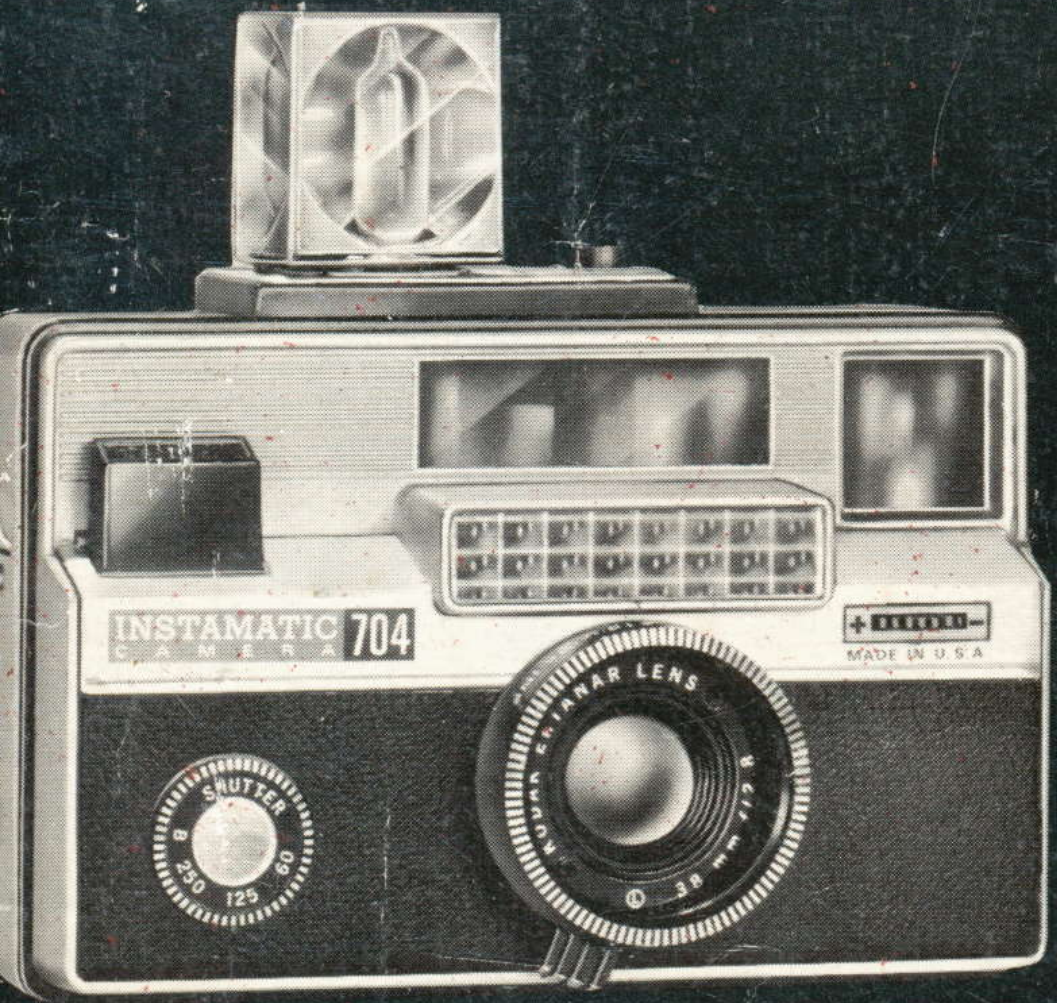
www.butkus.us



KODAK INSTAMATIC®

704 CAMERA

KODAK

INSTAMATIC

704

CAMERA

Your KODAK INSTAMATIC 704 Camera – with *f*/2.8 lens, fast-action shutter, automatic electric-eye exposure setting, automatic flash control, illuminated finder signals, and automatic flashbulb advance with the new flashcube—is one of the most distinguished members of the KODAK INSTAMATIC family.

Simply do this . . .

- Drop in film cartridge—camera is loaded
- Operate Film Advance Lever—first exposure is ready
- Set for CLOSE, GROUP, or SCENE—camera is focused
- Aim through Viewfinder and press Shutter Release —you've taken the picture

. . . read on for the details

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Your camera takes all three—

1. Black-and-white snapshots
2. Color snapshots
3. Color slides

Before you take any important pictures, try a test cartridge of film to check the camera and your operation of it. Expose pictures outdoors and also indoors with flash. If time is pressing, a cartridge of black-and-white film can be processed very quickly.

