

# STEPHEN FINKEL PHOTOGRAPHY

## Kodak Instamatic Camera 104

One of Kodak's most popular cameras was the Instamatic camera series, it was well known for its 126 film cartridge. Sixty million such cameras were sold by Kodak alone, mostly in the 1960s and 1970s.

The Instamatic 104 was a viewfinder 126 film type camera which was manufactured in Kodak in 1965-1968. The Instamatic 104 had a newer version of flash cube compared to the 100. The flash cube has four flashes instead of one. When the flashcube is cocked for the next exposure, the camera turns the cube 90 degrees so the next flashcube is in position. Four flashes can be taken without changing the bulb, the camera also gives you instant loading with a simple drop-in colour film cartridge.

The Lens was 1:11/43mm with a mechanical leaf shutter with speeds of 1/90 sec. and (with flashcube attached) 1/40 sec. Film Speeds are 100, 200, 400 and a flash range of 4-9 feet. Two AAA batteries are required for the flash.

In 1965-1968 the camera sold for \$15.95 which is \$86.00 in today's dollar.

