

Begin Now to Picture Christmas with an Easi-Load Camera



Complete EASI-LOAD Camera and Outfits

Sears
Regular
Low
Price

149⁹⁷

Easi-Load is just that. The film is in a cartridge so you never touch it or thread it. Just insert the cartridge into the camera and take movies. The electric eye takes care of the exposure automatically. Have fun with zoom lens. Get portraits or landscapes.

Easi-Load Camera with Electric eye exposure controls.

Zoom lens, self-threading projector shows forward, reverse, still.

Movie Screen stands on a table top or hangs on a wall. 22x30-inch size.

Movie Light attaches to camera for indoor shooting with outdoor film.

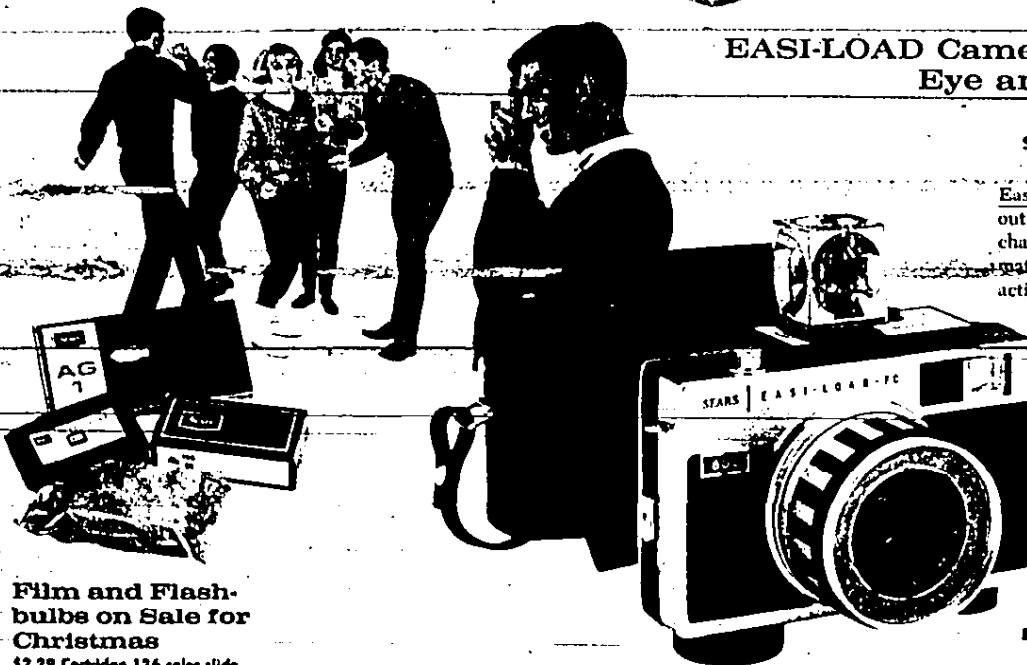
Easi-Load Super 8 drop-in cartridge color film. 50-ft. Processing included.

EASI-LOAD Cameras with Flashcube, Electric Eye and Automatic Film Advance!

SAVE \$10.01 Regular \$59.98

49⁹⁷

Easi-Load means cartridge film that loads in seconds without threading. Flashcube gives four quick shots without changing bulbs. Electric eye sets correct exposure automatically. Automatic film advance lets you shoot in action without stopping to wind between each shot.



Film and Flashbulbs on Sale for Christmas

\$2.29 Cartridge 126 color slide film with processing. ASA 64. 1.94

47c Full-wrapped 126 black-and-white film roll... 2 rolls for 88c

\$1.99 AG-1 clear flashbulbs for black-and-white. 24 in box. 2 for 3.77

\$1.99 AG-18 flashbulbs for color or black-and-white. 24 in box. 2 for 3.77

EASI-LOAD Kits with Film Advance!

An automatic no-wind film advance for less than \$20. Kit includes camera, color film cartridge, 3 flashcubes, two batteries, and a gadget bag. Shown at right.

Sears Regular
Low Price

19⁹⁷



Easy, simple
cartridge
load film.



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