KODAK VERICHROME Pan Film, VP 126

KODACOLOR-X Film, CX 126

KODACHROME-X Film, KX 126

KODAK EKTACHROME-X Film, EX 126

KODAK High Speed EKTACHROME Film, EH 126

FILM

Your camera accepts all KODAK films in the 126 cartridge for instant camera loading and unloading.

You can make black-and-white snapshots, color snapshots, or color slides, depending on which film type is loaded in the camera.

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For 12 black-and-white snapshots. Standard enlarged black-and-white prints from your negatives are 3½ x 3½ inches in size. Bigger enlargements are available.

For 12 or 20 color snapshots. Standard enlarged color prints are 3½ x 3½ inches in size. Color slides, as well as bigger color enlargements, are also available.

For 20 color slides. These color pictures on film are framed in 2 x 2-inch mounts, for slide projection.

For 20 color slides. Can be processed by the user or by a laboratory. These color pictures on film are framed in 2 x 2-inch mounts, for showing in slide projectors.

For 20 color slides. This extremely fast film is ideal for taking pictures of dimly lighted subjects or fast action. These color pictures on film are framed in 2 x 2-inch mounts, for slide projection. Can be processed by user or a laboratory.

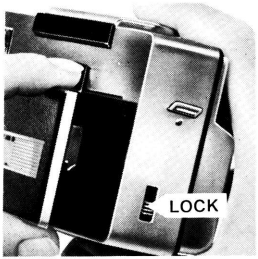
Films, processing, printing, and mounting service, can be obtained from your photo dealer.

NOTE:

You obtain color negatives from KODACOLOR-X Film. These negatives are primarily for enlarged color prints, but you can also obtain color slides from the negatives. From KODACHROME-X, KODAK EKTACHROME-X, or High Speed EKTACHROME Film, you obtain color slides, ready for projection. You can also have duplicate slides or enlarged color prints made from the original slides.

LOADING

Mike Butkus
Digitally signed by Mike Butkus
DN: cn=Mike Butkus, o=Butkus camera manuals, ou=butkus.org, email=mike@butkus.org, c=US
Date: 2024.01.31 21:13:15 -05'00'



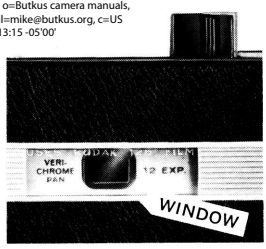
1

Open the back of the camera by sliding the LOCK button down to pop open the hinged cover; then swing out the cover, as far as it will go, until it "click-stops" approximately perpendicular to the camera. **The cover must be opened to this position to allow the film cartridge to automatically set the correct film speed.**



2

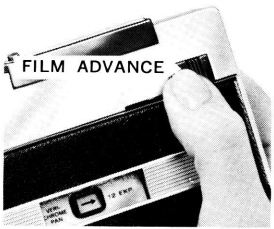
With the cover in its perpendicular loading position, place a film cartridge in the camera, as illustrated, with the larger cylindrical end down and toward the lock button.

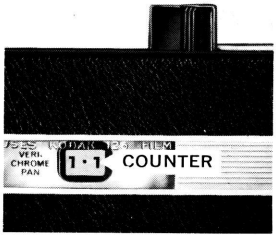


3

Close the back of the camera by pressing the back against the body until it locks. The film name and number of exposures per cartridge appear in the WINDOW on the back of the camera. The film speed and flash guide number are now automatically set.

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4

Slide the FILM ADVANCE lever as far as it will go toward the right, and allow it to return; repeat until the lever locks (about 8 full strokes). The appearance of a series of arrows in the center of the window indicates that the film is advancing toward the first exposure. After each picture, operate the film advance lever one **full** stroke (or several short strokes until the lever locks) to advance the film.

The number that appears in the center of the window on the back of the camera (shown above, right) serves as your exposure COUNTER. The same number may appear in duplicate.

UNLOADING

1. After the last picture, operate the film advance lever until it locks, **before you open the back of the camera.** The appearance of an "X" in the center window indicates that the film has been exposed, but that the backing paper has not been wound into the take-up chamber.

