

POLAROID. A NEW LINE OF CAMERAS FOR 1969.





## A WHOLE NEW LINE OF INSTANT PICTURE CAMERAS.

This year Polaroid has virtually re-invented the instant picture camera. There are six brand new models to choose from, plus the famous Polaroid Swinger and Big Swinger. There are features galore in this new line: an electronic flash, electronic timers, several automatic exposure systems. If you have never experienced the thrill of seeing your picture a moment after you snapped the shutter, this is the year to try it. If you own an older model Polaroid Land camera, this is the year to trade up to something new and even more exciting.

There has never been a wider range of prices from which to choose, from The Swinger at under \$20, to about \$200 for the super camera, the brand new Model 360 with electronic flash. This year for the first time you can buy a Polaroid color camera for less than \$30. Colorpack II is the least expensive color-capable model Polaroid has ever made.

Polaroid is celebrating the 20th anniversary of the Land camera with a knockout line of new models and exciting features. Your camera dealer will be glad to demonstrate them for you, actually take a picture to show you the ease and the fun of instant photography. Isn't this the way you want to make pictures? This is the year to find out.



*Big Swinger. Under \$25.*

*The Swinger. Under \$20.*

*Model 330. Under \$80.*

*Model 320. Under \$60.*

*Model 350. Under \$150.*

*Model 340. Under \$100.*

*Model 360. Under \$200.*

*Colorpack II. Under \$30.*



IS THERE ANY OTHER WAY TO TAKE PICTURES?





Five-foot rangefinder  
in viewfinder field.

Cold-Clip is carried  
on the back  
of the camera.

Shutter lock  
prevents accidental  
exposures.

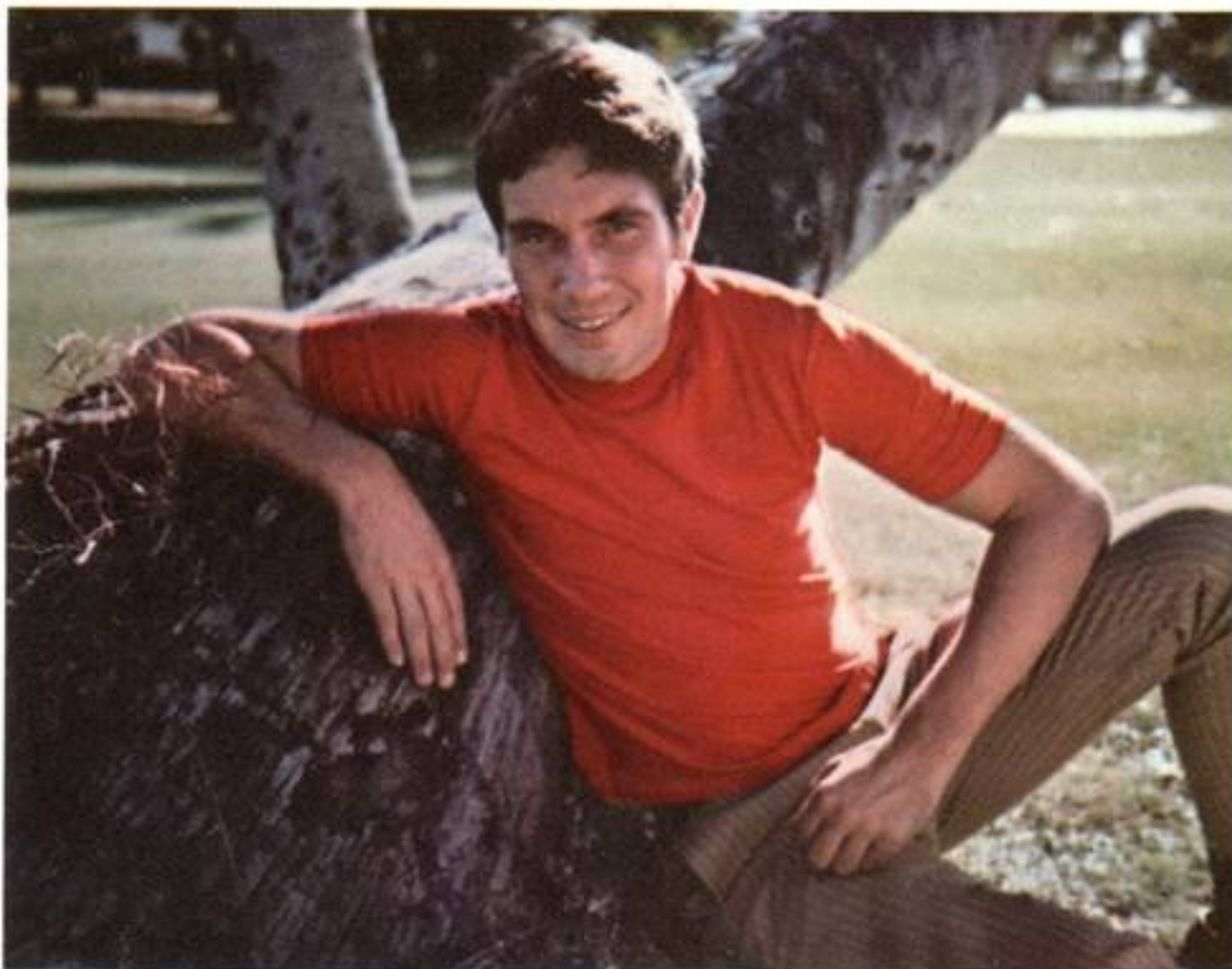
Flash assembly  
is built into the camera,  
uses 4-shot flashcubes.

New, lightweight  
developer system  
inside camera.

Distance settings  
in lens ring are visible  
in the viewfinder.

Three element lens  
produces beautifully  
sharp pictures.

Batteries last  
a full year.



Colorpack II makes color pictures this size in a minute,  
black and whites in seconds.

Transistorized  
electronic shutter  
sets exposures  
automatically.

Wrist strap  
makes using and carrying  
the camera easy.

Electric eye  
measures the light  
on the subject.

T-bar ensure  
accurate tab pulling



## COLORPACK II. UNDER \$30.

This is the "impossible" camera. For less than \$30 it combines the most advanced technology of the photographic industry, the most desirable features of any camera ever invented. It produces color pictures in a minute, black and white in seconds. Every feature of the camera has been designed to make the interval between the impulse to take a picture and actually holding it in your hand as uncomplicated as possible. Why should color photography be difficult? Why should it be slow? With Colorpack II it is so simple a child can manage it easily. With Colorpack II it is as fast as your idea for the next picture.

Everything you want in a camera is here. Colorpack II is light, handy and handsome. An electric eye solves the exposure problems for you. The 3-element lens is beautifully sharp. Loading is easy. You just drop a film pack into the camera. Range finding is simplicity itself. The flashgun is built into the camera. Now you begin to understand the philosophy behind this camera. Nothing should come between your desire to take a picture and your enjoyment of it. Colorpack II does everything including developing the pictures. What's left for you? Nothing but the fun.

### Electric eye exposure control

A sensitive electric eye and a transistorized electronic shutter combine to produce the correct exposure in almost any lighting situation. Even during the brief, brilliant flash of a flashcube they choose the setting automatically. Colorpack II is the lowest priced electric eye camera ever made by Polaroid.

### Triplet lens

The three element lens of Colorpack II is beautifully sharp. Advanced computer technology was used to produce a triplet design radically different from any ever used on a Polaroid camera. It is far superior to any lens in any camera in this price class.

### Flashcube for indoor pictures

The flashgun of Colorpack II is built into the camera. To make flash pictures you simply snap on a flashcube and you are ready to blaze away for four pictures, as fast as you can pull the film packet out of the camera. No special exposure settings are necessary for flash pictures. The electronic shutter actually measures the light and makes the exact setting during the burst of the flash!

### 5-foot rangefinder

It is easy to shoot fast with Colorpack II indoors or out. A red square is visible through the viewfinder that enables you to judge when your subject is five feet away (the distance you will use for most shots).

### Easy loading

Since the camera uses Polaroid Land pack film (both color and black and white) loading is accomplished in a matter of seconds. You simply drop the pack into the back of the camera. There is no threading or winding. There are eight pictures to each pack and as soon as you pull one film packet out of the camera the next one is ready to shoot.

