

FRIENDSHIP'S
PERFECT
GIFT





*Actual size of Memo picture as
taken, and enlargement.*



A flexible picture-taker

THE whole Memo idea is extremely flexible. Supplementary equipment for enlarging, copying, etc., is available, but with none of this and even the simplest forms of finishing, the Memo yields more pictures for the money, more *interesting* pictures, and more pictorial pleasure that can be shared with others than most people not already Memo fans have ever dreamed of.

Memo pictures — Memographs — recall things seen — make remembrance clear-cut, vivid, real. What more fitting as a Remembrance than a gift which so wonderfully expresses the very idea?

Perfect Remembrance makes the Perfect Gift

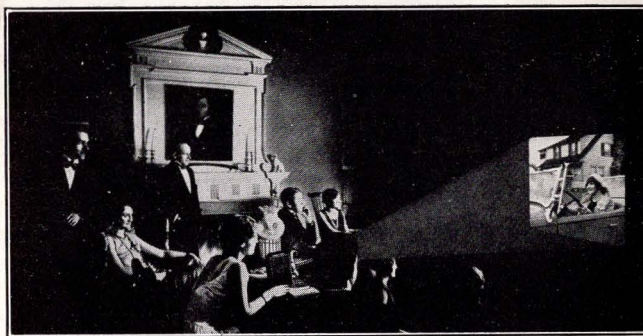


Perfect remembrance means pictures — pictures that revivify the good times, pleasant associations, and interesting scenes in the procession of daily life.

To give the means of enjoying with others, graphically visualized, the record of yesterday's experience and observation is a fine expression of friendship at Remembrance Time. A camera — any camera — is an appreciated gift, but no camera gift carries the thought as does one which means screen projection. Thus the Memo Camera is aptly termed Friendship's Perfect Gift.

THE MEMO CAMERA

Not a movie camera, but uses movie film
50 pictures with one 50-cent film



Memo pictures projected with the Memoscope provide evening entertainment for all one's friends.

The Memo is individual and obviously choice — an ingenious comment-making instrument that stands out from other cameras. The very idea of using professional-size movie film for stills — 50 clear little pictures on a 50-cent roll — catches the imagination. With such a camera, so compact and so remarkably convenient, one can photograph anything and everything at the ridiculously low cost of one cent an exposure. And the easiest camera in the world to load!

Attractive in itself, the Memo is still more attractive because of its three-fold printing possibilities. For the negative roll may be printed on positive movie film for screen projection, on paper same size for album use or to provide little pictures to incorporate in letters and reports, and on paper in enlarged size also. Nor must you choose one form only; the same negative can be used for all three kinds of prints.

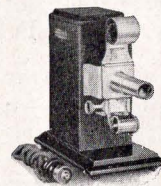
Memo Pictures Make Remembrance Clear-cut, Vivid, Real



Many thousands of Memo cameras are in use. Their owners have carried them thousands and thousands of miles, on trips of every description. A little magazine, Memo-Random, sent free to Memo owners, reports the experience of Memo fans and gives many useful suggestions and new applications of the Memo idea. Memo owners, like amateur movie enthusiasts, are particularly *alive*. While the Memo is so simple that anyone can use it successfully, it is the alert, progressive type that most quickly sees its advantages — and adopts it.

THE MEMOSCOPE

The Memoscope, for screen projection of the positive film rolls, costs only \$19.50. This can be bought at the same time as the camera, or later. Many start with the camera and contact prints on paper, buying the projector later.



There are FIVE MODELS of the MEMO CAMERA to choose from

The regular Memo Camera is equipped with F:6.3 anastigmat in fixed-focus mount and sells for \$20 including case. Other models, with F:6.3 and F:3.5 lenses in focusing mounts, sell for \$25, \$30, \$35 and \$40. Except for lens and shutter, all models are alike. Most buy the \$20 model. Anyone who does so and wishes to convert it later to the focusing type, can then pay the difference and have the change of lens and shutter made at the factory for a nominal fitting charge.



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