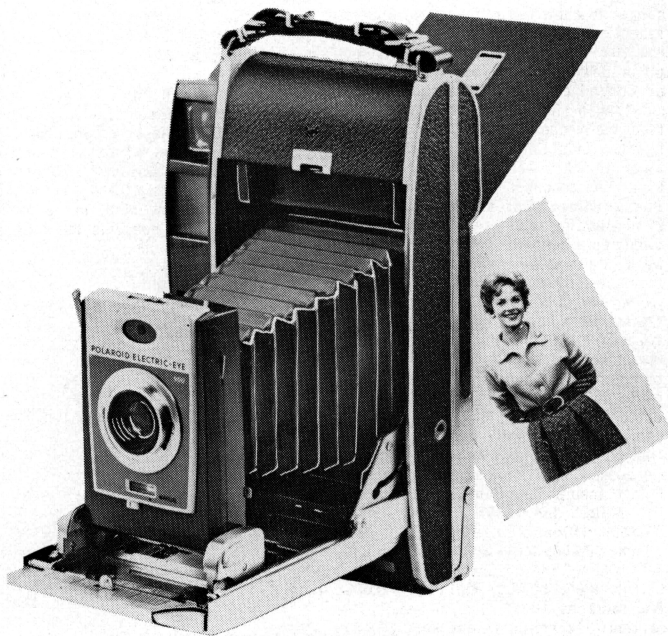


POLAROID LAND CAMERAS PICTURES-IN-AN-INSTANT

Picture-in-an-instant photography has become a vital tool of business and industry in a few short years. It is being used in all kinds of commercial enterprises to save time, money and personnel. You too can have finished prints and transparencies on the spot—and can take advantage of the new products constantly being introduced to make this process even more exciting and useful. For example, three new Polaroid films of special interest to industrial users have recently been introduced. They are Types 55 and 57 film packets for use in the Land 4x5 Film Holder and Type 146-L, a new transparency film. Each of these products is described in detail on the next page. Call us and let our experts show you the Land process in operation. A demonstration will prove that this process can help solve many of your problems.



MODEL 900

POLAROID® LAND CAMERA MODEL 900, the deluxe Polaroid Electric Eye Camera, is the leader of the line and has greater range than any other electric eye camera. Its tiny micro-eye, so sensitive it can see in any light, selects the correct lens opening and shutter speed for every picture automatically. Focusing and aiming are extremely simple. The coupled rangefinder is right in the viewfinder window and one control sets both. An illuminated frame in the window shows exactly what will appear in the picture. The shutter can operate at speeds approaching 1/600th second which is fast enough to stop any action. Equipped to handle film speeds from 50 to 6,000, the 900 is synchronized for the Polaroid wink-light, regular and electronic flash. Its three-element lens is coated on all sides and color corrected. This deluxe model has lifetime lubricated bearings on the bridge roller and is finished in handsome charcoal gray tones. A day and night selector button allows for light change compensation. Pictures are postcard size—3¼"x4¼", **\$159.95**

POLAROID® PATHFINDER LAND CAMERA, MODEL 110A, is the most versatile of the Land Cameras. LENS: 127mm, f/4.7 Rodenstock with click stops at ½-stop intervals to f/45. SHUTTER: speeds to 1/300th second. This camera has a built-in self-timer; a coupled rangefinder with superimposed image, a parallax-corrected viewfinder plus synchronization for the wink-light, as well as regular and electronic flash. It is equipped with conventional f stops and shutter speeds plus a simplified EV (Exposure Value) number system. The camera makes eight 3¼"x4¼" pictures on each roll. It is styled in two-tone charcoal gray. **\$172.50**

POLAROID® LAND CAMERA MODEL 800 is the style and quality leader of Polaroid Land Cameras and comes with a ten-year guarantee. LENS: 3-element, 130mm modification of Cooke triplet. SHUTTER: chronometric with speeds controlled four times more closely than industry standards.

