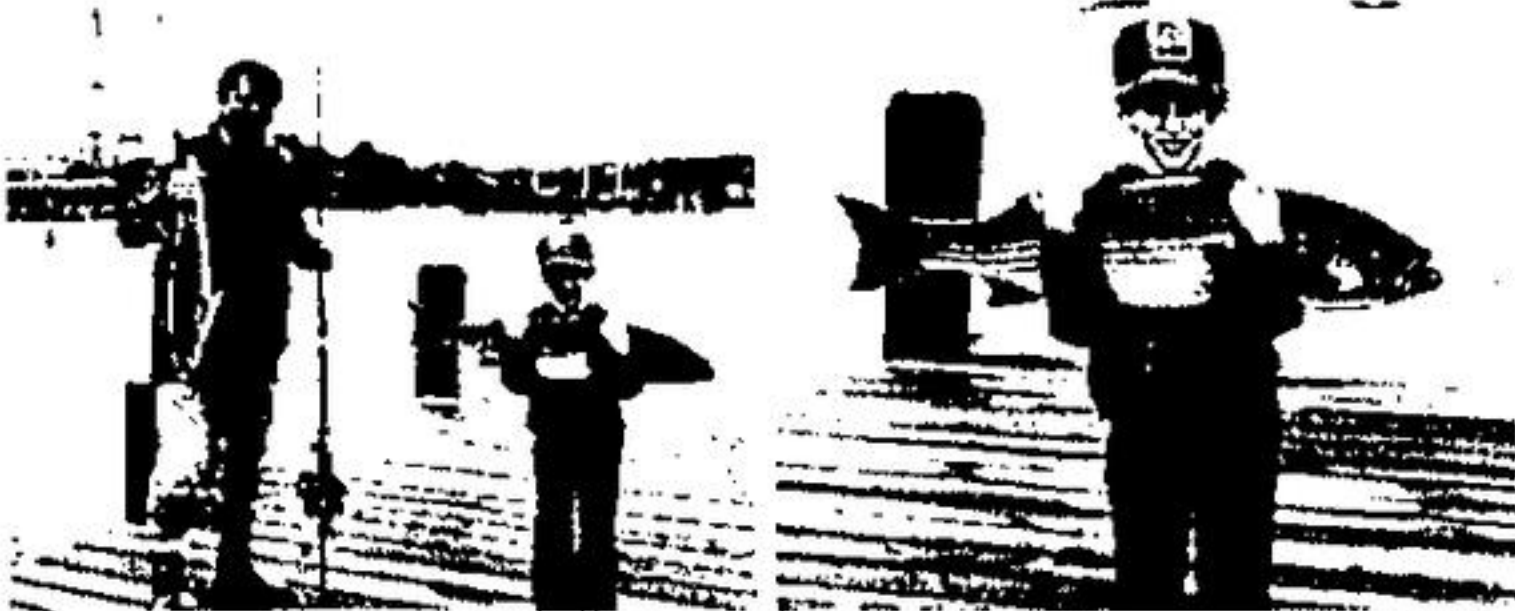


Travel

Relive outdoor adventures in pictures, movies



There is nothing fishy about Mom's catch. She's picturing her family with a Kodak Tele-Instamatic 608 camera which lets you take pictures two ways—normal and close-up.



Take the picture two ways. With the Kodak Tele-Instamatic 608 camera you can capture the whole scene — pond Papa leaping with bluefish while Junior battles with his bass. Or without moving an inch, you can flick the switch from normal to telephoto for a close-up of Junior alone, similar to photographs above, both in color.

Ab, wilderness and... Here's how to picture it

Once, only special interest groups — the Boy Scouts, nature buffs, prospectors and archeologists — set off for the Great Outdoors. Times have changed.

This year alone millions of adventurers are headed that way. Whether you're a veteran nature lover, sports enthusiast or novice hinterland hiker, taking a pocket-size camera can let you savor the scenery even when you're not in the picture.

Stopping to snap this world brimming with activity behind its tranquil surface can send you into frequent "double takes."

Record double-take discoveries with a camera — ideally one that's lightweight, compact and easy to use. If it's a Kodak Tele-Instamatic camera you can take your double

takes two ways with two built-in lenses.

The normal lens (25mm) lets you take pictures from five feet and beyond. Switch to the telephoto lens (43mm) and you magnify your subject 1.72 times and you get a close-up without moving an inch.

For good snapshots, couple that camera with some basic know-how:

- Experiment with different times of day, weather conditions, lighting and position.
- Use the flash in situations where light is too low.
- Move around your subject and snap enough so you can select — not settle — for the best shots later.

Vary your angle and camera-subject distance.

- Hold the camera steady.
- Squeeze the shutter button gently to avoid blur.
- Let nature frame your photos... tree branches or natural vines arching across the foreground add depth and interest.
- Include family and/or friends to personalize your pictures.
- Shoot into the night with flash to capture your party grouped around the campfire. With the flip-flash, a thin pocketable right half unit that can be attached to a Kodak Tele-Instamatic camera, you can shoot four pictures, flip the flash and shoot four more.
- Closing in on the good times with your compact camera can help you relive your outdoor adventures.

Record sights, sounds at sundown



From beach blanket jaunties to countless county fairs you'll find sights and sounds worth saving... with a Kodak Ektachrome movie camera. Even spontaneous family jam sessions will make your sound movies sing!

ations. For finer grain, Kodachrome 40 sound movie film is recommended.

Compose scenes uncluttered with distracting objects and noise. The camera lens and microphone have no mind: everything they see and hear is recorded. It's up to the movie-maker to eliminate unwanted clutter... tele- phone lines, litter, poorly placed trees or poles.

