

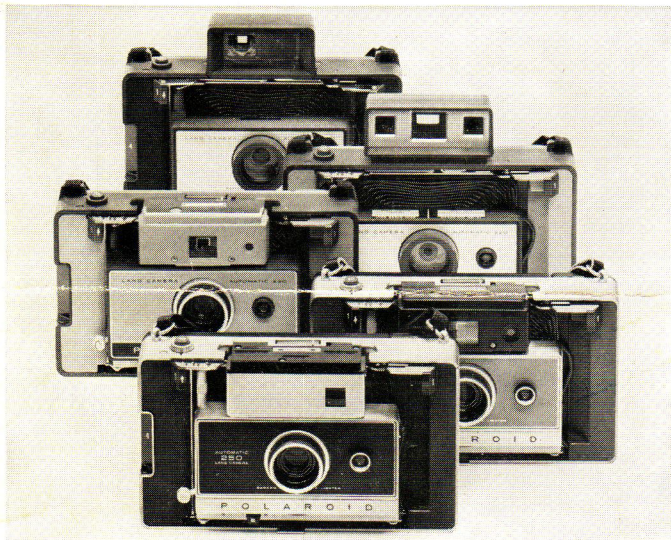
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FIVE NEW AUTOMATIC POLAROID COLOR PACK CAMERAS



The Most Advanced Cameras In The World

The new Automatics from Polaroid are the most exciting cameras in the world. Even if they didn't give you finished pictures on the spot, they would be cameras to marvel at. They embody remarkable technological features, yet are very easy to use. A sensitive electric eye and a transistorized electronic shutter produce perfect exposures in almost any light. All you do is choose the picture, focus, shoot, and pull two tabs. In 60 seconds you have a beautiful color picture (black and white in just 15). Until you try it, you won't know how exciting instant photography can be.

Five Models To Choose From

Now for the first time, you have five Automatic Color Pack Cameras to choose from. They range from the luxury Model 250 to the Model 210, an economy model at less than \$50. Each model offers a special combination of features and advantages to fit the price.

Electronic Shutter

The Automatic Color Pack Cameras all have a transistorized electronic shutter of revolutionary design. Teamed with an ultra-sensitive electric eye, it produces perfect exposures in almost any light. All you do is choose the picture and snap the shutter. The electronic shutter makes all the necessary calculations and sets the exposure for you.

Light weight

These are the lightest Color Pack Cameras Polaroid has ever made. They are actually lighter than many 35mm cameras, even though they produce big 3¼ x 4¼ inch prints. Each camera has a removable cover that protects it when not in use, as well as an adjustable carrying strap.

Easy Loading

The Color Pack Cameras all use Polaroid Land pack film — both color and black and white. Each pack makes eight pictures and drops into the back of 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're free to go on shooting more pictures.

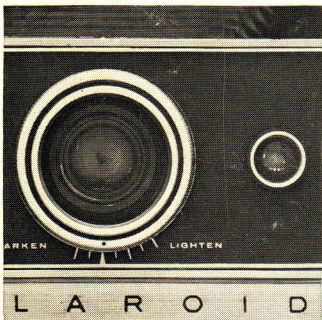
Automatic Flash Pictures

These cameras take 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 for any picture. Even as you move closer or farther away, the camera does the figuring for you.

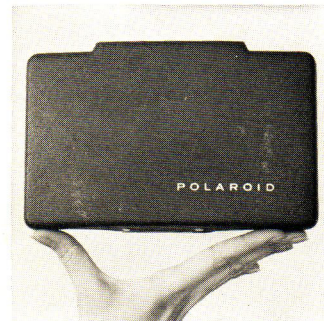
Fully automatic.



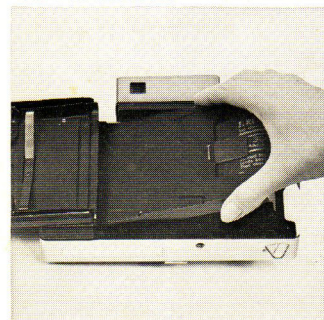
Electronic Shutter.



Light weight.



Loads in seconds.



Model 250.
The Luxury Automatic Color Pack Camera.