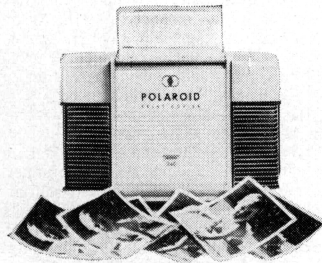
Features include a coupled rangefinder and a viewfinder that automatically corrects for proper viewing plus lifetime lubricated bearings and special reinforcements at wear points. Synchronization is built in for the wink-light plus regular and electronic flash. One dial selects right lens and shutter combination. Camera takes eight 3¼"x4¼" prints on each roll. **\$128**

POLAROID® HIGHLANDER LAND CAMERA, MODEL 80B, is the low-priced camera in the picture-in-a-minute field. Light in weight and small in size it has a long-base viewfinder for perfect framing and picture taking—even for those who wear glasses. LENS AND SHUTTER: Single dial control for selection of correct lens and shutter combinations without complicated f stops. The wink-light or flashgun clips right to camera; there are no wires to plug in. Camera has drop-in loading and makes eight wallet-size photographs on each roll. **\$76.85** (includes Federal Excise Tax). Sheath Case Model 381, **\$9.95**. Deluxe Fitted Case Model 383, **\$19.95**. Wink-light Model 250 (for Land Camera Models 80B, 150, 800 and 110A), **\$17.95**

POLAROID® SPEEDLINER LAND CAMERA MODEL 95B is an improved model of the original Polaroid Land Camera. It features the single-dial setting of lens-and-shutter, yet has the advantage of four shutter speeds, five lens openings. There is built-in synchronization for the wink-light plus regular and electronic flash. Camera has easy drop in loading and turns out eight 3¼"x4¼" pictures for each roll. Viewfinder is combination optical and press-type. **\$97.75**. Wink-light Model 252 (for 95A, 95B, 100 and 700), **\$17.95**

POLAROID® LAND CAMERA MODEL 150 features a coupled rangefinder and a viewfinder that is aimed automatically. LENS: 130mm Cooke. SHUTTER: single-blade chronometric. There is only one dial to set—it selects both lens opening and shutter speed. Synchronization is built in for wink-light, regular and electronic flash. Camera takes eight postcard size (3¼"x4¼") prints on each roll. It is finished in handsome dark gray and chrome. **\$113.50**

POLAROID® PRINT COPIER allows you to make copies of your Polaroid Land pictures in your own camera in just 60 seconds. Just plug the copier into any 110-volt outlet, place your camera on the copier and put the print you wish to copy inside. Snap the shutter and 60 seconds later you have a perfect duplicate of any Polaroid Land picture.



You can actually improve the original in many cases by compensating for over and under exposure. Print Copier Model 230 for Polaroid Land Cameras 80 and 80A, Model 2401 for the 110 and 110A, Model 240 for all other Polaroid Land Cameras. Each, **\$29.95**

POLAROID® LAND PICTURE ROLLS are the heart and soul of picture-in-a-minute photography. They eliminate the need for darkrooms, chemicals, negatives, delays, lost pictures. Just drop a roll into a Polaroid Land Camera, snap the shutter, pull the tab and—presto!—10 seconds later you lift out a finished print, dry and ready to use.

POLAROID POLAPAN® LAND PICTURE ROLLS are high-speed, panchromatic and offer professional and amateurs alike great range and latitude for both indoor and outdoor photography. For Polaroid Highlander Land Cameras, Type 32, ASA 400, **\$1.64** per roll. For all other models, Type 42, ASA 200, **\$2.14** per roll; Type 44, ASA 400, **\$2.29** per roll. **POLAROID® 3000 SPEED LAND PICTURE ROLLS** are the fastest ever offered for all-purpose photography and allow pictures to be snapped indoors without flashbulbs. Fifteen times more sensitive to light than PolaPan 200, 3000 speed film has an ASA equivalent speed of 3200 and opens up new fields in high speed photography. It takes pictures indoors by the light from a single lamp, and can be used with excellent results outdoors. For Polaroid Highlander Land Cameras. Type 37, **\$1.79** per roll. For all other Polaroid Land Cameras. Types 47, **\$2.29**

