respects, including stability. In addition to absorbing excess ultraviolet rays, the Skylight Filter also absorbs some blue light. Thus, it can be used when it technically needn't be—for "average" shooting by people who want a slight amount of extra warmth in their color pictures. The Skylight Filter is particularly helpful when shooting at high altitudes or over a large expanse of water or snow or in open shade since it helps to minimize the effect of the light blue haze that is present.

**COMMENT:** I, too, have had the situation of wanting to know the proper sequence of a number of rolls of film shot on a vacation trip. On my recent trip to South America, I decided the Hollywood cameramen had the right idea by putting the number on the roll itself. I either write the number on a piece of paper and shoot a few frames at the beginning of each roll, or simply photograph an attractive subject indicating the roll number with upheld fingers or some code.

Mr. W. J., Bridgeton, Mo.

(Ed. note: Previous suggestions had been to put the roll number next to your return address or as your middle initial on KODAK Prepaid Processing Mailers.)

**Q.** Do you have any suggestions as to where I could get some clips to keep film from unwinding off the reel? I can't find any in the local camera shops.

Mrs. A. D., Phoenix, Ariz.

**A.** Kodak does not make the type of film clip you are looking for. However, here is an easy suggestion to keep film from spilling or unwinding off the reel: Cut a piece of sponge slightly larger than the reel width and push into position over the end of the film.

**COMMENTS:** An ending suggestion for one's movie of the New York World's Fair is to show weary fair-goers soaking their feet in a



pan of water with that "feels so good" expression on their faces.

Miss P. T., Woodhaven, N. Y.

In taking movies on a boat or near salt water, I have found it helpful to wipe off the camera lens and electric eye after each shot to prevent salt spray from causing spots.

Mr. R. R., Chevy Chase, Md.

(Ed. note: It's a good idea to check your camera lens frequently whether you're near the water or not. If there are any dirt specks or fingerprints on the lens, wipe the surface gently with either a lens tissue or a clean, soft, lintless cloth. By wrapping your cleaning material around a match stick, you will be able to get at the edges of the lens.)

**Q.** Is the temperature inside a mailbox on a hot summer day too much for exposed films being sent to you for processing?

Mr. C. S., Ashland, Ore.



**A.** It is conceivable that dangerously high temperatures, as far as film is concerned, may be reached in street letter boxes. However, in actual practice, it is seldom that Kodak has received a roll showing damage from exposure to heat without evidence that the film is quite old and outdated. We do suggest that you avoid leaving film in a mailbox during the hottest part of the day unless it is shortly before it will be picked up.

**COMMENT:** I'd like to pass along a suggestion that I have found helpful in my movie-making. I leave four or five black frames between unrelated scenes by covering the camera lens for a brief exposure. I think it provides a more pleasing showing of one's movies. Also, it makes it easier to spot scene changes when editing.

Mr. E. K. W., New Florence, Pa.

**Q.** Both sets of grandparents live across the country from us, but we try to keep them up to date on the growth and activities of the grandchildren by means of our home movies. Do you have or know where we could get some kind of a carton for sending the reels through the mails?

Mrs. T. M. F., Cleveland, Ohio

**A.** Last year Kodak announced the availability of such a carton for mailing sound recording tapes. This same carton would also be the answer for 50-foot reels of movie film. Tell your Kodak dealer you want a KODAK Tape Mailing Carton.

## 1965 Teen-Age Movie Contest

This year's contest is under way, but there's still time to enter. For details and entry blanks, write to: Contest Editor, Kodak Movie News, Eastman Kodak Company, Rochester, N. Y. 14650. Boys and girls who are 12 but not yet 20 years old as of July 1, 1965, are eligible. Entries must be postmarked by September 15, and received by October 1, 1965.



# Kodak announces a revolutionary new 8mm movie system

- that enables you to load and unload your camera in an instant.
- that gives you sharper, brighter pictures on the screen.
- that gives you wonderful push-button simplicity in projection.
- that makes possible the addition of magnetic sound of superlative quality.

*"Oh for a movie camera I could load or unload in half a second with my eyes shut!"*

*You have it—and a score of other advantages besides!*

Eastman Kodak Company presents the new KODAK INSTAMATIC Movie Cameras and Projectors in a completely new system of 8mm photography based on a vastly improved 8mm film format.