This is the world's most remarkable camera, the most advanced of the Automatic Color Pack Cameras. Its sharp triplet lens, sophisticated electronic shutter and superb rangefinder/viewfinder give it a unique photographic versatility. Two exposure ranges for black and white and two for color let you make black and white pictures indoors without flash at low light levels, as well as some indoor color shots by window light alone. And you can make automatic time exposures of up to ten seconds. There are four film speed settings.

The deluxe rangefinder/viewfinder of the Model 250 is made by Zeiss Ikon of Germany. It is a single window, projected frame, superimposed image finder that automatically frames each picture correctly, whatever the distance between your subject and the lens. The large single window is easy to sight through, even when you are wearing glasses.

The Model 250 uses every type of Polaroid camera accessory available for the Automatics. The quality of its construction is complemented by the elegant styling of its brushed chrome-trimmed body and shutter housing. An adjustable carrying strap and a protective cover are included.

Model 240.
A Deluxe Automatic Color Pack Camera.

This is an exceptional camera value. It gives you the same complete accessory capability as the finest Automatic Color Pack Camera, the same superb photographic mechanism, the same handsomely crafted metal body and shutter housing and the same sharp triplet lens. In short, it gives you the most deluxe range, versatility and styling — at a lower price.

The rangefinder/viewfinder on the Model 240 is less expensive than the Zeiss Ikon finder of the Model 250. There are separate windows for the rangefinder and viewfinder, although focusing is still accomplished by superimposing two images of the subject. Exposures, of course, are automatic — indoors, outdoors, with or without flash. You can take many indoor black and white pictures in dimly lit areas without flash, as well as some indoor color shots by window light.

Accessory capability is complete. You can make beautiful close-ups and portraits and even take your own picture by using a self-timer. There is a tripod socket (particularly useful when making time exposures), and the camera comes complete with a detachable protective cover and an adjustable carrying strap.

Model 230.
A Versatile Automatic Under \$100.

The Model 230 is the most versatile Automatic Color Pack Camera ever sold for less than \$100. Like the less expensive Automatics, it has a plastic body — but in that plastic body it incorporates most of the deluxe photographic features of the higher priced models. And 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.

Because the Model 230 has the sharp triplet lens, electric eye, four exposure ranges, four film speed settings, and the sophisticated 5-capacitor electronic shutter of the deluxe cameras, it performs with great versatility. With it, you can take automatic time exposures of up to 10 seconds duration, black and white shots indoors without flash, and even some indoor color shots by window light.

The rangefinder is the same double window, superimposed image type found on the Model 240. It, too, folds down when not in use. The camera comes complete with a detachable cover and adjustable nylon carrying strap.

Model 220.
An "Expensive" Camera At A Low Price.

The Model 220 is an expensive camera — in everything but its price. It boasts many features that until now were found only on the more expensive Automatics. It can make time exposures in both color and black and white, for example, and it can take black and white pictures indoors without flash. Its double window rangefinder/viewfinder operates in the same fashion as that on the Model 240 (although it does not fold down). What makes it inexpensive? The Model 220 has a body and shutter housing of precision-molded plastic, a less expensive duplet lens and limited accessory capability. However, the performance of this camera is equal in many ways to the more expensive Color Pack Cameras. It is the biggest bargain of the new Polaroid cameras. The 220 is the most versatile low-priced Color Pack Camera. It delivers all the fun of instant photography at a surprisingly low price.

Model 210.
The First Automatic For Under \$50.

This lowest priced of the Polaroid automatic cameras has the basic features of the most expensive Automatics — the same great film, same fast loading, same electric eye operation, the same big $3\frac{3}{4} \times 4\frac{1}{4}$ inch prints. And the fun and excitement of seeing your color pictures on the spot in just 60 seconds, your black and whites in 15.

Where is the money saved? The Model 210 has a precision-molded plastic body and shutter housing, a simplified non-folding rangefinder that uses an image-sizer for focusing, a less expensive duplet lens and limited accessory capability. All of this brings the price to under \$50, yet gives you a camera with the ability to take beautiful photographs in color or black and white that you can enjoy instantly.

The Model 210 is the lightest of the Automatics, weighing only $37\frac{1}{2}$ ounces — less than many 35mm cameras. It comes complete with a detachable protective cover and an adjustable nylon carrying strap.