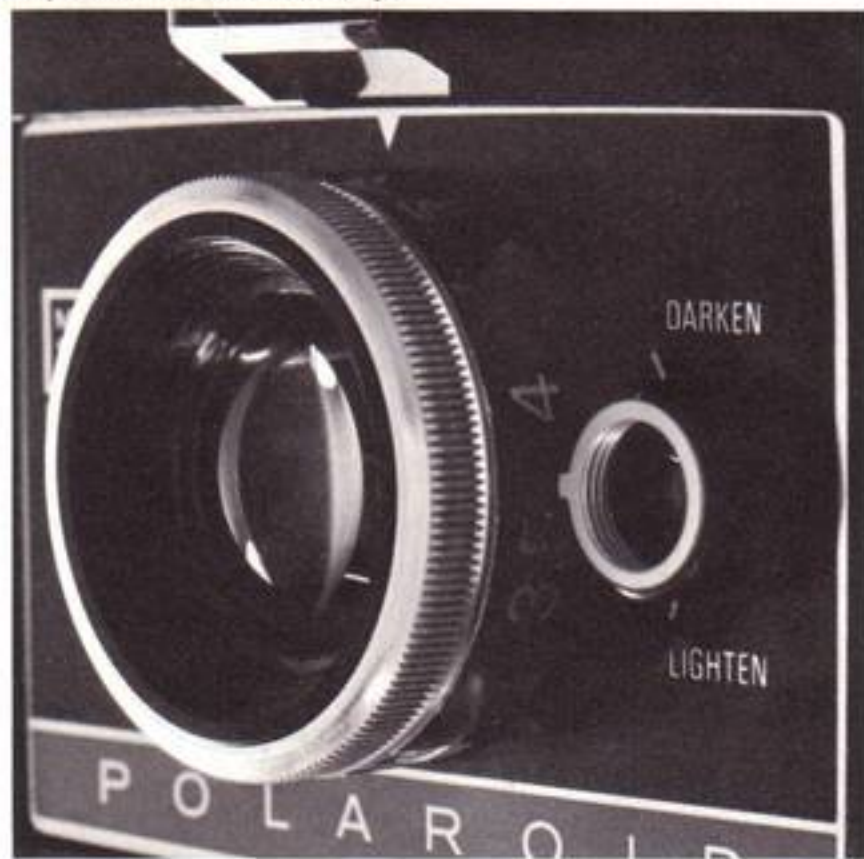
### New developer system

A new, high-precision developer system is incorporated into this camera. Light and compact, it can easily be removed from the camera for an occasional cleaning.

### Many other features

Polaroid has never introduced a camera with so many innovations. Colorpack II has a shutter lock to prevent accidental exposures. A Cold-Clip to aid cold weather development is carried on the back of the camera. It includes the simple operating instructions for the camera so that you are never in doubt about what to do next. A handy wrist strap and T-bar handle are attached to the camera. Batteries last a full year. And the most remarkable feature of all — Colorpack II costs less than \$30.

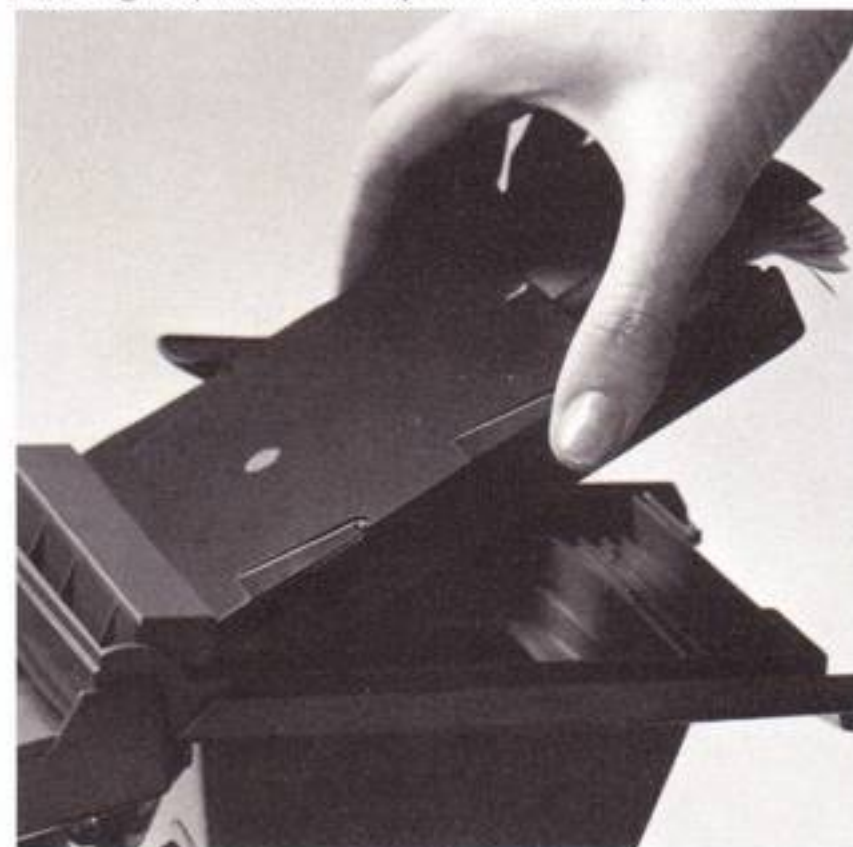
*Electric eye and electronic shutter set correct exposures automatically.*



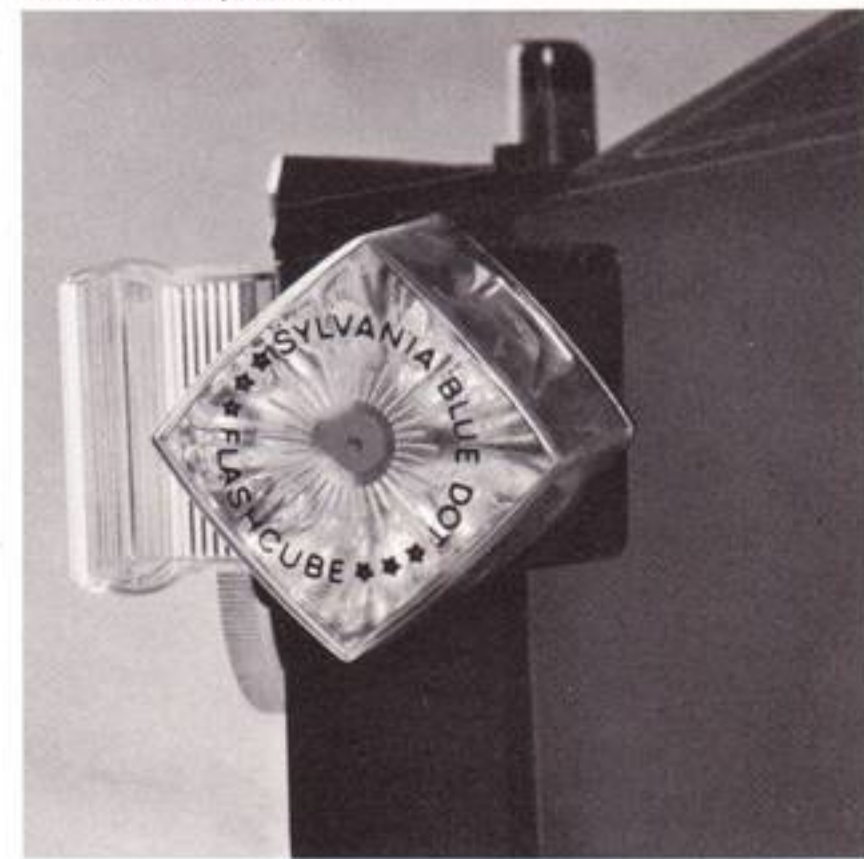
*Colorpack II makes color photography simple, fast, more exciting than you can imagine.*