POLAROID® WINK-LIGHT is a compact "fill" light that erases shadows with a gentle wink of light. It clips right to Polaroid Land Camera and winks automatically as the shutter is pressed. Used with new 3000 speed film, the wink-light makes possible indoor pictures at night by ordinary room lighting. It winks 1000 times on single battery and bulb, saving more than \$100 in flashbulbs. Packaged with the wink-light are an auxiliary flasher for distance pictures at night plus a 4-S filter and a set of light seals to adapt the camera for 3000 speed pictures outdoors. Wink-light, Model 250 for Polaroid Land Cameras 80A, 80B, 150, 800 and 110A, **\$17.95**. Model 252 for Polaroid Land Cameras 95, 95A, 95B, 100 and 700, **\$17.95**

POLAROID® PHOTOELECTRIC SHUTTER MODEL 440 is an independent unit which fits over the regular shutter of all Polaroid Land Cameras except the Highlander and Pathfinder. Used with 3000 speed film outdoors, it eliminates the need for adjusting focus or exposure. All you do is aim and snap the picture. Pictures are sharp in every detail from 3½ feet to infinity. The shutter speed can vary from 1/10th of a second in shade to 1/1000th of a second in bright sunlight. **\$39.95**

POLAROID® CARRYING CASES are designed for convenient carrying of picture-in-a-minute cameras and accessories. The Deluxe Fitted Case, styled in top-grain cowhide, has compartments for the camera, wink-light, electric-eye shutter (in model 310 case only) exposure meter, timer, extra rolls of film and any other accessories you want to carry. Only four inches wide, the case has a drop-open front. Its metal rim is ideal for uncurling Polaroid Land pictures. Included in case is a "board" for coating prints. Case's strap is quickly adjustable for hand or shoulder use. Deluxe Fitted Case, Model 383 for Polaroid Highlander, **\$19.95**. Deluxe Fitted Case Model 310 for all other Polaroid Land Cameras **\$21.95**. Sheath case, in same cowhide, is fitted for camera and exposure meter only. Sheath Case Model 381 for Polaroid Highlander, **\$9.95**. Sheath Case Model 306A for all other Polaroid Land Cameras, **\$14.95**

POLAROID® LAND 4x5 FILM HOLDER ADAPTS 4x5 CAMERAS FOR 10-SECOND PICTURES

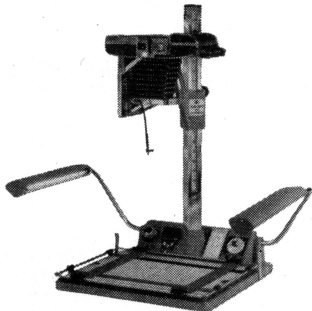
POLAROID® LAND 4x5 FILM HOLDER MODEL 500, adapts most 4x5 press and view cameras to on-the-spot photography without any alteration of camera or focusing system. It conforms to ASA specifications for 4x5 holders of the lock-rib type and can be used in cameras equipped with Graphic, Graflok and similar backs. Pictures taken with it can be developed immediately or removed from the holder and processed later. Since pictures are processed in the packet outside the camera, you can shoot as many as you want, one after another, without delay.

POLAROID® LAND 4x5 FILM is available in three types for use with the Land Film Holder. Two of them—Types 55 and 57—were introduced during the past year (their characteristics are explained in detail below). Still available is the earlier Type 52. All three of these films are pan-

chromatic. Which type to choose depends largely on the results wanted.

Type 52 (ASA equivalent of 200 daylight) which now develops in just 10 seconds is ideal for illustrating catalogs, brochures and reports because it lends itself so well to direct reproduction in the engraving process. **Type 55** (ASA equivalent of 100 daylight) provides both a quality print and a fine-grain negative simultaneously without any cumbersome darkroom procedures—and does it in just 15 seconds. The negative is not sensitive to light and requires only a simple washing to be ready to use. **Type 57** (ASA equivalent of 3200) is an extremely fast film with 10-second development time. It makes possible indoor pictures without flashbulbs in low light level situations, and it is extremely useful for in-plant photography, oscilloscope trace recording, photomicrography and metallography.

POLAROID® COPYMAKER Model 208 will photograph charts, maps, titles and any object that will fit into its 11x14" board. A double-sided easel is marked in 8 field sizes (square on one side for Type 46 Film, oblong on the other for Type 46-L Film and all series 40 Polaroid Land Picture Rolls), shows exactly what will appear in the picture.



