



Simply beautiful....



KODAK Pocket INSTAMATIC 50 Camera KODAK Pocket INSTAMATIC 60 Camera

Two remarkable new cameras from Kodak — makers of fine photographic equipment for over ninety years.

Simple to use, but precision-made to take your kind of pictures, KODAK Pocket INSTAMATIC 50 and 60 cameras are compact and unobtrusive. They'll slip easily into a pocket or handbag — as naturally as carrying a wallet or purse.

KODAK Pocket INSTAMATIC cameras accept new 110-size film cartridges for color prints or color slides. The color negatives are no bigger than a fingernail, yet the prints are a big, colorful $3\frac{1}{2} \times 4\frac{1}{2}$ inches — a breakthrough made possible by the development of KODACOLOR II film, a new ultra-fine-grain color film.

Both the KODAK Pocket INSTAMATIC 50 and 60 cameras combine advanced features with simplicity of operation — battery-free flash, smooth thumb-slide focusing, and programmed electronic exposure control. All this, plus discreet slimline styling, make these cameras a joy to own. Pocket INSTAMATIC Cameras — something a little different from Kodak.