2. Slide down the lock button; open the back.

3. Remove the cartridge by turning the camera over to allow the cartridge to fall into your hand. Close the back. **Do not open the cartridge** —your pictures may be ruined.

NOTE:

Do not remove the cartridge from the camera until all the yellow paper, with the "Xs," has been moved past the window; otherwise several exposures will be "light-fogged." Removing and replacing partially-exposed cartridges, even under darkroom conditions, may result in loss of one exposure.

SHUTTER SETTING



Your camera has four manually adjustable shutter settings – 60 (1/60 sec.), 125, 250, and "B" – plus 1/30, which is automatically selected *for flash* by inserting the flashcube in the socket. A shutter speed of 1/125 (125) is recommended for general daylight picturetaking; the faster speed (250) is useful to minimize the effect of subject or camera movement, while the slower speed (60) can be used for less favorable light conditions.

If there is not sufficient available light for proper exposure at the slowest shutter speed (selected automatically; page 9), a red warning SIGNAL, **USE FLASH**, will appear in the viewfinder, *as the shutter release is slightly depressed.** If flash is not appropriate, use the "B" (Brief time) setting – the shutter opens when the shutter release is fully depressed and closes when pressure is removed. After each "B" exposure the shutter setting moves automatically to 250 (1/250) and can easily be reset for another "B" exposure. The camera must be on a solid support, such as a tripod for these longer exposures.

*Batteries must be installed as on page 14 to power the warning signal.

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To select a shutter setting, rotate the knurled shutter speed DIAL so that the desired speed number or "B" clicks into place opposite the speed INDEX.

AUTOMATIC DAYLIGHT EXPOSURE CONTROL

The size of the lens opening is automatically controlled by the amount of light reflected to the ELECTRIC EYE by the scene. *Make sure that the electric eye is not obstructed during picture-taking by the fingers or any other object, and that the camera is not pointed directly toward the sun or other unusually bright light source.*



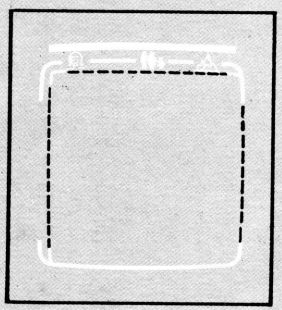
In weak light, when the lens opening has reached its largest opening (*f*/2.8) the shutter, regardless of the dial setting, automatically begins to reduce speed (except at "B") to give the correct exposure, as far as 1/30, if necessary. A red warning SIGNAL, **USE FLASH**, will appear, as the shutter release is slightly depressed, in the right side of the luminous frame of the viewfinder, *if there is insufficient light for a properly exposed picture* – this indicates use of either flash or a "B" exposure. Under these low-light conditions, judge "B" exposure times on the basis of *f*/2.8.

Unusual Situations: Because the electric eye reads the over-all brightness of a scene, better results sometimes can be obtained by altering the exposure when there is considerable brightness difference between the subject and the background. If you wish to give one stop more exposure for a dark subject against a larger light background, rotate and hold the knurled COMPENSATOR as far as it will go toward the plus (+) sign while taking the picture; for a light subject against a larger dark background, you can give one stop less exposure by rotating and holding the COMPENSATOR as far as it will go toward the minus (—) sign, during exposure. The compensator resets to normal *when released.* This exposure compensator can also be used with flash to give one stop more exposure for a dark subject, or one stop less for a light subject.

Also, in daylight pictures, when severe brightness differences occur between the subject and the background *and it is possible to get close to the subject,* you can exclude the background by moving up to a place where only the subject fills the finder. Then press down the shutter release, shown, page 13, about ¼ of the way (not far enough to release the shutter), continue to hold the release in this position to maintain the close-up exposure setting; then step back, aim, and press the release down fully to take the picture.