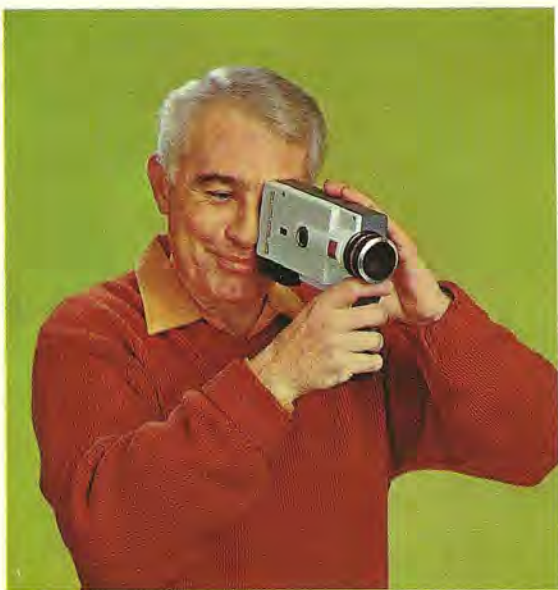
## KODACHROME II Movie Film

Kodak's new Super 8 movie film is contained in a disposable cartridge that is merely dropped into the camera, the door closed, and you're shooting. And you shoot the whole length of film. You don't turn it over. There is no threading. To unload, you slip out the cartridge and you're ready to slip in a new one—that quick—and that's absolutely all you do!

The film is an improved KODACHROME II Movie Film. You merely ask for it in the KODAPAK Movie Cartridge. When exposed, you take the whole cartridge to your dealer (or use KODAK Prepaid Processing Mailers—see back cover) for processing. You can shoot cartridge after cartridge of film with no more fuss than dropping it in and dropping it out—actually easier than changing batteries in the family flashlight!

## Instant Loading Cameras

Three magnificent and proficient KODAK INSTAMATIC Movie Cameras have been designed around this system—from the simplest one you could imagine to a high-performance zoom camera. They're all



electric-drive cameras with every convenience feature. Read about them on a later page.

Now—projection!

The picture area on the new Super 8 format movie film is 50% greater than on regular 8mm film. This means sharper, brighter pictures on the screen. This added area was achieved by rearranging the elements of the frame format, which we illustrate for you on the next page. You can see for yourself why it makes such a difference in the sharpness and brilliance of projection. An important bonus is the provision for a magnetic sound track on the side opposite the perforations for higher sound fidelity.

## Companion Projectors

And the KODAK INSTAMATIC Movie Projectors—six of them—make the showing of your Super 8 movies a thrill you'll never forget! Three of these projectors are of flip-top design for "briefcase" compactness. All are foolproof and feature automatic threading. And they take fullest advantage of the 50% larger image area on the film—for sharpness and brilliance never before associated with 8mm movies. One projector handles both regular 8mm film and the new Super 8 film so your present 8mm movies can be as brilliantly projected as you could wish, even though you turn in your present camera for a new KODAK INSTAMATIC Movie Camera to gain the advantages of instant loading and improved picture quality on the screen.



# QUESTIONS and ANSWERS about new KODAK INSTAMATIC Movie Equipment

**Q.** Are these cameras like the magazine-load models that have been on the market for the past 25 years?

**A.** No. They are entirely different and vastly improved. The new KODAPAK Movie Cartridge is disposable and cannot be reconditioned and reused as is done with the present film magazine. You never have to flip the new cartridge at the mid-point either. The film is single width and all 50 feet can be exposed without stopping, if you wish. And, of course, this means that there will be no splice at the mid-point of each roll.

**Q.** Can my present 8mm camera and projector be converted to take this new film format?

**A.** No, mainly because the sprocket perforations are entirely different.

**Q.** What Kodak films will be made available in KODAPAK Movie Cartridges?

**A.** KODACHROME II Film, Type A, is the only one available at present. But all KODAK INSTAMATIC Movie Cameras have built-in filters permitting you to shoot indoors and outdoors on the same roll of this film.