*Loading is quick and easy with Polaroid pack film.*



*Four-shot flashcube snaps right on the camera for indoor color pictures.*

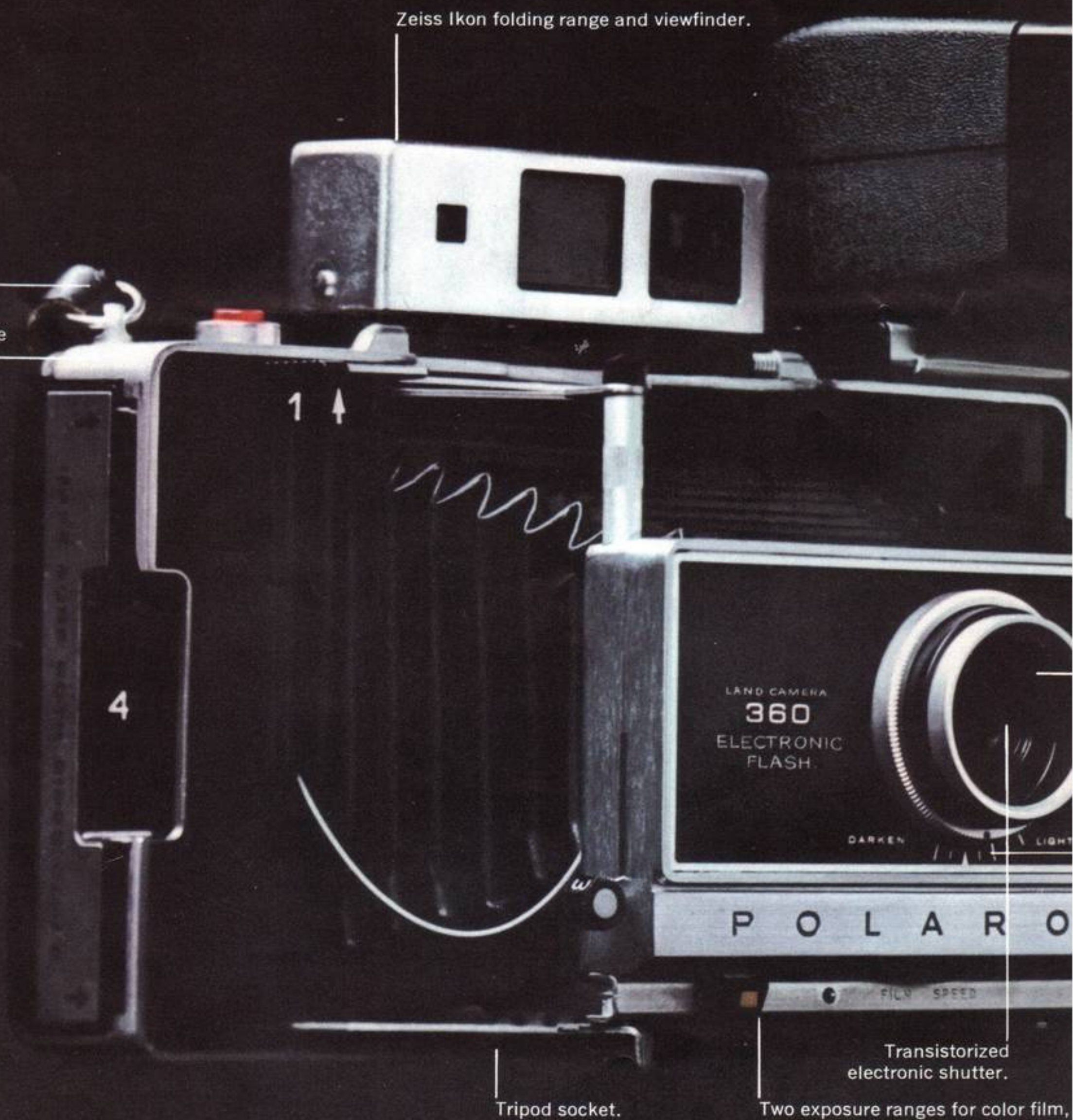




Zeiss Ikon folding range and viewfinder.

Adjustable carrying strap.

De luxe brushed chrome construction.



Transistorized electronic shutter.

Two exposure ranges for color film, two for black and white.

Tripod socket.



## THE MODEL 360 WITH ELECTRONIC FLASH.

The Model 360 is a super camera! It can do things that no other camera in the world can do. Start with the fact that it produces finished color pictures in a minute, black and white in seconds. Add a clip-on electronic flash that eliminates flashbulbs and lets you take super-action pictures at about 1/1,000th of a second. Add the most sophisticated electronic exposure system ever developed. Add an automatic electronic timer that tells you when your pictures are ready. You have the Model 360, the finest camera Polaroid has ever made, the culmination of 20 years of unique photographic research and development.

There is no camera in the world like this. For instance, it contains three "integrated" electronic circuits. Each of these intricate combinations of electronic components would normally fill a space about as large as a pack of cigarettes. In the 360 they are reduced to a tiny chip of plastic less than 1/32nd of an inch thick, about the width of a pencil point.

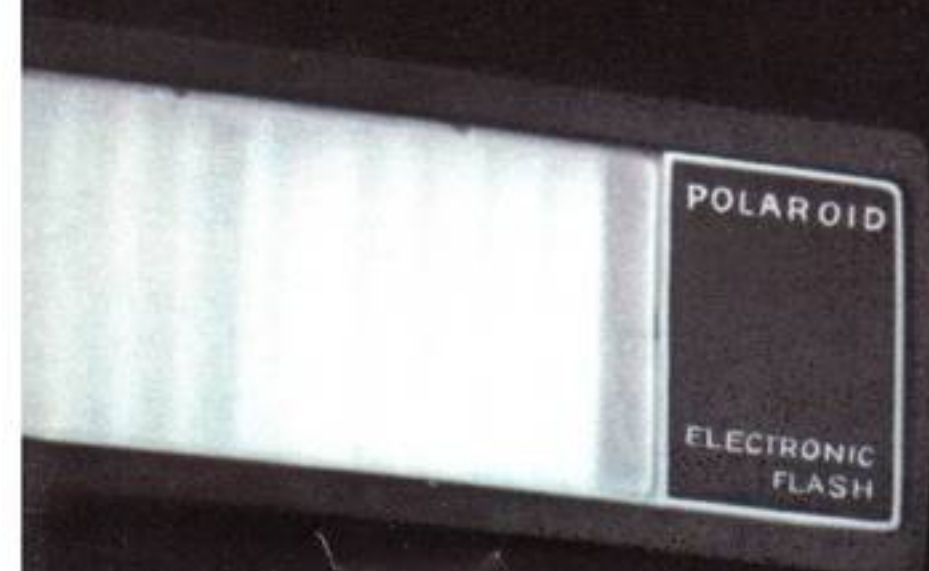
This camera is deluxe in every way, from its performance to its precision construction and handsome styling. Yet, unlike most other expensive cameras, it is not designed only for the professional or the highly skilled amateur photographer. It is as easy to use as the less expensive Polaroid Color Pack Cameras. Features like the electronic flash and the electronic timer make it even easier. To fully appreciate the Model 360 you have to see it in action or, better yet, use it yourself. With 30 seconds of instruction from your camera dealer you can take a perfect picture.

### Electronic flash

In many ways this is the most exciting feature of the Model 360. More than half of all pictures made are shot indoors. The electronic flash of the super camera makes this easier than ever before. It opens a whole new world of fast action photography. And, of course, it means that you will never have to buy a flashbulb again. The flash clips right to the camera. The powerful miniature batteries are contained in the unit itself. You can walk anywhere in the house, shoot whatever you want. The kids playing? Don't ask them to stop and pose. Your exposure is about 1/1,000th of a second, fast enough to stop any action. Forget about holding the camera steady (most ordinary flash pictures are shot at about 1/30th of a second and must be held very steady to prevent blurring). You can shoot the candid pictures you've always wanted of your family; anywhere, anytime. Don't worry about special exposure settings, either. The camera makes them for you automatically.

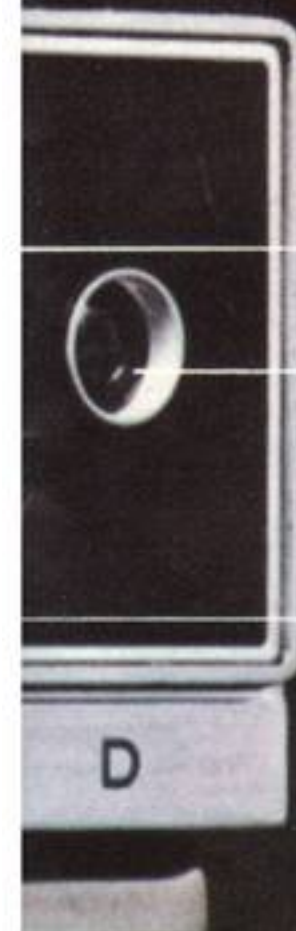
### Electric eye and electronic shutter

The electronic miracles of the Model 360 include the exposure control system, the most advanced automatic system ever built into a camera. When you snap a picture, a complex series of events takes place in the fraction of a second during which the shutter moves. As the blades fly open, the electric eye is activated. It measures the precise amount of light needed to produce the correct exposure. Then it sends an instantaneous electronic



Electronic flash clips on camera.

