



Figure 7

Old Glory: This Pentax Spotmatic F is an example of the standard 35mm SLR camera body popularized after World War II. As manufacturers automated the bodies—like the through-the-lens metering in this one—the standard changed, appealing to more of a mass market. In the 1980s fully-automated SLRs and point-and-shoot cameras (figs. 8 & 9) combined all the sophistication of professional bodies into simpler cameras. These innovations pushed Kodak’s Instamatic and Disc formats into obsolescence while creating a new breed of consumer—one shopping for advanced cameras and cheap film. From the cover of *Honeywell Pentax Spotmatic F*, Denver, CO, circa 1970.



Figure 8

Power to the people: Two contemporary Minolta 35mm SLRs, automated and delivering frills: the model on the left, for instance, has a pop-up flash. Photo from Herbert Keppler, Minolta turns a drab AF-SLR frog into a moderate-price but incredibly multifeatured prince, *Popular Photography* 62:6 (June 1998), p. 18.