**Q.** Is there a warning signal to tell when the Type A filter is in position?

**A.** Better than that, the filter is positioned in front of the film automatically when the cartridge is placed in the camera. When the KODAK INSTAMATIC Movie Light is attached to the camera for indoor shooting, the filter automatically goes out of position.

**Q.** What is the ASA film speed for the KODACHROME II Film that will come in the KODAPAK Movie Cartridges?

**A.** The same as for all KODACHROME II Film, Type A—40 for indoor shooting with photoflood illumination and 25 for daylight with a Type A filter.

**Q.** Is it necessary to change the ASA speed setting on the cameras when you change from outdoor to indoor shooting, for example?

**A.** It's done for you! A notch in the film cartridge sets the electric-eye meter for daylight shooting. When the movie light is attached, the camera meter is automatically adjusted.

**Q.** Can I load and unload these new cameras in bright sunlight without fogging the film?

**A.** Yes.

**Q.** Can one remove a KODAPAK Movie Cartridge in mid-roll, say, without exposing or ruining the film?

**A.** Yes, but there would be no point in it. You would lose only a few inches of film, but when you put this same cartridge back in the camera, the footage indicator would show that you had a full 50 feet of film and you'd have to do arithmetic!

**Q.** How can the new movies be 50% larger in area and still be only 8mm wide?

**A.** Kodak redesigned the film to make the perforations smaller and put less space between frames. (See below).

**Q.** Can I show my present 8mm films on one of the new INSTAMATIC Movie Projectors?

**A.** Yes! The KODAK INSTAMATIC M80 Movie Projector will project both Super 8 and regular 8mm films.

**Q.** Am I not likely to ruin my present 8mm films if I accidentally try to project them on a new INSTAMATIC Projector or try to show Super 8 movies on my present 8mm projector?

**A.** No. The reel spindles on the INSTAMATIC Projectors are a new large size to prevent just this.

**Q.** Can one make a mistake and put the KODAPAK Movie Cartridge in backwards or upside down?

**A.** No. It only goes in the camera the right way.

**Q.** How long are the leader and trailer in the KODAPAK Movie Cartridge?

**A.** There is no need for either. You put the cartridge in the camera and start shooting until you've exposed the full 50 feet.

**Q.** How can I tell whether the cartridge has been exposed or not?

**A.** The word "EXPOSED" will show in the opening on the front of the cartridge when the film has been run through the camera.

**Q.** Can I add a magnetic sound track to my Super 8 films?

**A.** Yes. After your films are processed, ask your dealer to have Kodak or some other laboratory add a magnetic stripe to the edge of your films.

**Q.** What is the operating speed for the new INSTAMATIC Movie Cameras and Projectors?

**A.** They all operate at the new standard of 18 frames per second, which gives a steadier picture than the old 16 frames per second speed. The M70, M80, and M90 Projectors will project films at 6 fps (slow-motion) and 54 fps (fast-motion) as well as the standard 18 fps. The M100 Sound Projector operates at 24 fps (sound speed) as well as 18 fps.

**Q.** Will there be auxiliary items such as a splicer?

**A.** Several items are being announced at this time: The KODAK PRESSTAPE Universal Splicer which will accept 8mm and 16mm films as well as the new Super 8 films; the KODAK INSTAMATIC Movie Light which fits all INSTAMATIC Movie Cameras; camera carrying cases; Super 8 movie reels and cans.

**Q.** What type of electric-eye meter is on INSTAMATIC Movie Cameras?

**A.** Both electric-eye models (M4 and M6 cameras) have a super-sensitive, battery-powered exposure-control system. The CdS meter gives highest exposure accuracy of all scenes.