Automatic electronic development timer in the back of the camera.



Triplet lens.

Electric eye.

Lighten-darken control.

Detachable cover included.

Automatic recharger for electronic flash.



## THE MODEL 360. UNDER \$200.

signal to close the shutter blades. Is it important for you to understand how the transistors, capacitors, resistors and electromagnets work? No. All you need to know is that the exposures for your pictures are measured automatically, precisely and instantly. All you do is aim at the scene you want and shoot.

### Electronic timer

The Model 360 has an amazing electronic timer built into the back of the camera. By reminding you when the picture is fully developed it can save you many dollars worth of spoiled pictures. It is complex in design, yet simplicity itself to use. Set the timer to the development time recommended by the film instructions. Then take pictures. From here on the timer is automatic. As you pull the film packet out of the camera after snapping the picture, the timer lights up. When it is time to peel the picture apart, the timer tells you with a discreet "beep". Each time you pull a packet out of the camera, the timer goes on. It is slick, simple and intriguing.

### Wide range

There are two exposure ranges for color, two for the high speed black and white film. The sensitive electric eye/electronic shutter combination will make time exposures up to 10 seconds — automatically. You can even use natural light indoors for black and white and many color pictures.

### Versatility

There is a whole line of accessories available for the Model 360. You can take close-ups as near as 9 inches away (a flower will fill most of the picture) and beautiful head and shoulders portraits with the special kits. There is a self-timer that delays the snap of the shutter until you can get into the picture. And there are special filters to enhance outdoor shots.\*

### Deluxe construction

The Model 360 is the top of the Polaroid camera line. It has a beautiful brushed chrome body and shutter housing. Its styling is conservative and distinguished. The lens is a sharp, 3-element, color-corrected unit. The super camera includes a tripod socket, a folding, detachable carrying cover and an adjustable carrying strap.

### Zeiss Ikon range and viewfinder

The super camera has one of the finest range and viewfinders ever designed. It is made by the famous West German optical firm of Zeiss Ikon. It is a single window, projected frame, superimposed image finder that automatically frames the picture correctly, whatever the distance between the subject and the camera. The large single window is easy to see through, even when you are wearing glasses. Enclosed in a brushed chrome housing, the finder is held in place by a powerful magnet and folds down for ease of carrying.

### Automatic recharger

You never have to buy batteries for the electronic flash. When you're done taking pictures simply unclip the flash unit and set it on its recharger. An hour later it is fully charged, ready to shoot 40 more pictures (that's 5 packs of film). The recharger works on ordinary house current and is included at no extra cost. The flash unit is good for 5,000 flashes, or about 10 years of use.

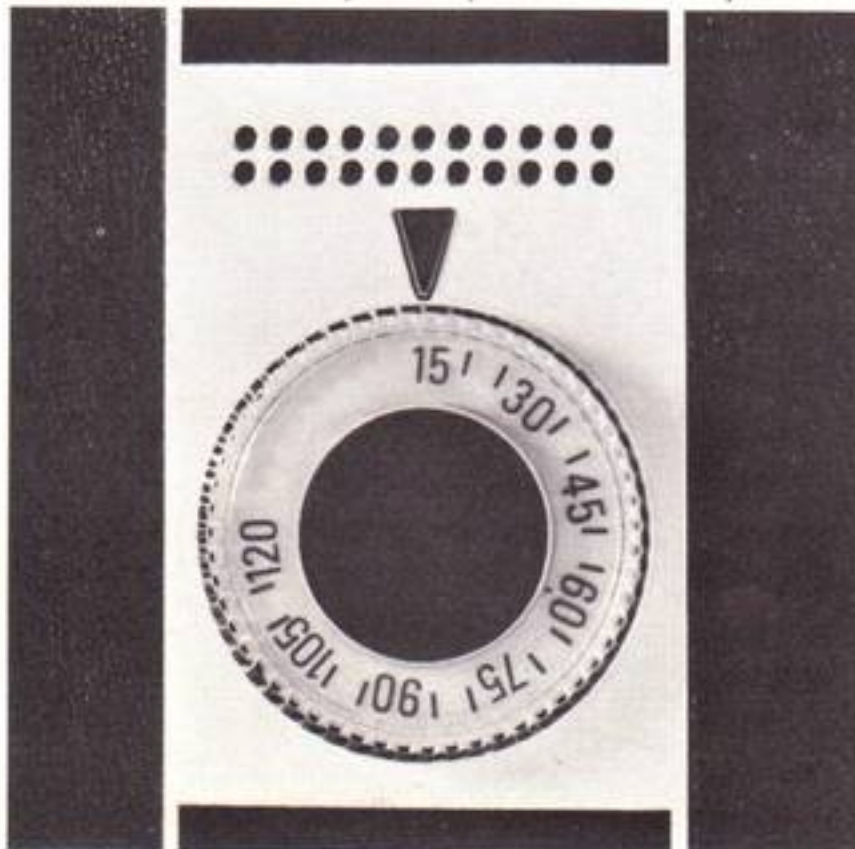
*You never have to buy a flashbulb again. Your pictures are sharper too because there's no camera motion.*



*You can stop action with the electronic flash. — even drops of water in mid-air*



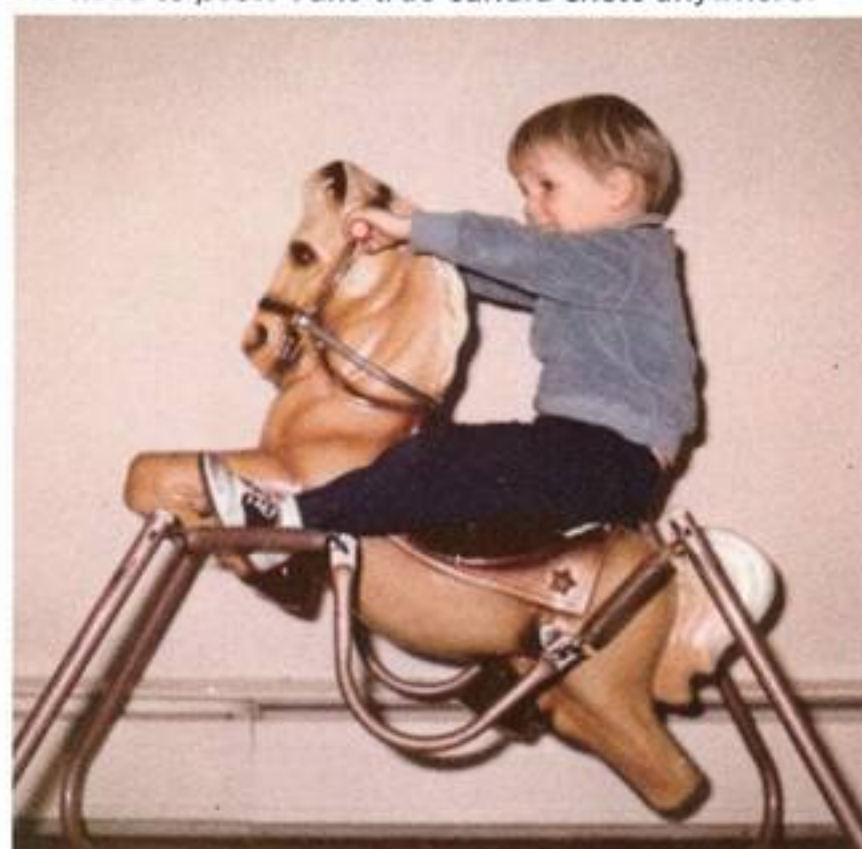
*Electronic timer tells you the picture is developed.*



*An automatic recharger for the electronic flash.*



*No need to pose! Take true candid shots anywhere.*





## THE MODEL 350. UNDER \$150.

This is an exceptional camera value. Besides giving you finished color pictures in a minute or black and whites in seconds, it has the same superb photographic mechanism as the Model 360 (except for the electronic flash), the same handsomely crafted metal body and shutter housing and the same sharp triplet lens. In short, it gives you deluxe range, versatility and styling — at a lower price.

