

**Kodak introduces
the Instamatic Camera idea
to MOVIES**



**Kodak
Instamatic Movie
Campaign 1965**

A complete new system of home-movie making that's simplicity itself....



OPEN

DROP IN

SHOOT

This is a completely new system of movie making, with a new kind of movie camera that loads instantly and automatically. It uses a new kind of movie film that gives clearer, sharper movies than ever before. Just drop the Kodapak Film Cartridge into the camera, and you're ready to shoot. There's no threading, and there's no need to turn the film — in fact, your hands never touch it. You'll soon have lots of new customers who never thought about home movies before.