**Q.** Will Kodak continue to make regular 8mm and 16mm KODACHROME II Films?

**A.** Yes.

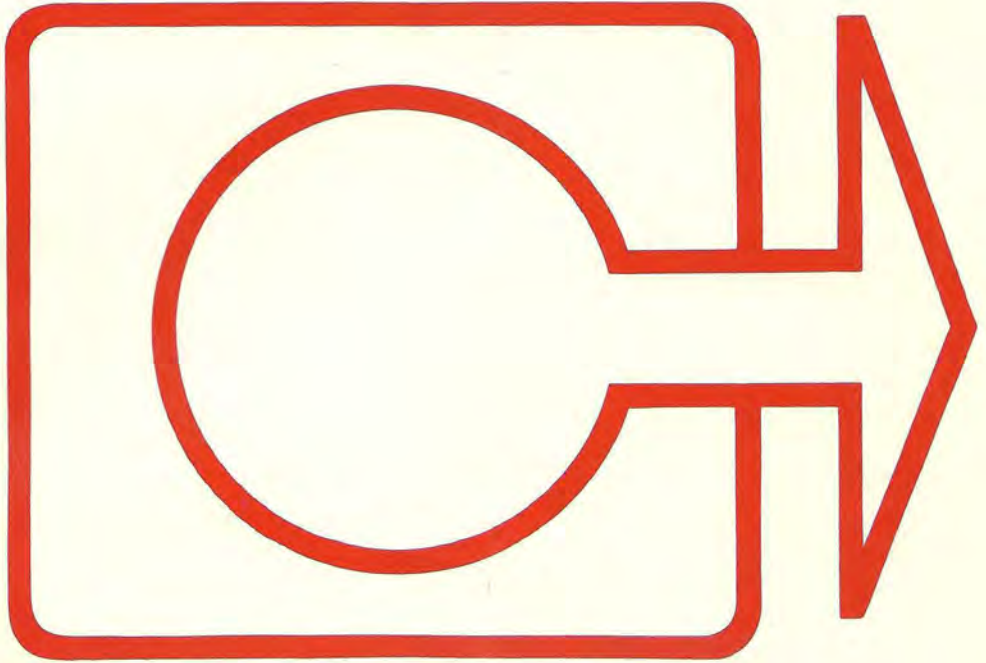
Super 8 film format



Regular 8mm film format



Here is your preview of the 6-page announcement ad which will appear in the June 11 issue of **LIFE** magazine!



This is the symbol of a new era in movie enjoyment as Kodak introduces *a complete new system* of movie-making. KODAK INSTAMATIC Movie Cameras do for movies what KODAK INSTAMATIC Cameras did for snapshots. Now you can take *more lifelike* movies more easily than ever before. Just turn the page.







Open...

drop in...

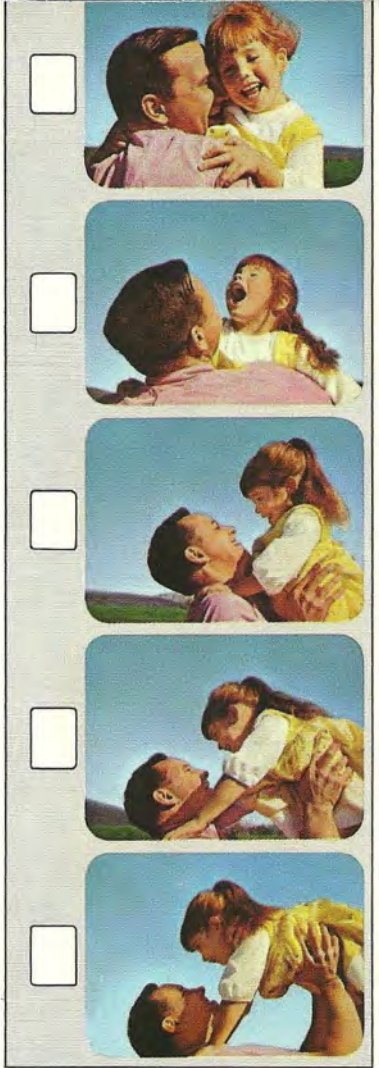
## Kodak brings the INSTAMATIC Camera

**A new kind of movie camera** loads instantly, automatically. *A new kind of movie film* gives you clearer movies than ever. *A new kind of movie projector* lets you enjoy them seven different ways. Just slip a factory-loaded KODAPAK Movie Cartridge into the camera and shoot a complete roll of



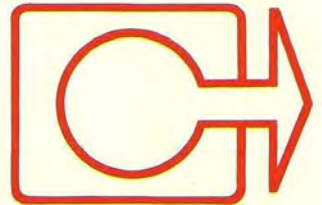


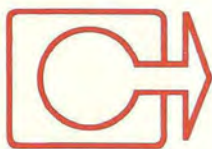
shoot!



idea to movies!

color movies. No threading. No winding. No need to flip the film. In fact, you never touch the film! And on your screen—see movies that are more than ever *the nearest thing to life itself!*





If people stood still,  
who'd need movies?  
But they  
never stand still.  
They hug and play  
and wrinkle up their  
noses and do wonderful  
human things—  
things you never  
want to forget.  
Movies remember  
everything  
beautifully. Take  
movies. Save those  
moving moments  
...for always.