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VIEWING AND DISTANCE SETTING

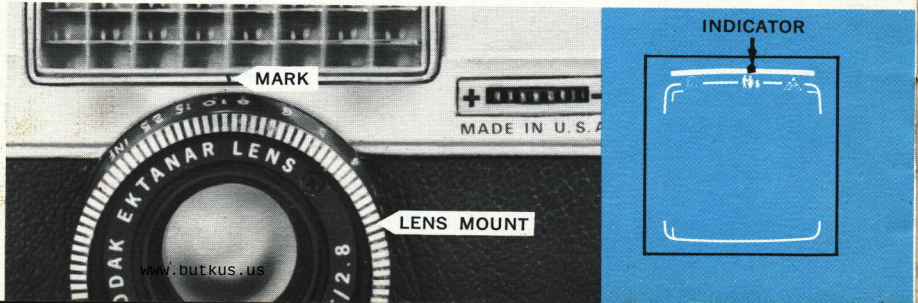
Hold the camera close to your eye with the eye centered on the rear eyepiece so that the complete luminous viewframe is visible. The image seen within this viewframe will be included in the picture, except at short camera-to-subject distances. The two indicators (one on each side) near the top of the frame, and the one at the lower left, provide parallax correction at a subject distance of about 5 feet. Therefore, when the subject is at about this distance, aim the camera so that the subject image is within this smaller area, as outlined by the dotted lines in the illustration at left.

NOTE: Since the picture area is square, there will be no format advantage in holding the camera vertically.

Scale Distance Setting—Estimate the camera-to-subject* distance carefully and rotate the LENS MOUNT by its convenient knob until the figure representing the camera-to-subject distance in feet is opposite the focusing MARK.

Handy, Zone Distance Setting—For quick distance setting while viewing the subject, a symbol-type scale appears at the top of the luminous frame in the viewfinder. Rotating the lens mount moves the INDICATOR to the left symbol for CLOSE-UPS (4-foot range), middle symbol for GROUPS (9-foot range), or right symbol for SCENES (25-foot range and beyond). Intermediate distances can be estimated on this scale.

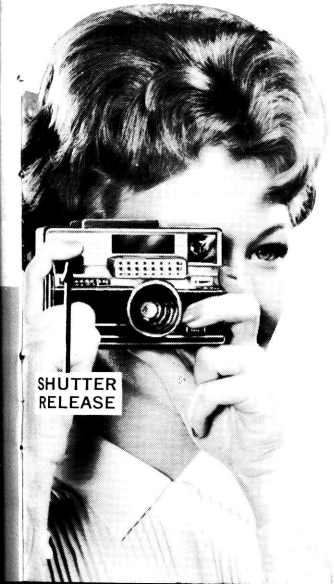
*For precise measurement at the shorter subject distances, measure to the film plane marker (-O-) on the top of the camera.



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OUTDOOR PICTURES



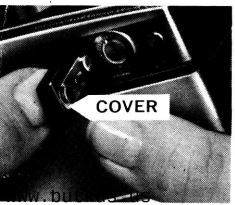
- Set the shutter speed. For general picturetaking, the shutter speed setting may be left at 125.
- Set the camera-to-subject distance by the symbol scale in the finder, or the footage scale on the lens mount.
- View the subject, as illustrated, with your eye close to the rear opening of the viewfinder so that the subject is framed by the luminous viewframe. *If, as the shutter release is slightly depressed, the red warning signal appears in the right side of the viewframe, there's not sufficient light for proper exposure.* However, flash can be used for close subjects, or a "B" exposure for a still subject.
- Hold the camera steady and take the picture by slowly pressing the SHUTTER RELEASE all the way down.
- Operate the film advance lever one *full* stroke. You are ready for the next exposure.

NOTE: The shutter release cannot be depressed a second time until the film advance lever has again been operated one full stroke. This provides double exposure prevention.

FLASH PICTURES

Your camera features easy, rapid flash picturetaking with the new rotating flashcube, and automatic flash control—the correct lens opening is automatically set as you focus for the camera-to-subject distance. The rotating flashcube incorporates 4 blue bulbs (for all films), reflectors and flashguards.

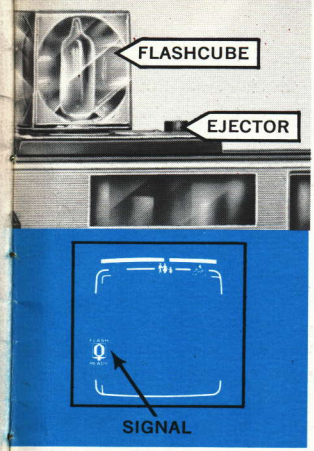
- **For color slides,** use KODAK EKTACHROME-X, High Speed EKTACHROME, or KODACHROME-X Film.
- **For color prints,** use KODACOLOR-X Film.
- **For black-and-white prints,** use KODAK VERICHROME Pan Film.