There is a built-in electric timer for exposure and development timing. Two fluorescent lamps are included for uniform lighting over the entire copy. Copymaker fits all Polaroid Land Cameras with the exception of the Highlander, \$99.75

POLAROID® TITLING AND CHARTMAKING SET Model 211 is for use with Polaroid Copymaker and transparency film Types 46 and 46-L. It contains a starting assortment of Chart-Pak tapes, equipment and plastic grid sheet background for chartmaking, a 2-sided background board which is green fabric on one side for titles and gray on the other for contrast with dark material being copied; a font of 150 upper case Mittens' Display letters and numbers; a bottle of glue. \$21.50

POLAROID® EXPOSURE METER MODEL 625 is all-purpose meter with extraordinary range designed especially for use with 3000 speed film. It clips right to the camera and gives accurate readings for all light levels—inside as well as outside. You read correct shutter setting for your camera directly from meter. This meter can be used with Polaroid Land Camera or conventional cameras, and with film speeds from ASA 12 to ASA 12,000, \$16.95

POLAROID® FILTER AND LENS SHADE KITS provide greater picture control and improved print quality. Yellow and orange filters cut distant haze in scenic shots and give warmer photographs in high contrast beach or snow scenes. Polarizing filter kills undesirable reflections. For all Polaroid Land Cameras except Pathfinder: Filter Kit Model 541 includes yellow, orange and polarizing filters plus carry case, \$5.95; orange filter Model 546, \$1.95; Lens Shade Model 545 makes possible striking black-lighted pictures and eliminates pale, washed out prints, \$2.45. For Polaroid Pathfinder Land Cameras: Filter and Lens Shade Kit, Model 551, \$10.95

POLAROID® PROJECTOR MODEL 610 is designed especially for the Polaroid Land Transparency System which produces 2½x2¼" slides from Type 46 Film. Slides cannot be projected upside down or reversed because mounts can go into projectors only one way. LENS: American Optical 6½", f/5.6; produces an image 8 foot square at 20 Ft. LAMP: 500-watt, blower-cooled. 115-volt AC motor. The projector is mounted in a portable carrying case, part of which is detachable for viewing. Lens housing is detachable. Knob in front controls the elevation on a balancing unipod which prevents projector wobble. Projector provides an image that is uniformly sharp and brilliant without dark corners on screen. \$109.75. Slide changer, Model 613 for 35mm 2x2" slides, \$4.95

POLAROID® SLIDE MOUNTS permit you to mount transparencies in seconds for viewing or screening. These plastic mounts snap together without additional fasteners or tape. No glass or tape is needed. Slide Mount Model 630 accepts Type 46 Film transparencies (2½x2¼") with triangular-shaped tab. The transparency can be mounted in only one way and the mount can be inserted into projector in only one way, thus eliminating any chance of showing transparency upside down or reversed. Slide Mount Model 632 takes 3¼x4" transparencies made with Type 46-L Film. A diagonal guide in the mount matches the diagonal corner cutout of the film for easy mounting and thumbmark is molded into the mount for projection guide. Model 630, box of 16 mounts, \$1.50. Model 632, box of 16 mounts, \$1.75

POLAROID® FIELD KITS are designed for safe, convenient handling of transparencies in the field, office or laboratory and include the necessary transparencies, a roll of film, 8 mounts, a special slotted section to hold unclipped or unmounted transparencies safely and a shoulder strap. Field Kit Model 691 for Type 46 transparencies has a viewfinder mask for taking pictures on the 2½x2¼" format, a light-seal tape to prevent film fogging and a pick to aid in lifting out the transparency. Field Kit Model 692 for the larger Type 46-L transparencies has the pick and tape, but no mask because it is not needed. Either model, \$7.95. The following items which are contained in the Field Kits are also available separately. **POLAROID® VIEWFINDER MASK** fits on the wire frame viewfinder of the camera and cuts down its field of view to 2½x2¼" format of Type 46 Film. Mask Model 697 for Model 110 Land Camera or Mask Model 698 for the Speedliner, Models 700 and 100, \$1. **POLAROID® METAL PICK** which is useful for getting

a firm grip on the transparent tab when lifting it from the camera is free.