And now your movies will be  
more lifelike than ever because  
the pictures you take with your  
KODAK INSTAMATIC Movie Camera  
are 50% larger in area on the film.  
Bigger pictures on film mean  
even better movies on your screen.



Now





more than ever... movies are the nearest thing to life itself!





You will see this symbol only on KODAK INSTAMATIC Movie Cameras, projectors and film. Note all the never-before features and smart, modern styling. Note, too, the surprisingly moderate cost. See them all at your Kodak dealer's now. See what wonderful things the KODAK INSTAMATIC Camera idea does for movies!



**Kodak has redesigned the movie camera.** New KODAK INSTAMATIC Movie Cameras load instantly. *No threading.* Just slip a KODAPAK Movie Cartridge into the camera and shoot a complete roll of movies without reversing or rethreading the film. Then slide the cartridge out. That's all! *No winding*—an electric motor

winds the film for you. The KODAK INSTAMATIC M2 Movie Camera (left) costs less than \$50. (Model M4 with electric eye, less than \$75.) The KODAK INSTAMATIC M6 Movie Camera (above), with  $f/1.8$  zoom lens, reflex viewing, "through-the-lens" electric eye, and built-in pistol grip, less than \$175.



**Kodak has redesigned the movie film.** The KODAPAK Movie Cartridge is loaded at the factory with improved KODACHROME II Film in the new Super 8 format for brighter, sharper movies. You never touch the film, and the KODAPAK Movie Cartridge gives you 50 feet of uninterrupted shooting—indoors or out.

*Prices subject to change without notice.*



**Kodak has redesigned the projector.** The KODAK INSTAMATIC M70 Movie Projector shows any scene in normal, fast, or slow motion—forward and reverse. Still projection, too. Brilliant illumination, automatic threading. Less than \$160. With  $f/1.5$  zoom lens, less than \$180. Other models from less than \$65.

**EASTMAN KODAK COMPANY, Rochester, N.Y.**



## Other projectors in this new movie program

### KODAK INSTAMATIC M80 Movie Projector



This deluxe combination model lets you show either Super 8 or regular 8mm films at their brilliant best. A two-position knob controls this feature, and Super 8 adapter to fit on supply spindle comes with each M80 Projector. As do the M70 and M90 Projectors described here, this model creates new fun in personal movies. You can show any scene at normal, fast, or slow-motion speed—forward or reverse—all at the same brilliant illumination! You can switch from one speed and one direction to another as often and as fast as you wish. The projector won't damage the film, thanks to the skip-frame projection system. Everything is new about this projector from the exclusive flip-top cover to the carefree, high-speed, fully automatic threading. Other features include: 400-foot film capacity, "still" picture control, lamp-saver switch, low silhouette design with storage space for power cord and 400-foot take-up reel. Rugged die-cast body, yet compact and portable as an attaché case.

With f/1.5 lens ..... less than \$195  
 With f/1.5 zoom lens ..... less than \$215



### KODAK INSTAMATIC M90 Movie Projector (not illustrated)

Has all the features of the M70 Projector but with super brilliant light output—nearly 3 times as much. Room-light receptacle. With f/1.0 lens, less than \$200. With f/1.5 zoom lens, less than \$205.



### KODAK INSTAMATIC M50 Movie Projector

This budget model shows your Super 8 films big and bright. You just feed the film into the gate and the projector threads itself right onto the take-up reel. It couldn't be easier. There is a single control for forward projection and power rewind. Has 200-foot reel capacity. Comes with f/1.5 projection lens.

Less than \$65. With case, less than \$73.