Position the microphone near the singers, guitar or harmonica and capture the harmony of spontaneous song filling the summer evening.

Vary distance, viewpoint and length of the scenes to keep your after-dark movies interesting. Set the scene with a long shot from 20 feet away and move in for medium distance and close-up shots at different angles. Make your scene only long enough to show and tell what you intend.

Nighttime in the country is full of exciting picture and sound possibilities. The night has a thousand eyes... bring your camera to make it 1,001.

Why go to Africa to... Picture wild animals

Although big game is on the wane, you can still head into the Great Outdoors and bring home precious endangered wildlife... all on film!

You needn't jet to Africa for your photo safari either. Just into local woods, park or zoo to capture wildlife the best way, with snapshots and action movies.

Photography not only saves the images of wild creatures and strange environments; it can also be a creative "big game" itself calling for personal involvement with personal rewards. With any of the aim-and-shoot Kodak Trinitite Instamatic cameras even a child can save beauty and the beast on film.

With the Kodak Tele-Instamatic camera, snapshots can be taken two ways. A flip of the switch will change the lens from normal to telephoto for a close-up of that chipmunk.

John F. Englert, Jr., a Kodak nature photography specialist, gives these hints to capture big-as-life portraits of wildlife:

- Choose an appropriate place or create a likely situation. Consider nesting sites of birds, game trails or waterholes. If you're after the big game and you're sure it's safe, put out a salt lick or, in dry areas, making available a supply of water.
- Nature offers dramatic close-up subjects from delicate wildflowers to delicate driftwood or rocks carved by time. When photographing flowers and small animals, move in as close as your camera — and subject — will allow.
- Background can make or break a wildflower picture... and you can make or break the background. For example, a background shadow can dramatize the outline of a blossom. Picture the overall scene from several angles; then move in for silhouettes of colorful individual wildflowers.
- Magnificent wildlife park-free in the national parks... elk and moose in Wyoming, swans in Oregon and Alaska, bison and fawn in Montana, egret and falcons in the Everglades, and prairie, deer and antelope in the West. Set out with the sun on an early morning hike for the best chance of picturing your prey. Combine your photography to the more genteel of the animal kingdom.
- Protect your camera and film. Keep exposed

Binoculars can double outdoors 'eye spy'

How to choose set to double your vision

Years ago few people used binoculars until these "elegant opera house optics" became essential in spectator sports.

But today, many people are familiar with binoculars' practical uses. No longer just for theater and sports spectacles, today these twin barreled optical devices whose prisms deflect and extend incoming light are frequent companions in the Great Outdoors!

Numbers will help. Choosing the right binoculars for your outdoor needs needn't be a tricky numbers game. If you let the numbers help! Decode the first two clue numbers: binoculars, meaning double eyes; in the name 7x35mm — one for magnification and the other for brightness — to reveal the mystery.

The first number, a seven, means the subject will seem seven times closer to you. An osprey swinging 70 feet away would seem to be only 10 feet away. The higher this number, the greater the power.

For brighter image.

The second number is the diameter of the front or objective lens, recorded in millimeters. The greater this number, the brighter the image you'll see. Don't overpower the



In fog and haze or glorious days, duckmen and bird watchers will welcome Bushnell Custom Compact and Instant Focus Binoculars to bring the ducks and geese into sharp, clear view.

magnification or you'll stack the deck against you. With increased magnification come increased visibility problems from hand tremors and movement. Ideally, a 7-power magnification should provide the best compromise of size and weight without requiring additional support.

Field of view.

Also consider your field of view — the diameter or width of the picture seen at any given distance. Using 1,000 yards as the standard comparative distance, the field you can see at that distance, say 480 feet, will vary with the binocular quality.

Clarity and fine detail are crucial to detailed observations in the Great Outdoors. This "definition" or "resolution" means clearly eyeing a sleepy

raccoon in a distant field or a green crested mallard prancing on the pond.

Consider the binocular use — and weigh it against your space allotment. NASA chose Bushnell's Custom Compact Binoculars because every ounce counted, and this 11 ounce binocular offered the power and clarity of larger, conventional binoculars to work as a secondary sight system in Gemini Space Flights.

Adjust instantly.

Sports fans, nature students and hunters might prefer binoculars which instantly adjust to the eyes, such as the Bushnell Sportview Insta-Focus Binoculars. A patented lever action snaps the picture clear and sharp three times faster than the conventional center focus system.

Scan the sky above, the earth around, with a telescope

The telescope helps mankind close in on the beauty of the star-speckled skies and earth.

Modern telescopes with zoom lenses are becoming increasingly popular as more people discover their practical uses in sports, meditation and study of terrestrial nature.

The objective lens acts like a window; the larger it is, the more light enters for added brightness. The eyepiece transmits the appropriate amount of light to the eye pupil, allowing less light in during the day when the pupil is smaller.

Choose a telescope that's handy, lightweight and compact. The American Apollo Astronauts took the compact, lightweight

Bushnell Spacemaster II Zoom Telescope, with excellent clarity and light transmission, to study the earth's geological formations.

Its eyepiece zooms in from a 20 power broadview to a detailed close-up at 45 power to guarantee a clear image and a wide field of view. Its built-in "squirrel-proof filter" shields the Spacemaster II lens from the elements, eliminates glare, offers fast focusing and lets you view comfortably for a long time.

High quality telescopes have opened our eyes to opportunity — portions of the earth for future energy exploration and discovery — the universe's mystery and power.

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