Batteries: Two photoflash, N-size, batteries (alkaline-type recommended) are required to power the flash and finder signals.* Clean battery contacts, before installing, with a rough cloth. To install batteries, first open the battery compartment on the bottom of the camera, as shown, by inserting the thumbnail in the notch, pressing in the direction of the arrow, and swinging open the hinged COVER. Insert the batteries—one base *down;* the other base *up*—as illustrated. Close the cover securely.

*Flash failure usually results from tarnish (often invisible) on battery and camera contacts. Clean battery and battery-compartment cover contacts often with a rough cloth. Clean recessed contacts in battery compartment often by rotating a pencil eraser several times against the contacts. If flash failure persists after cleaning, install fresh batteries.

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TAKING FLASH PICTURES

• **Insert Flashcube**—Insert the base of the FLASHCUBE into the socket on the top of the camera; then press down the flashcube until it snap-locks in place with one of its four sides facing forward in its detent (click-stop) position. If a fresh bulb is in the frontal firing position, a **FLASH READY** SIGNAL appears in the left side of the viewframe *as the shutter release is slightly depressed.* Absence of this signal indicates that the cube is not detented in its frontal firing position or that a *used* bulb is in the forward position. Also, a dim signal or no signal can indicate that batteries should be checked and possibly replaced. The **USE FLASH** signal may or may not appear, depending on the amount of illumination present.

The cube revolves* one quarter turn (clockwise) each time film is advanced to the next exposure, thus providing flash for 4 exposures *if a fresh cube is in place.* If a partially used cube is in place and *film has been advanced,* a fresh

*IMPORTANT: Do not obstruct rotation of flashcube.

bulb must face forward; if *film is to be advanced,* make sure that a fresh bulb is facing toward the EJECTOR button, so that it will rotate into position as film is advanced. The cube can also be rotated by hand to bring any fresh bulb to its frontal firing position.

Press down the EJECTOR button (shown, page 15) to remove a flashcube.

- **Set Distance**–Rotate the lens mount until the figure representing the camera-to-subject distance in feet (up to 25 feet) is opposite the focusing mark.
- **View Subject**–Look through the eyepiece and compose the picture within the luminous viewframe of the viewfinder.
- **Take Picture**–Hold the camera steady and slowly press the shutter release to flash the bulb and take the picture.

AUTOMATIC FILL-IN FLASH

When flash is used in combination with available light (fill-in flash) the electric eye determines the lens opening on the basis of available light at 1/30 second, and the flash exposure control determines the lens opening on the basis of the distance setting in the 3 to 25 foot range. The smaller of the two openings is automatically set when taking the picture. At short subject distances or relatively low available light levels, fill-in flash will produce better lighted pictures, especially of side- or back-lighted subjects.

PHOTO AIDS

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You can extend your picturetaking scope and enjoyment with the photo aids described below. See your Kodak dealer for these and others.

KODAK INSTAMATIC Field Case, Model F—This attractively lined, molded case will provide maximum camera protection. The special design permits instant picturetaking, loading and unloading without removing the camera from its case. A **KODAK INSTAMATIC Compartment Case** is available for carrying camera, film, bulbs, filters, etc.

KODAK Lens Attachments—A removable ring is provided on the front of the lens mount of your camera to retain a Series 5 filter or other useful lens attachment.

Merely unscrew the ring on the front of the lens mount, insert a filter or other lens attachment; then screw the ring in place to hold the accessory.

KODAK Flashcube Extender—Increases the distance between the lens and the flashcube to produce more pleasing modeling and shadow effects in close-ups.

KODAK Projectors—A KODAK Projector will show your color slides big, bright, and sharp on the screen. Ask your dealer to see the revolutionary, fully-automatic KODAK CAROUSEL Projector. Features round, 80-slide trays that change as quickly and easily as a hi-fi record. Other features include remote focus, remote forward slide change, remote reverse, instant editing and 500-watt power.

KODAK Publications—The keys to snapshot fun and success are to be found in "How to Make Good Pictures"—perhaps the most popular picturetaking book of all time. Your Kodak dealer will be glad to show you this and other inexpensive books on photography.