CAMERA COMPARISON CHART

All 5 models have these features:

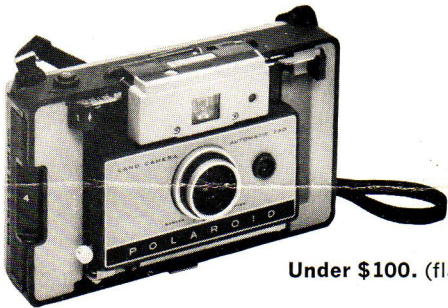
1. Color pictures in 60 seconds.
2. Black and white pictures in 15 seconds.
3. Large 3¼" x 4¼" pictures.
4. Easy pack film loading.
5. Electric eye exposure control.
6. Light weight.
7. Pictures develop outside the camera.
8. Automatic exposure for flash pictures.
9. Detachable camera cover.
10. Adjustable carrying strap.



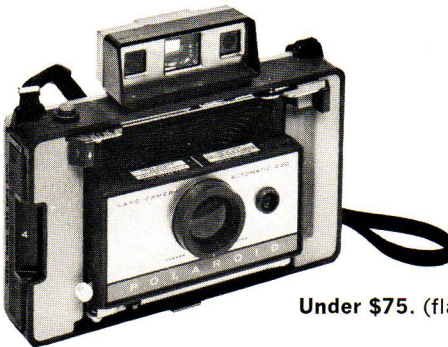
Under \$160. (including flashgun)



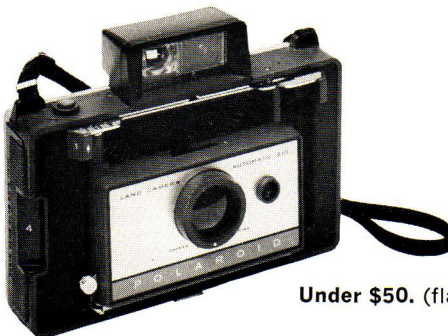
Under \$130. (flashgun additional)



Under \$100. (flashgun additional)



Under \$75. (flashgun additional)

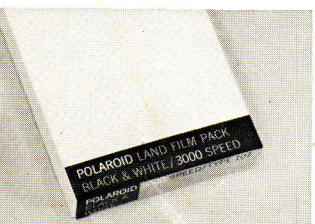
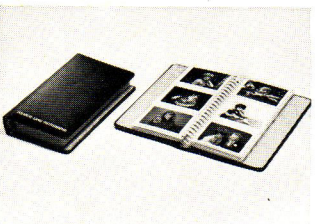
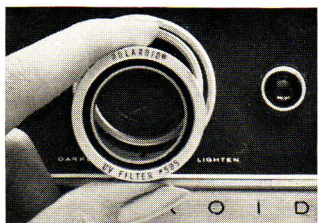
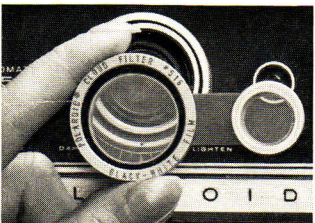
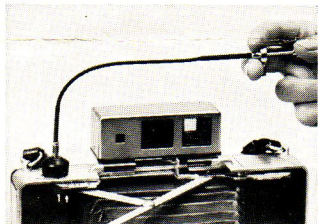
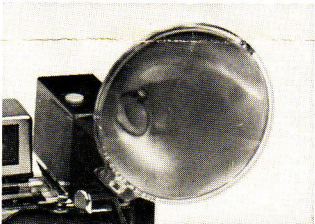
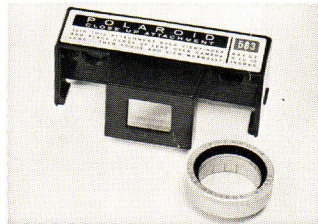


Under \$50. (flashgun additional)

