

# SAVE THIS TUBE . . .

*mail exposed film to*

*Magnapix Film Service*

## GET SPARKLING LARGE SIZED PRINTS

*. . . at no extra cost*

Your snapshots are important . . . for they bring back memories of a wonderful vacation, a baby's first steps, and other treasured experiences. Be sure your pictures are as fine as they can be made. Send film to Magnapix Film Service for quick, superior photo-finishing. See other side for simple details.



YOU TAKE  
'EM SMALL . . .  
(size 127 negative)



WE MAKE 'EM  
**LARGE** ➡

Atlas All-Purpose Film has a balanced emulsion suitable for both indoor and outdoor work. For exposure meters, use of a Weston speed 40 is recommended.

# SAVE THE TUBE . . .

from which you took this roll. Use it to

**Mail film to MAGNAPIX FILM SERVICE**

*Beautiful Enlarged Prints at no extra cost . . . Quick finishing service from laboratory to you.*

A finished snapshot should recreate what you saw when you took the picture. You can get the most out of your pictures by sending your next roll of exposed film to Magnapix Film Service for finishing. Magnapix uses the largest automatic developing and printing facilities in the world, with modern plants in several large cities. Finer work, more careful attention to the finishing of your prized snapshots would be hard to find.

Moreover, Magnapix gives you beautiful enlarged prints of all your pictures . . . prints that are sharp, clear and brilliant. These larger pictures *sparkle* with life, bring out all the rich detail which is lost in the ordinary small negative-size print.

Yet this high quality finishing costs less than most ordinary work. There's no expensive pick-up service, Magnapix is as near as your mailbox. Large-scale operation cuts costs, too. These savings are passed on to you, with the increased pleasure that comes from larger pictures and superior workmanship.

Make your photo album a proud showpiece. Don't take a chance on indifferent finishing cheating you of the full enjoyment you can get out of your pictures. Use this tube to mail in your film for really *fine* photo-finishing at Magnapix Film Service. Finished jumbo prints will be mailed promptly to your home.

## Protection against Faulty

### Picture Taking:

If less than half the negatives on a roll are not printable, the customer receives a certificate of credit for 25¢ of processing charge on his next roll of film. If none of them come out, a certificate good for 50¢, or *all* the processing charge on his next roll will be issued. Customer may use certificate to apply on finishing charge, or for ordering extra prints.

## MAILING DIRECTIONS:

1. Clearly print name and address, on un-gummed label, to which finished pictures are to be returned.
2. Enclose coin with film at these laboratory-to-you-prices:  
8 Exposure Rolls — 50¢  
12 Exposure Rolls — 60¢  
16 Exposure Rolls — 70¢  
Sorry, no C.O.D.'s!
3. Use gummed label for sealing top on tube.
4. Instructions for ordering extra prints will be included with your finished pictures.

**NEXT TIME** buy Atlas Film in the *blue* tube. Its price includes this same fine finishing service—at an even *lower* total cost to you!

PRINT YOUR  
NAME AND  
ADDRESS  
PLAINLY IN INK.

WRAP  
THIS TAG  
AROUND  
EXPOSED  
FILM  
AND PUT IN  
TUBE.

Name.....

Street.....

City.....

State..... 127.

Magnapix Film Serv.

YOUR  
PICTURES WILL  
BE MAILED  
POSTPAID  
TO THE  
ADDRESS ON  
THIS TAG.

USE THIS LABEL FOR  
SEALING TUBE

CONTENTS: Merchandise  
Postmaster: This parcel may be opened  
for postal inspection if necessary.

To  
MAGNAPIX

*Film Service*

P. O. BOX 5106  
CHICAGO 80, ILL.

PLACE  
1½ CENTS  
POSTAGE  
HERE

FROM