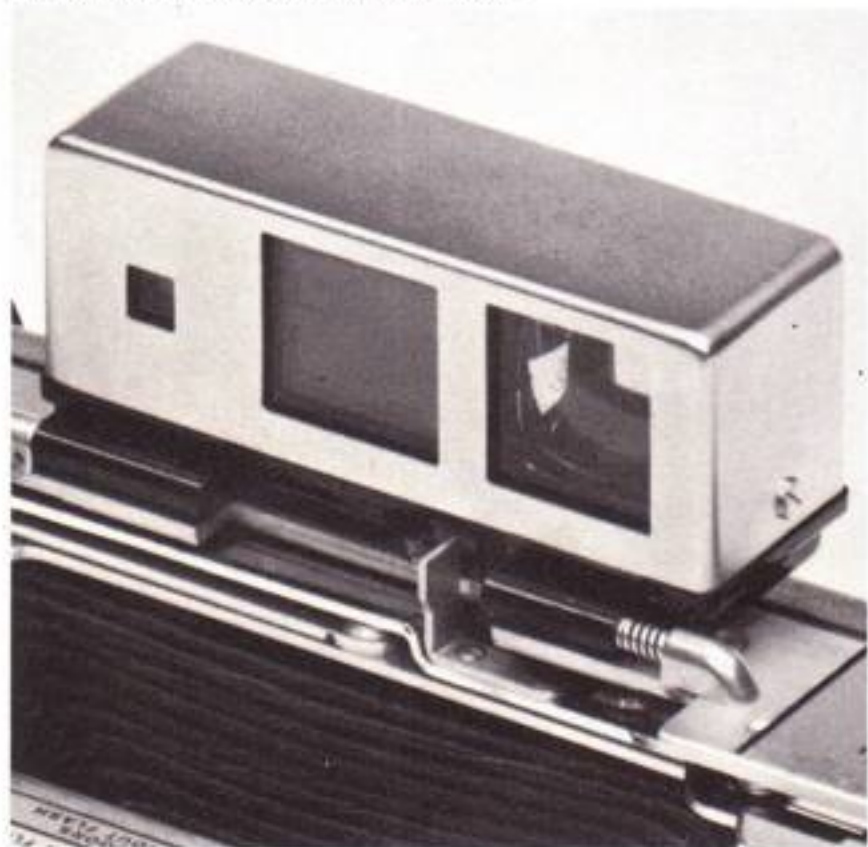
*Model 350 Automatic Color Pack Camera.*



*Time exposures can be made automatically.*



*Zeiss Ikon range and viewfinder.*



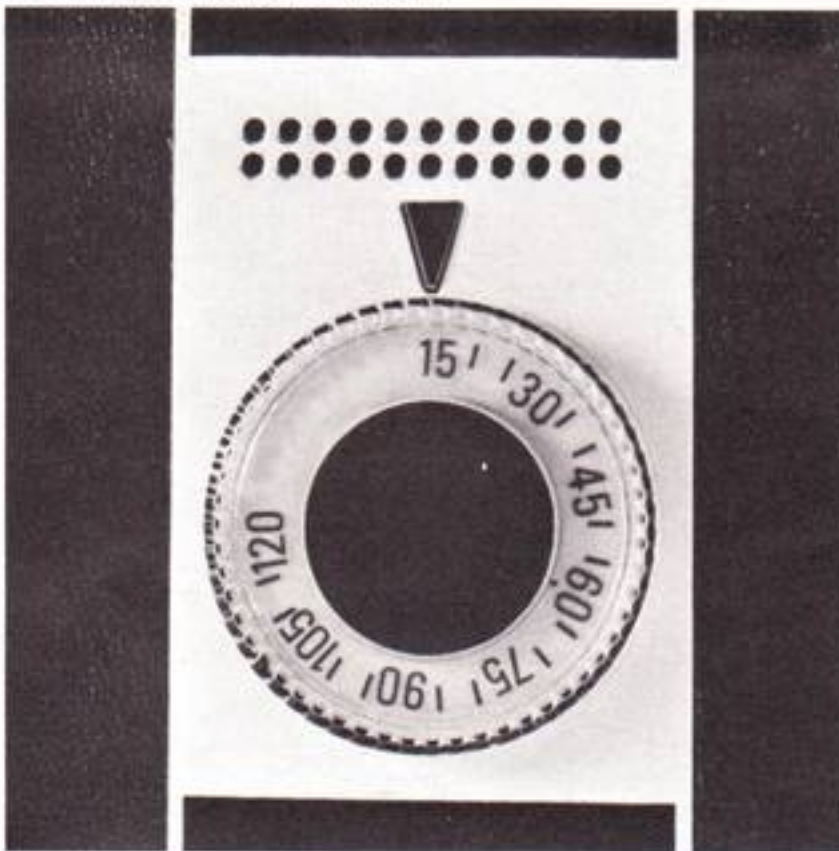
### Four exposure ranges

The Model 350 has a sharp triplet lens and sophisticated electronic shutter. There are two exposure ranges for black and white and two for color. It even makes automatic time exposures up to 10 seconds. You simply press the button and the shutter stays open just as long as necessary for correct exposure.

### Zeiss Ikon range and viewfinder

The superb range and viewfinder is made by Zeiss Ikon of Germany. It is a single window, projected frame, superimposed image finder which automatically corrects for parallax and field size. A powerful magnet holds it in place for picture taking. When not in use, it folds away for easier carrying. Its large single window is easy to use, even when you are wearing glasses. The finder is easily and precisely focused by pushing two buttons.

*Automatic electronic timer.*



*Deluxe styling, brushed chrome finish.*



### Electronic Timer

Built into the back of the camera is an electronic timer that automatically times your pictures. Pre-set to the proper development time, it tells you just when to peel your picture apart. Every time you pull the film packet out of the camera the timer automatically begins to count seconds. A soft electronic "beep" signals when the picture is ready.

### Deluxe Styling

The Model 350 is an elegant photographic instrument, beautifully finished in every detail from its precision shutter to its handsomely crafted metal body trimmed in chrome. It has a detachable cover and an adjustable strap.

*Portraits and close-ups with optional accessories.\**



\*See page 13 for additional accessories.



## THE MODEL 340. UNDER \$100.

The Model 340 is the most versatile Color Pack Camera ever sold for less than \$100. Like the less expensive Automatics, it has a plastic body — but it incorporates most of the deluxe features of the higher priced models. Besides producing finished color pictures in a minute or black and white shots in seconds, its accessory capability is greater than that of the less expensive models, allowing you to take portraits and close-ups in color or black and white with the accessory attachments.

### Built-in development timer

A timer is built into the back of the camera to ensure accurate picture development. After you set the recommended development time, the timer "remembers" it for each subsequent picture until you change the setting. The timer is particularly useful for color pictures and can save you money and disappointment by eliminating underdevelopment, the major cause of spoiled pictures.

### Shoot indoors without flash

The Model 340 has the sharp triplet lens, sensitive electric eye, four exposure ranges (two for color, two for black and white), four film speed settings, and the sophisticated 5-capacitor electronic shutter of the deluxe cameras. It lets you make black and white pictures indoors without flash, and some color shots by window light alone. The camera reads the light intensity and sets the exposure for each shot automatically under almost any lighting condition. Even time exposures up to 10 seconds can be made automatically.

### Foldaway range and viewfinder.

The Model 340 has a dual image, coupled rangefinder that lets you focus by a simple motion that superimposes two images of your subject in the rangefinder window. The viewfinder automatically corrects for parallax as you focus, so every shot is framed properly. A powerful magnet holds the mechanism in place for picture taking. The entire assembly folds under the camera's protective cover when not in use.

### Wide range of accessories

Every type of optional accessory available for the Automatic Color Pack Cameras may be used on the Model 340. It can make beautiful head and shoulder portraits as well as close-ups of objects as near to the lens as 9 inches, in black and white or color. A self-timer lets you get into your own picture. You can use the cloud filter to bring out contrast in black and white photographs showing an expanse of sky and clouds, or the UV filter to make outdoor colors look more natural.

Model 340 Automatic Color Pack Camera.



Some color shots can be made indoors without flash.



Superimposed image range and viewfinder.



Use the optional portrait kit for results like this.



Or the optional close-up kit for detailed shots.\*



\*See page 13 for additional accessories.



## MODEL 330. UNDER \$80.

In addition to giving you finished color pictures in a minute and black and white shots in seconds, this brand new folding Color Pack Camera boasts many features that used to be found only on the most expensive Polaroid camera models. It features a built-in development timer and has the same double window, coupled range and viewfinder found on the Model 340 (although it does not fold down). The performance of its photographic mechanism is superb.