### KODAK INSTAMATIC M60 Movie Projector

Here is a fuss-free projector that does everything for you . . . threads, projects, and rewinds the film automatically. All you do is sit back and enjoy the show. You can change reels so quickly your shows seem almost continuous. 200-foot reel capacity, self-cased with preview screen on inside of case cover.

Less than \$90.

### KODAK INSTAMATIC M100 Sound Projector (not illustrated)

Records and plays back magnetic sound using Super 8 films which have a magnetic stripe. Automatic threading, transistorized amplifier, 1200-foot reel capacity, f/1.0 lens, plus many other features. For details, see your Kodak dealer or send request for M100 Projector folder No. C3-362 to KODAK MOVIE NEWS, Dept. 6, Rochester, N. Y. 14650.

other features. For details, see your Kodak dealer or send request for M100 Projector folder No. C3-362 to KODAK MOVIE NEWS, Dept. 6, Rochester, N. Y. 14650.



# Ideas to make a movie of your camping vacation



Start your film showing the family tracing your proposed route on a map.

As anyone will tell you who has ever spent a week end or vacation camping, there's more to it than just pitching a tent. And when you ask campers about their trip, they tell you where they went, how they got there, and what they did. This is just the way one should film his vacation—the same way he would describe it, beginning at the beginning.

Don't overlook the anticipation and preparation that are as exciting a part of your vacation as a lot of the trip itself. Brief shots showing members of the family getting the camping gear and fishing or

other equipment in good working order . . . tracing the planned route on a road map . . . loading the car and taking off. You can film "getting there" with a few short shots made through the windshield as you're buzzing down the highway or turnpike, plus a few shots of road signs or other ready-made "titles" you encounter.

If there is a sign or historical marker for the area where you are staying, by all means include it. But more important, be sure to get the shots that really tell the story of your vacation—setting up the tent, cooking over the camp stove, the big ones that did or didn't get away, plus any other activities that engaged your vacation time.

## Get Unposed Close-ups

You can't film everything, but you can get the highlights, which is all you want or need. Include your family in most of the scenes you shoot, but also get shots of any new friends you make. People are a most interesting part of your vacation. They add flavor to your footage and bring back many memories of yesteryear acquaintances. And you'll like such shots even more if they are unposed. Use of a telephoto or zoom lens can be a big help here, enabling you to shoot unposed close-ups from well back.



The car's loaded and it's time to shove off.



Signs and historical markers are ready-made titles for your camera.





Mother can get this bit of action of Dad and the youngsters setting up the tent.

Take lots of close-ups. You can really move in on a shot like this.



Close-ups! You can't make enough of them. A good close-up does so much to make your movies come alive, and they're so easy to shoot with a movie camera whether the shots are of a new friend, the fish that didn't get away, or a single blossom along the path.

Your closing sequence can be filmed a number of ways and, like your opening scenes, can be done with a minimum of footage. Our picture sequence here suggests a shot of your arrival back home. It could easily be a sunset as shot from your campsite or a shot through the rear window of your car as you leave for home.



Fishing is more fun if they're biting, but you'll want a movie record in any event.



Wherever you have kids and water, you'll have lots of action for your camera.

Getting home and unloading is part of the story, too.





# Judy and Dick Rosene keep their cameras active by taking movies of weddings



During a year of traveling throughout the United States, Judy and Dick Rosene got special pleasure from their hobby of making movies, discovering endless scenes to capture on film. Back home in Cincinnati, they were looking for ways to keep this an active hobby and discovered friends' weddings to be a wonderful solution.

"What can be more natural and spontaneous than *action* and *color*?" said Judy. "A wedding is action, and with movies you remember it that way." Dick added, "Judy and I each use a camera to be sure we cover all the highlights of the wedding. Well before the big day, we check with the bride- and groom-to-be as to who and what they would like to have included in the film."

For most weddings, the Rosenes begin the movie with an outside view of the church. Judy films the bride putting on her veil and then gets close-ups of the various members of the wedding party before the ceremony. In the meantime, Dick is getting

movie shots of the groom, his best man, and the clergyman. The fact that no one actually sees all of what takes place before the service makes this part of the film especially fun to see later on.

