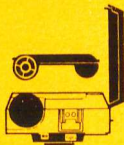


Remember today in pictures with a low-cost Kodak Instamatic 25 camera.



Anyone can take really good pictures (color or black-and-white prints, or color slides) with a Kodak Instamatic 25 camera. Just drop in a Kodak instant-load film cartridge and shoot away — it's as easy as that. No fuss. No calculations to make.



Kodak Instamatic 25 camera has all the regular Instamatic features plus:

- ★ Fixed-focus lens. Sharp pictures 4 ft. to infinity.
- ★ Two speed shutter for pictures in bright sun, and for shots in cloudy-bright conditions and by flash.
- ★ Flash contacts for use with Kodak Instamatic flashholder.
- ★ Wrist strap for ease of carrying.

A great little camera for youngsters and those people who like taking pictures the easy way. Available as a complete outfit (black-and-white film cartridge, flashholder, batteries etc.) for \$10.25, or just the camera: \$5.95.

Add color to your memories load your camera with Kodacolor film.



Living color in easy-to-take snapshots. Big, bold pictures — ideal to carry in your wallet, nice to show around.

Kodacolor film is versatile — use it by day, or by night (with flash). The wide exposure latitude of Kodacolor makes it suitable for the simplest of cameras, even under hazy-sun or cloudy-bright conditions. In addition, Kodacolor gives true, clear prints with life-like color rendition.

Kodacolor helps you remember today in pictures. Try a roll in your camera — your Kodak dealer will advise you.

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