### Automatic exposure control

Like the more expensive Polaroid Automatic cameras, the Model 330 has a sensitive electric eye and transistorized electronic shutter that measure the light and set the correct exposure automatically even in the split second duration of the flash. In almost any picture taking situation you just aim, focus and shoot — the camera does the rest.

### Built-in development timer

A timer is built into the back of the camera to ensure accurate picture development. After you set the recommended development time, the timer "remembers" it for each subsequent picture until you change the setting. The timer is particularly useful for color pictures and can save you money and disappointment by eliminating underdevelopment, the major cause of spoiled pictures.

### Versatile triplet lens

The sharp triplet lens produces bright, crisp color or black and white pictures. It can use the optional cloud filter to improve black and white photographs showing an expanse of sky, or the optional UV filter to make outdoor colors look more natural.

### Deluxe range and viewfinder

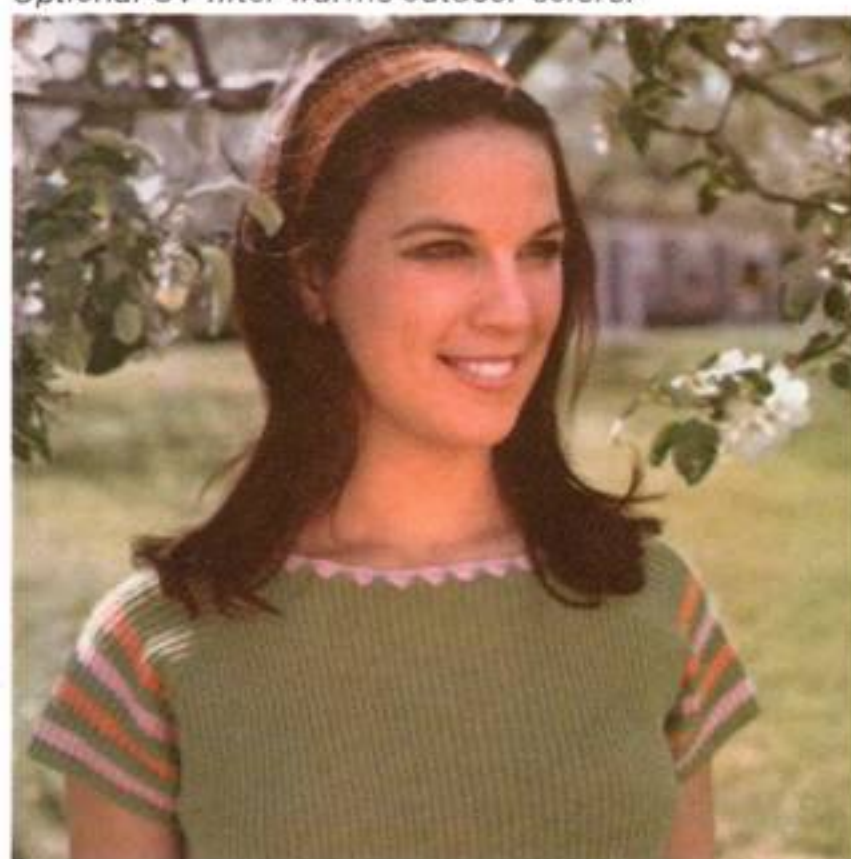
As with most of the more expensive Automatics, you simply superimpose two images of your subject in the rangefinder window. The viewfinder automatically corrects for parallax as you focus, ensuring proper framing regardless of distance from subject to lens.

The camera comes with a detachable protective cover and adjustable carrying strap.

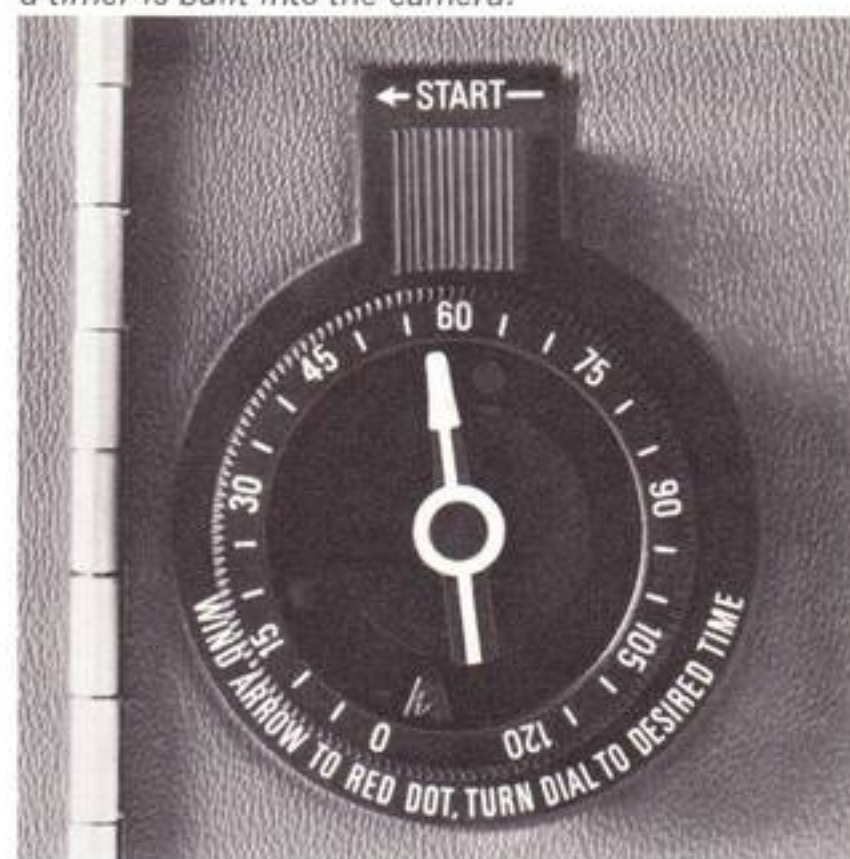
Model 330 Automatic Color Pack Camera.



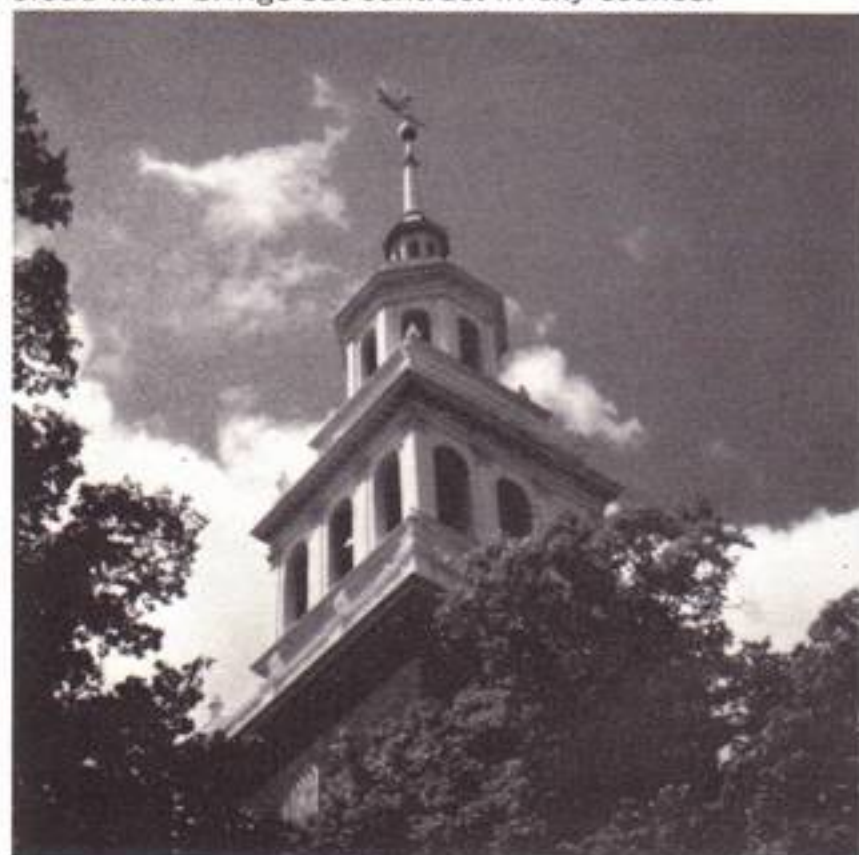
Optional UV filter warms outdoor colors.\*



For accuracy and convenience in picture developing a timer is built into the camera.