If there is sufficient light in the church, they take some footage there. But much of the movie is taken at the reception using photoflood lights. Dick and Judy make a special point to include close-ups of relatives and friends in the receiving line, plus any special guests previously pointed out. They have found that formal scenes set up by the album photographer give them a good opportunity for zoom shots and close-ups of the wedding party.

"And, of course," Judy added, "we include scenes of the cake-cutting and the bride tossing her bouquet. If the groom tosses her garter, this makes an excellent sequence, too."

The ending scene is usually of the bride and groom making their good-byes, being showered with rice, and then driving away.



Opening scene is usually exterior view of church.



Judy gets close-up of bride adjusting her veil.



Photoflood lights are used for the indoor shooting.

## Camera check-up

Chances are that if you've used your camera recently and it performed well, it will do so now. However, with summer vacation ahead, it might be a good idea to have your dealer give it a check just to make certain everything is in good working order. Better to have any necessary adjustments made now than after you've taken a roll or two of film.

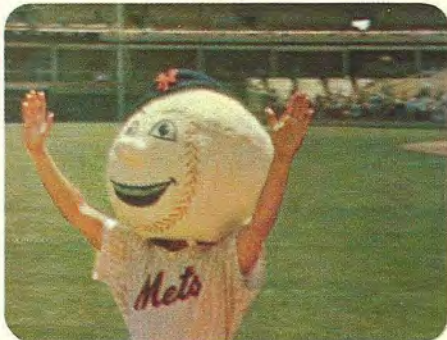
## Save the "News"

We have an attractive and convenient portfolio for filing your issues of *Kodak Movie News*. Just send 10 cents in coin, to cover the cost of handling, to: Portfolio, *Kodak Movie News*, Rochester, N. Y. 14650.





**Good Shots** Just about every movie fan has a "good shot"—one he's especially proud of and would like others to see. Send it in—8mm or 16mm KODACHROME II Film clips! Close-ups and scenes of simple composition and contrasting colors are best. And, of course, they must be sharp. Five 16mm or nine 8mm frames are enough—a fraction of a second's screen action! Address "Good Shots," KODAK MOVIE NEWS, Eastman Kodak Company, Rochester, New York 14650.



1. Tom Callison, Porterville, Calif.—A patriotic shot of his pretty sister. Taken last 4th of July on the front porch. Lens setting, f/8-11. 8mm.
2. Ralph E. Lawrence, Washington, D. C.—The bittern was brooding two young, and protecting them was the first reaction. f/8. 16mm.
3. Edward Kidera, Lake Villa, Ill.—Mr. Kidera interrupted his shooting for a company film to get this unposed telephoto shot of a secretary walking by. f/16 setting. 16mm.
4. John Delloso, Clifton, N. J.—Old Westbury Gardens on Long Island was the site for this close-up of the pink rose. f/16. 16mm.
5. Dennis Monsen, Brooklyn, N. Y.—This shot of "Mr. Met" was taken at Shea Stadium, New York, on camera day last year. f/11-16. 8mm.
6. Don Little, Westley, Calif.—Sandy was afraid of having her "fetch" ball taken away and didn't want to come any closer. f/4. 8mm.



Return Requested

BULK RATE  
U. S. Postage  
**PAID**  
Rochester, N. Y.  
PERMIT 6

When changing your address, be sure to send us your name and address as shown above, as well as your new address.

## It's easy to get the new Super 8 size KODACHROME Films processed by Kodak

Use **KODAK Prepaid  
Processing Mailers**



Mailers are available for Super 8 KODAPAK  
Movie Cartridges as well as for regular  
8mm, 16mm and 35mm KODACHROME Films.



KODAK Prepaid Processing  
Mailers are also available for  
still camera KODACOLOR and  
KODAK EKTACHROME Films.

Whether you take your present camera or a new KODAK INSTAMATIC Movie Camera on vacation this summer, you can have your movies processed by Kodak while you're still enroute. With these Mailers you can send your exposed KODACHROME Film to any Kodak Processing Lab. Your processed films will be mailed, prepaid, directly to your home address. The cost of the mailers is simply the cost of the Kodak processing services which they provide. See your Kodak dealer. Kodak has world-wide processing facilities and all these labs accept KODAK Prepaid Processing Mailers.