CAMERA MODELS	210	220	230	240	250
1. Special Zeiss Ikon single window rangefinder-viewfinder with chrome housing	no	no	no	no	yes
2. Flashgun included	no	no	no	no	yes
3. Metal body, brushed chrome trim	plastic housing	plastic housing	plastic housing	yes	yes
4. Metal shutter housing, brushed chrome trim	plastic housing	plastic housing	plastic housing	yes	yes
5. Tripod socket	no	no	no	yes	yes
6. Portrait lens capability	no	no	yes	yes	yes
7. Close-up capability	no	no	yes	yes	yes
8. Triplet lens	duplet lens	duplet lens	yes	yes	yes
9. Cloud filter capability	no	no	yes	yes	yes
10. UV filter capability	no	no	yes	yes	yes
11. Black & white pictures indoors without flash	no	yes	yes	yes	yes
12. Folding, double image coupled rangefinder	image sizer	yes; doesn't fold	yes	yes	yes Zeiss Ikon
13. Automatic time exposure up to 5 sec. for black & white	no	yes	yes	yes	yes
14. Automatic time exposure up to 10 sec. for color	1 sec.	yes	yes	yes	yes
15. Projected frame viewfinder	movable frame viewfinder	yes	yes	yes	yes
16. Four film speed settings	2 speed settings	yes	yes	yes	yes
17. 5 capacitors	2 capacitors	yes	yes	yes	yes
18. 4½ volt battery	3 volt battery	yes	yes	yes	yes
19. 2 exposure ranges — color	1 color range	yes	yes	yes	yes
20. 2 exposure ranges — b&w	1 b&w range	yes	yes	yes	yes

ACCESSORIES AND FILMS FOR AUTOMATIC COLOR PACK CAMERAS

	Models 240, 230, 135, 103, 102, 101, 100	Model 250	Models 220, 215, 210, 125, 104
Development Timer #128	●	●	●
Self-timer #192	●	●	●
Flashgun #268	●	●	●
Cable Release #191	●	●	●
Picture Album #519	●	●	●
Carrying Cases (#322, 324, 326)	●	●	●
UV Filter #585	●	●	
Cloud Filter #516	●	●	
Portrait Kit #581	●	#581A	
Close-up Kit #583	●	#583A	



Portrait Kit #581 (#581A for Model 250) lets you take head-and-shoulder portraits within 19 inches of your subject. The special portrait lens and view/focus adapter clip right onto the camera and are easily removed after use.

Close-up Kit #583 (#583A for Model 250) lets you shoot small objects from as close as 9 inches, so you can record flowers, stamps, coins, etc. It includes a close-up lens and a view/focus adapter that is easily clipped onto the viewfinder of the camera, to insure perfect framing and focusing of every close-up.

Self-timer #192 lets you put yourself in the picture. All you do is fit it over the shutter release button on your camera, preset it to any length of time from 5 to 15 seconds, and walk into the picture. The shutter will snap automatically.

Development Timer #128 clips to the camera strap and increases accuracy in picture development. It's especially useful for color pictures, because it helps avoid the wasting of film by either under- or over-development.

Flashgun #268 clips right to your camera and lets you photograph indoors in color and black and white. The flash is synchronized with the shutter and uses M-3 clear flashbulbs. No special distance settings are required.

Cable Release #191 fits over the shutter release button and lets you trip the shutter without danger of moving the camera. Most useful for making automatic time exposures, close-ups and portraits.

Cloud Filter #516 is for use with black and white film only. This orange filter improves the contrast in pictures showing an expanse of sky, producing beautiful cloud effects. It fits over the lens and electric eye.

UV Filter #585 is used for outdoor color pictures only. It fits over the camera lens, removes excess blue from shadows and makes colors look more natural. No exposure adjustments are necessary.

Picture Album #519 provides the most convenient way to store and display Polaroid prints, both black and white and mounted color pictures. The padded vinyl covers enclose transparent jackets for 72 pictures. Eight subject index cards are included.

Carrying Cases make it easy to carry everything you need for on-the-spot picture taking. The #324 is the largest case, fully fitted for all accessories and plenty of film, while the #322 is a slim-line compartmented case. The #326 is a smaller budget priced compartmented case. The #325 is a fitted attaché style case.

Type 107 Pack Film is the famous Polaroid 3000 speed black and white panchromatic Land film for use in all Polaroid Color Pack Cameras. Each pack produces eight 3¼ x 4¼ inch prints. Each print develops in only 15 seconds outside the camera.

Type 108 Pack Film gives you beautiful rich colors and is especially accurate in the reproduction of delicate skin tones. Each pack produces eight 3¼ x 4¼ inch prints that do *not* require coating.