Cloud filter brings out contrast in sky scenes.\*



\*See page 13 for additional accessories.



## THE MODEL 320. UNDER \$60.

This inexpensive new model of the famous folding Polaroid Color Pack Cameras has the basic features of the most expensive models — the same great film, same fast loading, same electric eye operation, the same convenient folding construction, the same big  $3\frac{1}{4} \times 4\frac{1}{4}$  inch prints. And, of course, the fun and excitement of seeing your color pictures on the spot in a minute, your black and white shots in just seconds.

### Automatic exposure control

Like the most expensive Automatic Color Pack Cameras, the Model 320 has a transistorized electronic shutter teamed with a sensitive electric eye that measures the light available for each shot and automatically sets the correct exposure — even for flash pictures. In almost any picture taking situation, you just aim, focus and shoot — the camera does the rest.

### Deluxe range and viewfinder

The coupled range and viewfinder on the Model 320 is the same double window style found on some of the more expensive Automatics, although it doesn't fold away when not in use. To find the range, you simply superimpose two images of the subject in the rangefinder window. The viewfinder automatically corrects for parallax as you focus, ensuring proper framing regardless of distance from subject to lens.

### Easy loading

The Model 320 uses Polaroid Land pack film — both color and black and white. Each pack makes eight pictures and snaps into the camera in seconds. There is no threading or winding. After you take a picture, you pull it out of the camera and let it develop. While you are waiting you can shoot more pictures.

### Automatic flash pictures

This camera takes the guesswork out of making flash pictures. You can take flash shots indoors as easily as snapshots in the sunlight. You don't have to measure or make special settings from a chart. Just aim and shoot as you would in sunlight. Even as you move closer or farther away, the camera does the figuring for you.

### Light weight

Because the body and shutter housing of the Model 320 are made of high impact plastic, the camera is very light. It comes with a detachable protective cover and adjustable carrying strap.

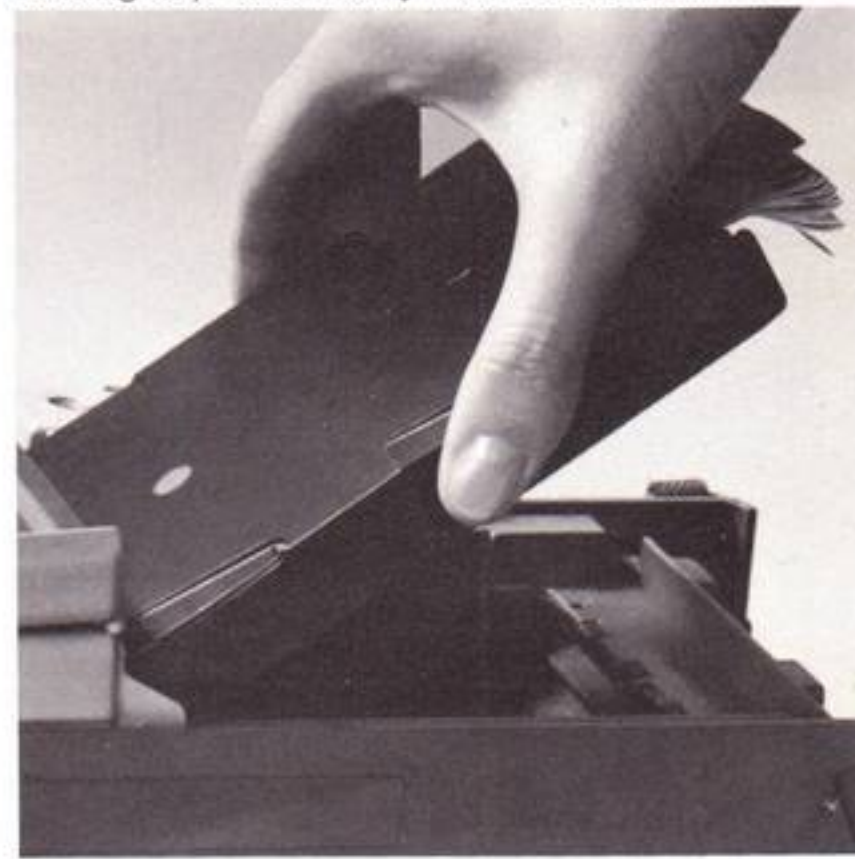
Model 320 Automatic Color Pack Camera.



Polaroid development timer #128 is an inexpensive accessory to ensure accurate development timing.\*



Loading is quick and easy with Polaroid pack film.



Molded plastic body is lightweight and durable.



\*See page 13 for additional accessories.



## HOW TO CHOOSE YOUR CAMERA.

All Automatic Folding Pack Cameras have these features:

- Color Pictures in a minute
- Black and white in seconds
- Large 3¼ x 4¼ inch pictures
- Easy pack film loading
- Transistorized electronic shutter
- Electric eye exposure meter
- Light weight
- Pictures develop outside the camera
- Automatic exposure for flash
- Detachable camera cover
- Adjustable carrying strap.
- Can use self-timer
- Can use cable release

Use this chart. It shows all the features of all the folding Color Pack Camera models. You can see at a glance the features and prices of each one.

CAMERA MODEL	Model 320 Under \$60	Model 330 Under \$80	Model 340 Under \$100	Model 350 Under \$150	Model 360 Under \$200
Electronic flash	no	no	no	no	yes
Battery charger	no	no	no	no	yes
Zeiss Ikon range and viewfinder	no	no	no	yes	yes
Metal body	no	no	no	yes	yes
Metal shutter housing	no	no	no	yes	yes
Laminated bellows	no	no	no	yes	yes
Tripod socket	no	no	no	yes	yes
Integrated circuits	no	no	no	yes; one	yes; three
Folding range and viewfinder	no	no	yes	yes	yes
Close-up capability	no	no	yes	yes	yes
Portrait capability	no	no	yes	yes	yes
2 exposure ranges for B&W	no	no	yes	yes	yes
2 exposure ranges for color	no	no	yes	yes	yes
Automatic time exposures up to 10 seconds for color	no	no	yes	yes	yes
4 film speed settings	no	no	yes	yes	yes
B&W pictures indoors without flash	no	no	yes	yes	yes
4½ volt battery	no; 3 volt battery	no; 3 volt battery	yes	yes	yes
UV filter capability	no	yes	yes	yes	yes
Cloud filter capability	no	yes	yes	yes	yes
Triplet lens	no; duplet	yes	yes	yes	yes
Times picture development	no	yes	yes	yes; electron- ically	yes; electron- ically

## POLAROID CAMERA ACCESSORIES.

In addition to the filters, portrait kit, close-up kit, and development timer described on preceding pages, the following accessories can make instant picture taking even more fun.

### Flashgun

The flashgun attaches to the camera and lets you take pictures indoors in color or black and white. It is synchronized with the shutter and no special distance calculations are necessary. (For all folding cameras except the Model 360).

### Albums

Polaroid picture albums are a convenient way to store and display 72 Polaroid pictures, either black and white or mounted color shots. They lie flat in strong transparent jackets, protected by durable padded vinyl covers. Albums come in deluxe, standard and pocket styles. The large albums accept page refills.

### Carrying cases

Carrying cases make it easy to carry everything necessary for on-the-spot picture taking. Polaroid offers a complete line of handsome cases for cameras, film and accessories.

### Self-timer

The self-timer allows you to get into your own pictures. Just focus, press the button and you have time to get into the picture before the shutter snaps. (For all folding cameras).

### Cable release

The cable release fits over the shutter button and lets you trip the shutter without danger of moving the camera. Useful for making automatic time exposures. (For all folding cameras).

Cable release and flashgun.



Carrying cases and albums.





## THE BIG SWINGER. UNDER \$25.

The Big Swinger is the inexpensive Polaroid Land camera that gives you big black and white pictures just seconds after you shoot.

### Loads in seconds

Because it uses Polaroid Type 107 pack film, the Big Swinger gives you big  $3\frac{1}{4} \times 4\frac{1}{4}$  inch black and white prints. Just insert the pack, pull a tab and you're ready to shoot. And each picture develops outside the camera so you're free to go on shooting all the action while your pictures develop.

### Built-in photometer

An ingenious built-in photometer reads YES when the exposure is perfect — right in the view finder. You twist the red knob until you see a bright YES, then you press down the same knob to shoot your picture.