POLAROID® TIMER attaches to the tripod socket of any Polaroid Land Camera. To use it you simply set the timer to the recommended development time, pull the tab, push the timer buttons and lift out the picture when buzzing stops, \$5.95

POLAROID® LAND PROJECTION FILM has the speed, contrast, range, latitude and resolving power to produce excellent transparencies for projection to unlimited size. Speed: 800 daylight (ASA equivalent exposure index), 700 tungsten. Panchromatic emulsion has excellent tonal gradation, permitting great detail in highlight and dark black areas. The film is available in two sizes to fit all Polaroid Land Cameras except the Polaroid Highlander. Type 46-L Film produces 2½x2¼" transparencies to fit Polaroid Projector Model 610. Type 46-L Film produces 3¼x4" transparencies for use in conventional lantern slide projectors. One roll has eight exposures, \$3.49

CHECK CHART FOR PROPER SIZE OR MODEL NUMBER

	If you want to make 2½ x 2¼ slides	If you want to make 3¼ x 4 lantern slides
Camera	All Models except Models 80, 80A or 80B	
Film	Type 46	Type 46L, 146-L
Mask	#698 for 95A, 700, 100 #697 for 110	None
Dippit	#644	#646
Mount	#630	#632 for Type 46-L, #633 for Type 146-L
Field Kit	#691	#692
Projector	Model 610	Conventional lantern slide projectors
Copymaker	Model 208	Model 208

POLAROID® DIPPIT is used with each transparency after its removal from the camera. It contains a solution which hardens the picture surface and protects the transparency from fading and discoloration. The leakproof plastic container has special rubber lips at the opening which squeeze the transparency almost dry as it is removed. Each dippit will process 48 transparencies. Dippit Model 644 for Type 46 Film (2½x2¼" slides), \$1.10. Dippit Model 646 for Type 46-L Film (3¼" x 4" slides), \$1.40

POLAROID® CLOSE-UP LENS KITS include three mounted accessory lenses of various magnification capacities for use singly or in pairs, plus carrying case and steel data tape. They enable anyone to take accurately focused close-ups from 6 to 36 inches from lens. Data tape shows the field of view, proper close-up lens selection, camera setting. Kit Model 550 for Polaroid Land Camera Models 110 and 110A, \$14.95. Kit Model 540 for all other Polaroid Land Cameras, \$8.95

POLAROID LAND TRANSPARENCY SYSTEM NOW OFFERS LINE COPY SLIDES IN 10 SECONDS

Users of the Polaroid Land Transparency System have an exciting new film at their disposal which produces line copy slides in just 10 seconds. Known as Type 146-L Polaroid Polaroid Land Projection Film, it fits all Polaroid Land Cameras using 40-series film and has a daylight speed of 200 (ASA equivalent exposure index).

Slides made with this film have crisp black lines and clear transparent backgrounds no matter what the original material is—whether pencil or ink-lined graphs, charts, maps, typewriter copy, schematic drawings, etc. These slides can be quickly framed for projection in standard 3¼x4¼" lantern slide projectors using the new Polaroid plastic mount Model 633. The image area is 2⅝" x 3¼", slightly smaller than usual, but the mounts are standard size.

The original Polaroid Land Transparency films that produce continuous tone slides in two minutes are still available. They are Type 46 which makes 2½"x2¼" slides for the Polaroid Projector Model 610 and Type 46-L which provides 3¼"x4" slides for stand-

ard lantern slide projectors. Slides made with either Type 46 or Type 46-L film are ideal for sales meetings, progress reports, safety and training work, copying x-rays—anything that necessitates delicate tonal graduations. Like the new type 146-L film, both of these earlier transparency films are for use in standard Polaroid Land Cameras taking 40-series film.

The Polaroid Land Transparency System involves only the six easy steps shown below. Once the camera is loaded, you take the picture and pull the tab exactly as you would with any Polaroid Land Picture roll. When the necessary development time is past—10 seconds for Type 146-L, two minutes for Types 46 and 46-L—you just lift out the transparency and harden it quickly in the Dippit. It can be mounted and projected immediately.

There are literally hundreds of commercial and industrial uses for the Polaroid Land Transparency System. Slides made this easy way are invaluable for business and club talks, on-the-job training, board meetings or any type of group examination of pictures and information.