CARE OF THE CAMERA

Your KODAK INSTAMATIC is a fine, ruggedly built camera, but yet a precision instrument. Protect it from dust and dirt and avoid rough handling. Use a rubber syringe to blow out any dust that may accumulate inside the camera. If the lens needs cleaning, first brush or blow away any grit or dust, then wipe the surface gently with KODAK Lens Cleaning Paper. If necessary, use KODAK Lens Cleaner.

Do not attempt to make any repairs or remove any parts from the shutter, lens, or camera. Never oil the shutter or any other parts of the camera.

GUARANTEE

Within a year after purchase, any repairs necessary to this KODAK INSTAMATIC Camera due to a defect in materials or workmanship will be made or, at our option, the camera will be replaced without charge. No other warranty or guarantee, express or implied, shall be applicable to this equipment. Nor are we responsible for loss of film, for other expenses or inconveniences, or for any consequential damages occasioned by the equipment.

In case of a defect, the camera can be sent directly or through a Kodak dealer to Eastman Kodak Company or a repair firm authorized by us to make such repairs.* It should be accompanied by a description of the trouble encountered and other available information regarding the camera, including the date and place of purchase.

*Kodak service facilities, with addresses, are described on the following page.

EASTMAN KODAK COMPANY
Rochester, New York 14650

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SERVICE FACILITIES

If your Kodak camera should require attention, complete service facilities are provided at Rochester and in Kodak Regional Sales Divisions at the addresses opposite. Also, service covered under the guarantee is available through independent service shops in many cities. For such local, guarantee-covered service, please see your Kodak dealer or refer to the yellow pages of your telephone directory under Photographic Equipment and Supplies—Factory Approved Warranty Service.

Eastman Kodak Company
Apparatus Service
800 Lee Road
Rochester, New York 14650

Eastman Kodak Company
Apparatus Service
1901 West 22nd Street
Oak Brook, Illinois 60523

Eastman Kodak Company
Apparatus Service
1400 Hi Line Drive
Dallas, Texas 75207

Eastman Kodak Company
Apparatus Service
5315 Peachtree
Industrial Blvd.
Chamblee, Georgia 30005

Eastman Kodak Company
Apparatus Service
3250 Van Ness Avenue
San Francisco, California 94119

Eastman Kodak Company
Apparatus Service
1334 York Avenue
New York, New York 10021

Eastman Kodak Company
Apparatus Service
12100 Rivera Road
Whittier, California 90606

Eastman Kodak Company
Apparatus Service
1065 Kapiolani Blvd.
Honolulu, Hawaii 96807

DETAILS

Film

- Film Size—KODAK No. 126 in the film cartridge; 12- or 20-exposure.
- Negative Size—28 x 28mm.

Lens—38mm, f/2.8 KODAK EKTANAR

- Lens Openings—f/2.8 through f/64—set by automatic exposure controls.
- Focusing Range—3 feet to infinity.
- Lens Attachments—Series 5. Ring supplied.

Shutter—Automatically set

- Speeds—1/60, 1/125, 1/250; plus 1/30, set by exposure control and for flash. Also "B" for brief time exposures.

Viewfinder

- Optical, projected viewframe-type with parallax marks for 5 feet.
- Handy distance-setting scale for Close-Ups, Groups, and Scenes.
- Illuminated signals for insufficient light and flash readiness.

Automatic Daylight Exposure Control

- Film speed is set automatically by film cartridge (ASA 25 to 800).
- Lens openings set automatically by electric eye.
- Automatic shutter control reduces speed after maximum lens opening is reached.

Automatic Flash Control

- Guide number is set automatically by film cartridge (40 to 228).
- Built-in socket for 4-bulb flashcube.
- Correct lens opening is set automatically by focusing.
- Flash shutter speed (1/30 sec.) is set automatically by inserting flashcube.
- Uses 2 N-size batteries.

Other Features

- Instant Loading and Unloading.
- Single-Stroke Film Advance.
- Automatic Double Exposure Prevention.
- Exposure Compensation.
- Tripod Socket.
- Eyelets for neckstrap (supplied).
- Die-cast metal body; black and satin chrome finish.

EASTMAN KODAK COMPANY • Rochester, New York 14650

Pt. No. 633042
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