### Freezes action

The Big Swinger freezes action, indoors or out. Because the camera uses 3000 speed film, it is able to have a single shutter speed of  $1/200$ th of a second, fast enough to catch a high diver in mid-air.

### No focusing

You never have to focus the Big Swinger, just swing it up and shoot. Pictures in bright sun are sharp from 2 feet to far away. You can get great close-ups, too.

### Built-in flash

With the built-in flash, there's a whole new series of surprises. You drop an inexpensive AG-1 bulb into the camera. The face plate of the camera itself serves as the flash shield.

### Carryall case

This optional accessory for the Big Swinger holds the camera plus film and flashbulbs.

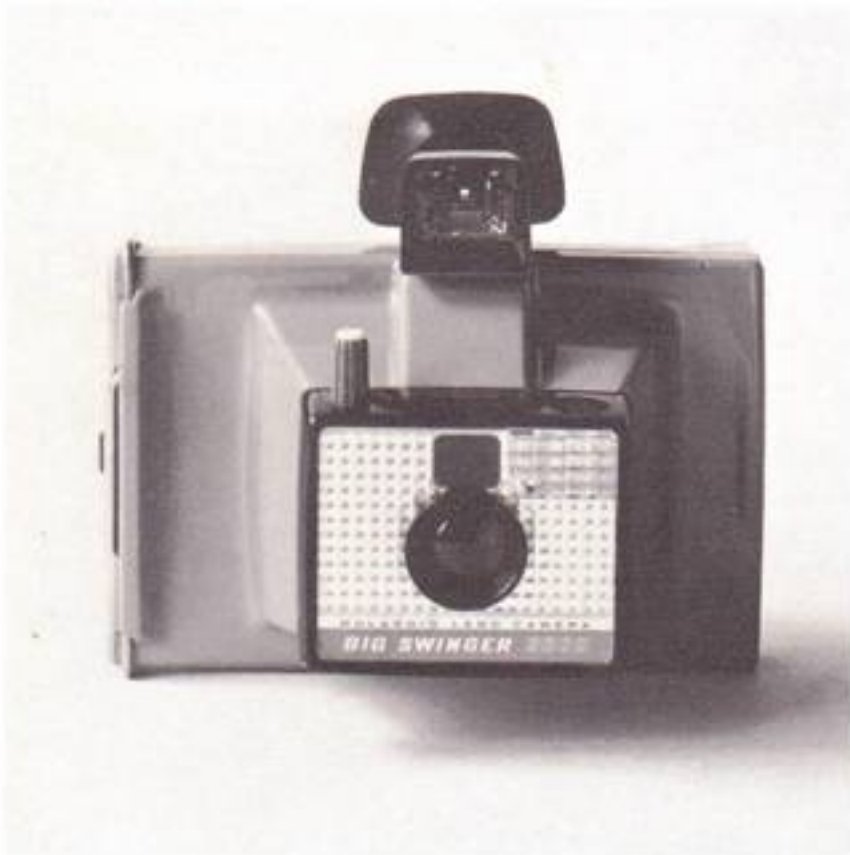
## THE SWINGER. UNDER \$20.

The Swinger is the least expensive camera Polaroid has ever made. This little camera offers all of the fun and excitement of instant pictures (makes beautiful  $2\frac{1}{2} \times 3\frac{1}{4}$  inch black and white pictures in seconds) for less than \$20. Yet it boasts some of the most remarkable photographic inventions ever devised.

### The Swinger "talks" to you

The ingenious photometer, built right into the viewfinder, reads YES when the exposure is correct. You twist the knob until you get a bright, clear YES (which means it's okay to shoot), then you push the knob to take the shot. That's all there is to it. The Swinger is very light. It swings easily from your wrist. When you want to take a picture, just swing it up. When YES appears, shoot. Pull the tab and seconds later you zip off a beautiful black and white picture.

*The Big Swinger.*



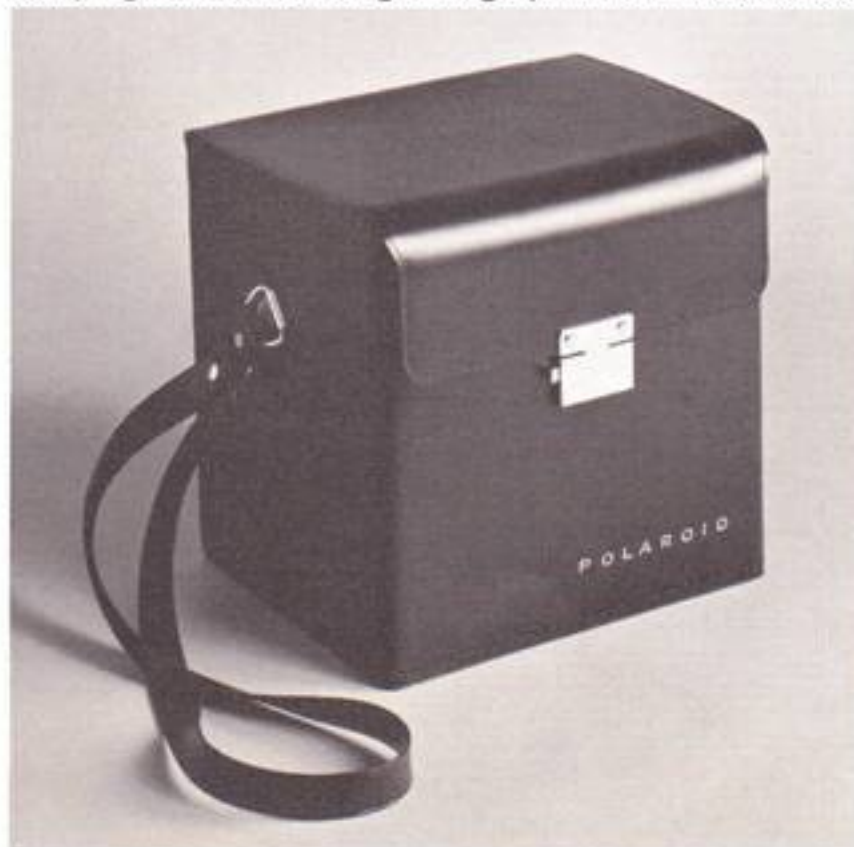
*A built-in photometer tells you when to shoot.*



*The Big Swinger makes big  $3\frac{1}{4} \times 4\frac{1}{4}$  inch black and white pictures.*



*Carrying case for the Big Swinger, film and flashbulbs.*



*The Polaroid Swinger.*





**Carryall case**

This optional accessory is a convenient way to carry The Swinger camera with two boxes of film and AG-1 flashbulbs. It is made of durable black vinyl lined with cushiony Survlon fibre.

**Photo albums**

There's a special album designed just for Swinger size pictures. It holds 48 prints. Page refills are available.

**Film for The Swinger**

Type 20 Land film is Polaroid 3000-speed film in roll form. Each roll has 8 pictures and each picture is a handy 2½ x 3¼ inch wallet size.

**COPIES AND ENLARGEMENTS.**

You can get copies, enlargements, color slides and greeting cards made from your favorite pictures. They are available from Polaroid Copy Service or directly from your dealer.

Whether you want to duplicate color or black and white pictures reproductions are sharp, clear and remarkably faithful to your original Polaroid pictures. Ordering is easy. Each package of Polaroid film contains an order form for copies in either 2½ x 3¼ inch size or 3¼ x 4¼ inch size. Enlargements may be ordered to 5 x 7 or 8 x 10 inches.

You can also order 35mm slides and holiday greeting cards featuring your favorite Polaroid Land pictures. Service is prompt and convenient — as near as your mailbox and as handy as your daily postal delivery. Or see your Polaroid camera dealer.

**Special offer**

With your purchase of a new Polaroid camera, Polaroid Copy Service will include a free enlargement when you mail in your first order for copies.

You can get a 5 x 7 black and white enlargement (\$1.00 value) when you buy a Swinger or a 5 x 7 color enlargement (\$1.75 value) when you buy a Color Pack Camera.

*The Swinger makes wallet-size pictures.*



*Carrying case for The Swinger, film, and flashbulbs.*



*You can get copies, enlargements, 35mm color slides, and photographic Christmas cards in various styles from Polaroid Copy Service.*





POLAROID. A NEW LINE OF CAMERAS FOR 1969.

